

AFTER-HOURS STRATEGY

Your Business Never Sleeps. Even When You Do.

Solo agents lose more leads between 5pm and 9am than at any other time. Not because buyers stop calling – but because most agents stop answering. This playbook changes that.

PART 1 – UNDERSTAND THE PROBLEM

When Are You Actually Losing Leads?

TIME WINDOW	CALL VOLUME	TYPICAL AGENT RESPONSE	RISK LEVEL
6am – 9am	12% of daily calls	Sleeping or getting ready	High
9am – 5pm	51% of daily calls	Available but often busy	Medium
5pm – 8pm	28% of daily calls	Showings, family time, dinner	High
8pm – 11pm	7% of daily calls	Unwinding, not "on"	Moderate
11pm – 6am	2% of daily calls	Asleep	Low

The Insight

That 6am–9am window and the 5pm–8pm window account for 40% of your daily calls – and they're almost exactly when most solo agents are unavailable. Buyers don't keep office hours. Their inspiration to call hits when they see a listing, finish work, or sit down after dinner.

PART 2 – THE AFTER-HOURS STACK

Three Layers of Coverage

No single tool covers everything. The agents who lose the fewest after-hours leads use a layered approach. Here's the stack, in order of priority.

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Layer One – AI Call Answering

An AI receptionist (like Miranda) answers every inbound call 24/7, qualifies the lead using a scripted consultative conversation, and routes warm prospects to you with a summary. The caller feels heard. You wake up to a qualified lead instead of a voicemail.

Handles: All inbound calls, any hour

Qualification: Full NEPQ-style question set

Output: Lead summary sent to you via SMS/email

Cost: ~\$499/month — less than one lost lead

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Layer Two — Voicemail with a Bridge Script

If you don't have AI answering, at minimum record a voicemail that buys you time and keeps the caller engaged. Most agents use generic "leave a message" recordings. That's a missed opportunity.

Use this script: "You've reached [Name]. I'm with a client right now — which means I'll give you the same full attention when we connect. Leave your name, number, and the property you're calling about and I'll call you back within the hour."

Key: "I'm with a client" signals you're in demand, not unavailable

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Layer Three — Automated Text Acknowledgment

When a call goes to voicemail, trigger an automatic text within 2 minutes. This alone can recover 20–30% of after-hours callers who would otherwise call someone else.

Text template: "Hi [first name] — this is [agent]. Looks like I just missed your call. I'm with a client but wanted to reach out right away. Are you looking to buy, sell, or just have questions? Reply and I'll call you back as soon as I'm free."

This can be automated via GHL/CRM when a call is missed

PART 3 — YOUR AFTER-HOURS PROTOCOL

The 5-Point Setup Checklist

Run through this list once. When all five are in place, your business operates whether you're available or not.

**Set up AI call answering OR record a professional bridge voicemail**

Your first line of defense. Without this, every missed call is a cold lead.

**Configure an automated "missed call" text reply in your CRM**

GHL, Follow Up Boss, and most major CRMs support this. Set it up once and let it run.

**Create a saved SMS template for after-hours manual follow-ups**

When you see a missed call after hours, you want to reply in 60 seconds — not compose a message.

**Set a "lead response alarm" for 7am every weekday**

Review all after-hours contacts before your first showing. Start your day in follow-up mode, not catch-up mode.

**Test your voicemail, AI system, and auto-text monthly**

Things break. Numbers change. Check that your after-hours stack is actually working — not just turned on.

PART 4 — THE MINDSET SHIFT

Availability Is a Competitive Advantage

The 5-minute rule is non-negotiable.

Studies across industries consistently show that lead response within 5 minutes converts at 400x the rate of a 60-minute response. Buyers in an after-hours window are emotionally ready to act. They'll move on within minutes if you don't respond.

Your competitors have the same problem.

Most solo agents are equally bad at after-hours response. This means even modest improvement gives you an outsized advantage. You don't have to be perfect — you just have to be faster than the other agent they might call.

Availability signals demand, not desperation.

Agents worry that being available at 8pm makes them seem desperate. The opposite is true. A buyer who gets a knowledgeable, helpful response at 8pm thinks: "This agent is serious." An unanswered call tells a buyer exactly nothing good about you.

Bottom Line

The agents winning in the next 5 years won't just be the best at their craft — they'll be the ones who answered when everyone else was asleep. Your business doesn't have to stop when you do. Build the system once. Let it run. — TheAgentWhoAnswers.com

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