The TRS Lead Ranking Tool

What is Lead Ranking?

Your buyers probably have quite a bit in common. That fact is at the core of lead ranking. Our lead ranking tool is designed to find the leads in your database that have exhibited behaviors that are most similar to your recent buyers and to "typical" buyers in our industry. We've been digging deep to identify the traits and behaviors of buyers. Now we're applying that knowledge to existing lead bases to find the folks who look just like buyers but who have fallen through the cracks. Once we run a database through our tool, we deliver short, manageable lists of your best leads, which your sales team can use when they're making calls.

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Because we're obsessed with data, we've built our tool on science; there's no willy-nilly, arbitrary points for things we assume are important. We've calculated correlations and know what's important. When we apply that knowledge to your lead base, we can rank your leads from "most like a buyer" to "least like a buyer" so you know who to focus on.

What Makes Our Tool Unique?

Our tool combines data and anecdotal evidence to define a "typical" buyer. There's science behind our algorithm; in order to spot trends, we've analyzed 4500 buyers since 2014 from 40+ communities across the country. We've looked at obvious factors like age and income, but we've also analyzed some not-so-obvious factors and calculated correlations.

Because it's built for you, we can adjust it to match the way you're using your CRM. This is not a one-size-fits-all solution.

We've consulted with some of the best sales coaches in our industry to learn what they're seeing. Our algorithm balances tons of data with stories from the field to calculate a fully informed set of buyer profiles.

We also help communities use some of the "fuzzier" data – the stuff that we all know impacts the decision to buy but has always been buried in the notes. For example, it seems obvious that someone with a friend at your community would be more likely to buy than a person who knows nobody. We'll help you set up your database to track this type of meaningful data and give it a proper weight in the ranking algorithm.

Finally, in order to make sure we're looking at as much data as possible, we also incorporate purchased demographic data for your entire database. This allows us to rely on a combination of hard facts and softer situational information

Our Algorithm is Customized for You

We build our algorithm based on your goals and unit availability. This means the same lead could have a different score in your database than in your competitor's database. Because it's built for you, we can adjust it to match the way you're using your CRM. This is not a one-size-fits-all solution.

Our lists identify cooler leads who are acting just like depositors, but have fallen through the cracks.

Our Algorithm Focuses on People You've Forgotten About

Generally, our ranked lists don't focus on, or identify, your hottest leads. We're assuming that you know those people. Our lists identify cooler leads who are acting just like depositors, but have fallen through the cracks. Any data append can tell you which leads are age- and income-qualified in your database; we'll get you that information as part of the process, but that's not the goal of this tool. Our goal is to help you answer the question: "who should I call next?" and we do that by showing you the people who have exhibited behaviors just like the rest of your depositors. We're helping you find the gold nuggets that have been forgotten.

Along those lines, we believe that status code needs to be taken with a grain of salt. Hot leads don't get more points than cold leads. People who look just like depositors get the most points, regardless of status code.

We Deliver Simpler, Smarter Reports

Our reports are intentionally simple. You start with the person at the top, since they look more like a depositor than anyone else in your database, and work your way down the list. If you don't recognize a name, don't skip over that lead to find one you recognize; finding someone you don't know is the whole point! Look up the record in your database and read the notes. If you know with confidence that this person isn't a good fit, there are some very simple adjustments you can make so they drop off the list for the next time. Our research shows that these are the type of people who deposit; call them and see what's going on, then update the record. But call them!

As you update your database, the lists become more and more meaningful. The junky leads will drop off and the folks who are ready to buy will emerge.

The Algorithm Gets Smarter Every Day

The algorithm is based on your situation and will be tweaked to ensure you're seeing the most appropriate names. Lots of factors impact a lead score, including your available unit mix and how your team has historically entered information into your database. With your feedback, especially in the beginning or if something changes in your situation, the algorithm will evolve as your sales needs evolve.

As you update your database, the lists become more and more meaningful. The junky leads will drop off and the folks who are ready to buy will emerge. As our research evolves, our understanding of what a buyer looks like evolves too. The algorithm updates on-the-fly as information changes and because we remain involved in sending you updated lists, you get to take advantage of our newest discoveries right away. There's no lag time or stale data.

It Doesn't Matter Which CRM You Use

As long as we can export raw data from your system, our tool works with any program you might be using. It's quick to get up and running and we work on your schedule.
It typically takes three to four weeks for us to compile your data and start presenting ranked lists for your feedback.

We deliver updated lists with as many names as you can handle, as often as you want them. We offer daily, weekly, and monthly delivery plans and you pick the number of names you want. Top 10 names, top 50 names, the whole database ranked? It's up to you.

Plus, a Nice Side Benefit

Because the list gets better as records are updated, your database will inevitably get cleaned up and will be more reliable (and meaningful) as you use the lists. This isn't about a one-time massive database clean up. This is about updating the most meaningful fields each time you touch a lead so that your database is full of really good information! It happens naturally as you touch each record, not annoyingly all at once.

We're excited to be offering this service to our clients now. Let us know if you'd like to talk about pricing and other details!