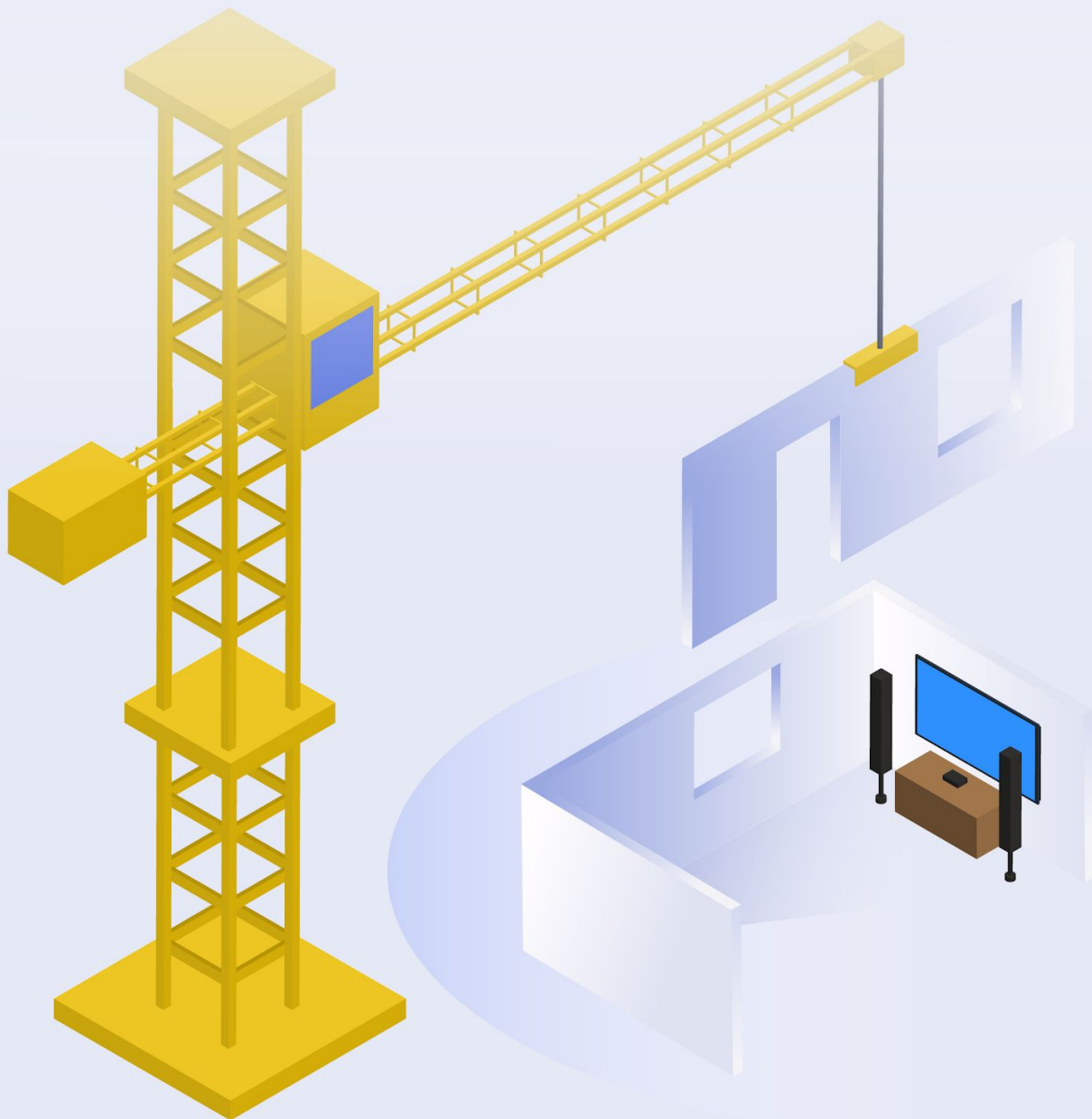




# Guide to Successfully Structuring your Real Estate ISA Team





Thinking about building an ISA team? Already, have an ISA team but think they can be doing better?

The structure of real estate ISA teams is the **single most important factor** in their success.

Read this guide to learn how to effectively structure your ISA team workflow and build a successful real estate ISA team.

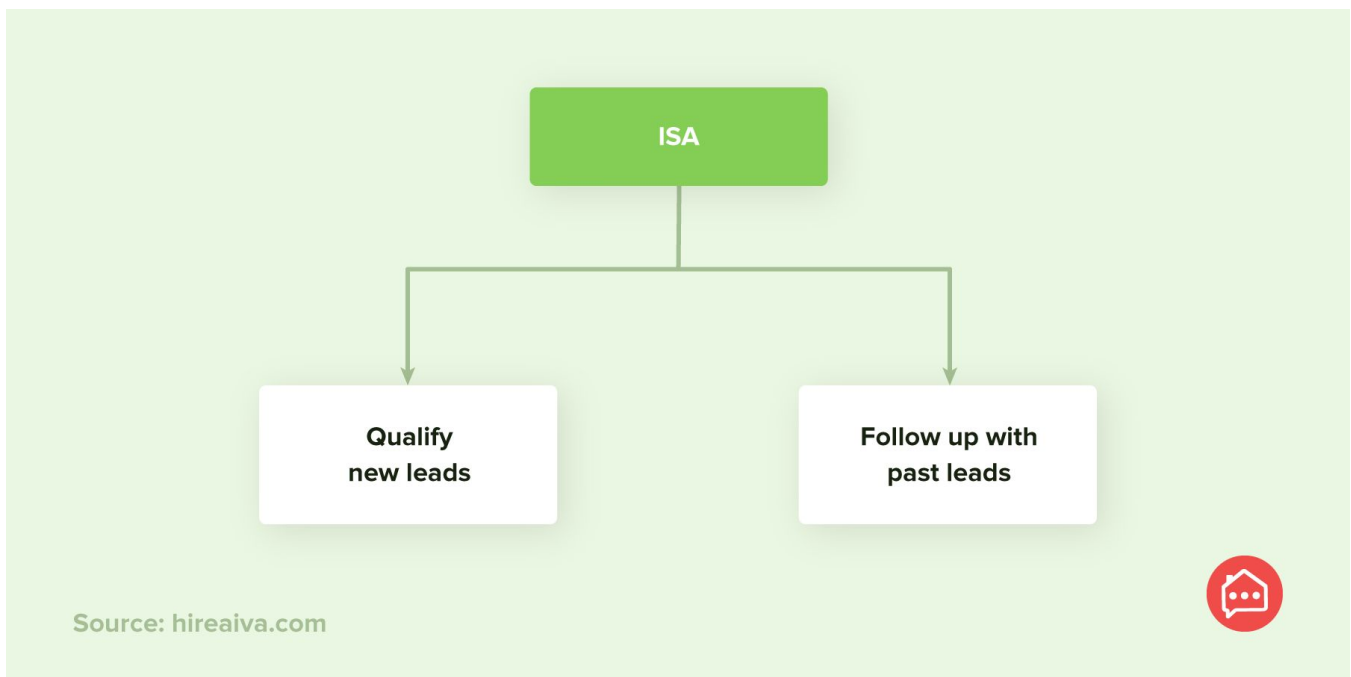
- Your Friends at [Hire Aiva](#)



# Introduction

Real estate agents wear many hats. They contact and qualify new leads, follow up with past leads, show listings, coordinate closings, and even serve as therapists to their clients! However, a lot of them grow beyond a point where it becomes difficult to manage everything. This is when agents hire Inside Sales Agents or ISAs.

An ISA is responsible for qualifying new leads and following up with past unqualified leads while Agents focus on converting qualified leads into customers.



It is no secret that the most successful agents and teams, on average have two or more ISAs working under them.

However, a lot of new agents (and some experienced ones) don't fully understand how to structure their team to maximize lead conversion rates. This is reflected by the fact that a lot of ISAs end up doing administrative work instead of focusing on value-adding activities like contacting and qualifying leads.

Industry expert Mitch Ribak says that if ISAs are doing admin work, then they are destined to fail.



# Why Real Estate ISA Teams Fail?

There are predominantly two reasons why real estate agents fail to build effective ISA teams:

## Not Prioritizing “Speed to Lead” and “Speed to Response”

A lot of agents and real estate industry experts have accepted the fact that a large portion of online real estate leads come in outside business hours. In fact, our analysis of over a 100,000 real estate leads confirms that if your team is only working leads during business hours, they might be [missing up to 80% of opportunities](#).

When agents do not train and expect their ISAs to prioritize “*speed to lead*” and “*speed to response*” outside of business hours, they are unwittingly setting up their ISAs for failure.

## Not Emphasizing Specialization

Another common mistake we see agents making is not specializing their ISAs enough. If you are letting any of your ISAs handle any lead, you could be in for a surprise.

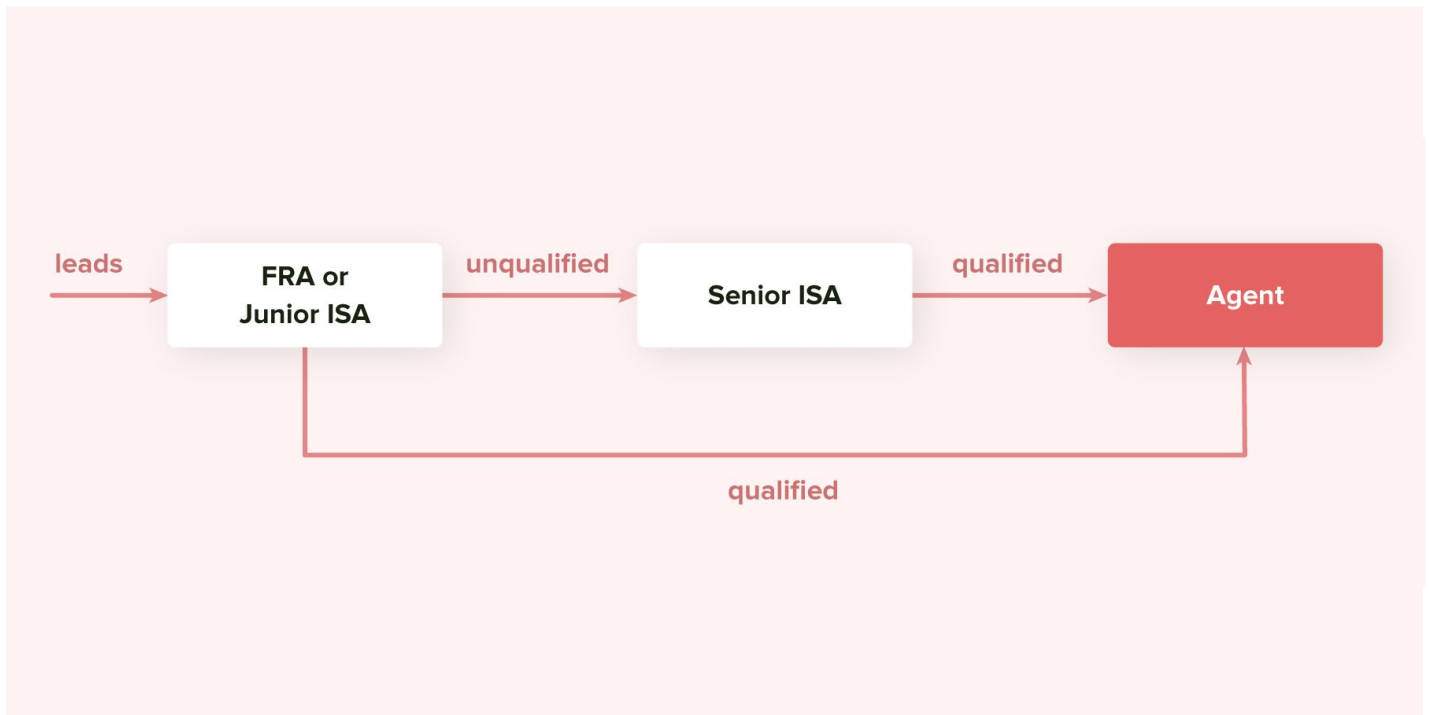
Successful agents often underestimate how long it can take someone to learn the trade. For example, the tactics involved in converting a buyer with bad credit are different from converting a lead with good credit.

Teams that do not allow their ISAs to specialize across some dimension such as the lead’s price point or qualification status will hurt your ISA team’s ability to learn and develop the specialized experience they need to succeed.

In light of all this information, there several team structures we think you should consider:



# Structure A: Role-Based Specialization



One way to specialize your team is based on their role. This means having your less experienced ISAs serve as [First Response Agents](#) and focus on “scrubbing” or qualifying new leads, whereas your experienced ISAs should be responsible for following up with past leads and qualifying them.

## Junior ISAs or FRAs

- Qualifying leads to determine if they are sales ready or not
- Transferring sales ready leads to the Agent (you)
- Transferring unqualified lead to the senior ISA for long term nurture

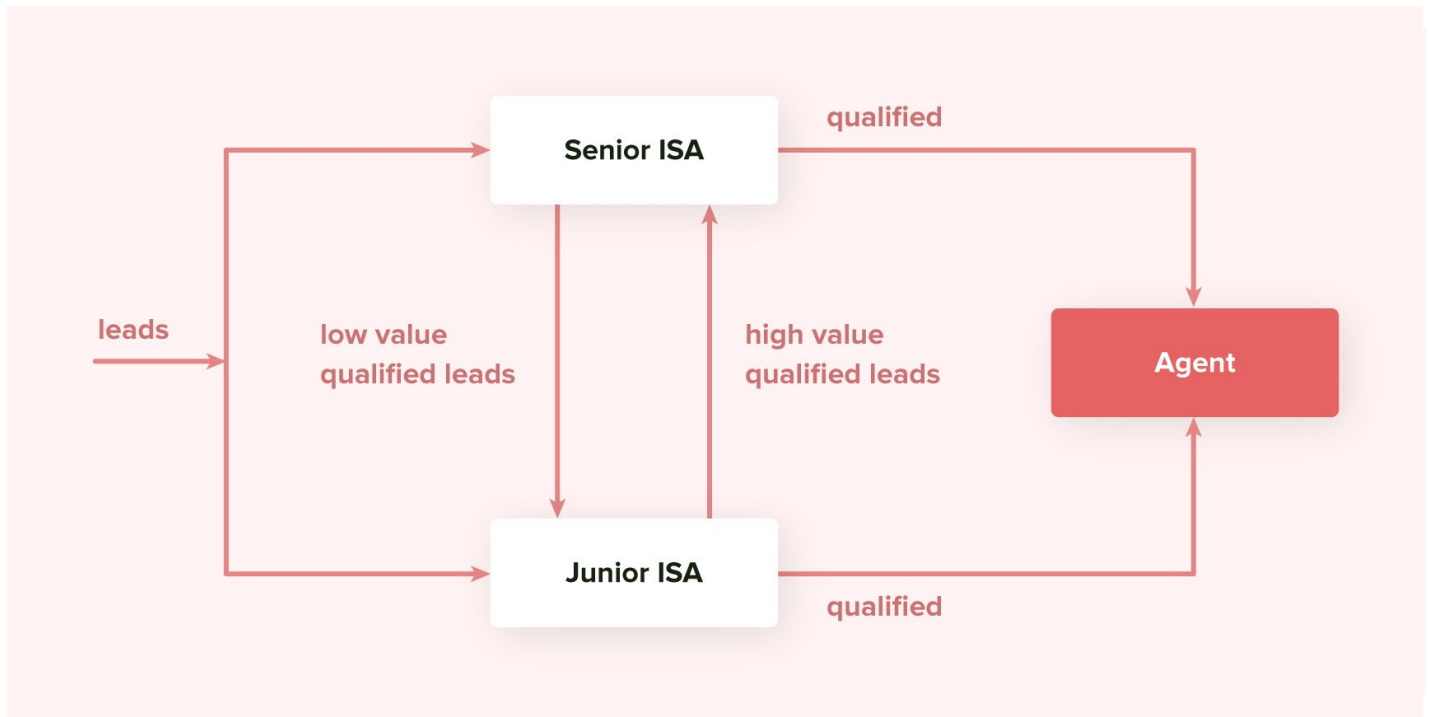
## Senior ISA

- Follow up with unqualified leads by calling, placing them on drip campaigns, setting up meetings with lenders to get them sales ready
- Transferring qualified sales ready leads to the Agent (you)

This model lets your junior ISAs do identify low hanging opportunities and help them gain real estate experience, while your senior ISAs focus on nurturing unqualified leads and handling leads with more complex requirements before they get to you.



# Structure B: Value-Based Specialization



Another common team structure is to have ISAs share similar roles, but split leads based on lead value. Your Senior experienced ISAs only work on contacting high value leads (ie. those with a higher budget, more complex requirements) and your Junior ISAs only contact lower value leads.

This is especially useful if you operate across multiple markets or service different types of buyers and sellers.

## All ISAs

- Qualify leads to determine if they are sales ready or not
- Transferring sales ready leads to the Agent (You)

## Senior ISAs

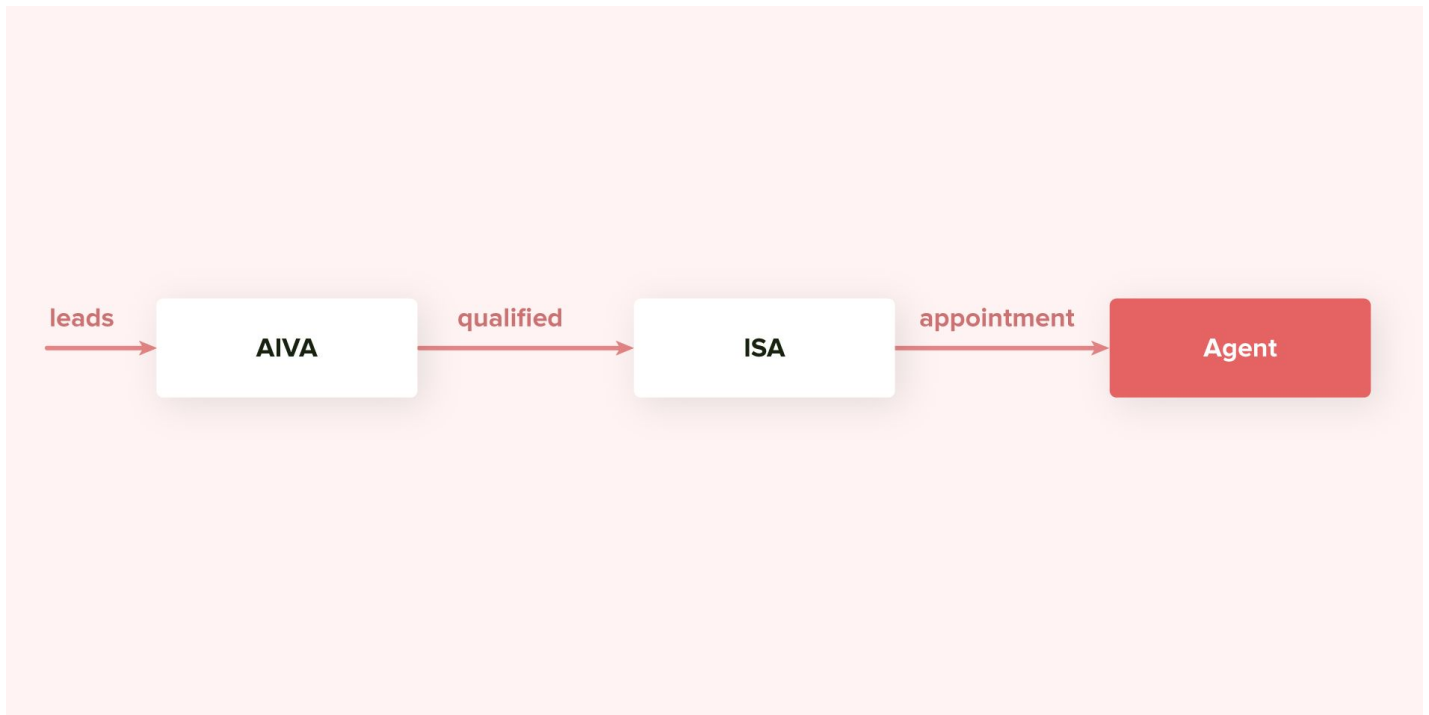
- Following up with past high-value unqualified leads in the afternoon

## Junior ISAs

- Following up with past lower-value unqualified leads in the afternoon



# Structure C: Expertise-Based Specialization



Another way top teams and agents structure their ISA teams is using expertise based specialization by ensuring each person on the team is doing the job they're best qualified to do. While following up with and converting past unqualified leads requires local market expertise, contacting and qualify new internet leads requires the same expertise across markets.

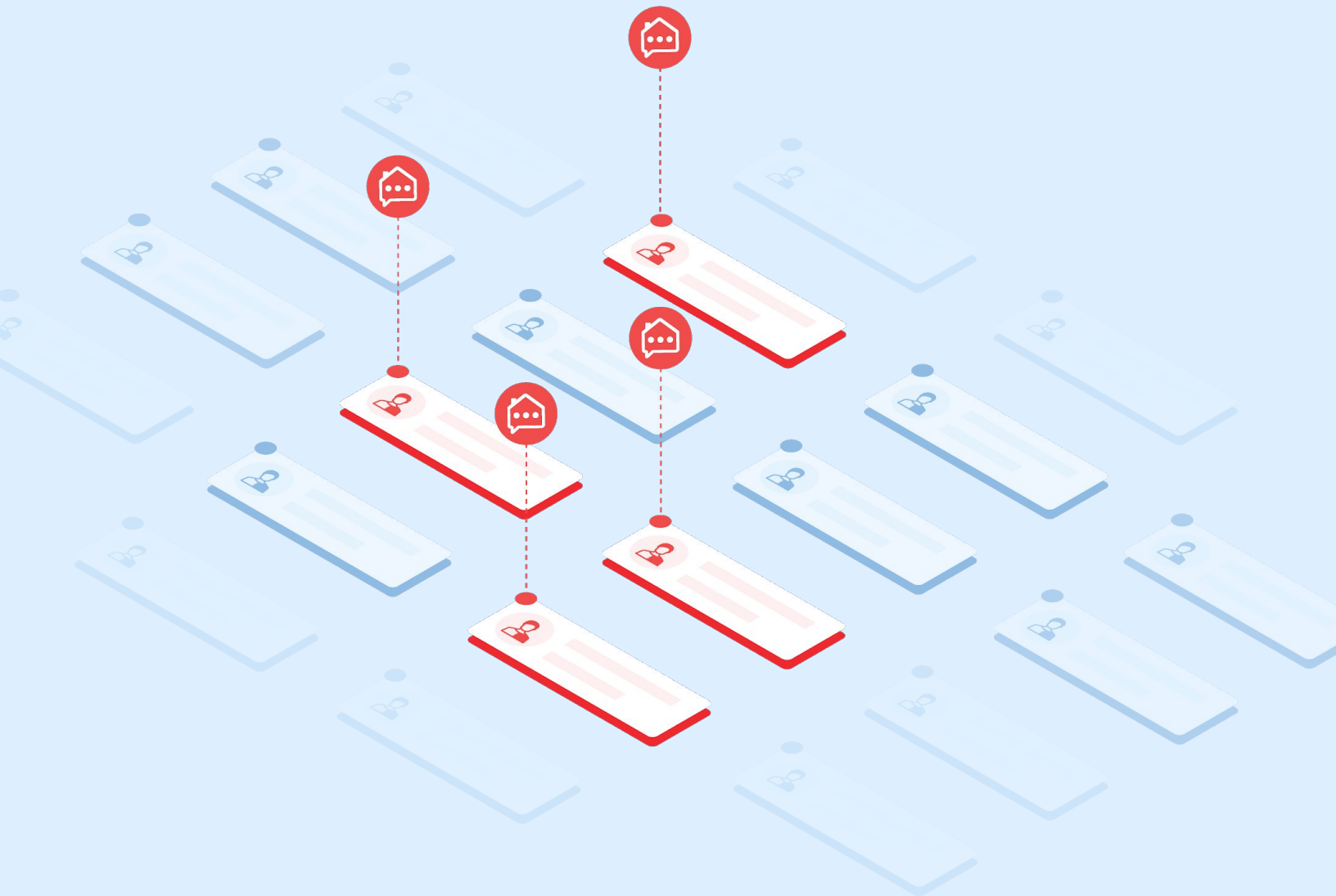
Which is why a lot of real estate agents use a lead conversion partner like Aiva to contact and qualify real estate leads while allowing their salaried ISAs to focus on converting them into listing appointments for Agents to convert.

## Aiva or Lead Conversion Partner

- Contact all leads 24/7/365 within 1 minute, follow up with unresponsive leads
- Qualify responsive leads using customizable qualification scripts
- Transfer unqualified leads to ISA team

## ISA Team

- Convert unqualified leads into qualified opportunities
- Convert qualified leads into appointments using local market expertise
- Transfer qualified leads to Agent



## **Aiva is your real estate lead conversion partner.**

Powered by real people, Aiva contacts, engages, and converts real estate leads for you 24/7 within 2 minutes. Learn more at

[HireAiva.com](https://HireAiva.com)