The MODERN PROSPECT'S Journey

Are You Keeping Up?

DO YOU CONVERT

LASSO™

The 2017 Online Follow-Up Study

DO YOU CONVERT

ONLINE SALES & MARKETING SUMMIT

www.OnlineSalesSummit.com

PHOENIX

September 21st & 22nd

www.OnlineSalesSummit.com

VIP REGISTRATION

Opens Soon!

www.OnlineSalesSummit.com

HOUSEKEEPING

- Webinar is being recorded
- Copies of the slides will be available
- 45 minutes long
- Type your questions in the GoToWebinar box
- Collapse the GTW box by clicking the orange arrow in the top right corner of screen

Mike Lyon

Kevin Oakley

Dave Betcher

The MODERN PROSPECT'S Journey

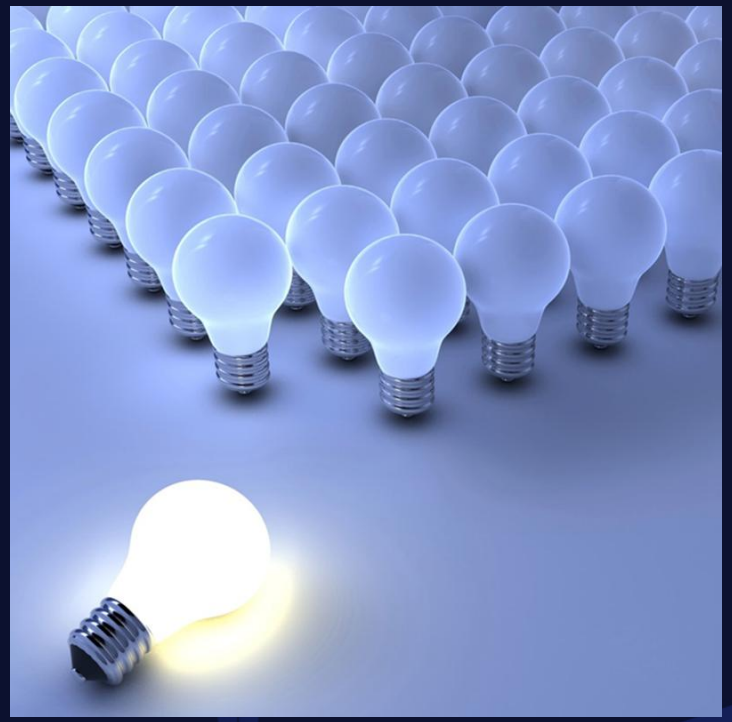
Are You Keeping Up?

DO YOU CONVERT

LASSO™

The 2017 Online Follow-Up Study

A BRIEF HISTORY



2012

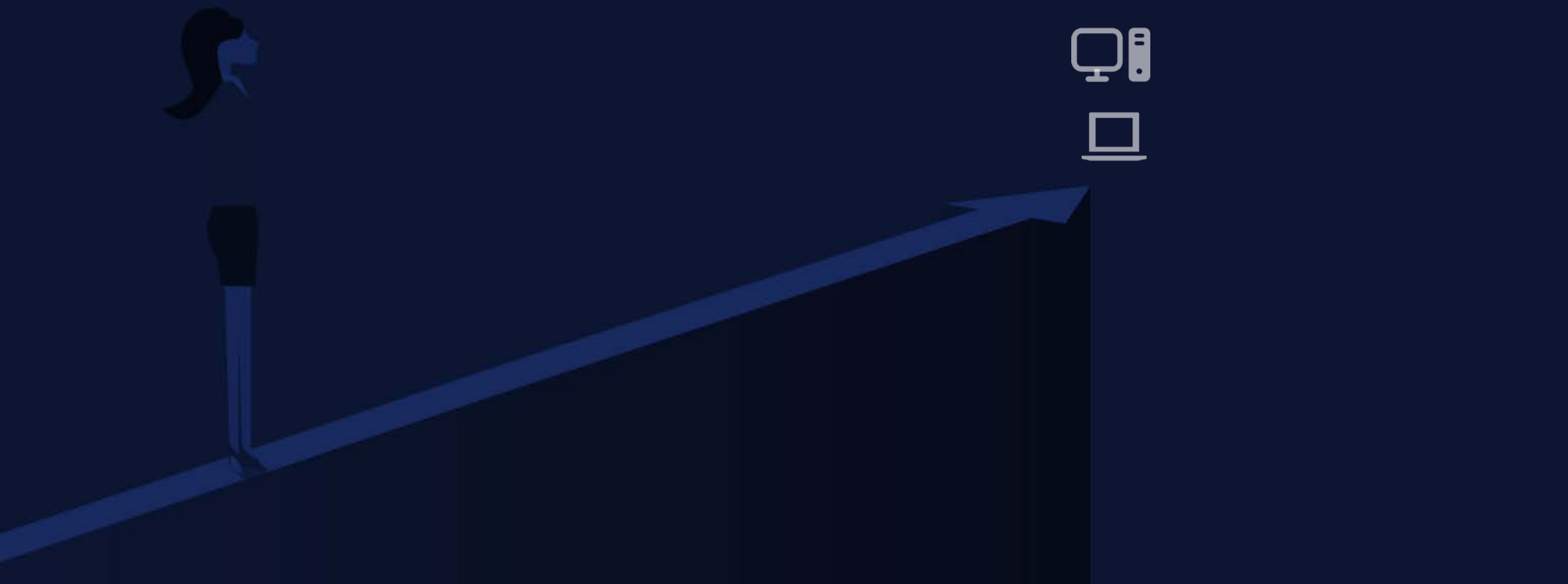
2015

2016

TECHNOLOGY
IS CHANGING THE FACE OF
REAL ESTATE
?

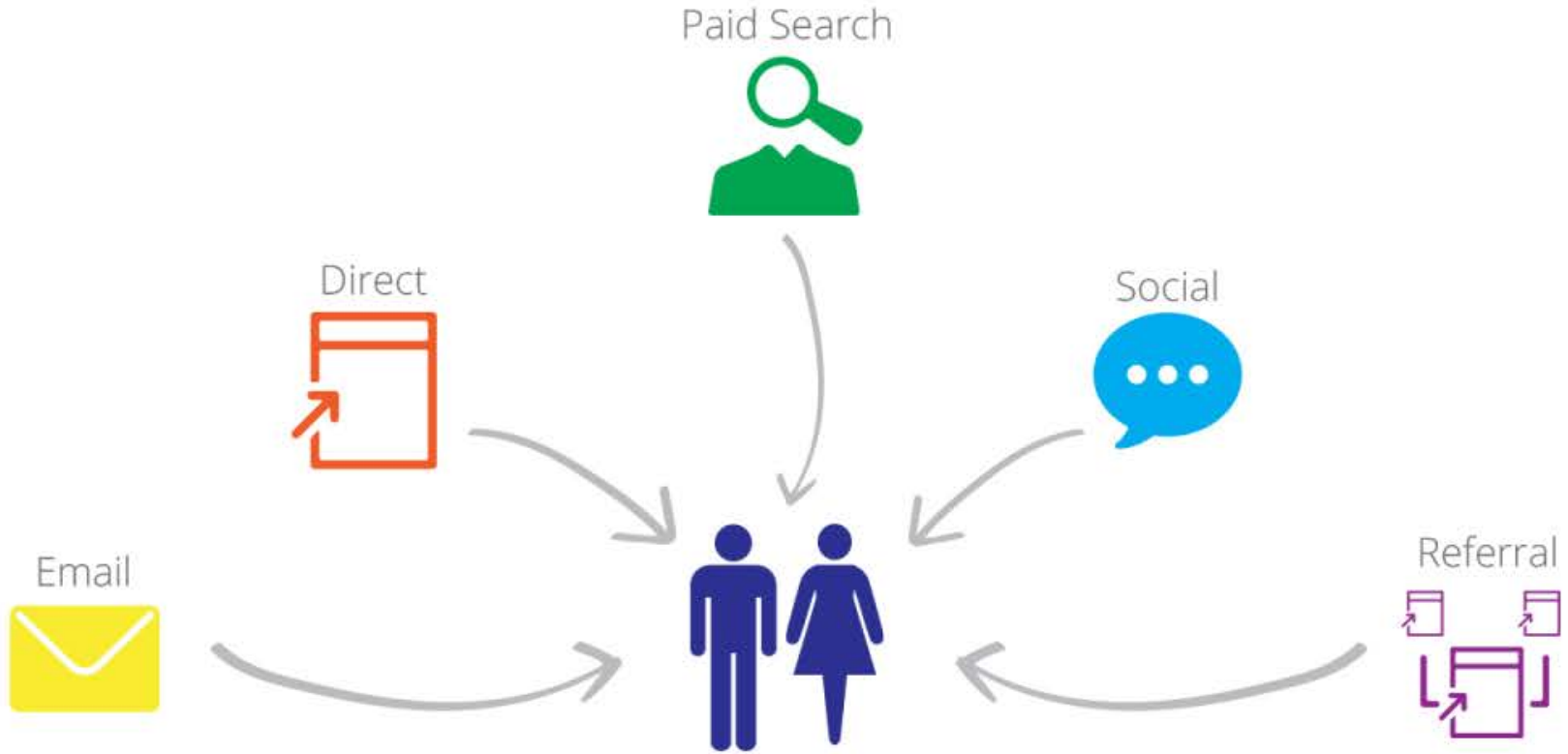
simplici via

(the online customer journey circa 2007)



omni via

(the modern online customer journey)



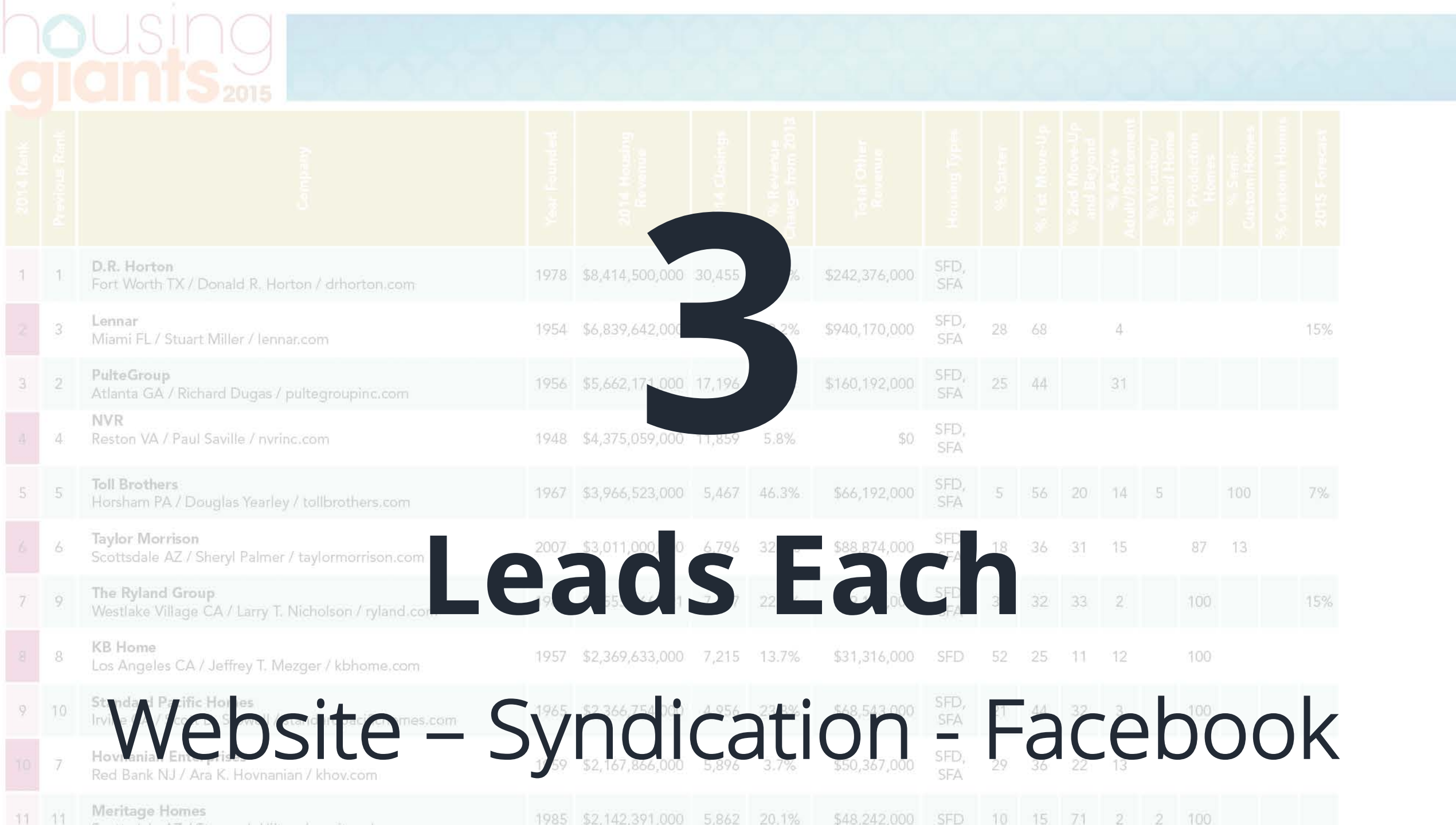
ASSIST

PROCURING CAUSE

Awareness | Consideration | Intent | Decision

50 Top Builders

2014 Rank	Previous Rank	Company	Year Founded	2014 Housing Revenue	2014 Closings	% Revenue Change from 2013	Total Other Revenue	Housing Types	% Starter	% 1st Move-Up	% 2nd Move-Up and Beyond	% Active Adult/Retirement	% Vacation/ Second Home	% Production Homes	% Semi-Custom Homes	% Custom Homes	2015 Forecast
1	1	**D.R. Horton** Fort Worth TX / Donald R. Horton / drhorton.com	1978	$4,500,000	30,455	%	$ 6,000	SFD, SFA									
2	3	**Lennar** Miami FL / Stuart Miller / lennar.com	1954		21,00	2%	$9 ,000	SFD, SFA	28	68		4					15%
3	2	**PulteGroup** Atlanta GA / Richard Dugas / pultegroupinc.com	1956	$5,662,171	,196	%	$ 2,000	SFD, SFA	25	44		31					
4	4	**NVR** Reston VA / Paul Saville / nvrinc.com	1948		11,859	5.	$0	SFD, SFA									
5	5	**Toll Brothers** Horsham PA / Douglas Yearley / tollbrothers.com	1967	$3,966,523,000	5,467	46.3%	$66,192,000	SFD, SFA	5	56	20	14	5		100		7%
6	6	**Taylor Morrison** Scottsdale AZ / Sheryl Palmer / taylormorriso	2007	$3,011,000,000	6,796	9%	$88, ,000	SFD, SFA	18	36	31	15		87	13		
7	9	**The Ryland Group** Westlake Village CA / Larry T. Nicholson / ryland m	19	$2,55 766	7,67	7%	59, 2,0	SFD, SFA	33		33	2		100			15%
8	8	**KB Home** Los Angeles CA / Jeffrey T. Mezger / kbhome.com	1957	$2,369,633,000	7,215	13.7%	$31,316,000	SFD	52	25	11	12		100			
9	10	**Standard Pacific Homes** Irvine CA / Scott D. Stowell / standardpacifichomes.com	1965	$2,366,754,000	4,956	23.8%	$68,543,000	SFD, SFA	21	44	32	3		100			
10	7	**Hovnanian Enterprises** Red Bank NJ / Ara K. Hovnanian / khov.com	1959	$2,167,866,000	5,896	3.7%	$50,367,000	SFD, SFA	29	36	22	13					
11	11	**Meritage Homes** [illegible]	1985	$2,142,391,000	5,862	20.1%	$48,242,000	SFD	10	15	71	2	2	100			



3 Leads Each

Website – Syndication - Facebook

housing giants 2015

2014 Rank	Previous Rank	Company	Year Founded	2014 Housing Revenue	2014 Closings	% Revenue Change from 2013	Total Other Revenue	Housing Types	% Starter	% 1st Move-Up	% 2nd Move-Up and Beyond	% Active Adult/Retirement	% Vacation/ Second Home	% Production Homes	% Semi-Custom Homes	% Custom Homes	2015 Forecast
1	1	**D.R. Horton** Fort Worth TX / Donald R. Horton / drhorton.com	1978	$8,414,500,000	30,455	%	$242,376,000	SFD, SFA									
2	3	**Lennar** Miami FL / Stuart Miller / lennar.com	1954	$6,839,642,000		2%	$940,170,000	SFD, SFA	28	68		4					15%
3	2	**PulteGroup** Atlanta GA / Richard Dugas / pultegroupinc.com	1956	$5,662,171,000	17,196		$160,192,000	SFD, SFA	25	44		31					
4	4	**NVR** Reston VA / Paul Saville / nvrinc.com	1948	$4,375,059,000	11,859	5.8%	$0	SFD, SFA									
5	5	**Toll Brothers** Horsham PA / Douglas Yearley / tollbrothers.com	1967	$3,966,523,000	5,467	46.3%	$66,192,000	SFD, SFA	5	56	20	14	5		100		7%
6	6	**Taylor Morrison** Scottsdale AZ / Sheryl Palmer / taylormorrison.com	2007	$3,011,000,000	6,796	32	$88,874,000	SFD, SFA	18	36	31	15		87	13		
7	9	**The Ryland Group** Westlake Village CA / Larry T. Nicholson / ryland.com	19	$55	1,7	22	00	SFD, SFA	3	32	33	2		100			15%
8	8	**KB Home** Los Angeles CA / Jeffrey T. Mezger / kbhome.com	1957	$2,369,633,000	7,215	13.7%	$31,316,000	SFD	52	25	11	12		100			
9	10	**Standard Pacific Homes** Irvine CA / Scott D. Stowell / stanpac.com	1965	$2,366,754,000	4,956	23.8%	$68,543,000	SFD, SFA	21	44	32	3		100			
10	7	**Hovnanian Enterprises** Red Bank NJ / Ara K. Hovnanian / khov.com	1959	$2,187,866,000	5,896	3.7%	$50,367,000	SFD, SFA	29	36	22	13					
11	11	**Meritage Homes** Scottsdale AZ / Steven J. Hilton / meritagehomes.com	1985	$2,142,391,000	5,862	20.1%	$48,242,000	SFD	10	15	71	2	2	100			

3 Leads Each

150 Total Shops Conducted (50x3)

housing giants 2015

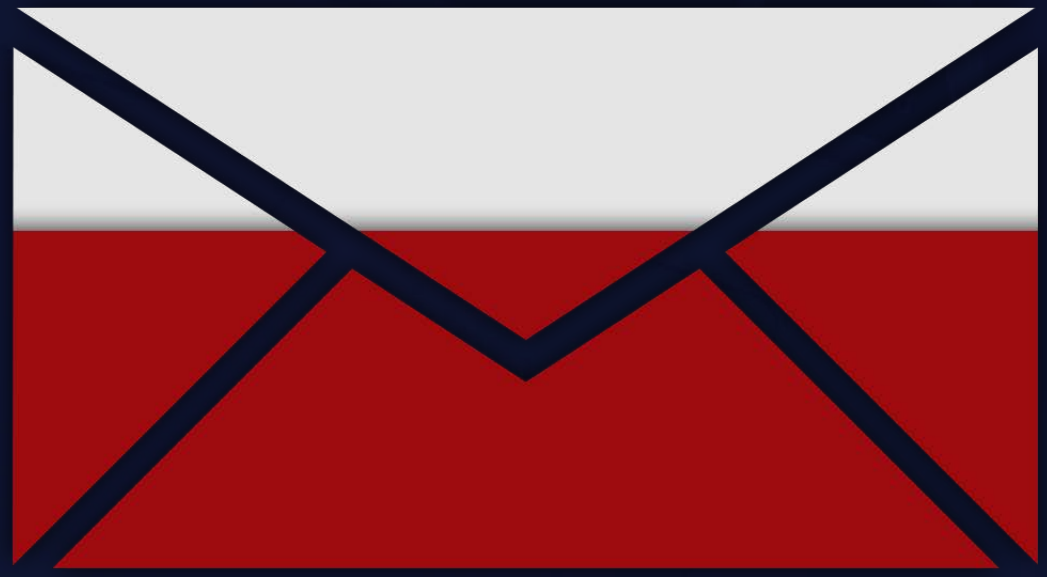
150

Total Shops

Tracked Responses For 1 Week

2014 Rank	Previous Rank	Company	Year Founded	2014 Housing Revenue	2014 Closings	% Change from 2013	Total Other Revenue	Housing Types	% Starter	% 1st Move-Up	% 2nd Move-Up and Beyond	% Active Adult/Retirement	% Vacation/ Second Home	% Production Homes	% Semi-Custom Homes	% Custom Homes	2015 Forecast
1	1	**D.R. Horton** Fort Worth TX / Donald R. Horton / drhorton.com	1	$8,414,500	0,455	30.8%	76,000										
2	3	**Lennar** Miami FL / Stuart Miller / lennar.com	1	6,839,642,0	2	%	170,000		28	68		4					15%
3	2	**PulteGroup** Atlanta GA / Richard Dugas / pultegroupinc.com	1	5,662,171,000	17,196		2,000		25	44		31					
4	4	**NVR** Reston VA / Paul Saville / nvrinc.com	1948	$4,375,059,000	11,859	5.8%	$0	SFD, SFA									
5	5	**Toll Brothers** Horsham PA / Douglas Yearley / tollbrothers.com	1967	$3,966,523,000	5,467	46.3%	$66,192,000	SFD, SFA	5	56	20	14	5		100		7%
6	6	**Taylor Morrison** Scottsdale AZ / Sheryl Palmer / taylormorrison.com	2	$3,011,000	6	2	$88,874,000	SFD,	18	36	31	15		87	13		
7	9	**The Ryland Group** Westlake Village CA / Larry T. Nicholson / ryland.com	1	66	7	22	$5	SFD	32	33	2			100			15%
8	8	**KB Home** Los Angeles CA / Jeffrey T. Mezger / kbhome.com	1957	$2,369,633,000	7,215	13.7%	$31,316,000	SFD	52	25	11	12		100			
9	10	**Standard Pacific Homes** Irvine CA / Scott [illegible] / standardpacifichomes.com	1965	$2,366,754,000	4,956	23.8%	$48,543,000	SFD,	21		32			100			
10	7	**Hovnanian Enterprises** Red Bank NJ / Ara K. Hovnanian / khov.com	1959	$2,187,866,000	5,896	3.7%	$50,367,000	SFD, SFA	29	36	22	13					
11	11	**Meritage Homes** [illegible]	1985	$2,142,391,000	5,862	20.1%	$48,242,000	SFD	10	15	71	2	2	100			

TOTAL SUMMARY



64% **NEVER EMAILED**

DO YOU CONVERT

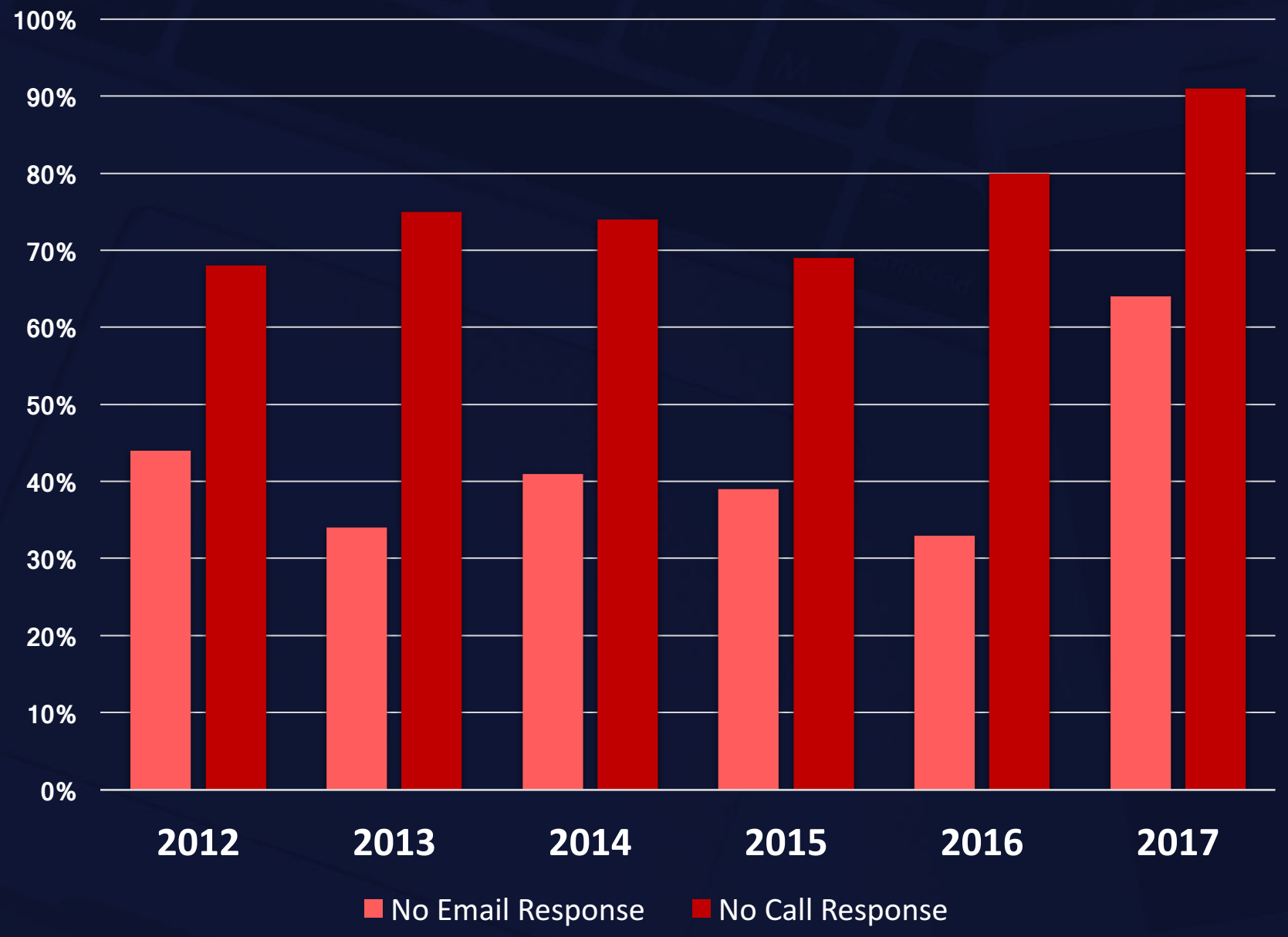
LASSO

TOTAL SUMMARY

91% **NEVER CALLED**

DO YOU CONVERT

LASSO



DO YOU CONVERT

LASSO

TOTAL SUMMARY

INITIAL RESPONSE **TIME**

(INCLUDES ALL RESPONSE TYPES)

DO YOU CONVERT

LASSO

TOTAL SUMMARY

TOTAL RESPONSE **COUNT**

(INCLUDES ALL RESPONSE TYPES)

Only **23%**
followed up 2 times
or more in 7 days

Only **11%**
followed up 3 times
or more in 7 days

Only **3%**
followed up
Using video email

DO YOU CONVERT

LASSO

TOTAL SUMMARY

ONLY

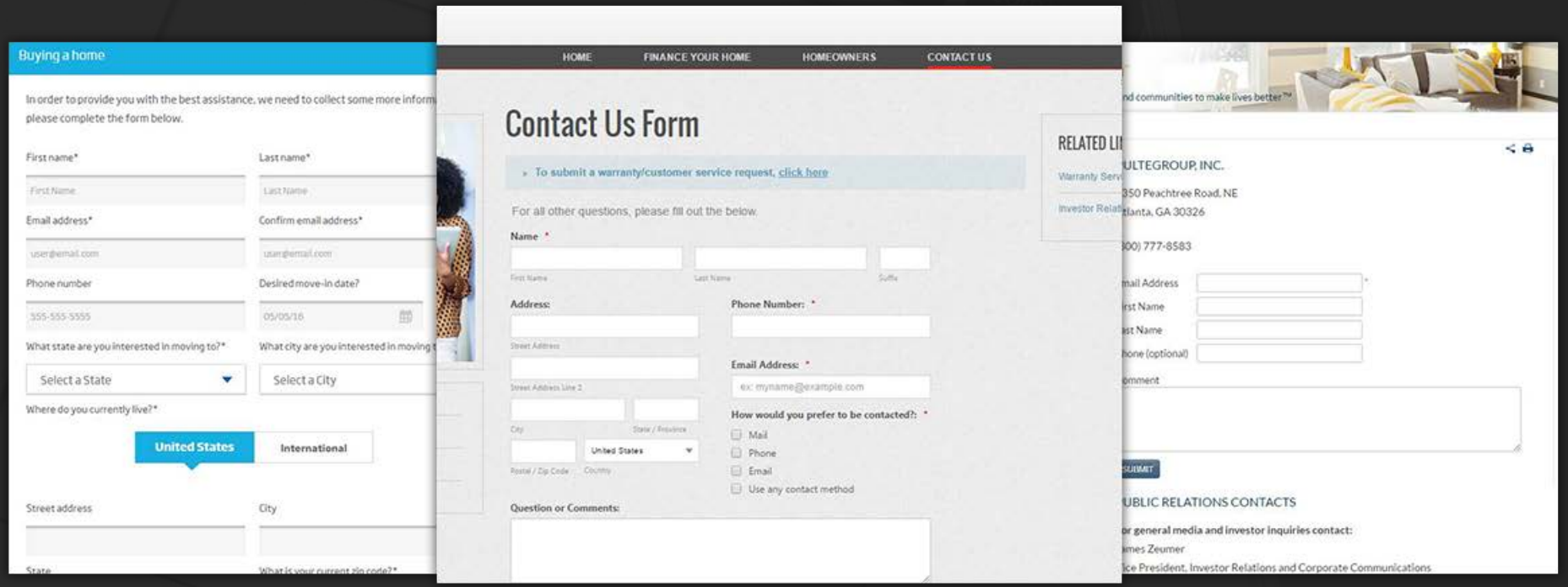
3%

MADE MORE THAN **1 PHONE CALL**
AND SENT AT LEAST **1 EMAIL**

DO YOU CONVERT

LASSO

BUILDERS **WEBSITE**



BUILDER WEBSITES

22% **NEVER EMAILED**

DO YOU CONVERT

LASSO

BUILDER WEBSITES

90% **NEVER CALLED**

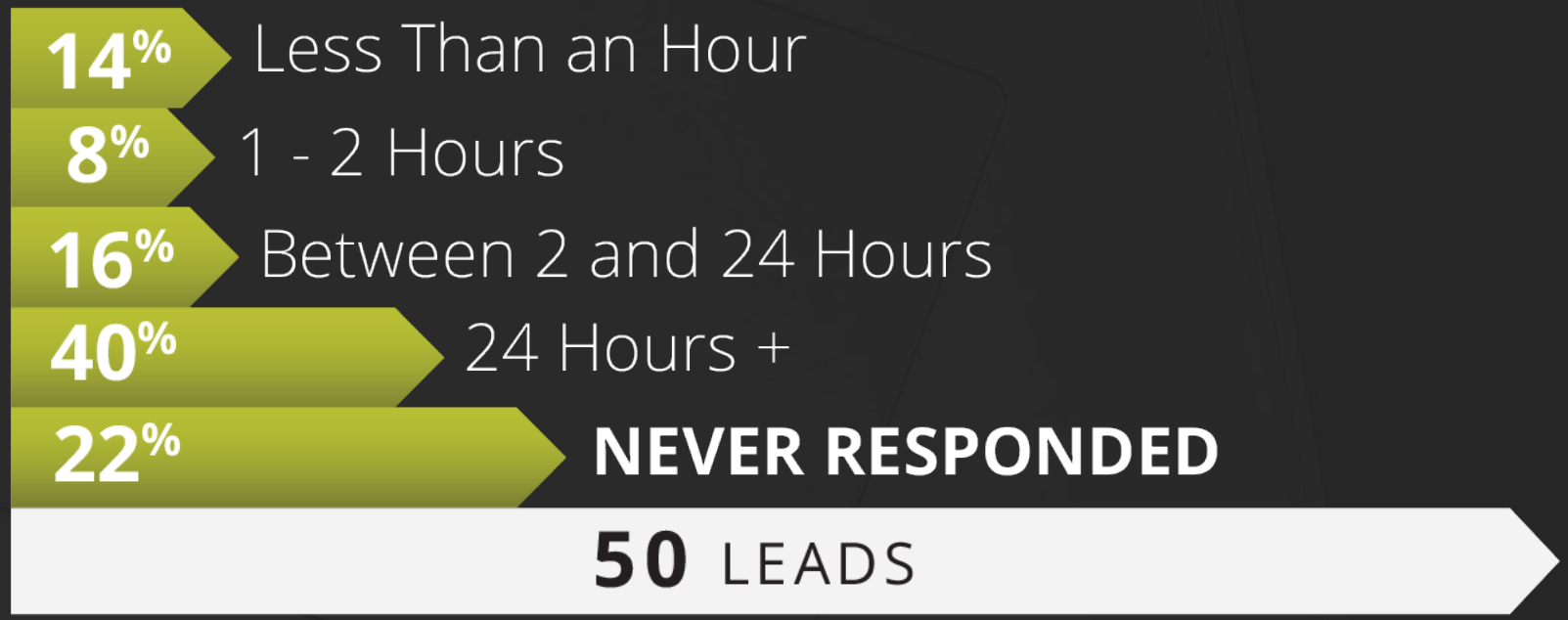
DO YOU CONVERT

LASSO

BUILDER WEBSITES

INITIAL RESPONSE **TIME**

(INCLUDES ALL RESPONSE TYPES)



DO YOU CONVERT

LASSO

MIND THE GAP

BUILDER WEBSITES

TOTAL RESPONSE **COUNT**

(INCLUDES ALL RESPONSE TYPES)

Only **38%**
followed up 2 times
or more in 7 days

Only **22%**
followed up 3 times
or more in 7 days

Only **2**
followed up
Using video email

DO YOU CONVERT

LASSO

BUILDER WEBSITES

ONLY

7

TOTAL PHONE CALLS WERE MADE

DO YOU CONVERT

LASSO

BUILDER WEBSITES

ONLY

4%

MADE MORE THAN **1 PHONE CALL**
AND SENT AT LEAST **1 EMAIL**

DO YOU CONVERT

LASSO

1
Builder Websites

SYNDICATION SOURCES

SYNDICATION

74% **NEVER EMAILED**

DO YOU CONVERT

LASSO

SYNDICATION

88% **NEVER CALLED**

DO YOU CONVERT

LASSO

SYNDICATION

INITIAL RESPONSE **TIME**

(INCLUDES ALL RESPONSE TYPES)

DO YOU CONVERT

LASSO

SYNDICATION

TOTAL RESPONSE **COUNT**

(INCLUDES ALL RESPONSE TYPES)

Only **22%**
followed up 2 times
or more in 7 days

Only **14%**
followed up 3 times
or more in 7 days

Only **2**
followed up
Using video email

DO YOU CONVERT

LASSO

SYNDICATION

ONLY

25

TOTAL PHONE CALLS WERE MADE

DO YOU CONVERT

LASSO

AND

18

WERE MADE BY **REALTORS** – NOT BUILDERS

ONLY

1

REFERENCED THE BUILDER

IN ANY WAY

DO YOU CONVERT

LASSO

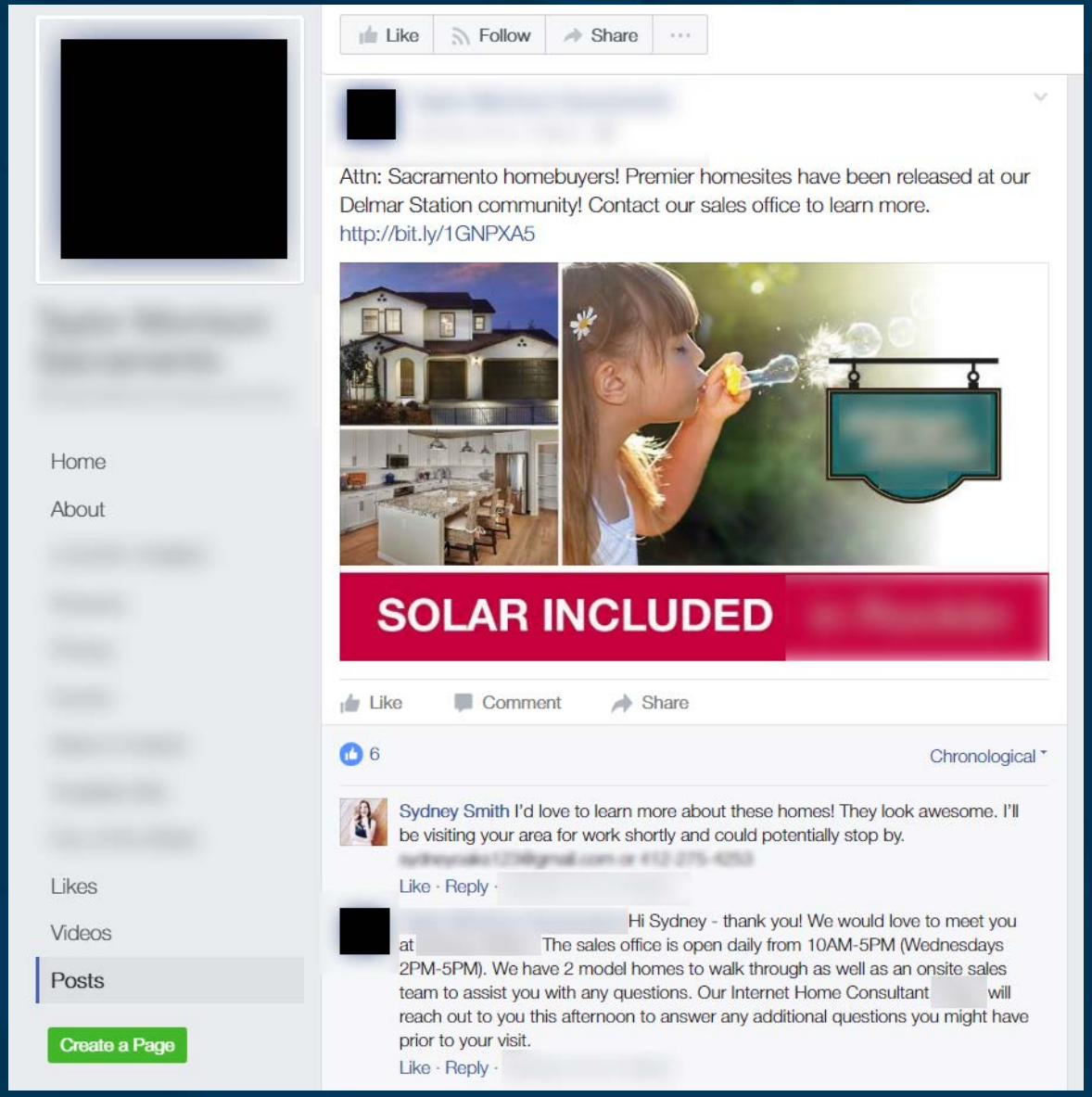
A LACK OF VISIBILITY & TRANSPARENCY MEANS

WE JUST DON'T KNOW

DO YOU CONVERT
LASSO™

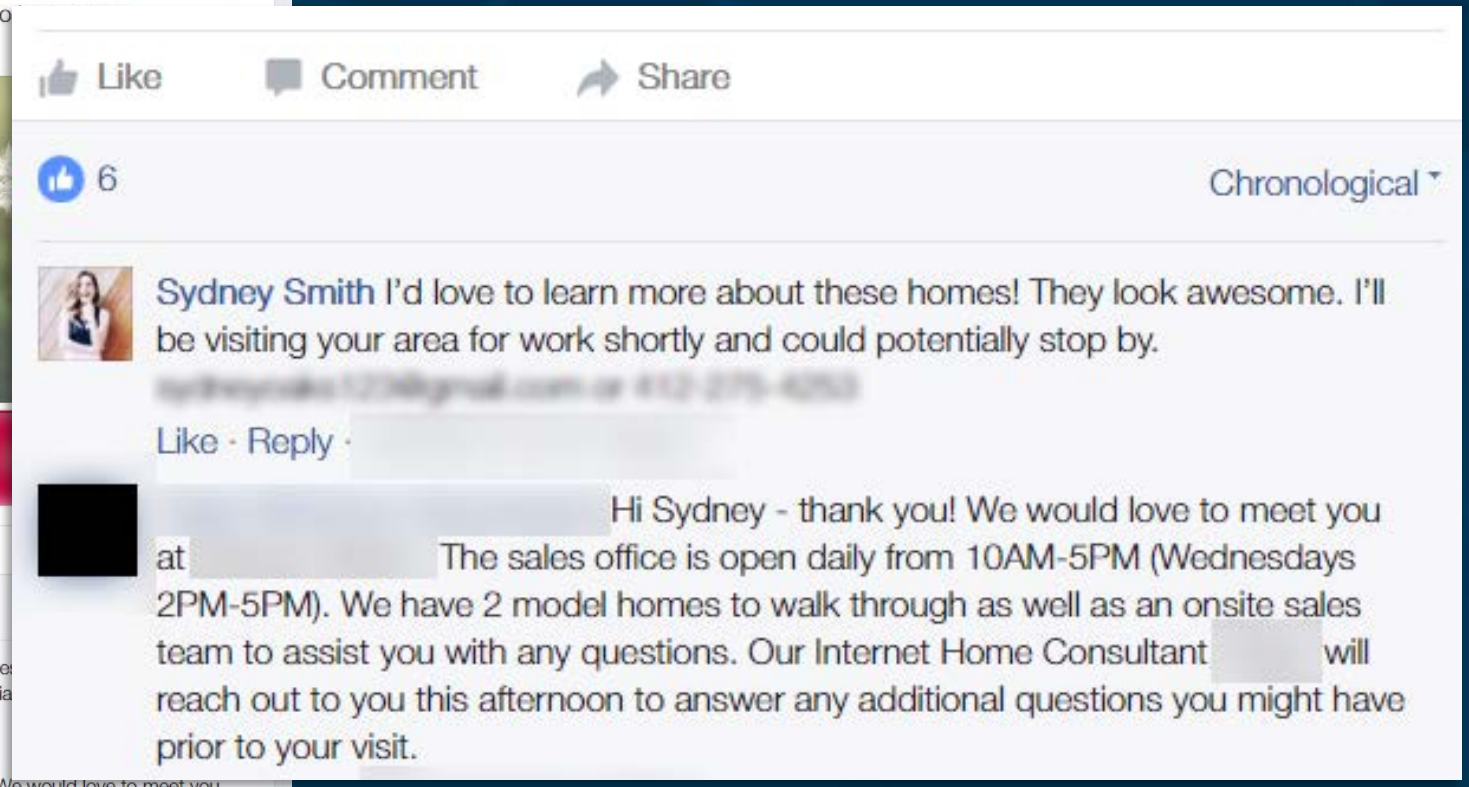
Facebook

FACEBOOK


Like
Follow
Share
Attn: Sacramento homebuyers! Premier homesites have been released at our Delmar Station community! Contact our sales office to learn more.
http://bit.ly/1GNPXA5
SOLAR INCLUDED
Like
Comment
Share
6
Chronological
Sydney Smith I'd love to learn more about these homes! They look awesome. I'll be visiting your area for work shortly and could potentially stop by.
Like · Reply ·
Hi Sydney - thank you! We would love to meet you at The sales office is open daily from 10AM-5PM (Wednesdays 2PM-5PM). We have 2 model homes to walk through as well as an onsite sales team to assist you with any questions. Our Internet Home Consultant will reach out to you this afternoon to answer any additional questions you might have prior to your visit.
Like · Reply ·
Home
About
Likes
Videos
Posts
Create a Page

FACEBOOK

Like
Follow
Share
Attn: Sacramento homebuyers! Premier homesites have been released at our Delmar Station community! Contact our sales office to
http://bit.ly/1GNPXA5
SOLAR INCLUDED
Like
Comment
Share
6
Sydney Smith I'd love to learn more about these homes
be visiting your area for work shortly and could potentia
Like · Reply ·
Hi Sydney - thank you! We would love to meet you at
The sales office is open daily from 10AM-5PM (Wednesdays 2PM-5PM). We have 2 model homes to walk through as well as an onsite sales team to assist you with any questions. Our Internet Home Consultant
will reach out to you this afternoon to answer any additional questions you might have prior to your visit.
Like · Reply ·
Home
About
Likes
Videos
Posts
Create a Page


Like
Comment
Share
6
Chronological
Sydney Smith I'd love to learn more about these homes! They look awesome. I'll be visiting your area for work shortly and could potentially stop by.
Like · Reply ·
Hi Sydney - thank you! We would love to meet you at
The sales office is open daily from 10AM-5PM (Wednesdays 2PM-5PM). We have 2 model homes to walk through as well as an onsite sales team to assist you with any questions. Our Internet Home Consultant
will reach out to you this afternoon to answer any additional questions you might have prior to your visit.

Manage Apps
Insights

Abrazo Homes
Sponsored (demo) ·

New Homes in Rio Rancho!

3 spectacular communities to choose from - starting from the $150s! Over 10 home designs ranging from 1,198 - 3,100 SqFt. By becoming the first and only builder to infuse cutting edge technology into EVERY one of our award winning floor plans, we have pushed the envelope to make our homes truly cutting edge...

3 Amazing Rio Rancho Communities - From $150s!

We have always strived to include all the essentials our customers need in their homes as included amenities rather than costly upgrades...

WWW.ABRAZOHOMES.COM

Learn More

135 8 Comments 12 Shares

Like Comment Share Top Comments

Write a comment...

SPONSORED Create Ad

Bienvenido a lo mejor.
es.verizonwireless.com/promos/apple
Cámbiate a la mejor red, llévate un iPhone y obtén un descuento de $300 en cualquier iPad.

Finding your way home starts here.
www.zillow.com
Home means something different to everyone.

135 8 Comments 12 Shares

Like Comment Share Top Comments

Write a comment...

Valerie Muldez Call me- we're ready to build. We have our land and plans. We are looking at 2 builders but I'll give u a shot to present to us.

Like · Reply · March 21 at 9:18pm

Abrazo Homes Hi Valerie! Thank you so much for reaching out to us. We are thrilled that you would think of us to help you build your home. Unfortunately we do not currently build outside of our communities. We do have 6 amazing communities to choose from and award winning floor plans that might match your family's needs. What exactly are you looking for in your new home?

Like · Reply · Commented on by Chris Scott CK [?] · March 21 at 9:26pm

View more replies

Stephanie Vialpando Where in rio Rancho are the communities ?

Like · Reply · April 9 at 9:25am

Abrazo Homes Hi Stephanie! We have build in three amazing communities in Rio Rancho. Click the link below for information on all of our Rio Rancho communities.

http://www.abrazohomes.com/rio-rancho-communities... See More

Rio Rancho Communities | New Homes in Rio Rancho NM

ABRAZOHOMES.COM

Like · Reply · Remove Preview · Commented on by Chris Scott CK [?] · April 9 at 9:29am

Michelle Sanchez Ortiz Do you have one story models to show? Would really like to see models; not floor plans. We stopped by at your Loma Encantada location and were told the closest one was in Los Lunas to show.

Like · Reply · April 18 at 7:24pm

SPONSORED Create Ad

Bienvenido a lo mejor.
es.verizonwireless.com/promos/apple
Cámbiate a la mejor red, llévate un iPhone y obtén un descuento de $300 en cualquier iPad.

Finding your way home starts here.
www.zillow.com
Home means something different to everyone.

ABRAZOHOMES.COM

Like · Reply · Remove Preview · Commented on by Chris Scott CK [?] · April 9 at 9:29am

Michelle Sanchez Ortiz Do you have one story models to show? Would really like to see models; not floor plans. We stopped by at your Loma Encantada location and were told the closest one was in Los Lunas to show.

Like · Reply · April 18 at 7:24pm

Abrazo Homes Hi Michelle! Thank you for inquiring about our homes. We have three one story models for you to view.

Our Katherine model is located in Mariposa in NW Rio Rancho.
... See More

Like · Reply · Commented on by Chris Scott CK [?] · April 18 at 7:34pm

Yasmin Montano Would like to see some homes

Like · Reply · 1 · April 27 at 7:18pm

Abrazo Homes Yasmin, tell us when and we'll make it happen!

Like · Reply · Commented on by Mackenzie Bishop [?] · April 27 at 7:21pm · Edited

Estella Montoya Kateri look at the mountain hawk community

Like · Reply · 2 · June 3 at 12:05pm

Kateri Abeita I will! Thanks

Like · Reply · 1 · June 3 at 12:36pm

Celia Lev Miller Curtis Miller

Like · Reply · 1 · May 29 at 8:24pm

Maxyn Silva Sarah Sierra

Like · Reply · 1 · June 1 at 10:54am

Write a comment...

Jeff Turner commented on a link.

2 hrs ·

SPONSORED Create Ad

Don't miss a bill again.
paypal.com
New credit card? Now you need to update your payment info in like 20 places. Oh wait, no y

Your new home is here.
www.zillow.com
Browse millions of homes across the country today on Zillow.

FACEBOOK

ONLY

5

BUILDERS RESPONDED
IN ANY WAY

DO YOU CONVERT

LASSO

INCLUDING

TECHNOLOGY
IS CHANGING THE FACE OF
REAL ESTATE

Efficiency vs. **EFFECTIVENESS**

zapier

Be **Responsive**.

Be **Personal**.

Be **Persistent**.

Be **Effective**.

Because (almost) **NO ONE else is!**

iPad
3:46 PM
44%
mylasso.com
LASSO
Welcome Back!
Username
Password
Sign In
Need Help?
Follow Up
No lead
AT&T
1:25 PM
85%
OPPORTUNITY
iPhone
Remind Me
Message
Decline
Accept