

# Muhammad Laeeq

## Real Estate Leads Management Services

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### Summary

I am experienced **Real Estate Leads Manager** specializing in **Skip Tracing, Circle Prospecting, and Lead Management** for the **USA Real Estate market**. With a deep understanding of real estate marketing and a results-driven approach, I help real estate businesses generate high-quality leads, efficiently manage sales pipelines, and maximize conversions. My expertise in using cutting-edge platforms and technologies allows me to deliver consistent, targeted leads to fuel business growth.

### Skills & Expertise

- **Skip Tracing:**  
Expertise in utilizing various skip tracing tools to find accurate property owner information, ensuring you can connect with the right leads quickly and effectively.
- **Circle Prospecting & Cold Calling:**  
Proficient in generating and nurturing real estate leads through circle prospecting and cold calling campaigns. I use advanced dialers to maximize productivity and reach.
- **Lead Management:**  
Skilled in organizing and managing leads through CRM platforms to ensure no lead falls through the cracks. I leverage tools that streamline the process and ensure a smooth flow from lead generation to sales conversion.

## Core Competencies

### 1. Skip Tracing Tools & Platforms

- **BeenVerified.com:** Reliable for accessing detailed property and owner data.
- **Zillow.com:** Used for sourcing property listings, owner contact information, and comparable property data.
- **PropStream.com:** Advanced real estate investing platform for lead generation, property data, and skip tracing.
- **Skipgenie.com:** Specialized platform for skip tracing property owners.
- **Realtor.com:** Reliable for finding property listings, contacts, and market analysis.
- **Truepeople.com:** Provides accurate contact information to track down hard-to-reach property owners.
- **Fastpeople.com:** Tool for accessing detailed people search information.

### 2. Circle Prospecting & Cold Calling

- **Mojo Dialer:** Used to streamline cold calling efforts by automating the dialing process and ensuring maximum outreach.
- **BatchDialer:** Another powerful dialing platform for high-efficiency outreach and lead management.
- **CallRail:** An advanced call tracking platform that helps measure the effectiveness of phone-based marketing efforts.
- **Vumber:** Used for creating virtual phone numbers to track call activity and manage leads effectively.
- **OpenPhone:** A versatile communication platform for managing business calls and messages.
- **#1 Dialer Sales:** A top-tier dialer platform for accelerating lead outreach and follow-ups.

### 3. Lead Management Platforms

- **Podio.com:** Customizable CRM platform that I use to track leads, sales activities, and team collaborations.

- **Salesforce.com:** Powerful CRM tool to organize leads, automate processes, and manage customer relationships.
- **LessAnnoyingCRM.com:** Simple, easy-to-use CRM for tracking and organizing leads.
- **Reiblackbook.com:** All-in-one lead management and marketing platform tailored for real estate professionals.
- **FollowUpBoss.com:** CRM software that specializes in lead follow-up and conversion.
- **ReIReply.com:** Real estate lead management platform with automation capabilities for follow-up and nurturing leads.

## Key Achievements & Results

- **Improved Lead Conversion Rates:**  
Increased lead conversion by 35% within 6 months through the implementation of streamlined lead qualification and follow-up processes.
- **Efficient Lead Generation:**  
Consistently generated 100+ qualified real estate leads monthly through targeted skip tracing and circle prospecting campaigns.
- **Optimized Cold Calling Campaigns:**  
Enhanced cold calling efficiency by 40% using advanced dialers like Mojo and BatchDialer, improving response rates and client engagement.
- **Effective CRM Management:**  
Successfully managed over 500 active leads at once through platforms like Podio and Salesforce, ensuring timely follow-ups and consistent lead tracking.

## Work Experience

### Real Estate Leads Manager (Remote)

#### Work USA Real Estate — [Jan 1, 2022 - Present]

- Managed the entire lead generation and management process, from identifying potential leads through skip tracing to nurturing them into clients.
- Utilized platforms like Zillow, PropStream, and Realtor.com for property owner data acquisition and BeenVerified for accurate contact information.
- Led cold calling campaigns and circle prospecting efforts, using advanced dialers like Mojo, BatchDialer, and CallRail to increase outreach efficiency and engagement.
- Integrated and optimized CRM tools like Podio and Salesforce to ensure seamless lead management and follow-up.
- Worked closely with the sales team to ensure that leads were properly nurtured and followed up, resulting in higher conversion rates.

### Tools & Platforms

- **Skip Tracing Tools:** BeenVerified, Zillow, PropStream, Skipgenie, Realtor.com, Truepeople, Fastpeople.
- **Dialing Platforms:** Mojo Dialer, BatchDialer, CallRail, Vumber, OpenPhone, #1 Dialer Sales.
- **CRM & Lead Management:** Podio, Salesforce, LessAnnoying CRM, ReI Blackbook, FollowUpBoss, ReIReply.

## Contact Us

If you are looking for a skilled **Real Estate Leads Manager** who can generate high-quality leads, manage cold calling campaigns, and optimize your lead management processes, feel free to reach out!

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