

- **How to close more real estate deals?**



## **Wondering how to make a sales-perfect pitch for a real estate lead you've never met?**

In this blog you're going to learn:

- The **challenges** faced by real estate professionals when trying to connect with potential clients
- The **solution** of analyzing a client's profile and persona to tailor their approach
- Some **use cases** for you to understand the solution better
- SaaS (**Salevant.ai** as a Solution)

**and boost your sales like never before!**

*According to a study conducted by Zillow in 2021, the national average conversion rate for online real estate leads is about 1.5%. This means that out of 100 leads, only about 1.5 of them convert to a sale.*

## The Challenges

The real estate industry can be incredibly competitive and challenging, especially when it comes to connecting with potential clients. It's not enough to simply list properties and hope for the best - to be successful, you need to understand your clients and their unique needs and preferences.

But how can you do this when you've never even met them?

*“Sales is not about selling anymore, but about building trust and educating.”*

*- Siva Devaki*

## The Solution

Fortunately, there is a solution. By leveraging the power of technology and data analysis, you can create a more meaningful connection with your clients and increase your chances of closing deals.

By analyzing client profiles and personas, and observing insights into their preferences and behavior patterns, you can craft tailored sales pitches and marketing strategies that speak directly to their needs and desires, increasing your chances of converting leads into loyal clients.



*A report by the National Association of Realtors (NAR) found that the most common reason for leads not converting into clients is a lack of response or follow-up by agents.*

## The Use Cases

But how does this work in practice? Let's take a look at a couple of use cases to see the platform in action.

### Use Case 1: The Tech-Savvy Young Professional

Imagine you're trying to sell a property to a young professional who places a high value on technology and design.



Armed with this information, you can showcase properties that feature the latest in smart home technology and cutting-edge design.

From voice-controlled appliances to compatibility with a range of smart home devices, there are countless ways to appeal to tech-savvy buyers.

By presenting the property in a way that highlights its modern design and aesthetic appeal, you can create a compelling pitch that speaks directly to your client's interests.

*“AI will help real estate agents provide a more personalized experience for their clients, enabling them to better understand their needs and preferences.”*

*- Nima Wedlake, Vice President of Product, OJO Labs*

## **Use Case 2: The Family Man**



On the other hand, if you're working with a family person with a good salary bracket, their priorities may be different.

For example, you might focus on properties located in family-friendly neighborhoods with access to good schools and parks.

Features like spacious backyards, finished basements, and other areas that are conducive to family living can also be major selling points.

By tailoring your pitch to their specific needs, you can increase the chances of closing a deal and building a lasting relationship with your client.

*A survey by the National Association of Realtors found that 58% of home buyers found the buying process to be complicated and overwhelming, highlighting the need for real estate professionals to provide personalized guidance and support to simplify the process.*

## **Salevant.ai as a Solution**

*A report by Forbes suggests that AI can help real estate professionals to identify potential leads and predict buying patterns, leading to more targeted and effective sales pitches.*

At Salevant.ai, we understand the challenges that real estate professionals face, and we've developed a cutting-edge sales intelligence platform to help you overcome them. Our platform uses advanced AI algorithms and machine learning capabilities to analyze client profiles and personas, giving you deep insights into their preferences and behavior patterns.

***“In the future, the most successful salespeople will be those who can best leverage the power of AI to provide personalized experiences and insights to their clients.”***

*- McKinsey & Company*



We're dedicated to helping real estate professionals succeed. Our platform is designed to streamline the sales process, reduce wasted time and effort, and increase conversions. With our AI engine, you can personalize your pitch and optimize your marketing strategies based on real-time data. Don't miss out on business opportunities - try Salevant.ai today and see the difference it can make for your real estate business!