Why your leads aren't **CONVERTING**

A PRACTICAL GUIDE TO FIXING YOUR INQUIRY, FOLLOW-UP, AND BOOKING PROCESS

WHAT THIS GUIDE COVERS

Where inquiries usually lose interest
Common follow-up mistakes agents make
Why leads stop replying after initial contact
What prevents prospects from booking
Simple fixes before spending more on ads

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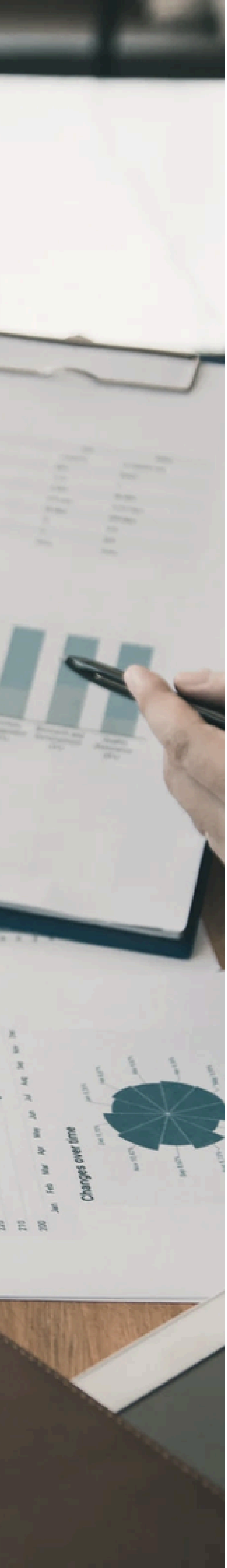
INTRODUCTION

You know that feeling when your site gets traffic, your ads are running, but the phone stays quiet? Yeah. This is where we figure out *why.*

These are the exact seven places most real estate agents are unintentionally letting money slip through the cracks, and how top performers plug those leaks to turn browsers into booked appointments.



HOW TO USE THIS AUDIT:

Read each section like you’re doing a quick funnel check-up with a friend who’s not afraid to tell you the truth.

Check the box if it sounds like your current setup.
By the end, you’ll know exactly where your funnel is bleeding money and what to fix first.

LEAK #1:NO LEAD CAPTURE SYSTEM ON YOUR WEBSITE

THE PROBLEM:

Your website gets visitors, maybe a few hundred a month, but you're basically letting them window-shop without a way to ever reach them again.
They check listings, read your bio, and probably they bounce.

WHAT IT'S COSTING YOU:

97% of visitors never come back.
So if you're running ads, posting on social, or doing SEO with no capture system, that's like paying rent for a store with no door.
Every click that leaves without a follow-up is a lead that could've been nurtured, and gone.

THE FIX:

Add a strategic lead magnet (neighborhood buyer's guide, market report, property alerts, home valuation tool) with an automated email sequence to begin to nurture the lead from *"just browsing*" ➡️ "*ready to book.*"

Top agents capture 15-25% of their traffic because they give visitors a reason to raise their hand.

Check this box if you either don't have a lead magnet or opt-in form on your website, or you do, but it brings in fewer than 10 new contacts per month.

LEAK #2: SLOW (OR NO) FOLLOW-UP ON INQUIRIES

THE PROBLEM:

When a lead fills out your contact form, submits an inquiry, or messages you on social media, they wait 6-24 hours—or longer—for a response. You are busy showing properties and in meetings, or you just didn't see the notification.

WHAT IT'S COSTING YOU:

Studies show that 78% of buyers work with the first agent who responds. If you're waiting hours to reply, you're losing 50%+ of potential deals to agents who have instant automated responses that book appointments while the lead is still hot.

THE FIX:

Set up automated instant responses via email and SMS that acknowledge the inquiry and point them towards booking a call or consultation. Further, it with a CRM workflow that reminds you to personally follow up within 5-15 minutes.

Speed = trust in the buyer's mind.

Check this box if you either don't have a lead magnet or opt-in form on your website, or you do, but it brings in fewer than 10 new contacts per month.

LEAK #3: YOUR WEBSITE DOESN'T BUILD TRUST

THE PROBLEM:

Your website looks like every other agent's site: generic headshot, stock photos of houses, basic bio, and a contact form. **No testimonials. No proof and No personality.**
Visitors can't tell why they should choose ***YOU*** over the 47 other agents who showed up in their Google search.

WHAT IT'S COSTING YOU:

Even when people land on your site, they're not confident enough to reach out. They leave to find someone who looks more established, credible, or specialized. Your traffic numbers look okay, but your conversion rate is at 1-2%.

THE FIX:

Turn your website into a trust-building machine: video intro; client testimonials with photos; case studies of results, such as "*Helped the Martinez family sell 18% above asking in 12 days*"; media features; certifications; niche authority content.

Then, when prospects see the proof, they stop shopping around.

Check this box if your website has zero testimonials, no video content, and looks identical to every other agent template site in your area.

LEAK #4: YOU'RE NOT TRACKING WHERE YOUR BEST LEADS COME FROM

THE PROBLEM:

You're active on Facebook, Instagram, running Google Ads, attending networking events, and posting on LinkedIn.
But you have absolutely no idea which channel actually brings in the closed deals. You are guessing, you hope, you're definitely not measuring.

WHAT IT'S COSTING YOU:

You're wasting 40-60% of your marketing budget and time on channels that generate zero ROI.
In the meantime, the one thing that is really working.
Let's say your email list or referral program isn't being nurtured because you lack the data to do so.

THE FIX:

Set up proper analytics and tracking: Google Analytics with goal tracking, UTM parameters on all links, CRM source attribution, and a simple dashboard showing you "*Facebook Ads = 12 leads, 2 closings*" vs. "*Instagram = 47 leads, 0 closings.*"
The data removes the guesswork. You double down on what works and kill what doesn't.

Check this box if you can't tell me right now which marketing channel brought in your last 3 closed deals, or if you don't use UTM tracking or CRM source tags.

LEAK #5: NO NURTURE SYSTEM FOR "NOT READY YET" LEADS

THE PROBLEM:

80% of the leads that contact you are not ready to buy or sell right now. They are researching, planning, and exploring. So you talk to them once; they say, "*We're thinking about it,*" and then... **crickets**.
You forget about them, they forget about you. Three months later, they bought it with someone else.

WHAT IT'S COSTING YOU:

You're constantly chasing new leads, instead of converting the warm ones just sitting in your database. The average buyer takes 3-6 months to make a decision. If you're not in front of them during that window, you've wasted all the work it took to get them interested in the first place.

THE FIX:

Build an automated nurture sequence: educational emails on the buying/selling process, market updates, success stories, and helpful resources sent over 90-180 days automatically.
Include an occasional personal check-in. And when they are finally ready,
YOU'RE the agent they call because you've been the only one showing up consistently.

Check this box if you don't have email or SMS drip campaigns, and "following up with old leads" consists of scrolling through your phone contacts and hoping you remember who they were.

LEAK #6: YOUR FUNNEL TREATS ALL LEADS THE SAME

THE PROBLEM:

The fears, questions, and objections of a first-time homebuyer are very different from those of a luxury seller or cash investor, or pre-construction buyer.

And yet, you send the same generic message to all: *"Hi! Ready to buy/sell? Let me know how I can help!*"

WHAT IT'S COSTING YOU:

Your conversion rate remains at 1-3% because your messaging doesn't deeply resonate with anybody.
The first-time buyer needs hand-holding and education.
The investor wants ROI and speed.
The luxury seller wants discretion and white-glove service.
When you speak to everyone, **you speak to no one.**

THE FIX:

Create segmented funnels, with personalized messaging, based on lead type: separate landing pages, email sequences, and offers for buyers vs. sellers, first-timers vs. investors, residential vs. commercial.
When your message matches their exact situation, **your close rate doubles.**

Check this box if you use the same landing page, email follow-up, and sales script for every type of lead, regardless of their situation or awareness level.

LEAK #7: NO SYSTEM TO TURN PAST CLIENTS INTO REPEAT/REFERRAL REVENUE

THE PROBLEM:

You close a deal, celebrate with your client, send a thank-you gift, and then never speak to them again.
In the meantime, they are buying investment properties, upgrading homes, or telling their friends about their home search... ***but not with you***, because you disappeared after closing.

WHAT IT'S COSTING YOU:

The average real estate client is worth 3-5 transactions in their lifetime through personal moves, referrals, and investment properties.
Only capture one transaction per client, which leaves 30-40% of your revenue on the table.
Your competitors are building a referral engine.

You're starting at zero every month.

THE FIX:

Create a post-close nurture system: quarterly market updates, annual home anniversary check-ins, birthday messages, referral incentive programs, and consistent, value-driven content that keeps you top-of-mind.
Past clients should feel like ***VIPs***, not ghosts.
When they (or their friends) are ready to move again, you're the ONLY agent they consider.

Check this box if you have no organized system for staying in touch with your past clients, or if your last close was 6+ months ago and you have not communicated with them since the closing.

YOUR SCORE

COUNT HOW MANY BOXES YOU CHECKED:

☐ 0-2 BOXES:

Your funnel is relatively healthy, but there's still room for optimization. Focus on the gaps you've identified.

☐ 3-4 BOXES:

Your funnel is very leaky. You are losing anywhere from 20-30% of potential revenue. Time to plug those holes.

☐ 5-7 BOXES:

Your funnel is hemorrhaging money. You are working harder than you need to be and leaving 40-50% of deals on the table. Each day costs you closed transactions.

WHAT NEXT?

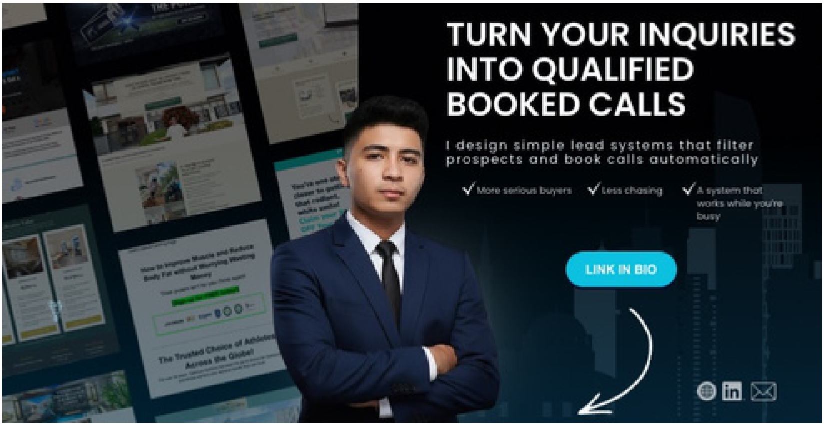
If you checked 3 or more of the above boxes, your funnel is leaking revenue actively right now.

The good news?

Each of these leaks has a proven fix, and most can be implemented in 2-4 weeks.

HI! I'M MJ

LEAD GENERATION STRATEGIST FOR REAL ESTATE AGENTS



I help real estate agents plug these exact gaps by designing strategic funnels, writing conversion-focused copy, and setting up automated systems that turn traffic into consistent, qualified appointments.

Want to see what fixing these leaks would look like in your specific business?
Book a free 15-minute Lead System Audit Call.

We'll:

- Identify your #1 revenue leak
- Map out a custom fix
- Show you what a working system looks like in action

No pitch, no pressure. Just a clear roadmap to more deals, more time, and more predictable income.

HELPED AGENTS INCREASE BOOKED APPOINTMENTS BY 30%+

LINK IN BIO

This audit was created to help real estate professionals identify exactly where their marketing is underperforming, and what to fix first.
Want to share this with an agent who needs it? Feel free to pass it along.