ruby

Surviving the iBuy:

How real estate agents are differentiating with personalized service.

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iBuy platforms and other digital technologies have disrupted the real estate industry, dramatically altering the way in which buyers and sellers navigate the process and engage with agents. A recent Ruby survey uncovered how successful real estate agents and brokers are striking the delicate balance of leveraging new technology to meet evolving client expectations while still maintaining a people-first approach that provides the high-touch service needed to win trust and new business.

Clients say response time is critical.

92%

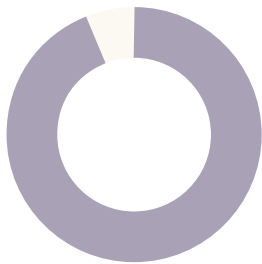of home buyers report that response time is "very important" in choosing an agent.[1]

82%

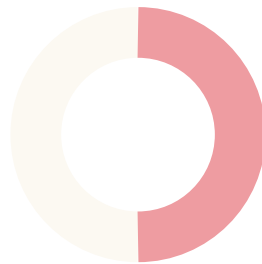cite a slow response time as their biggest source of dissatisfaction.[2]

40%

want to contact a potential agent for the first time via phone.[3]

But many agents are struggling with availability.

94%

always send callers to voicemail during property showings and client meetings.[4]

50%

are generally unavailable to answer phone calls for 2+ hours each business day.[5]

38%

of agents send calls straight to voicemail during normal business hours.[6]

[1] NATIONAL ASSOCIATION OF REALTORS, 2018
[2] IBID
[3] IBID
[4] RUBY 2019 "STATE OF THE UNION: LEAD GENERATION TRENDS IN THE REAL ESTATE INDUSTRY" SURVEY
[5] IBID
[6] IBID

From sending callers to voicemail and failing to respond online...

59%
but
of agents maintain their own website and search for leads daily.

48%
and
don't have a contact form, chat option, or any means for visitors to contact them directly.

15%
report taking more than one day to respond to visitors who submit a message on their website.[7]

The cost of a missed connection can be high.

100%
of respondents report lost commissions due to missed phone calls...

25%
believe that amount totals more than $20,000

(in just the last 12 months alone!)

Innovative agents are adapting to shifting client demands.

Investing in live receptionist services for better client experiences.

25%

are considering hiring a receptionist or answering service to help with the volume of business calls they receive everyday .

Did you know?

More than half of the agents surveyed report that 10% – 25% of the phone calls they receive are coming from **potential new clients!**

Adding live chat to their website for 24/7 responsiveness.

31%

are considering adding a chat option to their website in the next 12 months.

Did you know?

33% of successful agents earning more than **$125,000 each year** have chat enabled on their website.

Even in the age of the iBuy, the phone call still reigns supreme.

25%   *and*   6%

of real estate agents receive 11 – 25 business phone calls every day

receive more than 26 business phone calls every day **[That's a lot of calls!]**

Prioritizing client phone calls can boost satisfaction and commissions.

If you get **3 calls per business day,** and answer 100% of them

60

Inbound calls/month

13.25% of those calls will result in a **new lead**

8

New leads/month

17% of those leads will become new clients

1

New client/month

LIVE CHAT SERVICES

Adding website live chat helps agents reach new digital-forward clients, competing with iBuys.

If you get **15 engaged chats per business month,** and answer 100% of them

15

Inbound chats

40% of those chats will result in a **new lead**

6

New leads/month

Chatters buy, on average, **12%** of the time

1

New client/month

iBuys can't deliver the personalized touch clients crave and are willing to pay for.

Agents using live virtual receptionists to support their business can earn an additional **$8K a month** closing one more deal at an average cost of $279,00 at a 3% commission.

Agents that offer a live chat option as well can double that, earning **$16K every month!**

Get your time and clients back with Ruby.

Ruby offers live virtual receptionist services and 24/7 chat services that help real estate agents provide real-time attention to all of their clients, even when they're in a showing. Ruby leverages proprietary technology to deliver personalized interactions that empower real, human connections—never replacing them. With the Ruby app, you can check messages from our team of virtual receptionists, listen to voicemails, return texts and calls from your business number, sync your contacts and calendar and more.

Got a showing? No problem.

Update your status in real-time and let us handle calls for an hour or an afternoon.

Learn more about the benefits of Ruby in the free "Leveraging Technology" guide for real estate agents!

Try Ruby Risk-Free

Call and talk to a live Virtual Receptionist. Hear why 10,000+ companies ♥ Ruby.