

Real Estate Lead Generation System

Wealth Horizons Academy | \$397

NEVER RUN OUT OF LEADS AGAIN

The #1 reason real estate agents fail: they run out of people to talk to. This system gives you a permanent, sustainable lead generation machine.

MODULE 1: THE LEAD GENERATION ECOSYSTEM

The 5 Pillars of Consistent Lead Flow

Pillar 1: Sphere of Influence (SOI) Your existing relationships are your most valuable lead source. Studies show 82% of real estate transactions come from referrals and repeat business.

Annual SOI Contact Plan: - Monthly: Email newsletter with local market data
- Quarterly: Personal phone call "just checking in" - Twice yearly:
Handwritten note or card - Annually: Client appreciation event or gift

Pillar 2: Geographic Farming Own a neighborhood. Become the known expert.

Farm Area Selection Criteria: - 200-500 homes (manageable) - 6-8% annual turnover minimum - No dominant listing agent already (< 15% market share)
- Accessible and drivable for you

Monthly Farm Touches: - Just listed/just sold postcards - Market update newsletter - Seasonal content (spring garden tips, winter prep) - Community event sponsorships

Pillar 3: Online Lead Generation The modern buyer starts online. You must be there.

Priority Platforms: 1. Google Business Profile (free, high visibility) 2. Zillow Premier Agent (paid, high intent buyers) 3. Realtor.com (paid, competitive) 4. Facebook/Instagram (brand awareness + targeting)

Pillar 4: Open Houses Open houses are lead generation events, not just for selling the listed property.

Open House Lead System: - Physical sign-in sheet AND digital (text to sign in)
- Ask pre-qualifying questions naturally - Follow up within 24 hours — every single visitor - Schedule follow-up calls 7 days and 30 days out

Pillar 5: Strategic Partnerships Build a referral network that sends you business automatically.

Top Referral Sources: - Mortgage lenders (most important) - Divorce attorneys - Estate attorneys - CPAs and financial advisors - Relocation companies - Corporate HR departments

MODULE 2: LEAD CONVERSION SYSTEMS

The Lead Response Time Rule

Research shows responding to leads within 5 minutes increases conversion by 100x compared to responding within 30 minutes.

Auto-Response System: 1. Lead comes in → Auto-text sent immediately 2. Auto-email sent within 1 minute 3. Personal call within 5 minutes during business hours 4. Evening leads: Call first thing next morning

The Lead Nurture Sequence

Not every lead is ready today. Build a system for long-term nurture.

Lead Categories: - Hot (buying/selling in 0-30 days): Daily contact - Warm (1-6 months): Weekly contact - Future (6+ months): Monthly contact - Sphere: Quarterly personal + monthly content

MODULE 3: TRACKING AND OPTIMIZATION

Your Lead Generation Dashboard

Source	Leads/ Month	Cost/ Lead	Conversion %	Cost/ Closing
SOI	5	\$0	20%	\$0

Source	Leads/ Month	Cost/ Lead	Conversion %	Cost/ Closing
Geographic Farm	3	\$15	10%	\$450
Zillow	10	\$50	3%	\$1,667
Referral Partners	4	\$0	25%	\$0
Open Houses	6	\$5	8%	\$188

Track this monthly. Double down on what works. Cut what doesn't.

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