



REAL ESTATE PLAYBOOK

Home Search Lead Conversion with **REALGEEKS**

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WHO WE ARE



Built by agents. Backed by geeks. Dedicated to your success.

Real Geeks was started above a garage in Hawaii—built by top-producing agent Jeff Manson and Purdue-educated engineer Kevin McCarthy, who saw how hard agents worked and knew there had to be a better way to succeed. Since 2007, we've been creating smart, simple tools that help agents do what works—faster, easier, and more predictably.

What started as a smart website and CRM quickly evolved into a full platform for lead generation, conversion, and long-term growth.

Everything we've built is designed to help agents follow through where others fall off—because that's where real results happen.

This playbook outlines exactly what it takes for you to win with internet leads.

Real Geeks gives you the edge to *get it done*.

See how Real Geeks works:
realgeeks.com/demo



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REALGEEKS TOP PRODUCER

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Experts in Online Lead Gen Strategy



FUEL YOUR PIPELINE



What are internet leads?

An internet lead is someone who clicked their way to your **website**. This playbook shows you how to connect with them, build trust, and keep them from slipping through the cracks—all based on how today's buyers *actually* search for homes.

What to *expect* with internet leads:

- Early stage or “*just looking*”
- Normally **not committed** to an agent
- Interested in **your market**
- Only 25% will buy within 3 mos
- 75% typically buy within 2 yrs

1

They search:
“Homes for Sale”

2

**They click on
your website**

3

**They register
& become a
new lead!**

FUEL YOUR PIPELINE



Why *invest* in internet leads?



Internet leads are a **long-term investment** with steady value that grows over time, *especially* when you put in the work.

Most agents convert less than 1% of their internet leads. Top agents convert 2-5% of theirs — That's 20 to 50 closings for every 1,000 internet leads, and that adds up to serious, repeatable income.

The difference? Top agents are fast, consistent and intentional.

Online leads take time. You can't call just once and hope it works out. They require structure, patience, and steady contact.

The leads are out there. The payoff goes to the agents who show up, follow up, and keep showing up.

At a Glance: Internet ROI



96%
of buyers start their search online



80%
of deals go to the 1st agent to follow up



20%
of buyers are also sellers



6-24 month average conversion cycle



8-12 touches required on average to close

*Long-term conversions
& referrals*

	New Leads (internet)	Database Leads	New Lead Transactions	Database Transactions	TOTAL Transactions
Year 1	500	500	5		5
Year 2	500	1000	5	10	15
Year 3	500	1500	5	15	20

WORK THE RATIOS



Lead conversion is a *numbers game.*

Want more deals? Make more calls. Every closing starts with a conversation. This section shows how your daily effort adds up to predictable income—one contact, one call, one conversation at a time.

Goal Transaction Volume	Actions	Ratio	Conversion Rate
\$10,000,000	Calls → Conversations	5:1	20%
<i>Assumptions: 12 months per year, 4 weeks per month, 5 days per week, 2% commission</i>	Conversations → Appointments	10:1	10%
	Appointments → Shows/Lists	5:1	20%
	Shows/Lists → Closings	1.5:1	67%
	Avg. Deal Volume	\$350,000	
	Calls Per Hour	40	



RESULT:

To make an additional	\$10,000,000	in transaction volume over the next year		
I need to call leads for	1	hour(s)	7	minute(s) per day
and make at least	45	calls per day		

Take home = \$200,000

EVERY ACTION ADDS UP:

Action	Value
Per Call	+\$19
Per Conversation	+\$93
Per Appointment	+\$933



WORK THE RATIOS



Your fortune is made in your *follow up*.

One hour a day can change *everything*.

Follow-up isn't just where the fortune is—it's where the funnel starts. A single hour of calls a day can lead to 29+ transactions a year. With smart reminders, automation, and lead tracking, staying consistent can easily become second nature—and that's exactly where Real Geeks comes in.



1 HOUR A DAY

Assume a 5 day work week, dedicate 1 hour each day, aim to make 45 calls per day

45 CONTACTS A WEEK

On average, every 5 calls result in 1 contact—
45 calls 5 days a week = 225 total calls

18 APPOINTMENTS A MONTH

On average, for every 10 times you make contact, you'll set 1 appointment

43 SHOWINGS/LISTINGS A YEAR

On average, for every 5 appointments set, you'll get 1 showing or listing

29 YEARLY TRANSACTIONS

On average, every 1.5 of your showings or listings will result in a transaction



**Lead conversion
isn't guesswork—
it's systematic.**

Smart systems are what separate agents who chase leads from agents who *convert* them.

It's not about doing *more*. It's about showing up consistently—with clarity, and intent.

Real Geeks helps you put these keys into action, so you can **stop winging it and start closing with confidence.**



THE KEYS to conversion:



RAPID CONTACT

Contact new internet leads within 5 minutes



RELENTLESS FOLLOW-UP

Keep trying to make contact until you get a response



REAL CONVERSATION

No pitch needed—get to know them, develop a relationship



PROVIDE VALUE

Deliver real value to build rapport and establish credibility



KEY TO CONVERSION 01



RAPID RESPONSES

Contact in under 5 minutes.

Studies conducted by Harvard Business Review show many companies take far too long to respond to new leads, with an average response time of 42 hours (illustrated below).

Contacting a lead within the first hour of registration makes a **meaningful conversation 7x more likely**—and 60x more likely than if you wait 24 hours or more.¹

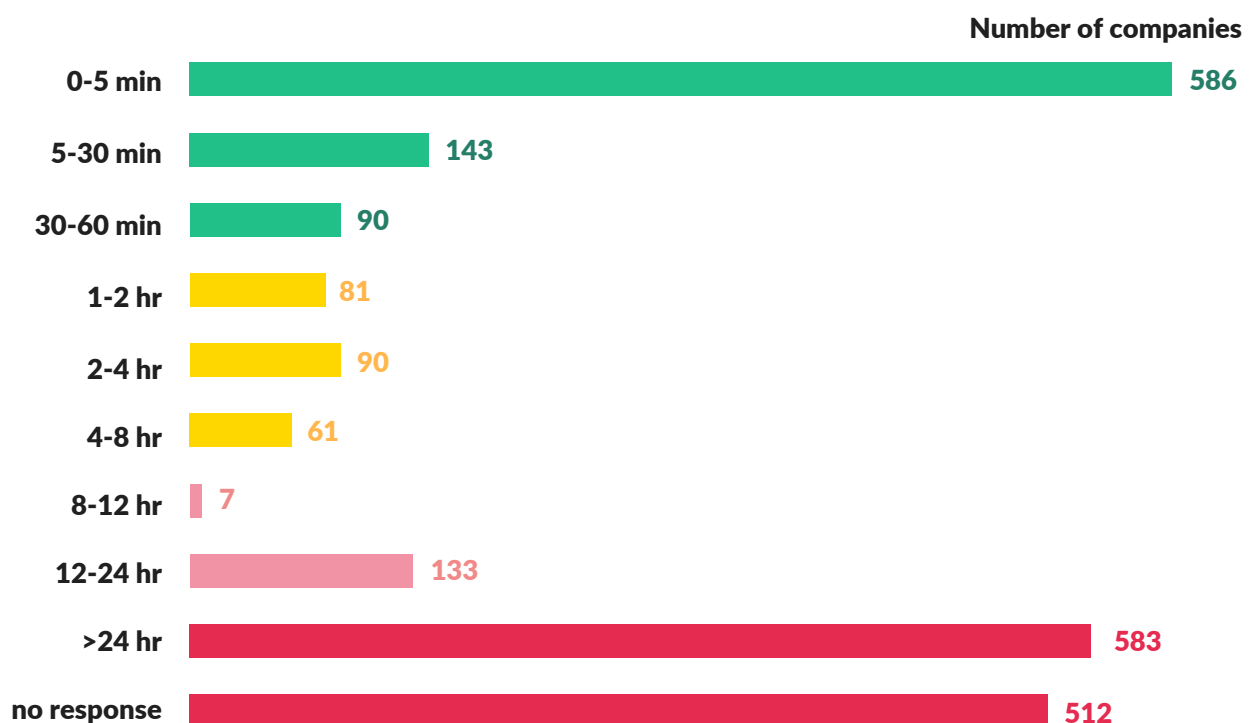


Ensure your Real Geeks CRM is set up to send **email, text, and in-app push notifications** when a new lead registers on your website



Enable Real Geeks Sign-Up Responder Texts to automate initial text reach outs to new leads

New Lead Response Time Audit





KEY TO CONVERSION 02



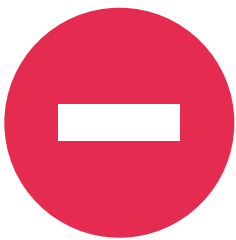
RELENTLESS FOLLOW UP



re•lent•less / adjective

Showing no sign of stopping or losing strength; steady, determined, unapologetically consistent.

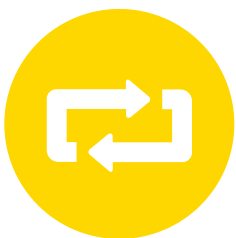
This isn't hustle—it's habit. Lock in your system and let it carry you forward.



1. Block your calendar

Time blocking isn't optional—it's your follow-up engine.

Protect time daily to keep momentum going and make consistent outreach part of your routine.



2. Follow up often

Create a follow-up rhythm you can stick to.

Start where you're comfortable, then build up to a pace that keeps you top of mind *without* burning out.



3. Stay organized

Have a plan for every call—how many attempts you'll make, how you'll track the outcome, what happens next.

Systems win where memory fails.



KEY TO CONVERSION 02





Block your calendar:

Scheduling a **total of 1-2 hours each day** to call leads is best practice.

The best time to call depends on your market.

Try calling in the morning for a week, then switch to evenings. Track answer rates and let the data tell you when to double down. Real Geeks makes it easy to log calls and spot patterns—so you're not guessing when to call, you're dialing with intent.

	SUN	MON	TUES	WED	THURS	FRI	SAT
8 AM	New Leads						
8:30 AM		Recent Logins		Recent Logins			
9 AM			SOI		SOI		
9:30 AM						CRM Clean Up	
10 AM		Follow-Ups					



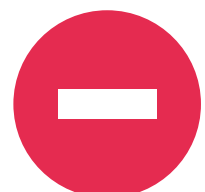
Your prospecting block should be sacred—mandatory, uninterrupted time each day dedicated solely to calling leads



You may not have 2 hours a day to dedicate, and that's okay. **Start at a pace you can consistently commit to**



Calling leads is *a lot* like a workout—tedious, but necessary if you want results





KEY TO CONVERSION 02





Follow up often:

This follow-up sequence is built on best practices. If you're just getting started, feel free to scale it back while you find your rhythm—consistency matters more than perfection.

01

Immediate Contact

When a new lead registers on your website, call them within 20 minutes ²

02

Daily Contact

Call the lead once a day for 3 days

03

Weekly Contact

Call the lead once a week for 3 weeks

04

Monthly Contact

Call the lead once a month for 3 months

For **every** call, no matter what type of lead, complete the following actions:



Call the lead



If no answer, call again (double dial)



If no answer, send a text



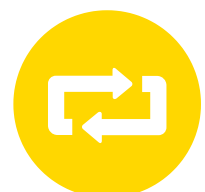
Vary the times you call—if no answer in the morning, try an evening call on next attempt



Log all call attempts and texts in your CRM



Complete your post-call process



TOTAL: 10 contact attempts over 90 days

Stay organized:

Don't let leads slip through the cracks. Repeat these steps in your Real Geeks CRM after every call—so nothing gets lost, and every lead keeps moving.

✓ Lead Response System

01 LOG CALL

When did you call the lead, and how did it go?

Log and label every call made ("attempt 2", "asked to call back", etc.)

02 ADD FOLLOW-UP

What's your next action?

Add a follow-up detailing the next action you plan to take (call tomorrow, call next week, etc.)

* No more than **1 follow-up at a time** per lead

* **"Add Reminder"** to add the follow-up to your calendar (*optional*)

03 TURN-ON AUTOMATION

Is the lead on a **Workflow** or **Subscription**?

Ensure each lead has *at least one* of the automations below, if they don't, be sure to add one!



"Saved Searches"
property alerts



"Home Valuation Reports"
home value & CMA alerts



"Market Reports"
market activity alerts



"Workflow"
email/text/video campaigns

* These automations are some of **your most valuable CRM tools** ↑



04 UPDATE LEAD DETAILS

What stage is the lead in and how often will you follow up?

Update the “*Status*”, “*Timeframe*”, and “*Urgency*” fields on the lead’s Detail Page to reflect:

“*Status*” — Their current place in the buying/selling process

“*Timeframe*” — When they expect to move

“*Urgency*” — How often you’ll follow up

* See Endnotes for field details.

05 ADD NOTES

What do you know about the lead?

Add any additional info gained during your contact attempts to the “*Important Notes*” section on the lead’s Detail Page

Keep the momentum going!

The agents who win don’t just follow up—they build systems, stay consistent, and treat every lead with care. Repeat these steps after every call, and it won’t just become a habit—it’ll become your *edge*.

You’ve got this.



KEY TO CONVERSION 03



REAL CONVERSATION

Cultivate the relationship.

Calls start conversations.
Conversations build trust. Trust leads to commitment—and that's what leads to steady closings.

Success that lasts comes from *real relationships*, not surface-level sales.

What that looks like:

- ✓ Lead with an **abundance mindset**. People will *always* need to buy & sell homes.
- ✓ Focus on **long-term connection**. Referrals & repeat business come from how you show up *now*.
- ✓ Be valuable, even when there's no deal on the table. **Serve first**. Sell later.

Overcome objections.

No call goes exactly as planned—and that's okay. Most leads won't say yes right away. The goal is to

understand, not push. Let them talk. Hold the door open. And when they *don't* want to talk real estate?

Sw. Sw. Sw?

Some will. Some won't. **So what?**
Validate, empathize, and make them feel heard, even if the topic changes.



CONVERSATION HURDLES & SMART REPLIES

“Just Browsing.” / “Not Serious.”

Agree — “That’s great! I do that too sometimes.” Normalize it.

Ask — “What are you browsing for?” or “What’s keeping you from jumping in?”

“Not buying for a few years.”

Appreciate — “I love that you’re thinking ahead.”

Ask — “When the time’s right, what does your dream home look like?”

PROVIDE VALUE

As the agent, you're the expert—so show up like it. Every call is a chance to deliver value, build trust, and reinforce why you're the one they'll want to work with when the time comes.

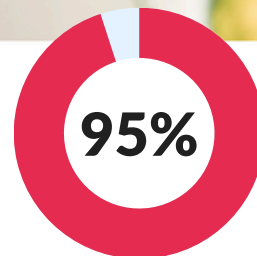
Share freely. Lead with knowledge. That's how you stay *memorable*.

Persistence pays off.

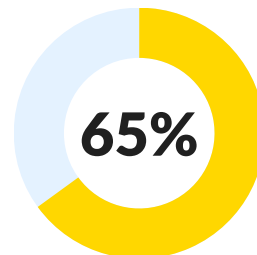
Stay positive. Stay patient. Stay present.

Check in with every lead *at least* monthly—(see contact sequence on page 11)—because the win usually comes after the follow-up most agents don't make.

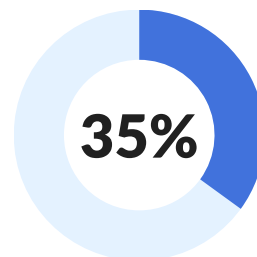
There's no shortage of low-hanging fruit—just a shortage of agents who consistently follow through.



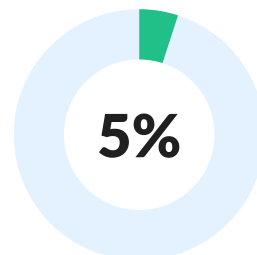
of agents will call leads right away



of agents will make a 2nd call



of agents will make a 3rd call



of agents will make a 4th call

Make connections.

Building rapport isn't about having the perfect script—it's about practicing *real* conversations that lead to trust. Role play your talk tracks until they sound natural. The goal? Make it feel like a conversation, not a pitch.

The best agents listen more than they talk. And with Real Geeks, every insight you gather can be tracked and used to follow up with purpose.



Drive the conversation with FORD:

The FORD method helps you ask better questions, spark genuine dialogue, and **connect with leads as people**—not just prospects.

F | Family

Break the ice with something personal and warm.

"My daughter's coming by later—do you have family in the area?"

O | Occupation

Ask about how they spend their time—work or otherwise.

"If you had an extra 10 hours a week, how would you spend it?"

R | Recreation

Get into what lights them up outside of work.

"What's something fun you wish you could do more often?"

D | Dreams

Open the door to what they're really aiming for.

"What's always been on your 'someday' list?"



82% of agents never make over 6 figures.

You don't have to guess your way through this.

The path is clear, the tools are in your hands. *Let's go.*



realgeeks.com/demo

Endnotes

CRM “Status” Field Breakdown

Keep track of a lead's status (*where they are in buying/selling process*) using your Real Geeks CRM

New	Brand new lead, needs initial outreach
Attempted Contact	Initial outreach sent; no response yet
Nurture	Lead responded; relationship in progress
Appointment Set	Lead agreed to meet or is actively prepping to buy or sell
Showing/Listing	Lead is actively touring homes or has listed their property
Contract	Lead is under contract to buy or sell a property
Closed	Lead successfully closed on a transaction
Do Not Contact	Lead would like no further communication
Non-Client	Non-lead contact, does not belong in the sales pipeline
Past-Client	Lead previously closed on a transaction with you

CRM “Urgency” Field Breakdown

Keep track of a lead's urgency (*how often you should contact the lead*) using your Real Geeks CRM

Fire	Daily contact
Hot	Weekly contact
Warm	Monthly contact
Long-Term	Quarterly contact

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