

# Trade-up Buyer Leads, 30-second Branded Video & PPC w/Ylopo CMO Juefeng Ge

Frank Klesitz:

So, what's up? This is Frank Klesitz with The Listing Lead Show. Thanks for tuning in. Thanks for listening to the podcast and thanks for joining the show. We wanted to create a show, like I've said in previous episodes, of what people are doing to get listings and try to keep it pretty on point to that. And we've had some really strong guests, some of the strongest listing agents and teams that have really built their processes around getting homeowners to call them to get a list of property on all the previous shows.

Frank Klesitz:

And everything up until today, all of our interviews up until today have been with producers and team leaders actually getting listings. But today is a bit different, and Chris and I have different vendors and people that sell to real estate agents all the time reaching out to us, say, "Hey, can you book me as a guest? Can you book me as a guest? I want to get in front of your audience." And the answer has always been no. But you're going to meet someone here who is a tech or vendor person in the space that actually I reached out to.

Frank Klesitz:

I actually reached out to book him because I think he's brilliant and I think he is on the cutting edge of pay-per-click and AdWords pay-per-click, Facebook advertising to generate listing leads digitally. We haven't had a lot of discussion on Listing Lead Show of how do you get listing leads from pixels on a screen, and he's going to share that with us today. And Chris Watters is here too as my co-host. Hi, Chris. Is your microphone working?

Frank Klesitz:

So, every single day on the podcast, I think it's always fun where I get to have fun with Chris on getting his microphone to work. And he's getting all set up right now and he's here. But, Ge, I want you to say hi. Ge?

Juefeng Ge:

Hey, everyone.

Frank Klesitz:

Ge, not Ge. Ge, I apologize.

Juefeng Ge:

No problem. No problem. Hey, everyone. Hey, Chris. Can you hear me?

Frank Klesitz:  
He'll get there.

Jeufeng Ge:  
What's up?

Frank Klesitz:  
Ge, how long have you been working with agents to generate listing leads?

Jeufeng Ge:  
Yes. It has been a 12-year journey now and across two different companies. But I started in 2009 with a company called TigerLead Solutions for you OGs out there that remember. We were one of the first innovators in digital marketing and CRM technology and home search technology. We call it an all-in-one platform and it's fun. A lot of competitors.

Frank Klesitz:  
That was the bee's knees, man. I mean-

Jeufeng Ge:  
It was awesome.

Frank Klesitz:  
... TigerLeads was the bee's knees when that came out.

Jeufeng Ge:  
Yeah, yeah, it was really the first platform that focused on lead generation, lead conversion and accountable marketing. And we worked with some of the largest teams in the country and built that business up to about, I think, 12,000 agents or so at our peak. We spent maybe \$5 to \$700,000 a month, so maybe \$8 to \$9 million a year primarily on Google. So, generating a ton of leads for our clients. And I was the head of marketing and product there.

Jeufeng Ge:  
And that company was later acquired by Realtor.com. So, for the last seven years or so, I have been with... I'm the co-founder of a company called Ylopo. It is the last five letters of the word monopoly backwards because we're turning real estate on its head.

Frank Klesitz:  
I love that, by the way. That's good.

Jeufeng Ge:  
Yeah, it's an interesting five-letter domain that we could afford at the time.

Frank Klesitz:  
That's good. I love it.

Jeufeng Ge:

What's different about Ylopo from TigerLead and other platforms you might have heard of in the past like Commissions Inc. or a BoomTown, et cetera, is that we did not build our own CRM, right? The philosophy behind Ylopo was that we should separate out digital marketing, lead gen, lead nurture, lead communication from real estate operating systems, right? How realtors want to run their business should be based on their own prerogative, their own needs, and it evolves over time.

Jeufeng Ge:

But their market stack, how they do digital marketing, what their brand presences online should not change as they scale, right? And so, we are a 100% focused on digital marketing here at Ylopo and it's what allows us to, I think, generate the best quality leads in the industry, do the best lead nurture in the industry but change of the times. Every three or four months or so, Google or Facebook comes out with something new, sometimes good, sometimes bad, and we have to react to it.

Jeufeng Ge:

And I think we do that better than anyone else. And at this point with Ylopo, we are managing close to \$25 million a month of media. And so, we're one of the largest media buyers in the industry when it comes to Google and Facebook marketing, have a particular expertise on the Facebook side, work very closely with that team. But of course, we're spending 10 figures as well in Google.

Frank Klesitz:

And that is why I reached out to you because Chris and I had a discussion and we're like, "We got to book a guest on who's spending a lot of money on Facebook or AdWords." And I was like, "Even if we found the agent that was, they have no idea what's going on because they usually hire someone to manage it." So, it was really difficult to find somebody like an agent that could be a guest on the show.

Frank Klesitz:

And I was like, "You know what, let's book you, the Head of Product who's overseeing it all." So, I want to cut to the chase. I'm going to ask you the top three ways people are generating listing leads online, Ge. Sorry.

Jeufeng Ge:

Yeah, sure, sure. Yeah.

Frank Klesitz:

So, Ge, let me ask you this, number one question, I'm going to get right to it. What is the number one best way to generate listing leads online?

Jeufeng Ge:

Yeah, sure. So, a lot of my answers here are going to be on data analytics and the numbers. I think number don't lie. And at the end of the day, accountable marketing is what matters. So, I will start with this, an average buyer lead or a home search lead on Facebook cost about \$5, right? So, that's someone who sees an ad about a listing, is interested in seeing that listing, clicks on the ad and decides to fill out a registration form to see that particular listing. That lead cost about \$5, right?

Jeufeng Ge:

Out of those leads that we generate from people who are looking for a home to buy, 20% of those people answer the question they need to sell before they buy, right? So, if you do the math on that, if you generate five buyer leads on Facebook, 15% to 20% of them, so your cost per... 15% to 20% of them are going to be sellers. And your cost per seller lead at that point, if you just take one out of five, is \$25 for a seller lead, right? Maybe it's as high as 30. In some markets, it might even be 35 but you're talking about a \$25 to \$35 seller lead.

Jeufeng Ge:

What's great about those sellers is not only are you picking up that seller lead, but you're picking up four buyer leads in the process, right? So, your chances of converting is you have chance to convert those buyer leads into buying opportunities. And that one out of five, one out of six lead is a seller. So, if you look at other lead generation mechanisms of seller, whether there is on Facebook or on PBC, you're looking at a cost per lead around \$50.

Jeufeng Ge:

And I'm sure you get this insight from agents all the time generate sellers from buyers, but I'm giving you the numerical data here that says that the cheapest seller leads you can generate are actually from your buyer leads.

Frank Klesitz:

That's profound. Yeah. I mean, I like the way you position that is 20%. So, really, the effective cost of the seller lead is \$25. Can we go a little deeper on that? You've done so much conversational analytics on somebody opts in because they want to see a home and then the agent calls them. How do you get them to give up that they have a home that they want to sell to?

Jeufeng Ge:

Yeah, it's very straightforward and this requires a little bit of technology, right? So, when it comes to lead generation, let me put it this way. I look at it as there are four components to digital marketing lead generation. The first upfront is targeting. Who are you going to reach, right? And I can go deep on any of these subjects, but from a targeting perspective, if I wanted to reach sellers, I'm targeting homeowners, right? Very simple.

Jeufeng Ge:

How do you target homeowners? A whole different story. I can get into that in a second. The second aspect is creative. What are you putting in front of that consumer that is going to get them to react in the way you want them to react to click on the ad and potentially become a lead for you, right? The third is user experience. What is this consumer landing on when they click on your ad? What are they going to see that ultimately is going to build the trust and give them the carrot to actually register?

Jeufeng Ge:

And the final one is lead capture. How are you going to actually get this lead to fill out a form so that you have their information to nurture them into an actual prospect, right? So, the answer to your question is in part four. It's really all through the chain but the magic really happens in part four. What we've found is that we need to have a really tight lead capture process that is dynamic in nature, right?

Jeufeng Ge:

If you answer a question one way versus another way, we are going to ask you an entirely different set of questions, right? And what I'm telling you from the actual data is that of the people coming from Facebook, pretty similar to Google, there's not too much variance, about one in five, 20% of those people are going to say they need to sell before they buy. Of those five people, the very next set of questions we asked them is, what is the address of your property?

Jeufeng Ge:

What square footage? What's the bedroom bath, et cetera, et cetera, in the entire seller funnel, right? So, for sellers, we asked them a completely different set of questions, but the key is to get their home address versus their buyers. So, that's how we bifurcate those two traffic sources. If you're asking about scripting and all that kind of stuff, I'm not the right guy, right? I've got Barry Jenkins and Gabe Cordova and other people in organization that are realtors that specialize in that.

Jeufeng Ge:

My goal is to, within the lead funnel process, from targeting all the way to lead capture, identify the ones that are sellers, right? And I will say that once we identify them as sellers, we can use automation to email, text and remarket to that person to get them further down the funnel, right? What's very interesting, I'll say this, is based on the leads that we have seen, buyers and sellers, and we have different scripts for each, respond at the same rate when it comes to text message, right?

Jeufeng Ge:

So, it's not like sellers are any less engaged than the buyer leads. You're really getting the same lead but you are getting the consumer to self-identify as a seller, which I think is so powerful. There are great agents out there, many of them I talked to, who do this themselves without this bifurcation, right? They just talk to every buyer and they can have the right scripting to tease out the seller.

Jeufeng Ge:

But I think if when we do it with technology, it takes that average agent who may not have that scripting ability or the salesmanship to tease out that information, we do it for them. That's the magic.

Frank Klesitz:

Let me ask you some more pointed questions on this. So, the number one way to get seller leads is by advertising your listings or advertising properties for sales that will typically bring a buyer lead and I'm assuming this is done on Facebook and on Google. What are the main ways that you advertise to get these buyer leads that are also sellers?

Jeufeng Ge:

Yeah. It's on Facebook and Google and a little bit of Bing, but mostly Google. And I call them home searcher leads because that's the entry point. They're looking for home search and then they bifurcate on down. What I'll say is I don't want the impression to be that Ylopo or just in general, it does not work to generate pure seller leads. That's not correct.

Frank Klesitz:

Well, that's number two and three. I'll ask you about the other ways-

Jeufeng Ge:

Okay, great, great.

Frank Klesitz:

... which is one of the first cheapest ways is coming through a home search.

Jeufeng Ge:

That's right.

Frank Klesitz:

Go ahead, Chris. Stop talking. I know this is an avalanche of questions here.

Jeufeng Ge:

Please. Go for it.

Frank Klesitz:

So, I'll let Chris go.

Chris Watters:

Okay. Hey, let me ask you a hypothetical question, Ge. Let's say for example you want to generate seller leads and you want sellers that have a high intent to sell in a very short period of time. How would you maybe not have or what would you do to put some filters in place or various things to only work with people that are ready to sell in the next 90 days? Hypothetical question.

Jeufeng Ge:

Yeah, good question. So, I would say what we have found in this situation is that phase, and this is not numerical, right? So, I don't necessarily support this strategy because I think the data on it is better to do the strategy that I just mentioned. But you asked me specifically what I would generate leads that are looking in 90 days. I'll tell you that Facebook is probably going to be stronger, which is curious but it is, than Google in this area.

Jeufeng Ge:

And the advertisements that we seem best is actually a combination of sell my home but with branding, right? And, Chris, I think this will work better for you in Austin than an average agent in San Diego, wherever, that doesn't have the brand because you spent so much money on brand already. But what we've seen the best is actually produced a 32nd video spot using your assets. And this is not a video of you speaking into the camera, right?

Jeufeng Ge:

This is taking, for instance, your stats, your value proposition, your offer, instant offers, as an example, into a short 32nd video and advertise that to only homeowners on Facebook, which I can talk about how we generate it, right?

Frank Klesitz:

Talk about that because you can't target it if it's a real estate special ad category just to homeowners, right?

Jeufeng Ge:

Yes. So, at scale, companies like Ylopo are able to go to third parties and buy the estate, right?

Frank Klesitz:

Like Acxiom?

Jeufeng Ge:

Acxiom is one. There's four or five vendors that do the same thing. We triage on the best source, but Acxiom is definitely one. And they have a product called LiveRamp that actually enhances that. The second method is that you can take all of your actual homeowners that you know definitively are homeowners and use look-alike audience. I think it's called special custom audience at this point on the Facebook side, and build an audience of similar people using a seed audience of homeowners in your local area. We've seen both work.

Frank Klesitz:

So, basically, you could just download the property records of the whole county of all the homeowners' subtitle, upload as a custom audience and then we do a slight similar to that?

Jeufeng Ge:

I'd never tried that before. It's possible. Email matching on purchase data like that from Cole Realty, et cetera, the match rate is very low because it has to be an email address that the consumer uses for-

Frank Klesitz:

They use on their account.

Jeufeng Ge:

... Facebook, right? I think it's less important to have a lot of data and more important to have accurate data when it comes to Facebook algorithm. So, even if you had a 100 people in your database that you definitively know are homeowners, I would create an audience off of that 100 than 10,000 that are mismatch of people who are homeowners and have that.

Frank Klesitz:

How far is the percentage? Do you go 10%, likely 50%? How far do you drag that slider off of the 100 homeowners that you know are accurate?

Jeufeng Ge:

Oh, man. I mean, I'm in that 99% to 90% range.

Frank Klesitz:

Oh, so you're on really wide off at 100. Not very tight.

Jeufeng Ge:

Oh, no, at the opposite. I'm saying we're going very-

Frank Klesitz:

So, you're saying very tight, like 1% similar. No more than 10% similar, really tight on a-

Jeufeng Ge:

Yeah, really tight. Let's take an Acxiom as an example, right? They YD 60 million consumers as homeowners, right? If you use Facebook's algorithm at that 90% to 99% accuracy, you're getting between 2.5 million to 20 million. That's not that far off from Acxiom, right? You can get to both answers basically.

Frank Klesitz:

Interesting.

Chris Watters:

I've got another follow up question for you, Ge. So, we have a lot of people that listen to this show that have some pretty high production teams. And they spent a significant amount of money in mass media and various brand equity building type stuff with traditional media. I'm curious, let's say hypothetically, you're spending a 100 grand in traditional media per month.

Chris Watters:

How much would you guess you'd have to spend in digital to try to increase your traditional media because that's what it's building off of in terms of the number of leads coming in through traditional media? How much would you have to spend to amplify the results of your traditional media? You know what I'm saying? You allocated 20 grand to digital, does that make that 100 grand an ad spend in traditional media increase lead volume as a result of that traditional media by 20%, 30%? You know where I'm trying to go with this?

Jeufeng Ge:

Yeah, I totally get it. Yeah. So, the numbers I would back into is cost per 1,000 impressions, right? So, how much is it to reach a 1,000 people on TV, radio and digital Hulu, et cetera, all those channels, right? A YouTube, et cetera?

Chris Watters:

Do you want to know the answer that or you're just asking?

Jeufeng Ge:

Well, I know for radio, I've heard it's between 10 and 15. How much is it for TV? Is that right?

Chris Watters:

So, I mean, it all depends on what kind of deals you negotiate and how much you're spending. You can get your radio cost per 1,000, down to \$3 to \$4. And then, with TV, you can get it to about \$7 to \$10. And then, billboards, for example, your cost per 1,000 is incredible. It's in the \$2 to \$3 range. A lot of this



is predicated on how much you're spending, the deal you put together, stuff like that. But for me, for example, when I'm looking at our traditional media, I'm trying to keep our TV cost per 1,000 under seven.

Chris Watters:

I'm trying to keep radio under four. And billboards are really tough to measure, cost per 1,000. You're taking what the billboard company says in terms of the total number of cars estimated per day.

Jeufeng Ge:

Yeah. Yeah, you just answered the question, right? If you can back each source into one comparable metric, that's the way to compare all of them. What I'd tell you is that YouTube, you can get to \$2 CPM, no problem. Facebook, depending on how you want to reach people, you're between probably \$1 to \$7 to \$10 but it all depends on targeting, right? On the TV side and radio side, you can't just reach homeowners, as an example.

Jeufeng Ge:

Hypothetically, on YouTube and on Facebook, you can and that audience is more expensive. If you're looking at broad level, you don't care just in demographic area, people who are 18 seeing your advertisement, you can get it lower than radio. So, if I were you, I'd probably spend some 20%, odd percent on digital overall and split that out across a couple of different channels based on what's working. What's nice about Facebook and YouTube and digital in general is that you have a lot more tracking analytics to improve things.

Jeufeng Ge:

I don't think you have as powerful as analytics on the offline media. So, as an example, on Facebook, you can track your cost per through play, which is about a 10-second view, right? And you can take 10 videos, put it on Facebook and test out which one is the most high performing and put all the media behind it. It just takes a lot longer to do that offline. What I will say is that potentially a good strategy is to go offline to online or sorry, online to offline, right?

Jeufeng Ge:

So, you take all the metrics that you can capture from an online perspective, test out a bunch of creative solutions, see where's the creative media, see what works best and then take the best performing one and take it offline, right? So, I don't necessarily think you need to think about it as an allocation only perspective. It is also a hyperfocus testing mechanism to get you to the best grade.

Chris Watters:

You know what I love about what you just said, that for anybody that's read the book, The 4-Hour Workweek, Tim Ferriss, when he was trying to figure out what to name the book 4-Hour Workweek, he started running Google AdWord campaigns and put up these mock titles and wanted to see which one had the highest click through rates. And that's how he identified The 4-Hour Workweek as the headline that got the most attention.

Frank Klesitz:

Ge, I want to go back.

Jeufeng Ge:

A 100%.

Frank Klesitz:

Two types of ads you share with us to get listing leads, one are the home search ads. Why don't you really quickly, let's just go through those four things? Home search ads, what's the targeting to get seller leads predominant?

Jeufeng Ge:

Yeah, to get seller leads, right. So, again, if you have access to Acxiom, Oracle type targeting, usually you have to do it through a secondary platform but you can squirrel away different ways to do that. They give specific audiences for targeting, as an example, homeowners and so you can reach the 60 to 80 million homeowners that are in the US. That's number one. Number two is you can take an audience and this is probably the easier strategy for the average agent.

Jeufeng Ge:

You can take an audience in your own database of people who are recent homebuyers, I would say, or homeowners, I would say, maybe in the past year or so, basically, all your close deals, right? And then, you can upload those into Facebook and create a, I think, for real estates like special ad category audience or something like that. In general parlance, it's called look-alike audiences. And you can use that to create an audience of type homeowners that you can target, right? So, that's the targeting.

Frank Klesitz:

What's the creative? Yeah.

Jeufeng Ge:

Yeah, on the creative side, two different ways to approach it. There's other ways I would say. First, number one way is buyer ads, right? Showcase your listing. This is the easiest strategy for all agents, right? Showcase your listing, turn it into a Facebook lead ad form. Facebook lead ads has an option to do branching questionnaires where you can ask one question, they answer one way. You take them down one path. If they answer another way, you take them down another path. And so, this is, again, easy ways for agents to set it up.

Frank Klesitz:

So, you like to Facebook lead ads as opposed to driving them to a landing page or a page on the website?

Jeufeng Ge:

Not necessarily. I would say today, we are going to be driving most of our leads to a registered landing page and I can explain logic why. But for an agent who wants to-

Frank Klesitz:

Just gets this up and running?

Jeufeng Ge:

... get this up and running really, really quickly, lead ad is the way to go, right? The benefit of lead ads is, it's native inside Facebook so there's no load time issues. A lot of agents use websites super slow, it's not optimized for performance and it takes two seconds to load, you've already lost the user, right? So, lead ads, you have an instant load experience. And the second is contact information from the latest poll from their Facebook profile, so you're going to get more accurate phone numbers and email addresses, right?

Jeufeng Ge:

So, from a creative perspective, buyer advertising, seller advertising drive it to a Facebook lead ad form-

Frank Klesitz:

Paint a picture of the ad for me. What does the ad look like?

Jeufeng Ge:

Sure. Really simple stuff. So, what we do is we take a snapshot of a lead through every lifecycle on the lead. So, new home price reduce, open house on the market for a certain amount of time, et cetera. I think we have seven stages in the listing lifecycle. And based on the status of the listing in your MLS, we automatically will run one ad versus the other, right? And so, from the lifespan of an ad over 30 days, probably we will run three different ads for that listing but you can do all of that manually, right?

Jeufeng Ge:

So, imagine a listing that says price reduced home, this home won't last. If you want to schedule a showing, click here and fill out this form, right? Very simple description of the ad. We usually do headline, which is about two sentences. And then, there's a click more option on the advertisement to see the full description. You never want to disclose the price of the listing. That's the date that people click on to actually register.

Jeufeng Ge:

We usually put bedroom bath on there and then we put attribution, so which listing agent, broker, et cetera, all that kind of stuff. So, that's one ad. The second ad is a brand ad.

Frank Klesitz:

And what's interesting I just want to share with the audience is these are all running to homeowners.

Jeufeng Ge:

Yes. So, these are buy/sell opportunities, right? And the type of listing you choose in this situation does matter. So, if we're targeting a homeowner audience, typically, we will run two styles of ad, either trade up or trade down ad, right? Trade up ad is going to show new construction properties for the most part. That's what we found works the best and that's going to generate people who are looking trade up.

Jeufeng Ge:

And then, trade down, we show ranch that homes, right? So, we bifurcate that targeting into different creative options on the listing side. But if you don't have those listings, it's fine. Run your own listing. I mean, from a statistical perspective, the people who say they need to sell before they buy, it's 15% to

20%. Doesn't matter what type of ad you want to run because over 50% of homeowners in the US or buyers in the US are not first time buyers, right?

Jeufeng Ge:

So, just from a math perspective, regardless of the listing, you're advertising a certain percentage of those people who need to sell before they buy.

Frank Klesitz:

We talked about the targeting of how we target homeowners. We gave an idea of the creative when you're running a home search. It's basically not so much search for homes generally. It's getting more details about this listing, it sounds like.

Jeufeng Ge:

That's right. That's right.

Frank Klesitz:

Got it. It should be like a trade up or a trade down because you're running the homeowners.

Jeufeng Ge:

That's right.

Frank Klesitz:

Okay. They click on it, let's say, outside of the Facebook lead ad. What's the bait? Why are they putting their information in?

Jeufeng Ge:

Yeah. So, from there, they're interested in that particular listing, right? But what we found is that rarely are they only interested in that particular listing. That listing is one photo or four photos, whatever it is caught their eye. They clicked on that home, that's why they land on your website, right? So, if you run a Facebook lead ad, the challenge with it is you're capturing this lead's interest in this particular listing.

Jeufeng Ge:

And if they're not interested in that listing, they're not going to talk to you, right? You have a lower percentage chance of converting them. What we've found is to drive that person to a home search website that is what we call hybrid experience. So, at the very top of the page, we feature the listing that they clicked on with the information that we've hid from them, which is basically price point, right?

Jeufeng Ge:

And then, on the bottom of that screen, we show them nearby listings that are similar to the listing they clicked on. And what we find is that only about 5 percent-ish, maybe even less people will request a showing on the listing that they've clicked on. The majority of those people will look for other listings on the site, right? Now, they're in a home search process.

Frank Klesitz:

And that's the beauty of having a good home search site that you drive them to-

Jeufeng Ge:

That's right. That's right.

Frank Klesitz:

... with similar options next to it.

Jeufeng Ge:

Yeah. So, there's a lot of landing page optimization that goes into it but that's the general gist. And once they engage in a particular listing, that's when a registration pop up comes up and then we go into the lead capture phase.

Frank Klesitz:

It used to be like, "Hey, give me your phone and email." But that's almost the end now. Will you share with the audience about how the form works and how you ask questions to engage the lead and to get the maximum amount of information from them and send them down the right decision trees like the actual form itself on the landing page and how that works?

Jeufeng Ge:

Yeah, a 100%. So, this is where we have done at Ylopo the most research in the last year. If you worked with us a year ago, if you worked with comparable platforms, say BoomTown, Sierra, Chime, I can name go on and on, exactly like you said, Frank, the registration experience is typically give us your name, email address and phone number and you're registered, right?

Frank Klesitz:

It's like the one right for the jugular write on page, and that's not ideal.

Jeufeng Ge:

Exactly. What we've actually found is that when you take the consumer through what we call profile building experience, you capture both a higher quality and a higher converting lead, right? So, imagine you coming on here, the messaging says, "Hey based on the homes that you've looked at, what you're interested in Santa Monica homes, three bedroom, two baths. Complete your profile to see more homes like this, right? So, we get their location, bedroom bath interests, square footage. Do they need to sell before they buy?"

Frank Klesitz:

Yeah. Do you want a home and more details about it?

Jeufeng Ge:

Yeah, our funnel actually captures at this point between 12 to 15 pieces of data from the consumer before we even ask their contact.

Frank Klesitz:

Say that again. Say that again.

Jeufeng Ge:

We capture 12 to 15 pieces of data about the consumer before we even ask for the register.

Frank Klesitz:

And that improves the number of leads? It increases the quality and increases the number by putting them through more opts?

Jeufeng Ge:

It dramatically increases the quality because these consumers are giving you more data. And also, at the very end of the registration experience, you're setting the expectation they're actually going to get a phone call. So, the number of active prospects that go through this funnel is higher than just asking name, email address and phone number. But what we've also found is that there is a bump to conversion rates when we do this because we are building trust with the consumer, that we're giving them information that they would not get somewhere else, right?

Jeufeng Ge:

So, it's very counterintuitive but that's what we found, but it's primarily on the quality side. On the performance side, we've seen about a third of clients having equal performance to just asking basic information. But a third of clients, 25% to 30% of clients will see a 15% plus conversion rate improvement. That's pretty nuts.

Frank Klesitz:

That's incredible. Good for you.

Jeufeng Ge:

Yeah. So, what we built out over the last year is this is not just one form. We built out what we call dynamic registration, where we can apply different type of registrations to different experiences, right? So, here's where it matters. We found that invocation markets, as an example, ask the questions that are asked to tease out the best quality leads are totally different from a normal market, right? Consumers don't necessarily know what type of home they're looking to buy.

Jeufeng Ge:

So, if you ask them three bedroom, two baths, square footage, all these types of questions, it actually reduces the conversion rate and the quality because the consumer doesn't even know the answer to those questions, right? So, asking them questions like where would you be interested in living by, what are the features you're interested in get a much higher conversion rate, right? So, you want to partner with a platform and this is the advantage of us, again, I'm just using us as an example, being a martech platform.

Jeufeng Ge:

You want to partner with a company and a platform that has the flexibility to adjust targeting, creative user experience and lead capture specific to your market.

Frank Klesitz:

That's profound and it's really that dynamic choice of the questions and the ads. Ge, I have a question for you. At what point does artificial intelligence just take all this over?

Jeufeng Ge:

So, here's the thing about machine learning, it operates on a ton of data, right? So, if I were running an optimized campaign for eCommerce where I'm spending \$30 to \$50 million a year running ads for socks, and it's blue socks versus red socks versus polka dot socks, all that kind of stuff, AI machine learning takes over, right? If you talk to the largest spenders on Google and perhaps on Facebook, primarily on Google, they'll tell you it's all up to the machines at this point, right?

Jeufeng Ge:

On the real estate side, when an average client is spending \$600, honestly, machine learning and AI doesn't even matter. Does not even matter, right? You have such small data.

Frank Klesitz:

Especially if it's down to the few number of clients of a specific market.

Jeufeng Ge:

Yeah, insight is much more important in that situation than AI. Now, where AI-

Frank Klesitz:

Got it.

Jeufeng Ge:

... has taken to the next step from what we've seen is lead qualification, right? And this is actually natural language processing type technology, where we are conversing with the leads like a person would, right? That type of technology, A, takes a lot of data but it's data that can be shared among clients, right? We are sending and receiving 2.5 million texts per month. That's aggregated across all of our clients, so all of that data is coming in and improving the machine, making the conversations better.

Jeufeng Ge:

But for individual client, machine learning AI on the advertising side, I don't believe it.

Frank Klesitz:

Yep. That makes a lot of sense. Thank you for answering that. Thank you. That's a great answer. All right. So, home search ads, we got some great insight to generate listing leads to home search ads. The second thing you share and I don't know if it's in order, but I don't know if you want to cover it, the 32nd branded ad. Let's go through the targeting, the creative, the user experience, the capture. What are you recommending now?

Jeufeng Ge:

Sure. So, targeting homeowners, we already talked about that, creative.

Frank Klesitz:

Yep, we talked about that.

Jeufeng Ge:

So, this is very important. So, people talk about video in this industry a ton. But the difference between social-ready video and the videos that most agents shoot which are vlog YouTube length videos are very different. You can go and shoot a really compelling five-minute, 10-minute, 20-minute video that you're sending out on email or YouTube and all that kind of stuff. That is fantastic, right? But if you run it as an ad, it will fail. And the reason it will fail is because it's too long.

Jeufeng Ge:

And most mediums on Facebook and Instagram, by the way, if you run a video ad, the majority of your impressions are going to be on Instagram, right? They're looking for a 15 to 32nd video because you can imagine a consumer if you're on Instagram or Facebook video. You're watching a video, something splices in, you're required to watch that video at that point, right? You are not choosing to watch this commercial.

Jeufeng Ge:

So, if you have a really long commercial, by the time it hits 30 seconds, they're going to click the skip button. They're going to move on to the next thing, right? So, if it takes you 30 seconds to do an intro because you're using a five-minute video and try to compress into a Facebook advertisement, it's just not going to work. No one's even going to watch your video, right? And so, what you want to do from a starting perspective is to translate your video into an, ideally, Facebook even wants you to do a 15-second spot.

Jeufeng Ge:

We think that's a little too extreme, a 32nd spot, right? And so, typically, the type of videos that we've seen the best in this situation is less of a talk video, a vlog video where you're talking to the audience and you're explaining stuff on a whiteboard. It's typically taking B-roll of you talking, you interacting with the team, all that kind of stuff, and then overloading text messages on there, right? So, imagine a video that has you in the background doing all this exciting stuff or whatever it takes and it says flashing up top team in Santa Monica, 300 plus transactions.

Jeufeng Ge:

We've helped 480 families find homes. Click here and get an instant value on your property or click here and find out how you can get an instant offer on this property, right? You can explain your narrative and your key value proposition in 30 seconds. You can. You can't do a talk style. You can do it in the style I just mentioned to you, right? And if you take that 32nd spot, as Chris just said, it's very comparable or more comparable to a TV spot or a radio spot that you can play everywhere. And you can play with a lot of different versions, right?

Jeufeng Ge:

Facebook and Instagram has a ton of tools that allows you... and same with YouTube, that allows you to play five different videos that you edit slightly differently and run them against each other, right? So, that would be the first layer from a creative perspective. Now, with video marketing, there are sublayers



to the creative part and this is where audiences matter, right? And this is another power of digital that you don't get in offline, which is the ability to remarket to your audience, right?

Jeufeng Ge:

So, what is remarketing? It's basically getting back in front of people you've already gotten in front of before, right? And so, with a 32nd video slot, think of it this way, you get 10,000 people to see this video. Ten percent of them will view the video for over 10 seconds, so they have a recognition of your brand. You're less than a 1,000 people, right? Rather than running another same ad to 10,000 people, you can actually on Facebook create an audience of people who have viewed your video for 10 seconds and then run a subsequent video, right?

Jeufeng Ge:

And that video will have an even tighter story and present potentially a different offer, right? Or it might be a client testimonial or it might be different types of video assets that you think is going to take the people downstream. If you go layer by layer deep, by the time you get to say the third layer, that's when you can play a talk video, a vlog style video for three or five minutes. And it actually expect the consumer to watch that video because they've already built trust with you by coming down your funnel, right?

Jeufeng Ge:

So, on the creative side, it's not just about getting that first video nailed. If you're going to do sophisticated video, you've got to create the custom audiences and remark it layer by layer to the people who need your content.

Frank Klesitz:

Chris, did you get all that goodness?

Chris Watters:

For anybody listening to this, it's just slightly overwhelming.

Frank Klesitz:

That was good, man.

Jeufeng Ge:

It's a lot. It's a lot.

Frank Klesitz:

No, I got it. I got it. Ge, that was insightful.

Jeufeng Ge:

It sounds daunting but it's really not. You're talking about three videos that you've shot and edited, right? You set up the custom audience in Facebook. You can read a guide. Just type in video remarketing audiences into Google, you'll find an article. You can set it up at 15 minutes and then it just runs perpetually, right? So, you're two hours in on effort, you're done. You just let this campaign run.

Frank Klesitz:

So, you have three campaigns, one is running to the unwashed masses. The second one is running to everyone who watched, let's say, the first 10 minutes of the video. And the third campaign is everyone who watch the first 10% of the video or 10 seconds. And the third one is remarketing all people in the first... that remarketing audience with a more deeply engaged case study or something like that.

Jeufeng Ge:

Yes, yep.

Chris Watters:

One of the things that I love that you mentioned, Ge, is about the Facebook branching ads and profile building so, for example, having a series of lead forms to collect more information about the consumer. Because if they go down that rabbit hole, they're going to have a higher intent to potentially sell versus your typical platform website like BoomTown, Sierra, Commissions Inc., where they're just sucking out name, number and email.

Chris Watters:

And I probably speak for most people listening to this right now, it sucks working those leads coming in from BoomTown, Sierra, the list goes on and on because the consumer intent is so low. They're just submitting their information so they can see some more damn photos. But 98% of them aren't going to sell and the 2% that are going to sell are a year out or two years out. I mean, it's obviously a good exercise in building your database and opportunities to have more people to push your messaging to.

Chris Watters:

But if you're a sales person, there's this balance between being efficient with your time and effective. And as a sales agent, it's very difficult to have a business and do well when you have to get a 100 leads to close one or two deals, especially if you're in a market where your average sales price is lower and your commission check is six, seven grand. You know what I'm saying?

Jeufeng Ge:

Yeah, absolutely. Chris, you made a really good point. And because of how much offline you do, I think this is very intuitive to you but not intuitive to most of the clients I talked to, which is that there is an inverse ratio between lead cost and lead quality, right? For the video ads that I've seen run, and we spent tens of thousands of dollars on this type of advertising, our average cost per lead is 125 to 150 bucks.

Jeufeng Ge:

When I say that to an average agent, they're like, "Oh, my God, are you kidding me? I'm expecting a lead for \$5 or \$7. I'm not going to pay for \$150 lead." But those leads convert at 5% to 10% sooner than later. If you're going to run the type of ads I'm telling you about on the video side, don't look for the instant gratification of like, I got 10 leads and they cost me 50 bucks. You're going to have to be in the long haul. And those leads are going to be expensive but the close rates are going to be high.

Chris Watters:

It's got to be frustrating on your end, Ge, because so many agents get so caught up in how many leads they have and not how many leads are converting into actual appointments, especially when you first sign up for a platform. I mean, that's got to be very frustrating on your end I would imagine.

Jeufeng Ge:

It's frustrating when the expectation is instant gratification, where it's like, "Oh, I'm going to generate a 100 leads in month one, and I better get three closings from that." Not going to happen, right? I get very frustrated when I talk to clients about that. If you have a long view, first off, minimum 90 days, right? Three to six months before you can have any sense of lead quality but I think it really varies on budget, right? For our clients that have \$300 to spend, I'm like, "Facebook all day. Don't try Google."

Jeufeng Ge:

"Don't try all this fancy stuff. Facebook all day." If you have \$600 to \$1,200 to spend, I'd say, "Okay, try PPC. That's enough for you to get a decent chunk of PPC." For the video strategy I just talked about, Chris, I mean, I think minimum, you're spending five grand a month on media before you know if it's going to work or not. So, it just depends on what your appetite is and your budget is relative to these strategies.

Jeufeng Ge:

If I were talking to an agent with 600 bucks, \$150 leads, first off, it's going to take you three months just to optimize that down to 150 bucks per lead but you're only getting four opportunities, right? What if you close one out of 10? You might be three months in and still have no idea if it's going to work or not. You just don't have the scale to execute on these strategies.

Chris Watters:

I want to ask you, Frank, and you, Ge, a marketing. So, this is incredible related question. There's some billion-dollar companies out there spending insane amounts of money on Facebook ads, one of them being Opendoor, Offerpad, Zillow Offers. And by the way, I don't know if... you could probably go into detail, Ge or Frank, on how you can do this. But you can go online into Facebook and you can actually look at all the ads these companies are running by clicking on the page... it says like page transparency or something and it'll show you all the ads that companies are running.

Chris Watters:

So, anyways, so right now, as I'm talking to you guys, I'm looking at the ads that Opendoor is currently running. I'm looking at the picture, I'm looking at the content. And most of the ads, and most real estate agents listening to this, they know this already, a lot of the ads say find out today what we would pay for your home or getting into an offer today, right? That is going to generate a really high volume number of leads. And the conversion cycle on that is really, really long.

Chris Watters:

And when you look at the bottom of the funnel, that percentage of people that drop out at the bottom that Opendoor actually ends up buying their home, it's, I mean, a tiny, tiny fraction, very similar to what we're talking about with what agent's experience when it comes to buy a 100 leads and maybe you'll close one or two. So, it doesn't seem very effective for solo agents to do it but yet, it seems like this is where these billion-dollar companies are spending all their money.

Chris Watters:

How are they making it work, number one? And two, I mean, I just think from a brand perspective, millions of people are getting served a potential offer on their home and it would be so easy for the consumer to be like, "Man, WTF, this is a low offer," and it negatively impact the brand. I mean, Frank, you and Ge, what are your thoughts on that just in terms of from a brand equity building perspective or maybe it's downgrading their brand? And then, why would they be generating so many low quality leads? What are your thoughts on that?

Jeufeng Ge:

Yeah. I think first off for Opendoor, Offerpad, all these guys, they're doing a cross-platform strategy here exactly like you said, Chris, about your own media spend. They're spending a certain amount of money on TV, radio, et cetera. And digital is a part of that and it's part of their brand building budget. The theory of cross-platform marketing is that you're getting in front of the consumer in multiple different ways.

Jeufeng Ge:

And so, your aggregate conversion rate increases because the person that saw your Facebook ad already saw your YouTube ad, already saw your TV ad so they have a higher propensity to click on that particular ad versus other channels alone, right? So, a lot of these companies may very well look at their digital advertising as a loss leader to support other stuff, right? So, I think there's other reasons that they're marketing on Facebook and YouTube or these channels at scale.

Jeufeng Ge:

The other thing is, when you're marketing at scale, it's much cheaper. So, if I were to market to 100,000 people versus 20 million, it might be an order magnitude of 5x, how much I have to pay a premium on that 100,000 just because I'm getting so targeted, right? And so, for an Opendoor or Offerpad that is just trying to reach as many people as they can to build their brand, their advertising is probably cheaper than your advertising if you're doing it right, right?

Jeufeng Ge:

So, if you're to try to compare what Offerpad and these guys are doing, Opendoor, Zillow, Realtor.com, I think it's hard for... it's not a strategy that will work for the average agent. Now, again, for a Chris or another market dominator, that strategy may work because you're only advertising your local market, right? So, you can spend whatever media you want to spend but it's so local. Whereas Opendoor is in 50 different markets, they've got their media spread across all of those markets, right?

Jeufeng Ge:

So, there are market dominator strategies for all of this. Chris can talk more about it. For the agent, I believe your advantage is in the tightness of your offer. It's really the four things we just talked about and that the value proposition you bring to the table that is different. So, as an example, and by the way, what Chris was talking about seeing the advertisement, if you go to Facebook ad library, just type that into Google, it will bring up a website that Facebook set up.

Jeufeng Ge:

This is essentially a government mandated site, right? You can type in any brand like Opendoor and see every single ad they've ever run, right?

Frank Klesitz:

It's like a marketer's dream.

Jeufeng Ge:

You can type in any brand, you can see all that kind of stuff, right? But if you're looking at their ads, you'll see they're all generic in nature. They're saying, "Hey, I can get into offer on the home," whatever it is. They're not marketing a particular listing. They are not marketing your particular brand with your offer on it, right? So, the more specific you can bring an asset into this relationship, the better it's going to be.

Jeufeng Ge:

And of course, on the targeting side, instead of broadly targeting, hopefully, you're targeting homeowners, all that kind of stuff and then lead capture user experience, all that matters. So, what we have done, and I'll tell you this, we've tried this, is we've gone for clients and just basically took the same ad that Opendoor is running. Change the colors, change the branding but essentially run the same ad for clients in their local market against their own advertising. And their advertising works better.

Jeufeng Ge:

So, I just think generic advertising, unless you're doing brand building, is not as effective as something that is hyper-targeted and that is creative, that is differentiated in terms of the offer you're making.

Chris Watters:

So, what about to the point of when you, okay, follow through, you click on the Facebook ad and you go and find out what your home is worth or excuse me, what they'll pay? Most consumers, 99% of them are not following through with the Opendoor offer and that offer might be low or whatever. And it could be, I mean, indirectly burning all this money they're spending to build their brand up. Would you agree or disagree with that?

Jeufeng Ge:

Yeah. Well, I would agree with that. I will say that-

Frank Klesitz:

These are very hypothetical questions, Chris.

Jeufeng Ge:

... I suspect you're privy to a lot of these conversations that these giant companies understand there is a lot of waste and they're starting to monetize those leads with agents through referrals, right? So, they're making their funnels tighter as we speak by monetizing more of that funnel and bringing ancillary services into the picture, right? What I say, again, taking it back to the average agent, exactly like you said, the conversion rate off of leads is typically very low and so that's where remarketing takes over, right?

Jeufeng Ge:

You get a 1,000 people to come to your site. They all clicked an offer that said find out what your home is worth or I have an instant offer for you. Ten percent of those people complete your registration form and give you their contact information, 90% don't. Well, guess what, you have a Facebook pixel on there, you have a Google pixel on there. You can follow them around with the web with a secondary offer, right?

Jeufeng Ge:

So, it's all about making your funnel more efficient. Bigger companies do that by monetizing leads differently. For the average agent, I would say it's getting in front of those people into a remarketing.

Chris Watters:

What do you guys think about from a call to action perspective? What could an agent or team or brokerage use to compete with the instant offer call to action Opendoor or Offerpad, Zillow Offers are using?

Frank Klesitz:

The only one that I've played with, which is hard, is sell your home for above asking price where it's nothing but case studies of homes that sold above the asking price, and that's what you did.

Jeufeng Ge:

That's a really good one.

Frank Klesitz:

That's why I'm saying it's like let me think about it, Ge. I don't want to play this game of instant offer/iBuyers. I'm going to be the full service agent. And what do they want besides quick, easy and painless? I want the most money. I'm going to double down on the most money. So, I will sell your home at your price. I'll sell your home for whatever price you want, or I'll sell your home for above asking price and all it is, is a case study is listed for this, sold for 10%, more listed for this, sold for more.

Frank Klesitz:

Don't take these other options. Call me if you want the most money. [Click here.](#)

Chris Watters:

There's a book written by a guy named Donald Miller called Building a StoryBrand, I believe that's the title.

Frank Klesitz:

StoryBrand?

Chris Watters:

Yeah. And so, I mean, I read this book, I don't know, two years ago when it came out. So, I feel like what he would say is go in the complete opposite direction of what the iBuyer is doing. Tell the story and algorithm cannot walk in your home and tell you to the dollar what your home is worth and what the

maximum amount of dollars you can squeeze out of it. An online algorithm will not tell you what the peak, peak price is for your home. And Wall Street investors are not here to help you get the best outcome. Wouldn't you agree?

Frank Klesitz:

Well, that book talks about you make the customer the hero of the story and it's all case studies. Ge, let me ask you this, do you have clients that are really good at telling the stories of how they helped homeowners or is that just not really hard for anyone to do?

Jeufeng Ge:

I have seen that done on email and especially video post-registration and a remarketing. I have not seen it done really well on acquisition. I will admit I'm an analytical marketer so that level of storytelling, I think, Frank, is what you do really well. And so, we might even collaborate on some stuff, I'd love to do it. I haven't seen anyone translate this into direct response advertising really well but I've talked to a lot of clients who just treat iBuyers at this point as another selling opportunity, right?

Jeufeng Ge:

They're going into a listing and they're saying, "Hey, we can list your home. We have a menu of options. We can do instant offers, all this kind of stuff, but it's all about maximizing what you want. Still going to pay me my two and a half percent commission, but I'm going to drive you to all these different options," so it's about choice. I think there's a kernel in there of really good digital marketing campaign. I just haven't created it and I haven't seen it out there yet.

Frank Klesitz:

Either have I, either have I, so I think we're just thinking the hypotheticals. But if you were to go down that path, and I've talked to a few agents, they're like, "Dude, I'm not doing. I just want to focus on my niche is who wants the most money full market value?" If not, over your asking price and it's nothing more than a 32nd hard hitting the video of like listed for this, sold for this. Listed for this, sold for this. Listed for this, sold for this.

Frank Klesitz:

This is what we do. If you want the most money, click here for consultation bucket. I hope you understand all of your options, but we specialize in of those options for the most money. So, maybe the audience could take something from that, which really does. If you're going to go down that path, you have to step up your storytelling game, right, Ge?

Jeufeng Ge:

A 100%. And again, this is where don't try to tell the entire story in five minutes and run that as a video, right? Create it. Create and turn into a 32nd video, then a minute video, then a four-minute video and sequence it properly. This is something that you can do on social and on Google that you can't do.

Frank Klesitz:

I love that stalking the three campaigns inside the ad account. I never heard that before. That's an interesting way of thinking about that. That's cool, man. What would you recommend? Is there software

you would recommend that's easy to use for anyone listening to create their video ads like the little B-roll videos? Come on, there has to be something out there that you like.

Jeufeng Ge:

Yeah. Oh, God, you know what, this is a better question for my video expert, [Kiwi 01:00:47] on my team. We do it all in-house programmatically. I would say I don't know about the video piece if this is connected. But for the average agent, if you want to do this remarketing craziness, and I actually think they do have a video platform, there's a tool called AdEspresso. So, ad, A-D and coffee, espresso. They are the leaders in SMB, small business marketing.

Jeufeng Ge:

It requires work, right? It's not automated. It's not managed for you but you can pretty much do everything that you want inside Facebook through an easy dialog as long as you're willing to learn it. And so, that might be the best video ad platform because look, creating the video, that's one thing, right? A lot of people can create a video. It's then formatting it into a square format, then a horizontal format, then a vertical format so that it looks different for stories.

Frank Klesitz:

Yeah, making all the crops, platform specific.

Jeufeng Ge:

That's right.

Frank Klesitz:

And then, having it so even if the audio is not, you can still be accepted.

Jeufeng Ge:

Yeah, a 100%.

Frank Klesitz:

Cool. Although we can sit here and be with you all day, man, I mean, we're all cut from the same cloth, all three of us. And this podcast go on forever, but let's recap the audience. You want seller leads? Run really good trade up buyer ads of your listings to homeowners, right, Ge?

Jeufeng Ge:

Yup, yeah.

Frank Klesitz:

And then, second, maybe play around with a 32nd branded video that cuts to nice really B-roll of everything you do. That just has words on the screen with some music, maybe a voiceover of how you just crush it for people helping them get their home sold probably back to maybe a free home value report, instant offer or just a consultation, right?

Jeufeng Ge:



Yep.

Frank Klesitz:

Cool. Real quick, and we're not going to go deep on it. We'll spend five minutes and we'll wrap up. What's the third best way for someone to get listings online?

Jeufeng Ge:

Sure. That would be through Google PBC. And you would target keywords like I want to sell my home fast. What's the value of my home? What's my home worth, right? It's probably only 50 root keywords that you're looking for. And you can use a lot of Google tools, a lot of Google trends, reports, just Google it to figure out those particular keywords. Most people can set up a seller campaign pretty easily. There's two challenges with it.

Jeufeng Ge:

The first is that the set of keywords is not magic, right? On the buyer side generating home search leads, we have campaigns that had 750,000 million keywords.

Frank Klesitz:

Yeah, they're specific like a condo on this beach that has a pool.

Jeufeng Ge:

Exactly. Seller is not like that. Our seller campaign may only have 500 keywords, right? So, you're going to be targeting the same exact keywords that everyone else that has your idea is going to be targeting. And your cost per click is going to be like \$5 to \$10, right? A buyer cost per click is 50 cents. So, if you're targeting the same exact people, then at that point, your ad, your creative and your user experience have to be really, really tight, has to be differentiating, right?

Jeufeng Ge:

On the seller side, what we do is we inject actual market data into the advertisement. Google actually allows you to dynamically update your ads using their API. You have to find a platform for it. So, I can insert variables like 48 homes just sold in your area. Click here to see the value of your home. Average price point, list price points have increased by \$6,000 in the last 30 days. Click here to see this home, right?

Jeufeng Ge:

So, you can make your ad very different and you could do that manually, by the way, right? Thirty days data is not difficult. So, you can make your ad very different by injecting dynamic elements or elements that are expertise driven, so it stands out versus the Opendoor. The second thing, this is what is more important, is your landing page experience. Nine out of 10 landing pages in the industry are just BS, right? They're bait and switches.

Jeufeng Ge:

They say, "Fill out this form where you get this free estimate value for your home." And you fill out this long form, you press complete, and someone says, "Hey, we'll get back in touch. I'll call you."

Frank Klesitz:

I'll call you. Thanks for the lead.

Jeufeng Ge:

And the consumer is like, "What are you doing Instagramification on the web? I thought you're going to give me value." Or they give a shitty estimates value, right? So, we actually scoured the web, all the different vendors out there because we think this is something that you have to really focus on. And we partnered exclusively with a platform called Homebot. I don't know if you guys know Homebot.

Jeufeng Ge:

But what Homebot does is when you get an address for the property, it not only knows what your home is worth, but it also knows your loan data for the mortgage, right? So, they can run analysis scenarios to tell you here's your net worth for the property. Here's how much of a new home you could buy based on the equity of your home. Here's how much your rates can change and how much you can save by doing a refi.

Jeufeng Ge:

So, it has 15 to 20 data points that are always changing that gives a full homeowner a profile of their most important asset, right? So, when consumers register on our seller experience, boom, we automatically get them into a homebuyer report and we advertise that at the beginning of the funnel. Show them examples of what they're going to receive, right? There's other products just like Homebot out there.

Jeufeng Ge:

But what my advice is, with pure seller PPC lead generation is don't do the bait and switch. It's what everyone else does. Stand out by actually giving the consumer something of value.

Frank Klesitz:

And on the landing page, show them the screenshots of what they're going to get to prove it before they opt in.

Jeufeng Ge:

That's right.

Frank Klesitz:

My man, Ge, thank you for your time. Chris, you asked me to find someone that knows what they're doing with online ads. I think we delivered on that today.

Chris Watters:

I think we did.

Jeufeng Ge:

Appreciate it. Appreciate it.

Chris Watters:

Hey, Ge, I have a question unrelated to Ylopo. When you survey the technology landscape in the real estate industry, if you were to just brag on somebody else in the industry, who do you feel like is doing something game changing, essentially, to help agents grow their business? Is there anybody you really like? Somebody we should go look at?

Jeufeng Ge:

So many and it just depends on the category of product that you want to pick. I am personally really focused on analytics and predictive analytics right now. I'll put it this way, there's so much gold in our clients' databases, in your database that are just laying fallow out there. And there's two ways to approach that problem. The first way is you analyze the data in the CRM and you find opportunities that aren't there before.

Jeufeng Ge:

There's a startup that I've been paying a lot of attention to that I think has some really compelling stuff that's coming out called Auctm, A-U-C-T-M. I think they're only in beta and they're only for Follow Up Boss right now. But they're building out really cool dashboards for you to visualize things. It's almost like a conversion coach. [Sisou 01:08:42] is another product in this category. They actually integrate with more platforms that I find really impressive, but that's one category.

Jeufeng Ge:

And then, the other category is predictive analytics. And what predictive analytics means is take email address and phone number and all these attributes in your CRM about a particular user. Go out there in other data sources and find data that enhances and appends to the data you have in your CRM and find out trigger points to see if these people have a higher propensity to sell or buy. So, whereas an out of a database of, say, 10,000 leads, you only get 2,000 of them looking for properties, looking for homes and you're auctioning off those 2,000 people.

Jeufeng Ge:

There might be another two or 3,000 people in your database that you could be communicating with in the right way based on other data that you don't have access to that are out there in the universe, right? I don't have a lot of names for you just because those are typically enterprise platforms that we're working with. But those are the two categories of technology I'm paying the most attention to.

Frank Klesitz:

Ge, do you check out Likely.ai?

Jeufeng Ge:

Likely.ai, I've heard of that. Yeah.

Chris Watters:

And then, another one, I guess, would be like reevaluate potentially.

Jeufeng Ge:

Reevaluate is another one for sure. Yeah, a lot of clients like it.

Frank Klesitz:

But we're going to wrap this up here. Like I said, we can go for hours, Ge. Hey, thank you for doing this. Thanks for coming on-

Chris Watters:

Yes, Ge. Thank you.

Frank Klesitz:

... and delivering real knowledge-

Jeufeng Ge:

No problem.

Frank Klesitz:

... to the audience. That's really cool, man. Thank you.

Jeufeng Ge:

Of course, of course. And, Chris, it's been a long time since we caught up. I'm going to give you a call. Let's catch up, too.

Chris Watters:

Hey, are you going to be an Edmund next week?

Jeufeng Ge:

I am at Edmund. Yes. Let's grab drinks or dinner.

Chris Watters:

Okay. Frank and I are hosting a little mini mastermind I guess what, Thursday?

Frank Klesitz:

Yep, Thursday at the Sky Suite in Aria.

Jeufeng Ge:

Nice. I'll hit you guys up about that directly.

Frank Klesitz:

All right. Thanks, everyone, for listening. Go to [listingleadshow.com](http://listingleadshow.com) to watch and listen to more shows and if you want to know everything there is on how to get listings that this podcast is all about. Thank you, and we'll see you next time.

Chris Watters:

Bye, guys.