One Big Media Company

🏠 GOHIGHLEVEL SNAPSHOT · REAL ESTATE AGENTS

Real Estate Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to real estate

Your buyer: A solo agent or small team at a brokerage that works both buyers and sellers. They juggle online leads, home value requests, showings and a sphere of past clients, and their best business comes from listings and repeat and referral clients they stay in touch with.

Why they buy:

- Online leads go cold because you're at a showing when they come in
- Home value requests get an automated estimate and nothing else, so the listing goes to another agent
- Past clients hear from you once a year, if that, and refer their friends elsewhere
- Consultations get booked and then the lead doesn't show
- Your database is full of old leads nobody has talked to in months

Suggested resale pricing

Setup fee	Monthly
$497-$1,497	$297-$997

Agents pay more when you also run seller lead ads and manage portal lead routing. Teams and brokerages can support higher monthly pricing with multiple users and round-robin routing.

Agents measure everything in listings and closings, so sell the snapshot as a listing machine: home value requests turned into appointments, plus a sphere and home anniversary system that generates repeat and referral business. Run the database reactivation in week one for quick conversations, then stay on retainer by running seller lead ads and reporting appointments set and listings won.

CLOSE

Pitch script

Quick question: when someone requests a home value on your site at 8 p.m., what happens next? For most agents, the lead gets an automated estimate and a callback the next day, if it's not buried. We install a system that texts and emails every buyer and seller lead within seconds in your voice, and for home value requests, it runs a sequence built to get you in the door for a walkthrough, which is where listings come from. It also confirms and reminds every consultation, follows up on your listing proposals, and keeps your past clients close with a home anniversary update every year, so the referrals come to you. And it reaches out to your old leads with a free home value update to start new conversations. We can have it running in about a week. Would it be worth 20 minutes to see it with your name and market on it?

Cold email

Subject: Your home value leads

Hi [Name],

I help agents in [City] turn more online leads, especially home value requests, into listing appointments.

We set up a system that texts every buyer and seller lead within seconds, runs a follow-up sequence built to earn the walkthrough, and reminds every consultation. It also sends past clients a home anniversary value update every year so referrals keep coming.

It works with your current lead sources and sounds like you.

Open to a 15-minute call next week to see it?

[Your name]
[Agency]

Cold SMS

Hi [Name], [Your name] with [Agency]. We help agents in [City] turn home value requests into listing appointments with instant follow-up. Worth a quick 15-min look this week?

Social DM

Hi [Name], congrats on the recent listings! We build automated seller lead follow-up and home anniversary nurture for agents. Happy to send a 2-minute demo if you're curious.

DELIVER

Offers & onboarding

Offer ideas for the client

- Free home value report with an optional in-person walkthrough
- Spring market report and pre-listing game plan for sellers
- First-time buyer workshop co-hosted with a local lender
- Annual home anniversary equity update for past clients
- Downsizing or relocation consultation for move-up and move-down sellers

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: Reply to every new lead within 5 minutes, including evenings and weekends
- **Lead-to-appointment rate**: Grow the share of new leads that book a consultation every quarter
- **Home value requests to listing appointments**: Turn a steady share of valuation requests into in-person walkthroughs
- **Agreements signed**: Hit the monthly goal for signed listing and buyer agreements
- **Sphere conversations**: Start new conversations with past clients and old leads every month
- **New Google reviews**: Ask every closed client and earn new reviews every month

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.