

Real Estate Industry Analysis

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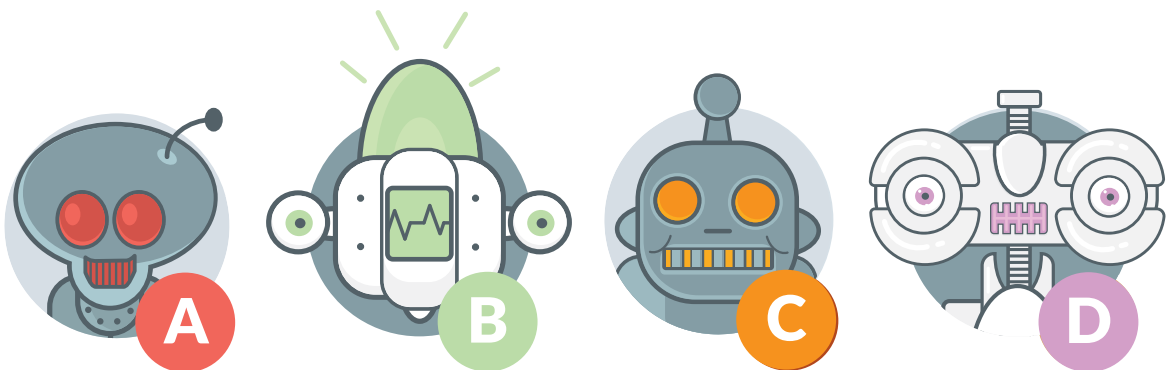
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PREFACE:

SAS Knows that **Growth Depends on Availability.**

Real estate offices know that using voicemail to field missed calls means sellers will not get the personalized service they need, buyers may decide to go with a different company, and no one will be around when residential property tenants need you most. And when it comes down to it, the more calls you miss, the less favorable your reputation, and the less you grow. That's why many real estate professionals look to Specialty Answering Service to provide exceptional 24/7 live-operator customer support.

If you've never used a call center, or if you are using a service and want to do a side-by-side comparison, then this real estate analysis of a few of our valued clients will point you in the right direction.



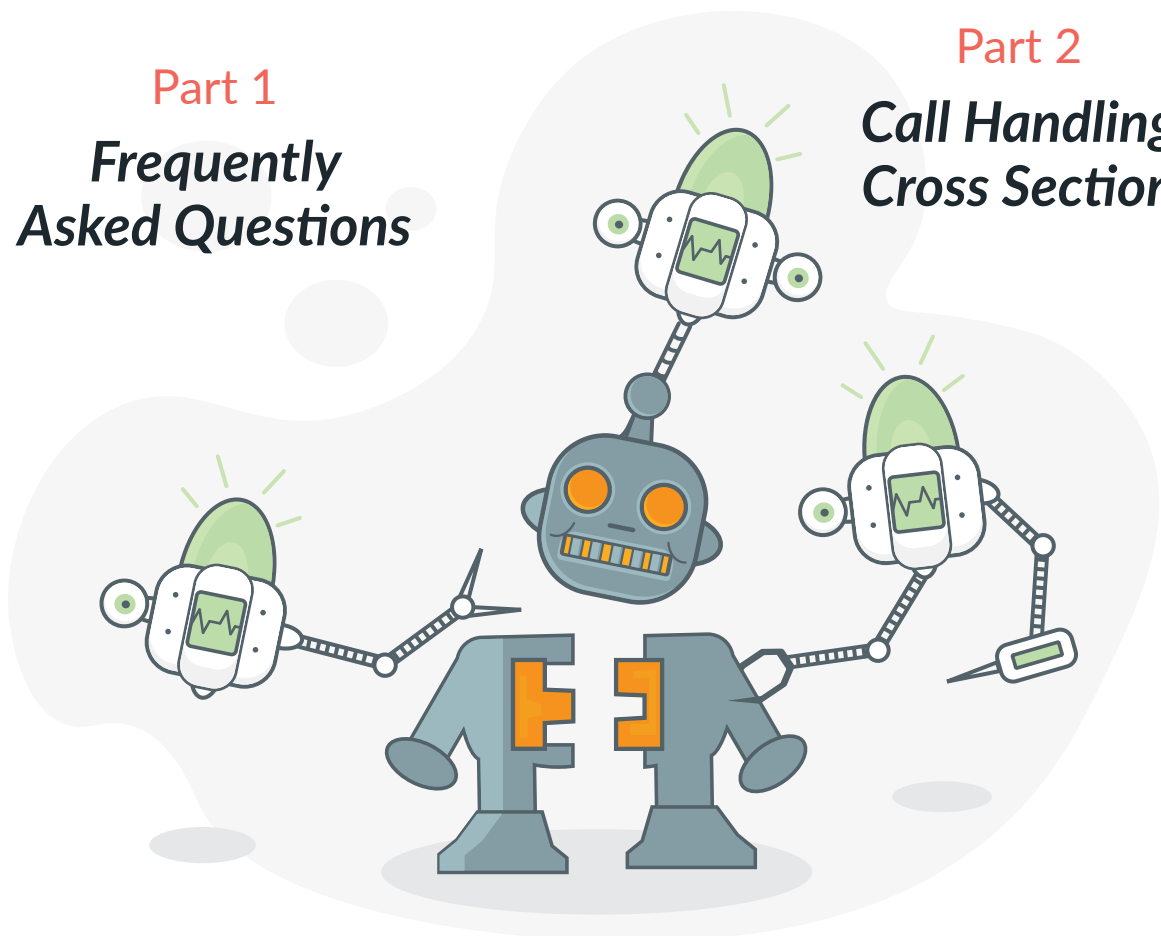
Start with **Programming Basics.**

Succinct, straightforward scripts are the key ingredient to a successful phone call. Whether you're using SAS as an answering service or virtual receptionist, guiding the operators by way of frequently asked questions or specific language to employ will ensure that calls flow smoothly for the customer and operator alike.

We've broken programming down into two parts.

Part 1
***Frequently
Asked Questions***


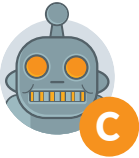

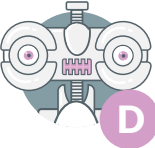
Part 2
***Call Handling
Cross Section***



Part 1: *Frequently Asked Questions*

FAQs allow our receptionists to provide general knowledge via phone rather than take a message. The majority of accounts contain details such as location, business hours, phone number, and website. Additional questions are formatted with concise, uncomplicated language

Here's how four of our real estate clients personalized their FAQs.

- | | | | |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none">• What percentage of your development has been purchased?• How long does it typically take to build a new home? |  | <ul style="list-style-type: none">• Is there an inspection company that you recommend?• Do you have information on homes that are up for auction? |
|  | <ul style="list-style-type: none">• Whom should I contact for after-hours emergencies?• How quickly do your technicians respond to emergency calls? |  | <ul style="list-style-type: none">• Do any of your rentals have in-unit laundry?• Is there a grace period for late rental payments? |

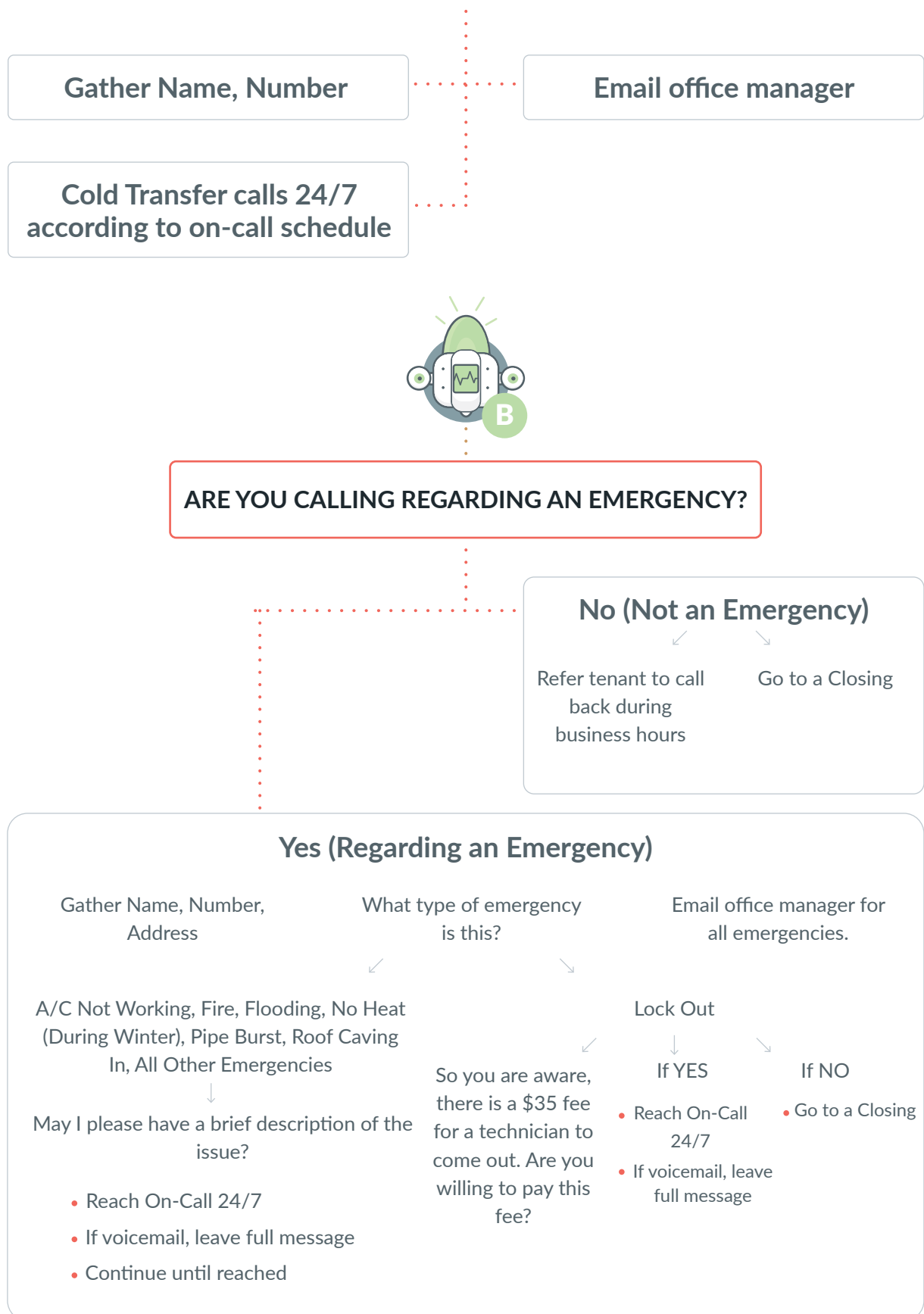
When an emergency isn't really an emergency: Sometimes, what a tenant thinks is an emergency may not be viewed as an emergency by the real estate office. For example, a rental unit not having hot water, which may not be considered an emergency, is vastly different from not having water at all, which would require emergency maintenance. It may be beneficial to include information in your FAQs about what the office considers a true emergency. This will provide callers with realistic expectations on when repairs will be addressed.

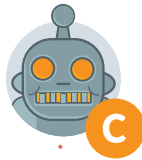
Part 2: ***Call Handling Cross Section***

Call handling, or scripting, is what the operators use to interact with your customers. You might have different instructions based on the caller's question or issue, or maybe you want a basic message for all calls.

As you can see below, scripts run from simple message taking to more involved scenarios.







ARE YOU A BUYER, A REAL ESTATE AGENT, OR AN INSPECTOR?

Call is Urgent (Caller Needs Immediate Call Back)

Gather Name, Number, Property Address, Regarding

Reach On-Call 24/7

- Dial first on-call contact, if voicemail leave full message
- Wait 20 minutes
- Dial second on-call contact, if voicemail leave full message
- Email agents on-call

Calling for a Specific Person

- Gather Name, Number, Property Address, Regarding
- Text and email agent

All Other Calls

- Gather Name, Number, Regarding
- Email office manager

Yes (Caller is a Buyer, Real Estate Agent, or Inspector)

Caller is a Buyer



- Gather Name, Number, Email, Property Address, Are you interested in submitting an offer?, Regarding
- Email agents on-call

Caller is a Real Estate Agent

Caller is an Inspector



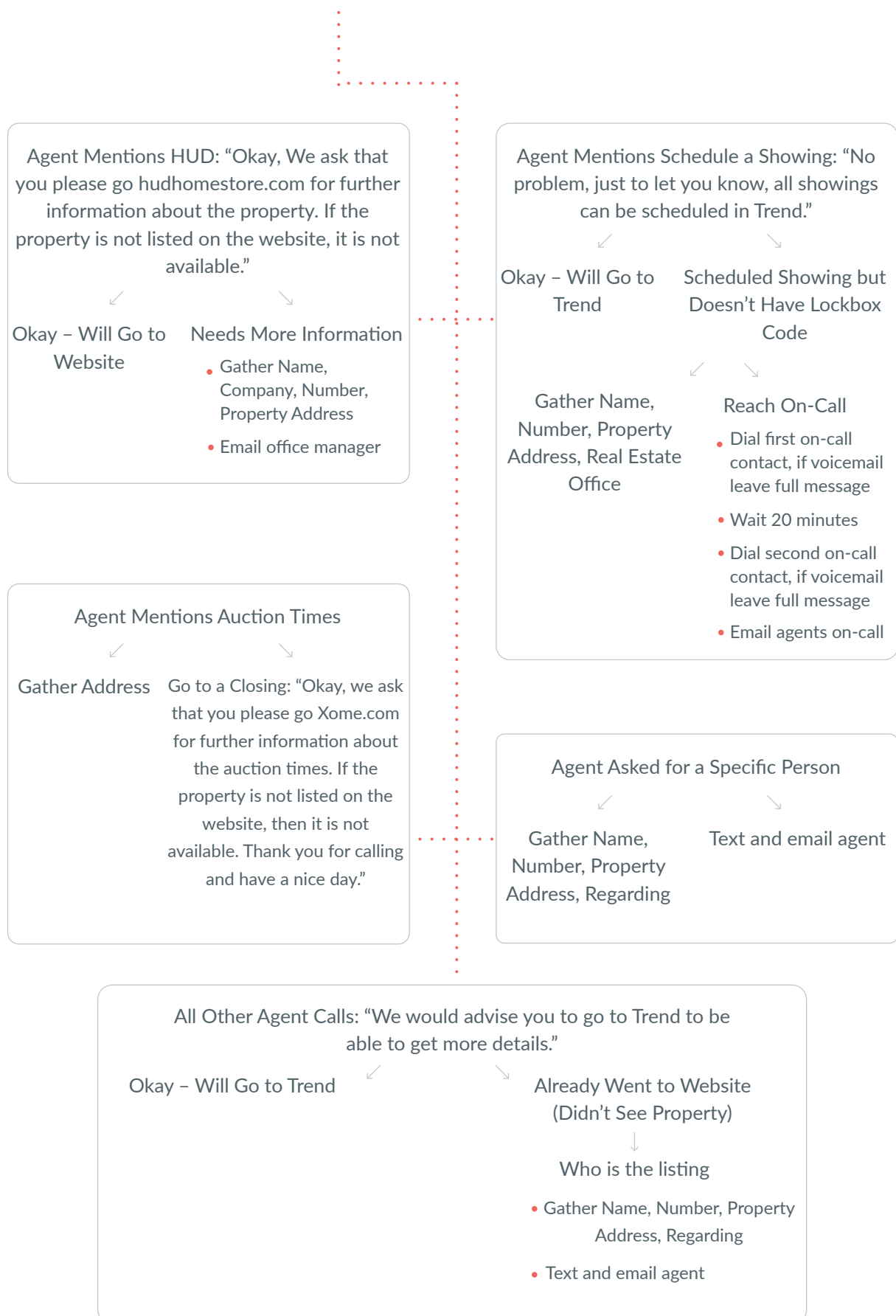
- Gather Name, Number, Property Address, Regarding
- Email agents on-call

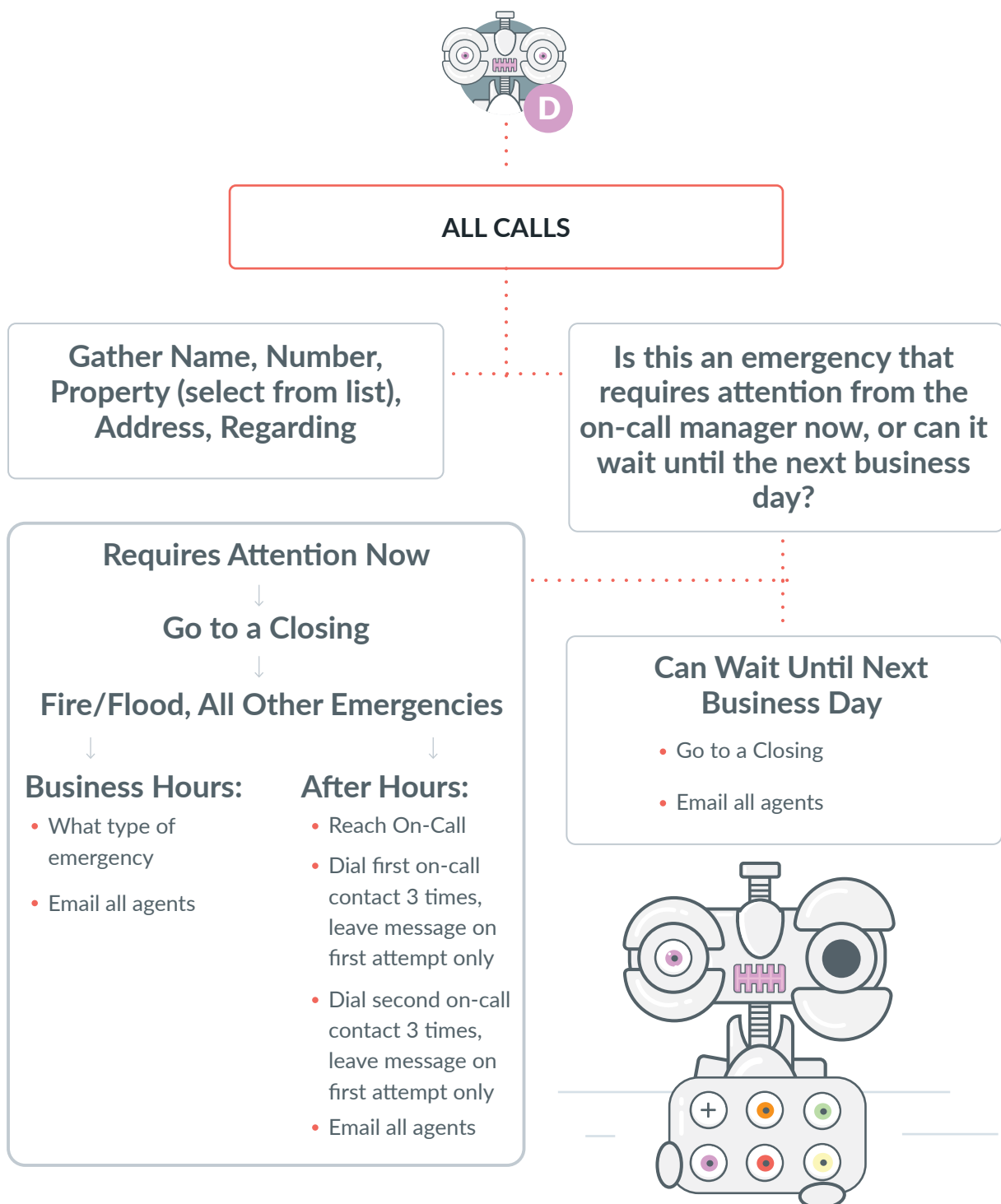
Asked for a Specific Person



- Gather Name, Number, Property Address, Regarding
- Text and email agent

Start with Programming Basics // Part 2: *Call Handling Cross Section*





The details above are just the tip of the iceberg. There are all kinds of things that you can add to your script, such as MLS Access, Appointment Scheduling, Custom Integrations for Online CRM software, and more!

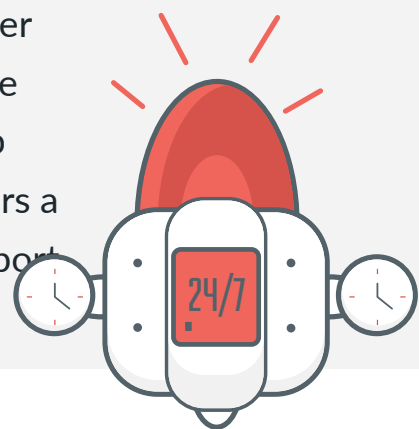
Evaluating Statistics **by Call Type.**

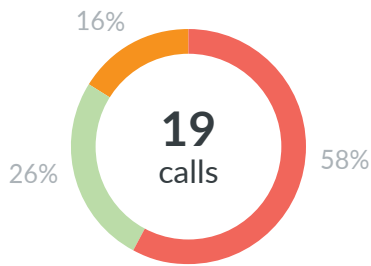
Depending on the nature of your real estate office, inbound call statistics can vary. For example, you may see an uptick in calls from interested sellers and buyers during late spring and early summer, when more people put their homes on the market.

Understanding your call traffic helps SAS staff accordingly, and the data trend will give you an indication of which months might cost you a bit more or a bit less so that you can plan ahead from a financial standpoint.

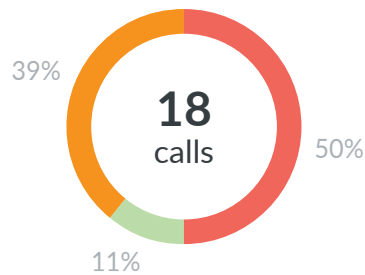
Check out the 2017 call volume breakdown for these four clients.

Whether you're looking for the total number of calls or calls segmented by type, we have you covered. Knowing peak hours will help you determine whether to use SAS 24 hours a day or just for after-hours or overflow support.

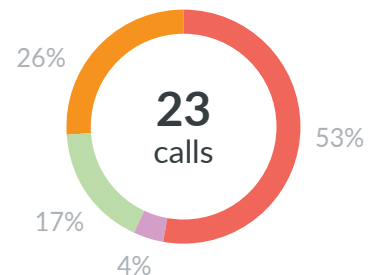




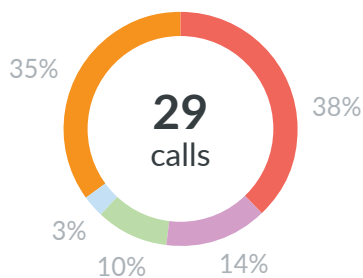
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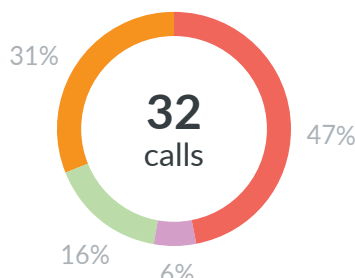
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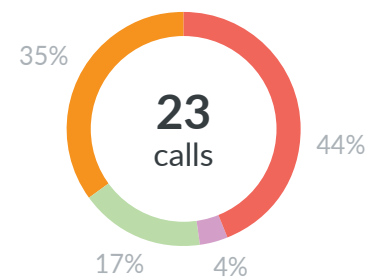
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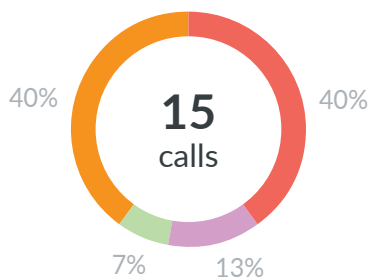
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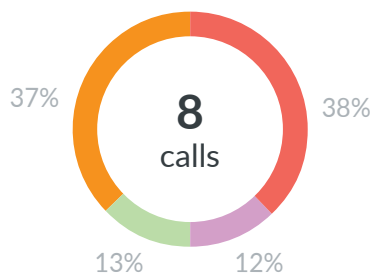
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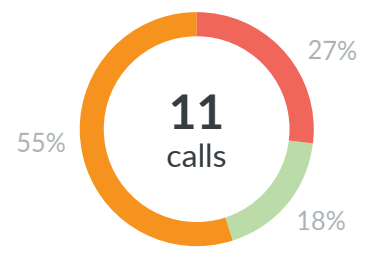
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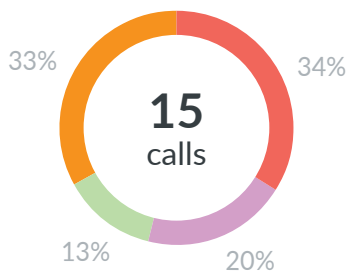
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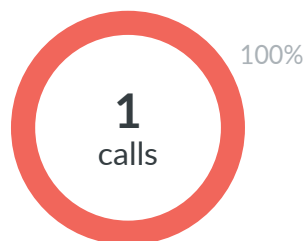
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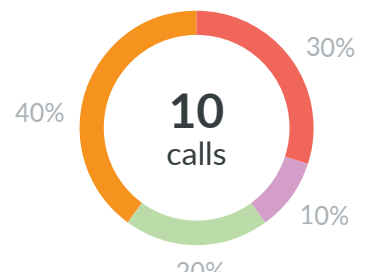
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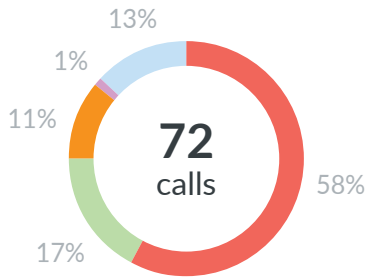
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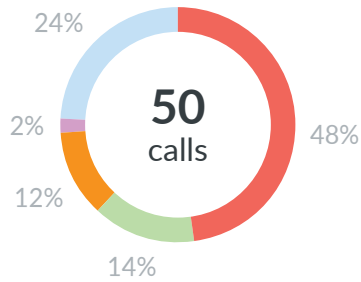
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LEGEND:

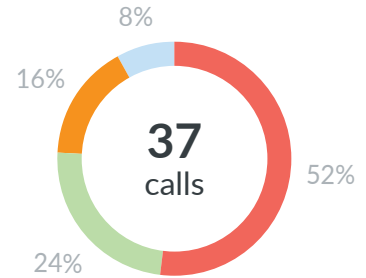
- Transferred Caller
- Info Only – Answered Question, Solicitor, Wrong Number
- Transfer Failed – Webdown
- Message Ticket
- Calls for Specific Person – Transfer



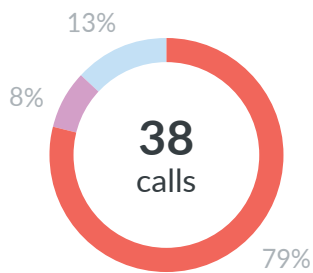
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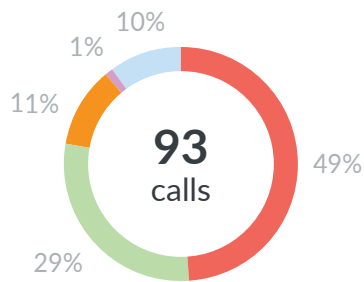
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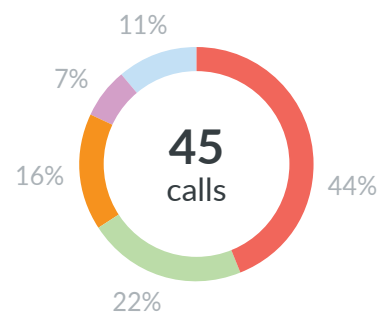
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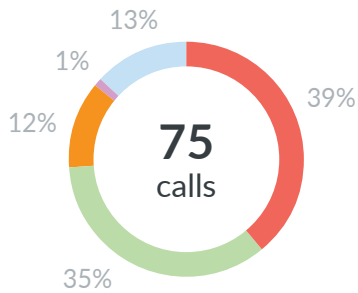
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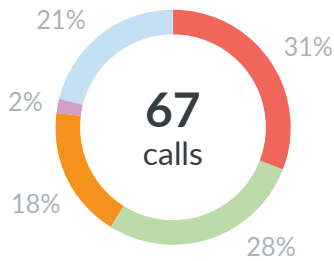
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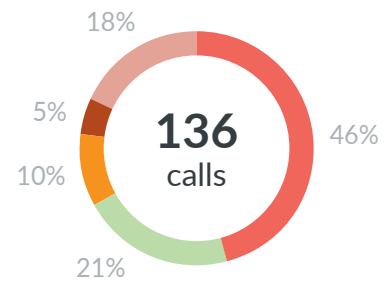
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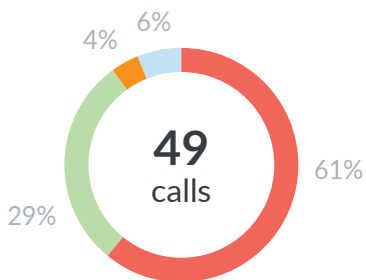
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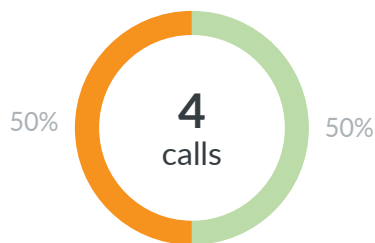
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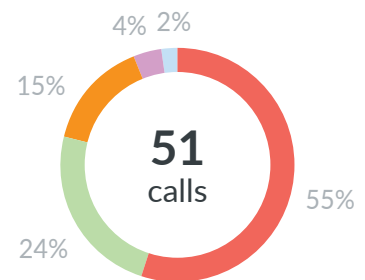
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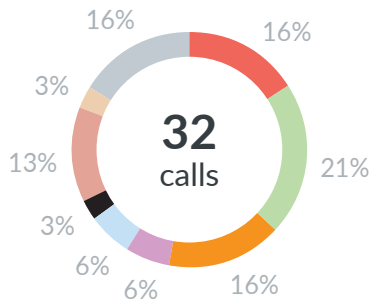
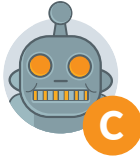
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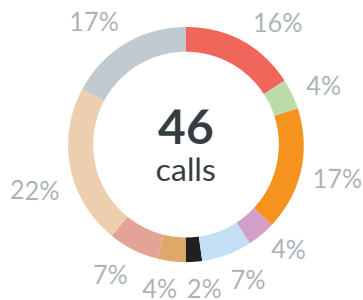
- No Call Back Needed
- Dialed Out

- Emergency – Reach On-Call
- Message Ticket

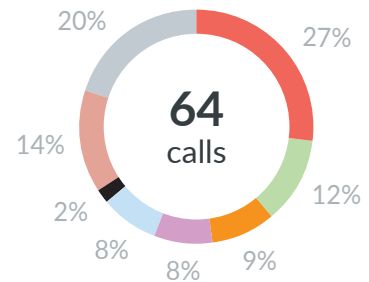
- Info Only – Answered Question, Solicitor, Wrong Number



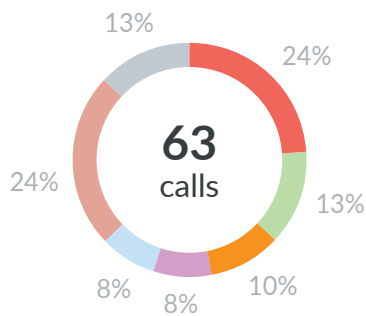
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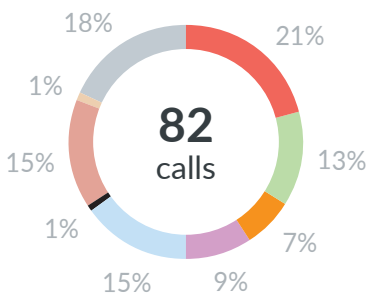
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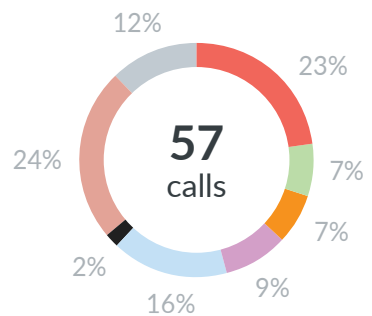
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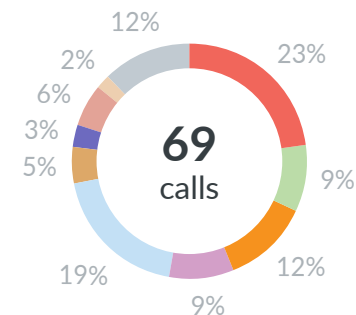
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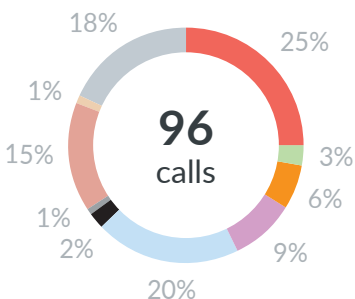
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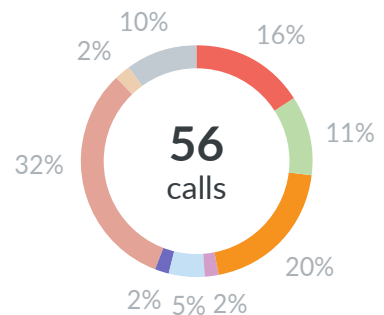
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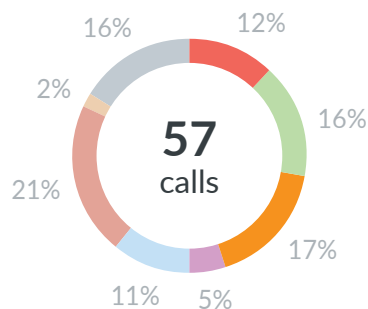
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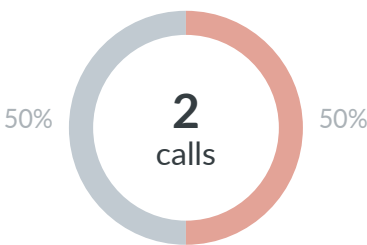
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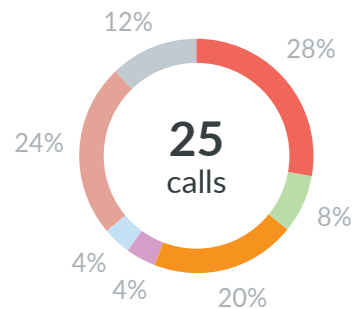
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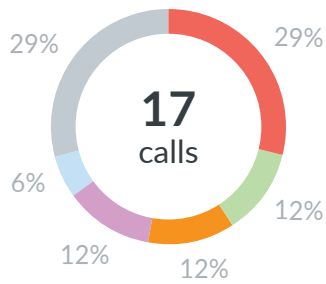
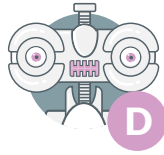
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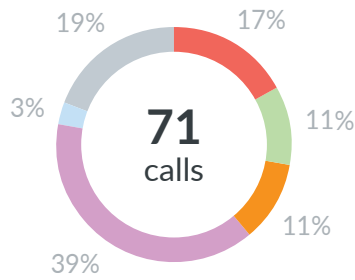
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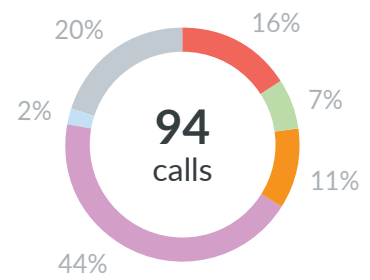
- Buyer
- Needs Call Back – Reach On-Call
- General Message
- Calling for a Specific Person
- Dialed Out
- Message Ticket
- Cold Transfer
- Showing Scheduled Online
- Info Only – Answered Question, Solicitor, Wrong Number
- Trend Website
- Auction Times
- HUD



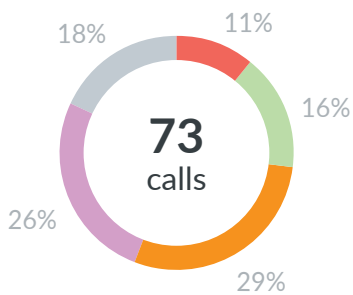
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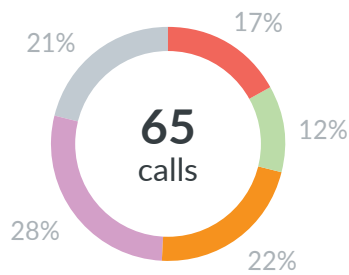
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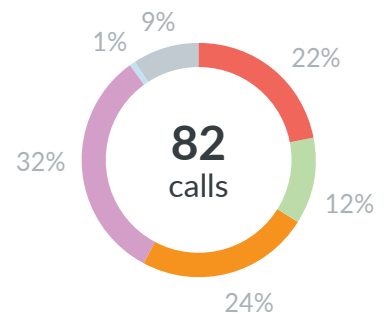
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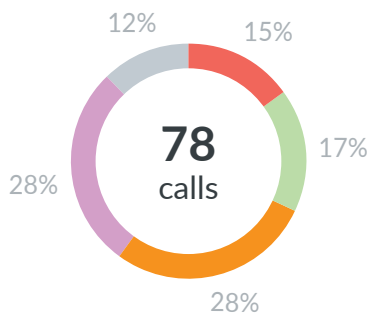
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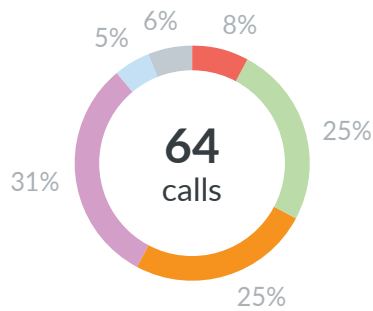
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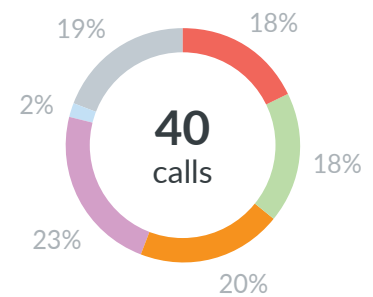
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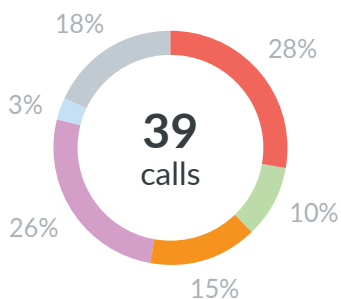
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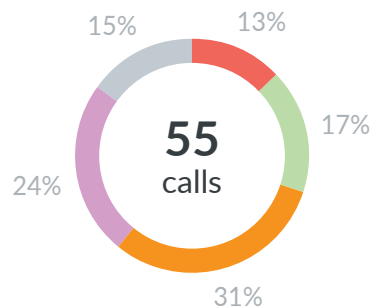
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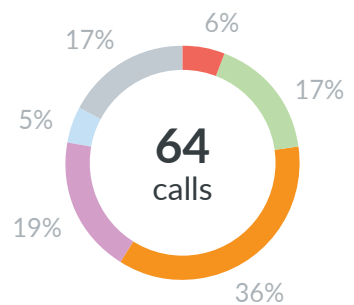
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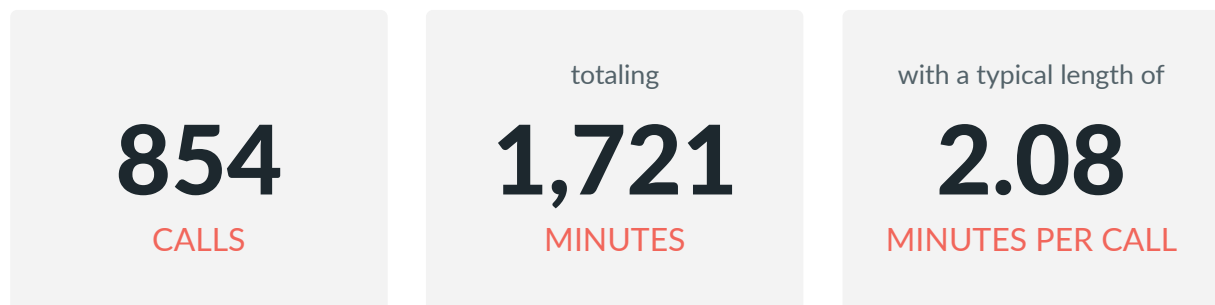
LEGEND:



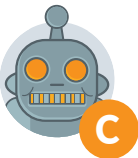
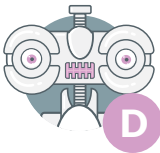
- Emergency - BH
- Dialed Out
- Message Ticket
- Emergency - AH - Reach On-Call
- General Message
- Info Only - Answered Question, Solicitor, Wrong Number

Putting it All Together

Call Volume Statistics.

Taking an average of the data for all four real estate clients, in 2017, we answered approximately:



Client				
Answered calls	454	1,252	978	732
A total minutes	679.17	1,793.18	1,933.18	2,479.37
Average call length minutes	1.5	1.43	1.98	3.39

The Cost for **Amazing Service.**

At SAS, we strive to provide cost-effective service that is designed to improve your day-to-day operations and make your life easier.

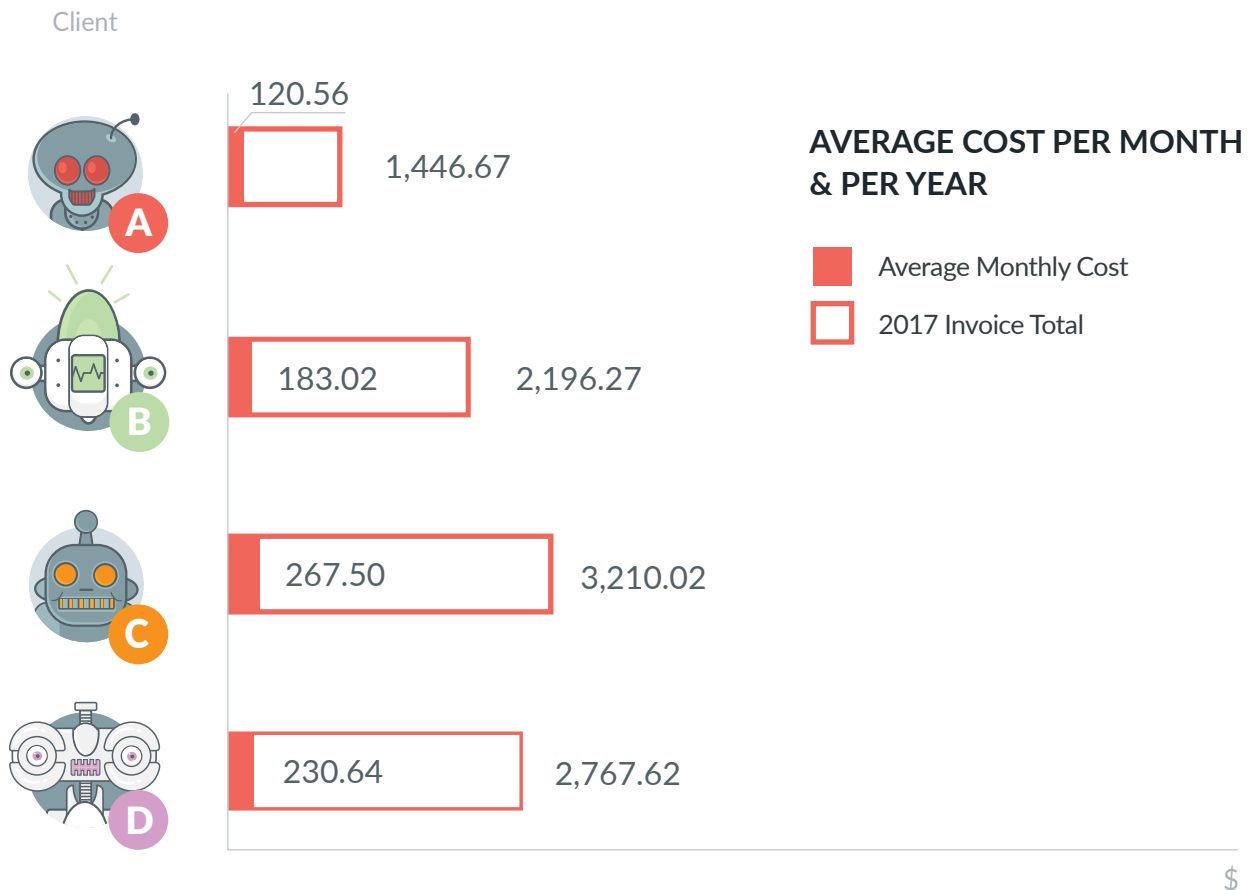
Based on our data, the average real estate company can expect to pay around:

\$200
PER MONTH

&

\$2,405
PER YEAR

Consider this. According to Glassdoor.com, the average salary for a full-time receptionist is around \$29,000. That's more than nine times the annual invoice total for our busiest real estate clients, and it doesn't take into account overhead costs such as insurance and equipment!



Gaining Perspective.

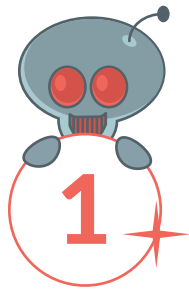
Ultimately, what are the benefits of using Specialty Answering Service over having an answering machine manage your missed calls? Reviewing the call and cost data as a whole, the answer is clear.

If you're looking for ways to justify cost, this generalization will do the trick:

- You receive 854 calls per year.
- As a result of your busy schedule, you miss 100 calls for people who intend to sell their homes, or about 12%.
- Instead of leaving a voicemail, those homeowners contact the next real estate office on their short list.
- According to Zillow.com, the average real estate agent commission is between 4% and 7%. We'll go with 5%.
- Also according to Zillow.com, the median home cost in the United States is \$200,000.
- A 5% commission on a \$200,000 sale is \$10,000.
- The average cost of having SAS capture the missed calls might be in between Client C and D's invoice totals. We'll round it up to \$2,990.

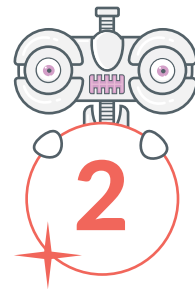


Now, let's imagine two scenarios:



Sale of **\$100,000** Home

- 100 home sellers x \$5,000 commission = **\$500,000**
- **\$500,000** - \$2,990 = **\$497,010**



Sale of **\$200,000** Home

- 100 home sellers x \$10,000 commission = **\$1,000,000**
- **\$1,000,000** - \$2,990 = **\$997,010**

Without SAS:

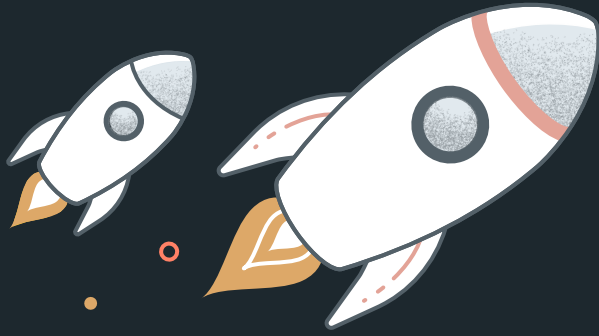
You lose **\$500,000** per year.

You lose **\$1,000,000** per year.

With SAS:

You gain back **\$497,010** of the revenue that blew out the window when your answering machine picked up.

You'll have **\$997,010** net revenue.



• Taking You **Farther, Faster.**

With Specialty Answering Service on your side, you will have the freedom to worry less about what you're missing and the time to focus on taking care of the sellers, buyers, and renters that keep your business in the black, one client at a time.

Contact SAS today, and get ready to open the door to a flawless reputation, continued growth, and a healthier bottom line!

