

# From Conversations to Conversion Framework.

THE ULTIMATE PROFITS-ADDITION METHOD  
EVERY PROPERTY AGENT SHOULD TRY.



### **What This Is:**

This is a short, useful guide for real estate agents in Singapore who want to attract leads and have real conversations every day — without cold calling, chasing, or sounding like a desperate salesman.

### **What This Is Not:**

This is not a magic trick. But it is the beginning of a system that can consistently get you leads — without relying on luck or referrals.

Most property agents know how to generate leads using Facebook or Instagram ads —  
But many struggle with what happens after someone submits their info.

They send the lead magnet.

Maybe follow up once.

Then... crickets.

Let's fix that.



Here's a simple, high-converting follow-up framework designed for agents who are offering free resources like:

- **HDB Upgrader Guides**
- **Affordability Checkers**
- **Investment Strategy PDFs**
- **Retirement Property Blueprints**
- **Passive Income from Property Checklists**

This process turns cold leads into real conversations, and conversations into booked appointments.

## STEP 1:

# INSTANT THANK YOU + LIGHT CHECK-IN (WHATSAPP)



Right after someone opts in for your freebie, send a short WhatsApp message to thank them — and casually confirm their contact.

### **Example:**

“Hey [Name], thanks for requesting the HDB Upgrader Guide!

Just checking — is this the best number to send it to?”

### **Why this works:**

It’s simple, human, and feels personal. It makes you stand out immediately as someone real — not just another ad they scrolled past.

## STEP 2:

# OFFER HELP BASED ON THEIR SITUATION

Once they reply, keep the energy going by offering more tailored help – Don't pitch. Just ask where they're at.



### **Example:**

“By the way, I’ve also prepared a few short checklists depending on what you’re working on:

- Buying your next property
- Upgrading from HDB
- Investing for passive income
- Retiring early through property

Which one fits you best? I’ll send you something helpful.”

### **Why this works:**

Instead of guessing what they want, you’re letting them tell you. You’re also showing you’ve got depth – not just one lead magnet, but real knowledge.

## STEP 3:

# DELIVER THE BONUS RESOURCE + QUICK TIP



Once they choose, send them the guide — but don't just send and disappear.

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### **Example:**

“Here's the checklist I promised!

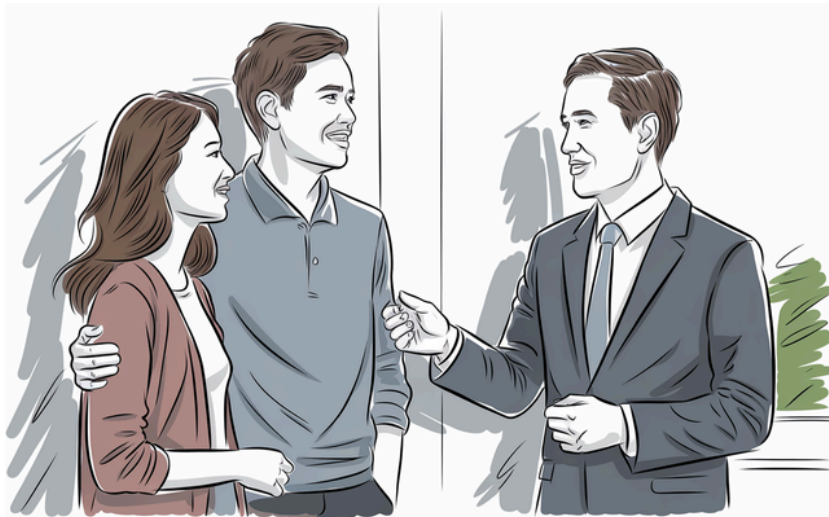
One tip: most people overlook the financing section on page 2 — that part could save you thousands.”

### **Why this works:**

You're building trust, giving value, and positioning yourself as the expert in a low-key way.

## STEP 4:

# INVITE A LOW-PRESSURE CONSULTATION



Once you've provided real help, it's time to offer a path forward — softly.

### ***Example:***

“If you'd like me to help you figure out how this applies to your situation, happy to offer a quick 15-min consultation. Want me to send the link to book a time?”

### ***Why this works:***

No hard sell. No pressure. Just a clear path to the next step — which they're more likely to take now that you've been helpful.

## STEP 5:

# FOLLOW UP WITH VALUE (NOT NAGGING)

If they go silent, don't vanish — and don't chase. Just send small nudges with value attached:

- “Just shared this with another HDB upgrader — thought it might help you too.”
- “Some clients asked me this recently, and I thought of you...”
- “Still happy to help if you're exploring your next move!”



### **Why this works:**

People don't reply because life gets in the way — not because they're not interested. Staying consistent keeps you top-of-mind when they're ready.

# THE BIG IDEA

Property buyers and sellers aren't just looking for agents. They're looking for someone who listens, follows up, and adds real value – before they commit.

The From Conversations to Conversion Framework helps you do exactly that:



***Build trust quickly***



***Start warm, natural conversations***



***And guide leads toward booking an appointment – without being pushy***

## WANT THIS FULL SYSTEM FOR YOUR REAL ESTATE BUSINESS?



Comment **“CONVERT”** below and I'll send you the full breakdown (or message me directly).

# HERE'S HOW TO GET ACCESS

Scan The QR Code below and say "Lead Engine"

OR

GO TO [YOUR WEBINAR/BOOKING PAGE]



- ✓ **Complete Done For You Coaching & Implementation Program**
- ✓ **Complete Done For You Facebook Copywriting Ads**
- ✓ **Complete Done For You Custom Facebook Ads Creative**

**BONUS**

Plus, get access to hundreds of proven lead templates that is tailored to your needs followed by our proprietary scripts to follow up and secure appointments for your potential prospects

Get Access To Our Special Bonus  
By Scanning This QR Code!



Worth Over **\$40,000** Done-For-You  
Real Estate Agent Package!