

MCL GROUP - LEAD GENERATION SERVICE

Information on our service for real estate agents

MCL Group offers lead generation services specifically designed for the real estate industry.

Our 25 seat call centre has a team of trained professionals, experienced at making residential and business calls for real estate.

- 1) **What is an outsourced lead generation service?**
This is when our operators make cold calls to residential addresses in order to qualify and generate leads for follow-up by a real estate agent.
- 2) **Why outsource lead generation or cold calling?**
There are a number of reasons why real estate agents may choose to outsource this area:
 - They don't like making cold calls, or are simply not good at it. It takes a special type of person to be successful at cold calling, and often the best face-to-face sales person will be the worst cold caller.
 - They may wish to have more time to focus on other activities, or perhaps more time for family. Cold calling is a great activity to outsource and generate more free time.
 - An agent may wish to make a large number of calls in a short period of time. Our call centre allows you to very quickly add additional capacity to specific campaign.
 - To benefit from our specialist knowledge and experience in this area.
- 3) **Who sources the calling list?**
Often your real estate office may already have access to an up to date online database of homeowners and their phone numbers. If this is not the case we can source a database for you, based on the following parameters:
 - A specific town, suburb, or even down to street level. This means you can focus on your most desirable area.
 - A homeowner-only list (to generate listings), or a more general list also including renters (to generate enquiries from buyers as well)
 - We can even add criteria such as property value, mortgage details or length of ownership.
- 4) **What response rate can I expect?**
In general, cold calling is likely to achieve response rates of 2.5-3%. This means you could expect 5-6 leads if making 200 calls. It is important to remember that these leads are often people who have not yet spoken with any other real estate agent – so will be first in the door.
- 5) **How much does it cost?**
MCL Group charges for lead generation services on a per-completed-call basis. We believe this gives the customer more certainty, better quality and a better ability to budget than with hourly rates or commission-only rates.
Our call-rate depends on the length of the contract, number of calls per week and the database used. Please call us for a quotation.
A more relevant calculation for a real estate agent would be the cost per lead. In general, our results indicate a cost of between \$75-150 per lead. This is considered very reasonable by most real estate agents when compared to costs of traditional print advertising and the value of a commission on a sale.

Partnering with businesses to help increase sales and profitability

6) How many calls should I outsource per week?

This depends on your budget and your goals. Initially many agents choose to outsource between 100-200 calls per week for a 4-6 week period, to be able to review the effectiveness of the campaign. Following that, experience tells us it is best to set up a fixed number of calls every week, so that you can count on receiving a regular amount of new leads each week.

7) How do I start?

Please call us on 0800 689 689 to discuss your requirements with our account manager. We will put together a quotation for you. Upon agreement, we can commence calling within 1-2 weeks.

Who is the MCL Group?

Let us give you some background on who we are:

MCL Group provides a range of sales, research and business solutions to companies nationwide. Our specialty is relationship marketing, where we utilize various methods of direct communication to help businesses increase their sales and profitability. All of our solutions are measurable to provide a clear return on your investment.

We have over 10 years of experience operating a successful outbound call centre bureau, which has provided us with the practical knowledge of what works best.

Some of the services that MCL Group offer include:

- Telemarketing
- Telesales
- Up / Cross Selling
- Lead Generation
- Appointment Setting
- Market Research
- Satisfaction Surveying
- Credit Management
- Database Building
- Data Entry

Please feel free to contact us if you would like more information on any of the services listed above.



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