

Turn your database into a listing engine

What top agencies in ANZ do differently - and how to reset your database before spring.

45 minutes · Three plays · A database plan for FY27

Meet your hosts



Henry Osborne

VP of Client Success
ActivePipe



Wendy Smit

Sales & Client Experience
Barfoot & Thompson Browns Bay



Ali Vaez

Managing Director
ActivePipe

THE NUMBER THAT SHOULD WORRY YOU

You are not short of leads. You are short of follow-up.

3,000

contacts in a
typical agency database



5%

will buy or sell
in the next 12 months



150

listings and sales
already in your CRM

Now the part most principals have never calculated:

Win just 10% of those 150 and that is 15 listings. At an average GCI of \$25,000 in New Zealand & \$21,000 in Australia, that is potentially well over a \$300,000 line item you already paid to acquire and are not collecting in revenue.

Meanwhile the industry conversation is about buying more leads.

PLAY 1 - THE ROOT CAUSE

Loud when they're not ready. Silent when they are.

Agency follow-up effort



When the seller decides



The gap between these two rows is where your 150 listings go.

PLAY 1 — WHY IT KEEPS HAPPENING

Four failure modes - and the consequence of each

1

Data decay

Bounced addresses, duplicates, contacts who moved years ago

You can't measure what's working because the denominator is wrong

2

No segmentation

Vendors, buyers, landlords and past clients all get the same email

Relevance drops, engagement drops, and unsubscribes rise

3

Trust collapse

Agents stop believing the data, so they stop using the system

Your CRM becomes a filing cabinet instead of a pipeline tool

4

No visible signal

No way to see who is quietly warming up right now

Follow-up gets prioritised by memory and gut feel, not intent

PLAY 2 — THE WINDOW THAT DECIDES THE LISTING

Clients choose an agent long before they call one.

1

Trigger

Life event, equity check, neighbour sells

You will not know this has happened.

2

Quiet research

Portal browsing, online appraisals, watching local results

Digital signals appear here.

3

Shortlist forms

Two or three agencies feel familiar and credible

This is where the listing is actually won or lost.

4

The call

One agency gets the appraisal

By now the decision is largely made.

You cannot buy your way into stage three at the last minute.

Presence in stage two is what puts you on the shortlist - and stage two can last six to twelve months.

PLAY 2 - THE BEHAVIOURAL DIFFERENCE

Four things top agencies do that the rest don't

Always-on cadence

A predictable monthly touch to the whole database, not campaign bursts around live stock

Nobody is ever twelve months cold

Signal-based priority

Call the person who opened three emails this week, not the person whose name you remember

Effort lands where intent already exists

Segmented relevance

Content matched to suburb, timeline and property type - not one newsletter for everyone

Replies go up because the email is about them

Systematised, not personal

Follow-up lives in a process, so it survives holidays, resignations and busy weeks

Pipeline stops depending on one person's memory

None of this requires more hours. It requires the follow-up to stop being manual.

PLAY 3 - YOUR FY27 SPRING-READY PLAN

Clean, segment, re-engage - in that order

1 Clean

- Remove duplicates and merge records
- Purge hard bounces and dead addresses
- Fix missing suburb and property fields
- Re-permission anyone lapsed

Outcome: agents trust the data again

2 Segment

- Split vendors, buyers, landlords, past clients
- Tag by suburb and likely timeline
- Flag past appraisals that never listed
- Separate high-engagement from dormant

Outcome: every email can be relevant

3 Re-engage

- Start the monthly always-on cadence
- Prioritise contacts showing live signals
- Route hot signals to an agent same day
- Measure replies and appraisals, not opens

Outcome: pipeline before spring, not during

Do these out of order and you scale a mess. Segmenting dirty data just sends irrelevant email faster.

Four weeks from today to spring-ready

This week

Audit and export

Pull a full export. Count duplicates, bounces and blanks. You need the honest baseline before anything else.

Week 2

Clean and merge

Dedupe, purge dead addresses, complete missing suburb and property fields. Agree who owns the data going forward.

Week 3

Segment and tag

Split by contact type, suburb and likely timeline. Pull out past appraisals that never listed as a priority group.

Week 4

Switch cadence on

First always-on send goes out. Signal alerts routed to agents. Baseline metrics recorded so you can prove the lift.

Start this week and you are re-engaging your database through September, October and November
- not scrambling in the middle of it.

The clean-up

We'll help you reset your entire database

Database reset

As part of onboarding, we'll help reset your entire database by surfacing invalid contacts, so you know you are communicating with real people

First month free

The earlier you sign, the more value you collect before billing ramps toward spring. Moving early works in your favour.

Bonus draw entry

Everyone who signs during this campaign goes into the draw. Full terms come through in your follow-up email.

Full details in writing straight after this session. No decision needed today

Thank You!

Q&A