

## 4 Smart ways to use call tracking in real estate

In real estate, every call is a potential opportunity — whether from a new lead, a returning client, or a high-intent buyer ready to move forward. But between meetings, showings, and closings, it's easy to lose track of where calls are coming from and which marketing efforts are driving them. Call tracking helps you not only stay on top of incoming calls, but also understand what's working, optimize your marketing, and capture more high-value leads.

This checklist will help you get the most out of call tracking, with four powerful ways to improve call attribution, responsiveness, and lead management.



# 1. Do you track campaign results *and* user journeys?

- I know which marketing channels (Google Ads, social, website, etc.) generate calls.
- I can see which ads or open house flyers spur calls from potential clients.
- My call tracking integrates with Google Ads, Google Analytics, and my CRM.
- I can see a lead's full website journey before they call.

Call tracking can close the **attribution** gap by letting you see which marketing campaigns are most effective. Before you even answer the phone, you can see which ad or home flyer spurred the call. This is known as source tracking.

You can also see each user's journey on your website, from pages viewed to repeat visits. This is known as **visitor-level tracking**.

Real estate professionals rely on both organic and paid search.



Top industry lead channels:

- **24% use Google Ads**
- **23% use organic search**
- **20% use Google My Business**

– CallRail report: **From conversations to conversions: How small businesses can market smarter**

## 2. How call tracking can help you tailor your conversations

- I use whisper messages — short messages that play before being connected to the caller — for context so I can quickly personalize the conversation.
- I know which ad or campaign generated the call before speaking to the caller.
- I've set up whisper messages for all my marketing channels.

A **whisper message** is a valuable feature in any effective tracking tool, providing you with the call's source before you're connected to the caller — like which Google ad or flyer spurred the inquiry. This benefits both you and your lead because you get a head start on the conversation, and the caller doesn't have to explain which listing they're calling about.

## 3. Do you have the right routing in place for when leads call?

- My calls are automatically routed to the right person, group, or department.
- I use customized voicemail greetings for calls when no one is available.
- I send automated text messages to leads when I'm unavailable.
- I can prioritize high-priority calls for important listings or deals.

With automated workflows, you can enhance the client experience by setting up flows that route calls to the right person, group, or department. You can also direct callers to customized voicemails if you're on the road or busy with open houses. This ensures all the leads, clients, and agents who reach out to you get a timely response. You can also automate **text messages** on your own, so leads get an instant reply from your cell phone number. This creates a better client experience, reassuring them they're not forgotten.

## 4. Are you making data-driven decisions based on call metrics?

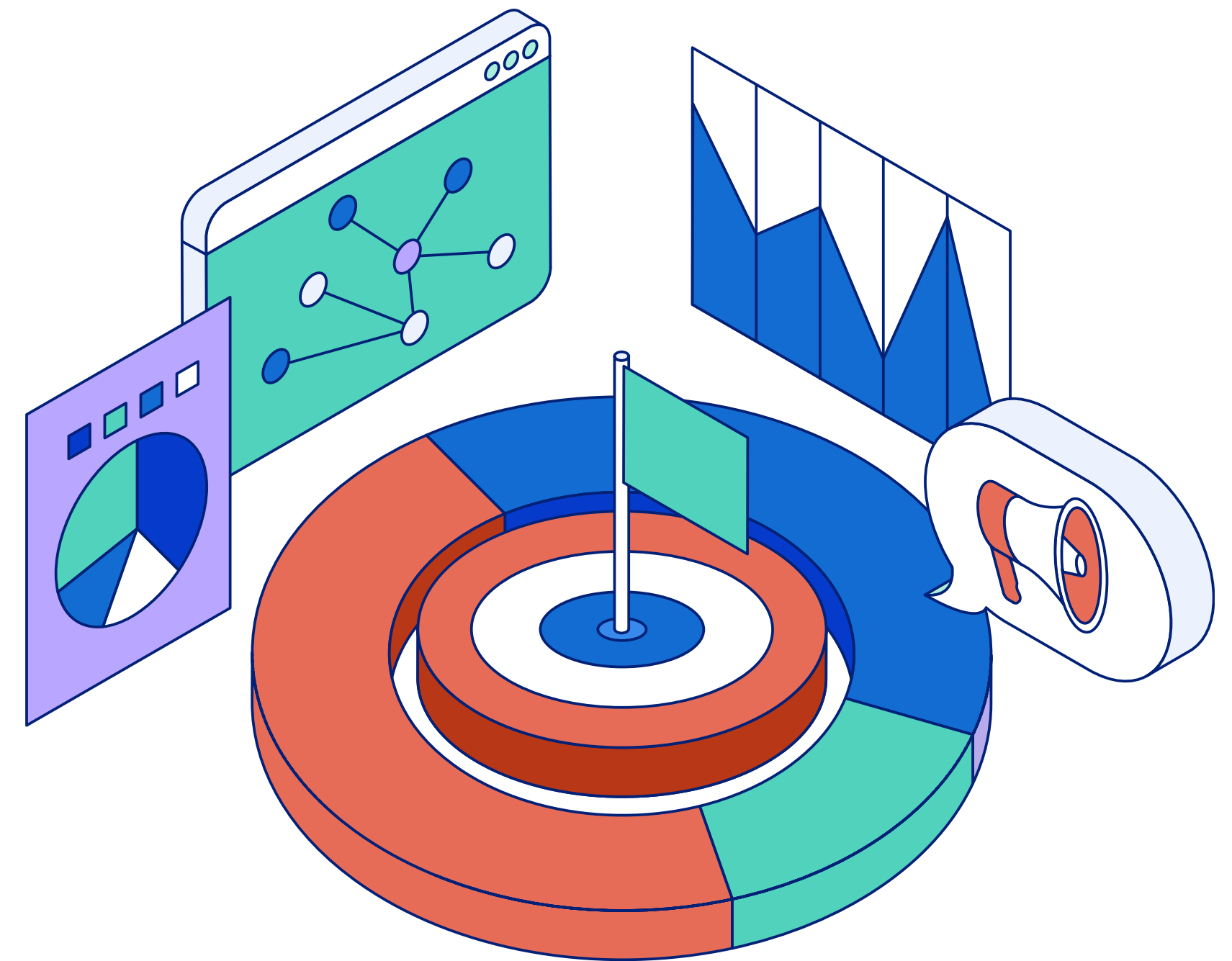
- I track call volume, duration, and source.
- I know which calls convert into appointments.
- I can easily see how campaigns perform.
- I can access and update keyword insights regularly.

To make important marketing and business decisions, it's critical to track and analyze data around campaign performance, caller sentiment, and more. Without call tracking reports and analytics, you could be missing opportunities to improve conversations, fine-tune your marketing, and boost the client experience — ultimately costing you clients and revenue.



**“We now have 100% visibility of how our telephone leads from Google Ads convert.”**

– **theEword** digital real estate agency on behalf of their client, Yugo



## Did you check every box?

If you weren't able to check off every item, it's time to switch to CallRail's Call Tracking — the solution that checks all the boxes and helps real estate professionals improve conversions and make the most of their marketing dollars.

Ready to upgrade your marketing strategy? Try CallRail today.

[Start your free 14-day trial](#)



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