

# Lead Source Picker & Scorecard

Compare the major real estate lead sources and score them for YOUR situation, then commit to two.

## THE CHANNEL COMPARISON

CHANNEL	UPFRONT COST	EFFORT	SPEED TO 1ST LEAD	BEST FOR
Sphere & referrals	Free	Medium	Days to weeks	Everyone, always
Website / IDX / SEO	Low	Medium (compounds)	Months	Building a lasting asset
FSBO & expired	Low	High	Days	Listings, fast, newer agents
Circle prospecting / farming	Low to med	High	Weeks	Owning a neighborhood
Open houses	Free to low	Medium	Days	Local, in-market buyers
Social media & video	Free	Medium (compounds)	Months	Brand & inbound over time
Paid ads (Google/FB)	Medium to high	Low to medium	Days	Scaling with a budget + follow-up
Buying portal leads	High	Low to get / high to work	Days	Volume, if you nurture relentlessly

## SCORE IT FOR YOURSELF

Rate each channel 1 to 5 on the three questions that actually decide fit. Highest totals win.

CHANNEL	CAN I AFFORD IT? (1 TO 5)	WILL I ACTUALLY DO IT? (1 TO 5)	DOES IT FIT MY MARKET? (1 TO 5)	TOTAL
_____				
_____				
_____				
_____				

**Pick two, not eight.** One source you own + one active source you can scale. Two channels worked consistently beat eight you dabble in.