

The Follow-Up & Speed-to-Lead Cheat Sheet

Leads are worthless without follow-up. This is the cadence and the templates that convert them.

RULE #1, SPEED WINS

Reach a new lead in the first few minutes and your odds of connecting are dramatically higher than waiting even an hour. If you can't be instant, automate the first touch.

THE FIRST 5 MINUTES (AUTO OR MANUAL)

Text

"Hi {name}, it's {you} with {brokerage}. Thanks for reaching out about {property/area}! Are you looking to buy, sell, or both? Happy to send options."

Email

Short, personal, one clear question + one link (a home search, a valuation, or times to talk). No brochure.

THE 30-DAY CADENCE

WHEN	TOUCH	GOAL
Minute 0 to 5	Text + email	Start a conversation
Day 0	Call (2 to 3 attempts)	Connect live
Days 1 to 3	Value text/email	Be helpful, not needy
Days 4 to 14	2 to 3 touches/week	Qualify & build trust
Days 15 to 30	Weekly value	Stay top of mind
Month 2+	Long-term nurture	Most leads close in months

WHAT "VALUE" ACTUALLY MEANS

- A new listing that matches what they want.
- A quick market update for their neighborhood.
- An answer to a question they haven't asked yet (fees, timelines, first steps).
- Never just "checking in." Always lead with something useful.

Automate the floor, personalize the ceiling. Let your CRM guarantee no lead is ever ignored; spend your human time on the ones who reply.