



ONLINE SALES PROGRAM BENCHMARKS

1. **1 – 3% of unique website visitors convert to an online lead.** An online lead is an email request, live chat, text message, social media direct message, or a phone call that comes from your website or another online traffic source. An online lead has **not** visited a model home or sales office in-person. For example, if you have 10,000 unique monthly visitors to your website, that should translate into 100 – 300 new online leads each month. In addition to the online leads received from your website, add to the total number leads received from third-party listing sites such as NewHomeSource.com or Zillow.com.
2. **25 – 30% of online leads should convert into an appointment.** With ongoing and consistent follow-up, you can set appointments with 25 – 30% of your online leads. For example, if you have 100 online leads per month, you should be setting 25 new appointments per month.
3. **20 – 30% of appointments convert into sales.** Not all online lead appointments will convert to sales right away. Some buyers may not qualify or for a variety of reasons decide not to buy right now. On average, if you set 25 new appointments per month, expect to convert 5 of those into sales.
4. **30 – 40% of total sales.** Over time, your online sales program can contribute 30 – 40% of your total sales. This is important because online leads are less expensive to generate and may not have a real estate agent reducing broker co-op costs.
5. **5 – 10% overall sales increase.** In the first year, expect a 5 – 10% increase in sales. It isn't possible to say with certainty that every online sale is a "net new" sale. However, we can be certain, that 100% of home shoppers use the internet to research new homes. Without an online lead follow-up process, you are losing sales to your competitors who are faster and more persuasive with online lead follow-up.