
Real Estate Lead Generation Starter Checklist

The 5-part foundation every agent should have in place before spending a dollar or an hour chasing leads.

PART 1 · BUILD THE FOUNDATION FIRST

- Choose one CRM** and commit to it, every lead lives here, no exceptions.
- Import your entire sphere** (phone contacts, email, social) and tag them.
- Pick your niche or farm**, a neighborhood, price band, or buyer type you can own.
- Write a one-sentence value proposition**, why someone should call you, not the other guy.
- Set your lead-response goal**: reply to every new lead in under 5 minutes.

PART 2 · TURN ON YOUR CHANNELS (PICK 2 TO START)

- One source you own**, website/SEO, sphere, or a farm you'll work consistently.
- One active source you can scale**, FSBO/expired, circle prospecting, or paid ads.
- Block time on your calendar** for each, lead gen that isn't scheduled doesn't happen.

PART 3 · CAPTURE EVERYTHING

- Lead capture on your website**, home valuation, listing alerts, or a buyer guide.
- An open-house sign-in** that drops contacts straight into your CRM.
- A single link** (link-in-bio) that captures social traffic.

PART 4 · SET UP FOLLOW-UP BEFORE THE LEADS ARRIVE

- An instant auto-response** (text + email) for every new lead.
- A long-term nurture campaign**, most leads close in months, not days.
- A daily task list** in your CRM so no one goes cold.

PART 5 · YOUR WEEKLY RHYTHM

- Daily**: work your CRM tasks and reply to new leads fast.
- Weekly**: add new contacts, send value to your database, review what's converting.
- Monthly**: check cost per lead and cost per closing by source; double down on what works.

The one rule that matters most: the money isn't in the lead, it's in the follow-up. A mediocre lead worked consistently beats a great lead you forgot about.