


Online Lead Gen

WHY DO IT AND
HOW TO SUCCEED AT IT

Targeted buyer leads can provide outstanding results





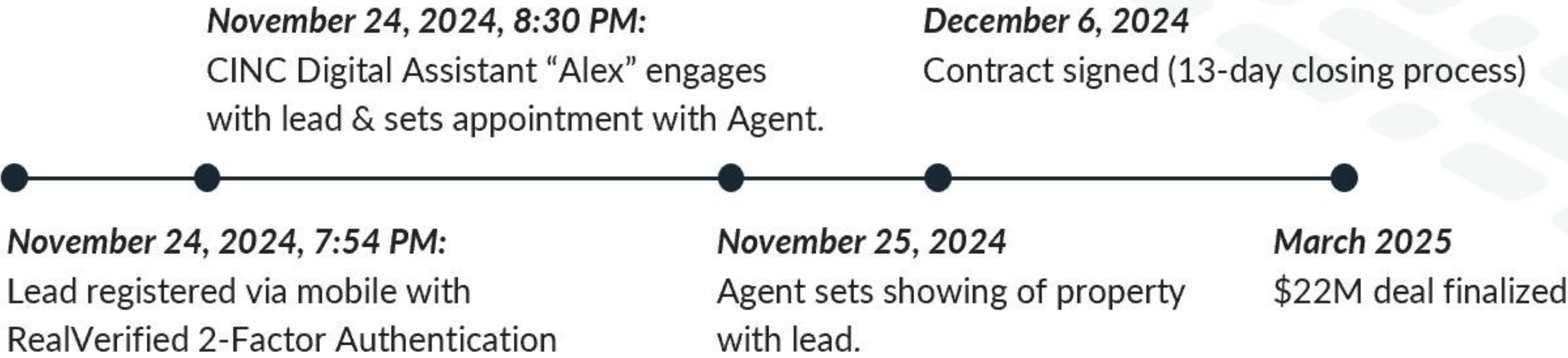
CINC BUYER LEAD SUCCESS STORY

Historic Charleston mansion sells for record price.

KEY METRICS & DETAILS

Deal Size: \$22M
Landing Page: [Charleston Historic Homes](#)
Ad Group: Dynamic: Auto-Selects Optimal Landing Page
Click Cost: \$0.60
Process: 13 Days from Lead To Contact

Timeline



Better Leads. Higher Conversion.



Today

Prospecting Lead Reminders Deal Reminders Contact Requested 8 Trending Leads

New Lead - P1 ▾
⌂
Actions ▾

Lead Name	
Natalie Buckley ✓ Pond Lead	
Taryn Della 🔒 Pond Lead	
Benjamin Roberts ✓ Pond Lead	
will forbish ✓ Pond Lead	

Teresa Boling ✓ Pond Lead	🚨 New Lead	Last Call - Never Total Calls - 0	1 day ago
Maria Aguirre 🔒 Pond Lead	🚨 New Lead	Last Call - Never Total Calls - 0	2 days ago

- New Lead – text in 5 min
- Recent lead – call daily
- Contact Req. – call in 15 min**
- Dormant lead – regular email and sporadic text

Year 3
15% of Closings

Year 2
25% of Closings

Year 1
60% of Closings

40% of closings happen in 6 months!

Year	Percentage of Closings
Year 1	60%
Year 2	25%
Year 3	15%

Lack of long-term follow up cuts your conversion in HALF!



Want to learn more?



The Decision?

More of the Same?
Wait for the
market to improve?
Or Get Better?

To learn more 2 Options:

Call 800.624.9575 (1st 13!)

Or

Text "crush"

469.813.7011