

Real Estate Lead Automation System Proposal

Prepared for:

Bright Land Real Estate

Prepared by:

SynOps Labs – AI Automation & Lead Acquisition Engineering

1. Overview

This proposal presents a complete AI-driven system designed to automate lead acquisition, outreach, qualification, and meeting booking for real estate operations.

The solution combines WhatsApp automation, AI-driven conversations, cold email outreach, continuous lead scraping, and CRM updates—allowing your sales team to focus only on highly qualified, ready-to-convert leads.

2. Scope of Work

A. WhatsApp AI Cold Outreach

- Daily outreach using WhatsApp Cloud API
- Natural, intelligent AI conversations
- Automatic qualification of:
 - Name
 - Budget
 - Location preference
 - Property type
 - Purpose (investment/end-use)
 - Timeline
 - Preferred communication channel
- AI manages full conversation flow

- Automatic scheduling through integrated calendar
- Pushes all data to CRM
- Lead tagging: Hot / Warm / Not Interested

B. Real-time Notification System

- Hot lead → WhatsApp message to assigned agent
- Meeting booked → Instant notification
- Warm lead → Weekly follow-up reminder

C. Cold Email Automation

- Monthly scraping & enrichment of targeted real estate contacts
- Automated cold emailing with personalized AI-generated copy
- Tracking: opens, clicks, replies
- Engaged leads automatically transferred to WhatsApp funnel
- End-to-end qualification → booking workflow

D. Automated Google Sheets CRM

CRM includes:

- Full contact details
- Lead source
- Budget
- Preferences
- Qualification data
- AI conversation summary
- Hot/Warm/Cold tag
- Meeting date (if applicable)



- Assigned agent
- Notes
- Last follow-up date

AI updates fields dynamically; unknown values remain as “Not Specified.”

E. Agent Dashboard (Basic)

A user-friendly dashboard displaying:

- Total leads contacted
 - Hot leads
 - Warm leads
 - Meetings booked
 - Daily outreach volume
 - Lead source breakdown
 - AI performance metrics
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F. Lead Scraping System

- Monthly scraping of fresh, accurate real estate leads
- Enrichment with:
 - Name
 - Email
 - Phone number
 - Location
 - Company details
 - LinkedIn



- Validation & cleaning

G. Ongoing Support & Optimization

- Workflow optimization
- AI conversation model updates
- New WhatsApp templates
- Email system maintenance
- Monitoring of APIs & automations
- Updating scraping sources
- Ensuring compliance & performance reliability

3. Commission Structure

This system is performance-aligned.

For every real estate transaction **closed from a meeting booked through our automated system**, the client agrees to pay **10% of the commission earned** from that deal.

This applies only to closings **directly attributed** to leads generated and qualified by our system.

4. Project Timeline

Total Duration: 2 Weeks

- **Day 1-3** → Data scraping + Email system + CRM setup
- **Day 4-7** → AI training & conversation flow creation
- **Day 7-10** → WhatsApp integration
- **Day 10-12** → Dashboard development + system testing
- **Day 12-14** → Final checks + Go Live



5. Responsibilities

Client Responsibilities

- Provide WhatsApp Business API access
- Provide or approve email accounts
- Share calendar link for scheduling
- Respond quickly to hot lead alerts
- Follow up with warm leads weekly

Our Responsibilities

- End-to-end build of automation system
- Lead outreach, qualification, and meeting booking (wherever possible)
- Consistent performance optimization
- CRM data accuracy
- Delivery of monthly updated lead lists

6. KPIs & Performance Expectations

Our responsibilities end at delivering **qualified leads**.

We cannot be held responsible for:

- Conversion rates
- Deal closure rates
- Visit/show-up rates
- Developer or buyer response times

Our obligations include:

- Outreach



- Qualification
- Booking
- Delivering hot, high-intent leads

7. Investment

Setup Fee : **AED12,000.00**

Monthly Retention : **AED2,000.00**

In Words: The total investment for the mutually agreed scope includes a one-time setup fee of **Twelve Thousand Dirhams** and a monthly retainer of **Two Thousand Dirhams**. A detailed breakdown is available upon request.

8. Acceptance & Next Steps

If the scope aligns with your goals, we can proceed with:

- Preparation of onboarding documents
- System access sharing
- Initial workflow planning
- Project kickoff

To proceed, please confirm your acceptance of the proposal by signing below and returning a scanned copy. Alternatively, written confirmation via email will also be considered valid.

Authorized Signatory – Bright Land Real Estate

Name:

Title:

Signature:

Date: