



# REAL ESTATE COLD CALLING: MYTHS DEBUNKED AND FACTS REVEALED

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In a world where everything seems to be digital, one might think that the age-old marketing tactic known as cold calling is diminishing. This belief holds particularly true for the Real Estate industry. The commonly held perception is that cold calling is intrusive, ineffective, and outdated. However, you might be surprised that even today, it can be a potent tool for real estate success. This article aims to dismantle the myths around real estate cold calling and reveal the facts.

## Modern Tools, Same Techniques

Some argue that there's no space for telephone cold calling in the era of digital marketing. Generally, this belief stems from the misunderstanding of this marketing strategy's real purpose. Before we dive into some myths and facts, let's explore what it truly means to cold call.

## Understanding Cold Calling

Cold calling is a proactive strategy that requires agents to reach out to potential leads, often without prior interaction. The purpose is not always to make a sale but to establish a connection and lay the groundwork for a future relationship. The key to successful [real estate cold calling services](#) is to approach calls as an opportunity to learn about potential clients and their needs.

## Myths and Facts

To fully understand the importance of this marketing tool, we must debunk several misconceptions surrounding real estate cold calling.

### Myth 1: Cold Calling is Ineffective

The notion that cold calling does not produce results is false. The Harvard Business Review reported that cold calling is successful 10.1% of the time, while emails are successful only 0.03% of the time. This shows a clear advantage for cold calling, demonstrating its potential

as a viable and effective method for turning prospects into leads.



## Myth 2: Cold Calling is Intrusive

While it's true that cold calls can feel intrusive, this largely depends on how calls are executed. If an agent presents value and is respectful of the prospect's time, cold calling can foster beneficial relationships. By approaching cold calls with a respectful and value-driven strategy, agents can utilize this marketing technique to make a stride in real estate.

## Myth 3: Cold Calling is Outdated

In reality, cold calling is evolving rather than becoming outdated. It's increasingly becoming integrated with modern tools like CRM software and auto-dialing systems. Through these advancements, cold calling has adapted to the changing nature of technology and communication, remaining relevant and effective.

## Fact 1: Cold Calling Builds Resilience

Resilience is an essential attribute for realtors. Brushing off rejection and preserving is paramount, and cold calling provides an excellent training ground.

## Fact 2: Cold Calling Provides Instant Feedback

Unlike emails that may sit unopened, cold calls require immediate response. It provides instant feedback, allowing agents to assess and recalibrate their strategies more quickly.

## Fact 3: Cold Calling Develops Communication Skills

Through cold calling, agents refine their ability to express ideas eloquently and succinctly, skills that are essential in the real estate business.

## Opting for Cold Calling Services

Real estate professionals may not always have time for conducting consistent cold calling, which necessitates the importance of a [cold calling company](#). These professionals are trained to handle objections, provide value, and nurture potential leads.

## Conclusion

In conclusion, although real estate cold calling has been surrounded by several myths, its importance cannot be overstated. Properly done, it can be a game-changer for your real estate business. It's crucial to approach it with the right mindset and view it as a stepping stone to build relationships and learn more about potential leads. Opting for professional cold calling services can ensure that the initiative is done effectively while allowing agents to focus on other aspects of their business.