



Learn Things Mortgages

"Educating Realtors, Empowering Homebuyers."

Lead Conversion in Ways You Never Thought of

As a real estate professional, it's crucial to recognize the different stages of your leads. By identifying where each prospect stands, you can tailor your approach to meet their needs and guide them to the closing table. Here's how to effectively convert four types of leads:

1. Not Ready
2. Ready/Pre-Approved
3. It's not the right time
4. Not Interested

Understanding where your leads stand and how to best serve their needs at each stage is key to converting them into satisfied clients. By nurturing and guiding them through the process—whether they are not ready yet or just waiting for the right time—you can increase your chances of a successful closing.

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