

Prudential Fox & Roach

Profiting from Quality Internet Leads

executive summary

- Problem:** Prudential Fox & Roach (PF&R) faced a mass influx of monthly inbound real estate inquiries and needed to identify a cost-efficient method to filter the good leads from the bad.
- Solution:** Refine the property landing page to eliminate multiple calls to action and create one "Schedule a Showing" call to action to encourage responses only from serious home searchers.
- Result:** 15% of consumers who schedule a showing buy or sell a home with Prudential Fox & Roach.
- Bonus:** To promote their listings and drive more traffic to their site, PF&R used Trulia.com, which is driving users who request double the average number of showings than other visitors.

challenge

Separating valuable consumer leads from the noise

One of the largest real estate companies in the nation, Prudential Fox & Roach dominates the greater Philadelphia tri-state region. When they launched their online presence with a sleek, educational and interactive Web site and a refined Internet marketing plan, they were well poised for significant traffic and inbound leads. In fact, they have achieved great success, as PruFoxRoach.com has grown to well over 350,000 visitor sessions per month. However, in 2001, they faced a challenge that many brokers only hope for: they had too many inbound leads coming from their Web site.

Following the 2001 launch of their broker reciprocity listings program, Prudential Fox & Roach became inundated with incoming leads - too many for their dedicated online e-team to handle unassisted. Some of the leads were from serious, eager home buyers, but many were from people with casual home inquiries. Prudential Fox & Roach wanted to encourage use of their Web site and maintain significant visitor traffic, but they needed cost-effective means to filter leads and ensure that the inbound leads they received were coming from serious real estate consumers.

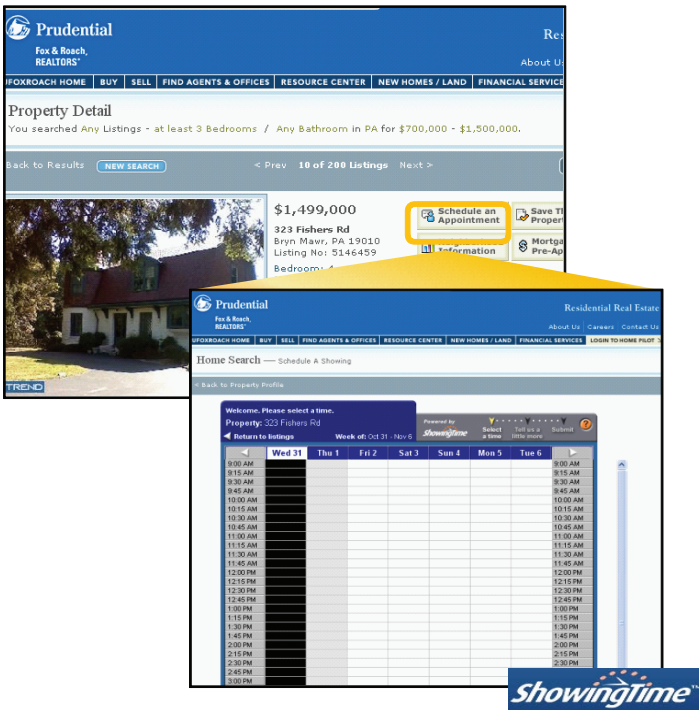


solution

From online appointment scheduling to scheduling closings

Prudential Fox & Roach began testing the placement of call to action buttons on their Web site, positioning contact information in different locations and offering visitors multiple means of contacting agents. Analysts correlated each call to action with eventual transactions. The result? The most significant predictor of a future transaction was requesting a property showing online - with 15% of requests converting to closings!

Working with ShowingTime, a leading real estate showing management tool provider, Prudential Fox & Roach offered serious consumers a way to request appointments to see the properties they were most interested in.



ShowingTime's online application helps brokerages manage their showing appointments, in addition to providing progress benchmarking reports, customer relationship management tools and online showing feedback. Not only did ShowingTime address Prudential Fox & Roach's challenge of identifying quality leads, but it also increased agent and staff productivity.

Once Prudential Fox & Roach found a solution to cost-effectively identify quality leads, they needed to identify where these quality leads were coming from and how to get more. During the first half of 2007, Fox & Roach noted that 3.1 showing appointments were requested for every 1000 visitors to www.prufoxroach.com.

Reviewing individual sources of traffic, they discovered that the number doubled to 6.0 showing appointment requests for every 1000 visitors coming from real estate search engine Trulia.com, now the fastest-growing real estate search engine in the U.S., with a user base of more qualified, serious home searchers. In a recent survey of Trulia users, it was reported that 81% of buyers plan to make a home purchase in the next 12 months, and 52% of buyers are pre-qualified for a mortgage. Trulia users were clicking to the PF&R site and requesting double the average number of showings than other users.

	All Visitors	Visitors From Trulia
Web site Traffic	835,634	51,204
Appointment Requests	2,608	307
Appointment Requests per 1,000 Visitors	3.1	6.0

key takeaways from PF&R

- Refining the Prudential Fox & Roach Web site to drive more traffic was a smart move, but more traffic does not necessarily mean good traffic.
- Simplifying the call-to-action on a Web page to focus on serious home searchers is a cost-effective means of qualifying online traffic, and "Schedule a Showing" button is a great qualifier.
- Once you have a means to quality traffic, research your inbound referring traffic to identify the sources that drove the most traffic with the highest likelihood of closing.

By focusing on the areas of their Web site that drove the most value, Prudential Fox & Roach was able to reach their ultimate goal of turning their Web site and e-team into a profit center.

for more information

For more information about Trulia products and services, please contact: sales@trulia.com

To market your listings on Trulia.com, please visit: www.trulia.com/submit_listings/feed

For more information about ShowingTime products and services, please contact: mlane@showingtime.com

For more information about Prudential Fox & Roach Realtors, please contact: steve.storti@prufoxroach.com