

AI Lead Generation and CRM Automation for Realtors

Wealth Horizons Academy | \$1497

FILL YOUR PIPELINE AUTOMATICALLY WITH AI TECHNOLOGY

Artificial Intelligence is transforming real estate lead generation. Agents who leverage AI tools will outperform those who do not by an increasing margin every year. This program teaches you to harness AI for systematic, scalable lead generation.

MODULE 1: AI FUNDAMENTALS FOR REALTORS

What AI Can Do for Your Real Estate Business

- Predict which homeowners are most likely to sell (predictive analytics)
- Generate and qualify leads automatically
- Nurture leads with personalized communication
- Analyze market data faster than any human
- Create marketing content at scale
- Automate follow-up sequences

What AI Cannot Replace

- Your personal relationships and trust
- Your negotiation skills and advocacy
- Your local knowledge and intuition
- Your ability to read a room during negotiations

AI amplifies your abilities. It does not replace you.

MODULE 2: AI LEAD GENERATION TOOLS

Predictive Analytics Platforms

These tools analyze data to predict which homeowners are likely to sell in the next 6-12 months.

Key data points analyzed: - Length of time in the home - Life events (divorce, death, job change) - Financial stress indicators - Neighborhood activity patterns

Top platforms: SmartZip, Offrs, Revaluate, PropStream

How to use: Import the predicted sellers list into your CRM. Target with direct mail and phone calls before they list.

AI-Powered CRM Systems

Modern CRMs with AI features can: - Score leads by likelihood to convert - Suggest optimal follow-up timing - Auto-generate personalized messages - Alert you when leads show buying signals (searches picking up, price range changes)

Top options: Follow Up Boss, Sierra Interactive, LionDesk, Lofty

Chatbots for Lead Capture

AI chatbots on your website can: - Engage visitors 24/7 - Answer common questions - Capture contact information - Schedule appointments - Qualify leads before you speak to them

ROI: Agents report 40-60% more leads captured compared to forms alone.

MODULE 3: CRM AUTOMATION MASTERY

Building Your Automated Follow-Up Machine

The New Lead Sequence (Days 1-90): - Day 1: Auto-email with home search setup + intro video - Day 1: Auto-text welcome message - Day 2: Personal call from agent - Day 4: Email: "5 Questions Every Buyer Should Ask" - Day 7: Text: Check-in - Day 14: Email: Market update for their target area - Day 21: Call: Needs review - Day 30: Email: "Here Is What Has Sold This Month" -

Day 45: Text: "Anything I can help with?" - Day 60: Call: Check status - Day 90: Email: "Ready to start looking?"

This sequence runs automatically. You only step in when they respond.

Seller Lead Automation

- Homevalue.com style landing pages (capture seller leads)
- Automated CMA request fulfillment
- Market report email sequence
- Listing appointment booking automation

MODULE 4: AI CONTENT CREATION

Using AI to Generate Marketing Content

AI writing tools (ChatGPT, Claude, Jasper) can help you: - Write property descriptions in minutes - Create social media posts at scale - Draft email newsletters - Write blog posts that improve your SEO - Generate scripts for videos and presentations

The Process: 1. Provide the AI with property details, your voice and audience 2. Generate a draft 3. Edit for accuracy and personal touch 4. Publish

Agents using AI content tools report saving 5-10 hours per week on content creation.

MODULE 5: MEASURING ROI ON AI TOOLS

Track these metrics monthly: - Cost per lead by source - Lead response time - Lead-to-appointment conversion rate - Appointment-to-client conversion rate - Cost per closing by source

The agents who measure win. The agents who guess hope.

Educational purposes only. Not professional advice. Results vary.

© 2026 Wealth Horizons Academy | wealthhorizonsacademy.org