The Ultimate Lead Machine:

How to Generate Your Own Leads in Command

PART 1 — SETTING EXPECTATIONS

- Paid ads are **not magic**

- This is **not a replacement** for SOI, database, open houses, or conversations

- This *is* a scalable way to attract **not-met buyers**

- You can start with **$10–$20**

- Some ads work, some don't — consistency wins

PART 2 — WHAT ACTUALLY WORKS

Highest-Converting Paid Ads

1. Just Listed

2. Coming Soon listings

3. Open Houses

4. Live Listing Information Ads

Secondary Lead Ads

- Home value / seller equity ads

- Buyer incentives (home warranty, closing help, limited-time offers)

- Market updates / "what can you afford" ads

- Raffles or giveaways (careful with compliance)

- "List of homes under $X" ads

- First-time buyer education ads

PART 3 — NO LISTING? NO PROBLEM

Purpose: Remove the #1 excuse

Walk them through:

- Pull listings from MLS

- Add **List Office ID = 8340 (Arlington Heights) or 26926 (Libertyville)**
- Status = Active

- Identify listing agent

- Ask for permission (in writing)
  - *Example: Hi [Listing Agent's Name],*
    I saw your listing at [Property Address] in the MLS and I love it! I was wondering if you'd be open to me promoting the property on my social media and possibly running some ads or campaigns to help generate more interest and potentially bring a buyer your way. Would you be okay with that? I'll make sure to include "Courtesy of [Your Name]" in all marketing. If you're also open to it, I'd love to host an open house as well!

    Thanks so much,
    [Your Name]
    [Phone Number]

- Listing agent checks with seller & will likely grant you permission

IMPORTANT RULES:

1. **Only Arlington Heights & Libertyville listings (MLS ID 8340 & 26926)**

2. **Written permission required**

3. **Courtesy of listing agent always included**

PART 4 — COMMAND WALKTHROUGH

Purpose: Execution, not theory

Live demo:

- Command → Campaigns

- Paid Ads OR Quick Start

- Choose ad type. Ex: **Single Image Listing Ad**

- Select listing

- Target location & radius

- Choose image / carousel / video

- Write ad copy (use AI or KWIQ)

- Website URL → listing

- Lead tags

- SmartPlan assignment

- Budget & launch

PART 5 — FOLLOW-UP = THE REAL MONEY

Purpose: Prevent lead waste

Teach:

- Speed to lead (call + text immediately)
  - *"Hey, is this **[Name]**?*

    *Hi **[Name]**, this is **[Agent Name]** — you popped up as requesting info on the home at **[address]**, so I just wanted to reach out and see if you had any quick questions about it.*

    I wasn't sure if you were just browsing online or if you were thinking about seeing it in person.

    What caught your eye about that one?"

- Offer info, private showing, or alternatives

- Assign to automated smartplan - EX: **Online Lead Email Follow Up – Moreno**

- Manual touches still matter (call/text)

- Long-term nurture wins (online leads vary on urgency timeline)

PART 6 — HOW THIS FITS YOUR DAILY PLAN

Reinforce:

- This does NOT replace:

  - Database marketing/out reach

  - Open houses

  - 25 real estate conversations/week

  - Role-play

  - Social media (10-5-1)

- This ADDS another pipeline lane

STEP 7 — TRACK & ADJUST

- Watch lead flow

- Adjust copy, images, or budget based on ROI

- Stay consistent

- Improve over time

Other Avenues of Marketing/Prospecting:

Open House
• Schedule a date/time with the listing agent
• Prep signs, flyers, sign-in sheets
• Post on your socials and neighborhood groups

Social Media Posts
• Property highlights + photos/video
• Include "Courtesy of [Listing Agent]"
• Use local hashtags and market stats

Email Blast to Your Database
• "New Listing Just Hit the Market"
• Invite them to open house or private tour
• Add a CTA: "Looking for something similar?"

FINAL REMINDER

Paid ads are a tool — **follow-up creates income**.