

Lead Conversion Structure Ideas

A. Lead Intake Process

Every new lead enters a structured conversion path:

1. Immediate response within 5 minutes (or automation through MoxiWorks).
2. Qualification within 24 hours.
3. Add to CRM with assigned tags and follow-up sequences.
4. Deliver a personalized “welcome touch” (video, market insight, or neighborhood info).

B. Follow-Up Cadence

A hybrid approach using automation + personal touches:

- First 7 days: 3 phone attempts, 3 texts, 2 emails.
- First 30 days: Weekly value-based touches (market insights, neighborhood guides, Substack posts).
- Long-term nurture: Monthly Prospect Square newsletter + quarterly Denver Forecast Report.

C. Conversion Metrics

Conversion focus:

- 10% increase in SOI engagement.
- 20% increase in seller opportunities.
- Consistent 3 listings per quarter.
- Maintain 1 qualified buyer client in active pipeline monthly.
- 24–48 hour response times for warm leads.