

LEAD GENERATION

7 Funnels to Attract Leads

Seven ways a stranger becomes a client, and the stages each one runs through.

A funnel is not a marketing word for a website. It is the path a stranger takes to becoming a client, written down, so you can see where people fall out of it. Seven of them work for real estate, and no agent runs all seven — the point is to know which ones you are running on purpose and which have quietly stopped.

Two funnels running properly beat five running occasionally.

The seven

☐ 01 Social media funnel

Use content to attract, stories to connect, and DMs to convert. Show up consistently with value — market tips, behind-the-scenes, client wins — and use a clear call to action: “DM me to get started”, or “reply with INFO to learn more”.

☐ 02 Lead magnet funnel

Offer a free resource in exchange for contact details. A buyer checklist, a seller timeline, a neighborhood guide. Promote it in your Instagram bio, on your website, and in local Facebook groups.

☐ **03 New listing funnel**

Turn listing announcements into lead capture. A “coming soon” or “just listed” post that links to a form or a hidden listing page, rather than straight to the MLS.

☐ **04 Referral funnel**

Systemise how you ask for — and earn — referrals. Stay in touch with past clients regularly. Every 60 to 90 days, ask gently: “do you know anyone looking to buy or sell?”

☐ **05 Local business or community funnel**

Use local partnerships to grow your list and your visibility. Host a giveaway or a cross-promotion with a small business whose customers look like your clients.

☐ **06 Google Business funnel**

Capture high-intent leads from local search. Keep the profile current — photos, reviews, and a call to action such as “book a consult”. This is the one where people are already looking for you.

☐ **07 Email newsletter funnel**

Keep leads and past clients warm over time. Add sign-up prompts everywhere — open house sign-ins, your website, the link in your bio — and then deliver something genuinely useful, consistently.

The stages, side by side

Every funnel is the same shape: something attracts attention, something captures a way to reach them, and something follows up. What changes is where the attention comes from.

FUNNEL	STAGES
Social media funnel	Content → Engagement → DM → Lead form or consultation
Lead magnet funnel	Free download offer → Email sign-up → Automatic delivery → Follow-up nurture sequence
New listing funnel	Listing post → Landing page → Form submission → Showing or follow-up
Referral funnel	Client nurture → Referral ask → Referral received → Thank you, gift, follow-up

FUNNEL	STAGES
Local business or community funnel	Promo or giveaway → Landing page with entry form → Email list → Follow-up with local content and offers
Google Business funnel	Local search → Google profile visit → Click to website or form → Lead capture or call
Email newsletter funnel	Sign-up opportunity → Monthly or weekly value email → Engagement or referral opportunity

Five bring new names. Two do not.

Look at where each funnel starts. Five of them begin with someone who has never heard of you — social media, lead magnet, new listing, local business or community, Google Business. Two begin with people you already know: the referral funnel starts at client nurture, and the newsletter funnel starts at a sign-up you already collected.

That distinction is the one worth planning around. Running only the first five means starting from zero every month and never compounding. Running only the last two means a warm list that slowly shrinks, because no new names are going into it. Most agents who feel busy but flat are running four or five of the first kind and neither of the second.

The cheapest funnel to fix is usually Google Business.

It is the only one where the person is already looking for an agent in your area at the moment they find you. Photos, current reviews and a working call to action take an afternoon, and nothing else on this list starts with that much intent.

Before you add another one

- Write down which funnels you are actually running today. Not ones you intend to run — ones that did something this month.
- For each one, name the single stage where people stop. That is the fix; the rest of the funnel is fine.

- Check you have one of each kind. One that brings new names, one that keeps the people you already know.
- Do not start a sixth until the first two run without you remembering them. Consistency is the whole mechanism.



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