

A Reside Platform Webinar

Stop Chasing Leads : Build the Team That Converts Them

How top teams turn leads into closings, growth goals into hiring plans, and their team into the place agents want to be.

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Three Problems, One System

1

Convert

Lift lead conversion from about 1% toward 5–10% with a follow-up system that runs itself.

2

Grow

Work backward from a growth number to know exactly how many agents you need to hire.

3

Attract

Recruit like the shark and become a destination, so leads and agents both come to you.

Part 1 · Convert

Lift Lead Conversion From 1% Toward 5–10%

With a follow-up system that runs itself.

You're Paying for Leads You're Not Converting

\$50–\$2K+

Typical cost per internet lead

0.5–1.5%

Typical internet lead conversion
rate

47 hours

Average agent response time

The problem isn't the lead. It's us.

The 5-Minute Rule

21x

More likely to qualify a lead you reach within 5 minutes than one you reach 30 minutes later.

Average agent: 47 hours

Top converters: under 5 minutes

You're not losing to better agents. You're losing to faster ones.

ALM: Lock the Appointment First

First, every time

A

Appointment

“Are you available this evening at 6 or tomorrow at 12?”

Then

L

Location

“What areas or neighborhoods are you focused on?”

Then

M

Motivation

“What’s driving the move: job, family, lifestyle?”

A Cadence, Not Willpower

Days 1–3

3 touches a day

Call, text and email in rotation until you get a response or a clear classification.



Keep going

8–12 total touches

80% of deals take 5 or more touches. Most agents quit after 2.



After that

Nurture, Cultivate, or Pond

Hot, warm or cold decides how often they hear from you next.

48% of agents never follow up more than once. Staying in the game is the advantage.

The Pond System

Pond	Timeline	Frequency	Channel	Who they are
Hot	0–30 days	Daily	Call + text	Motivated, pre-approved or listing active. Maximum effort.
Warm	1–6 months	3x a week	Text + email	Real motivation, not ready yet. Consistency wins here.
Cold	6+ months	Monthly	Email + content	Early research mode. Plant seeds for next year.

Stop treating every lead the same. Match the effort to their real timeline.

The 5-Minute Morning CRM Audit

Before the first call, every morning:

- ✓ Every lead is tagged: hot, warm or cold
- ✓ Every lead has a next step and a date
- ✓ Reminders are on, so nothing falls through
- ✓ The dashboard shows pipeline health



5 min

Every morning. No exceptions.

Part 1 • The Rule

1 of 20

No more leads until the team converts one.

One closing out of every 20 leads is 5%, the floor of where we're taking conversion.

Part 2 · Grow

Work Backward From a Growth Number

Know exactly how many agents you need to hire, and when.

Start With the Team You Have

18

Agents

7

Units per agent

\$425K

Average price

\$53.6M

Volume (126 units)

2.5%

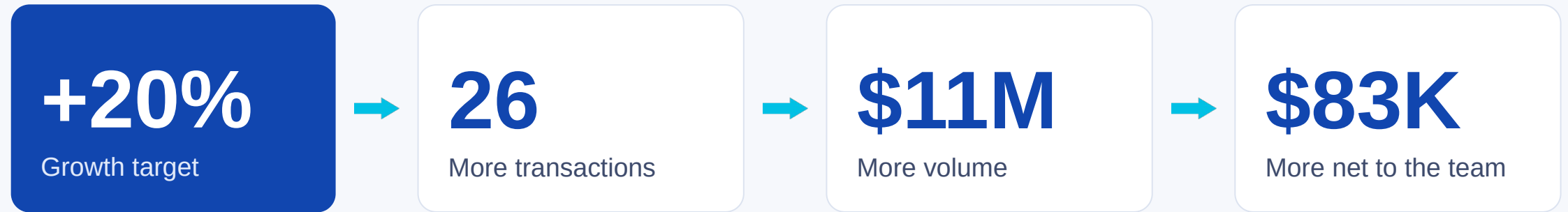
Commission

30%

Team retention

Net to the team today: about \$401K

Set the Number First



$126 \text{ transactions} \times 20\% = 25.2$, rounded up to **26**. Now the question isn't "how do we grow?" It's "who closes those 26?"

Turn 26 Deals Into 8 Hires

Hire	Count	Deals each	Deals added
New agents	5	1.5	7.5
Experienced agents	2	5	10
Experienced agent	1	8	8
Total	8		25.5 ≈ 26

8

hires

to add 26 transactions,
without asking the current
team to do more.

Put the Hires on the Calendar



New agents

One every 10 weeks

Five new agents across the year, each modeled at 1.5 deals.



Experienced agents

Three over the next 4 months

Two at 5 deals and one at 8. These are the hires that move the number.

A hiring plan without dates is still just a goal.

Commit vs. Goal

A goal

The number you'd like to hit. Easy to set, easy to forget when the month gets busy.

A commit

The hires and activity you will own, with dates attached, said out loud in front of the team.

Go to the Board.

Write the commitment where everyone can see it, and review it every week.

What an Average Agent Is Worth

\$8,500
GCI per deal

÷ 2

\$4,250
To the team at a 50/50 split

×

~5
Deals a year for an average agent

=

\$20K
A year, per agent, about

Now compare that to lead spend

At 1% conversion, a \$500 lead costs you \$50,000 per closing. One average agent added is worth about \$20K a year, every year they stay.

Your 3 Numbers

Write down what you spent in the last 12 months on each. Then ask which one built the most lasting value.



Leads

\$ _____



Systems

\$ _____



Recruiting

\$ _____

Part 3 · Attract

Recruit Like the Shark

Become a destination brokerage, so leads and agents both come to you.

You're the Shark. Not Them.

Never beg

Chasing a recruit tells them your team needs them more than they need you.

Let recruits pitch you

They earn the seat. You decide whether they fit.

“

**We turned away
more than we hired.**

Stop recruiting. Start attracting.

The 3-Meeting Process

Meeting 1

Wants and needs

Listen. Find out what they want and what's missing where they are now.



Meeting 2

“Here’s what I heard you say”

Play it back. Show them you listened better than anyone has.



Meeting 3

The decision

Is this a fit? For them, and for you.

The Accidental Realtor Sweet Spot

3–5
deals a year

The \$1M and \$2M producers who get lost in the shuffle.

They have real skill and real clients, but no system and no one paying attention to them.
Your conversion system from Part 1 is exactly what they're missing.

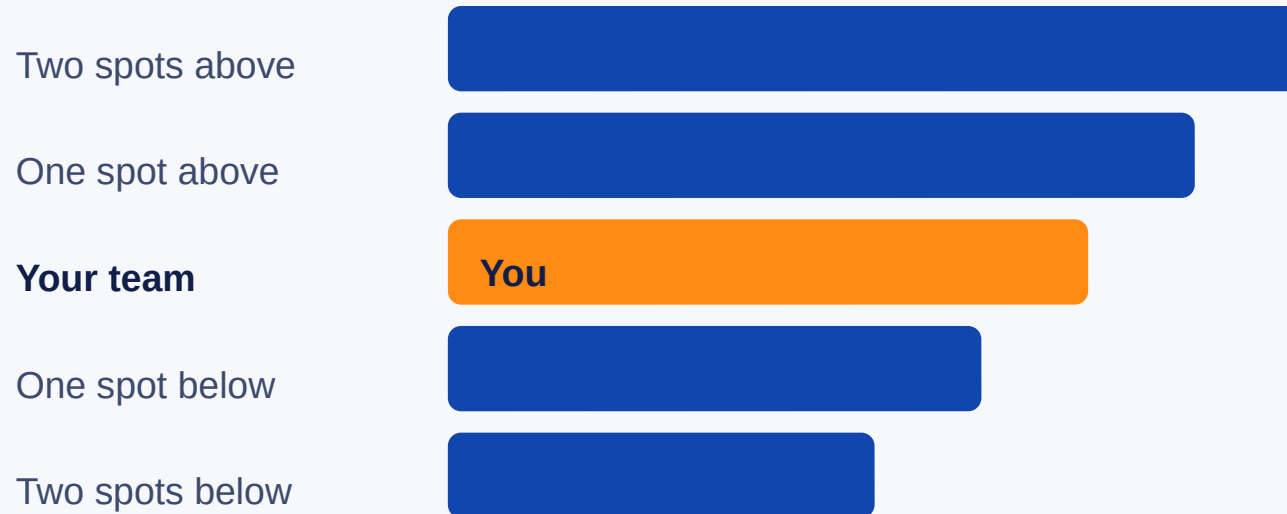
Part 3 · The Question

“What would \$2M more in closed dollar volume do for you?”

Ask it, then stop talking. Let them describe the life that number buys.

Two Above. You. Two Below.

Teams ranked by local market share



Recruit from the four teams closest to you in market share.

They work your market, know your name, and can picture themselves on your team.

Part 3 • The Timing

Right Now. Not January.

These are the 'Ber months.

When business cools, agents start rethinking where they hang their license. Be the conversation they're already having in their head.

Hire 3. Let 1 Go.



Hire ahead of attrition

Not every hire will work out. Plan for it. Three hires for every one you expect to lose keeps the team growing.



Use the PEP approach

Clear numbers, a set window, and a clean decision at the end. No one is surprised, and the team keeps its standard.

Letting the wrong agent go is part of the recruiting plan, not a failure of it.

Bringing It Together

Conversion Is What Makes You a Destination



Agents join teams where leads actually close. Your follow-up system is your recruiting pitch.

Live Q&A

Bring Your Real Situations

What lead, hiring or recruiting situation are you dealing with right now?

Want the Full System?

This Is What Reside Clients Get Every Week

- 1 Weekly live training on conversion, scripts and follow-up systems
- 2 1:1 coaching using the Cheplak methodology, with accountability that sticks
- 3 Script Inferno: weekly objection scripts your whole team can role-play
- 4 RISE and Amplify agent training so your team converts at a higher rate
- 5 Full tech stack: CRM setup, automations and a pipeline dashboard

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