



## LEAD AUTOMATION WORK FLOW EXAMPLES

Every lead is not qualified. The first purpose of your lead funnel and automation is to *weed out qualified from unqualified leads.*

### What does a qualified lead look like to you?

1. Minimum rent 1 bedroom?
2. Minimum rent 2 bedroom?
3. Minimum rent 3 bedroom?
4. Are they employed?
5. What is their monthly income to qualify?
6. What area do they want to live?
7. What if they want a private home or townhome?

### PRO TIP

You can always make an exception if you meet a special case, but deciding on these “basic” criteria to determine if someone is qualified will save a lot of time chasing dead deals.

Lead Automation Sample 1



Each incoming lead receives an automated email with your qualifying questions

No Response

Repeat Day 2

Repeat Day 4

Repeat Day 6 – Close File

Responds

Response

Step 1

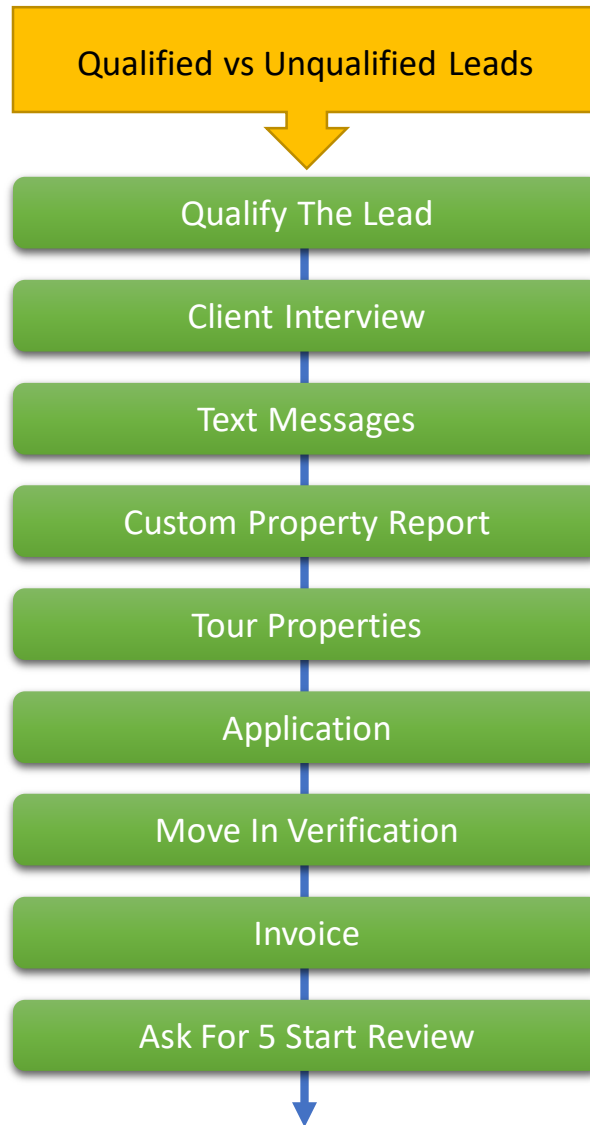
Step 2

Step 3



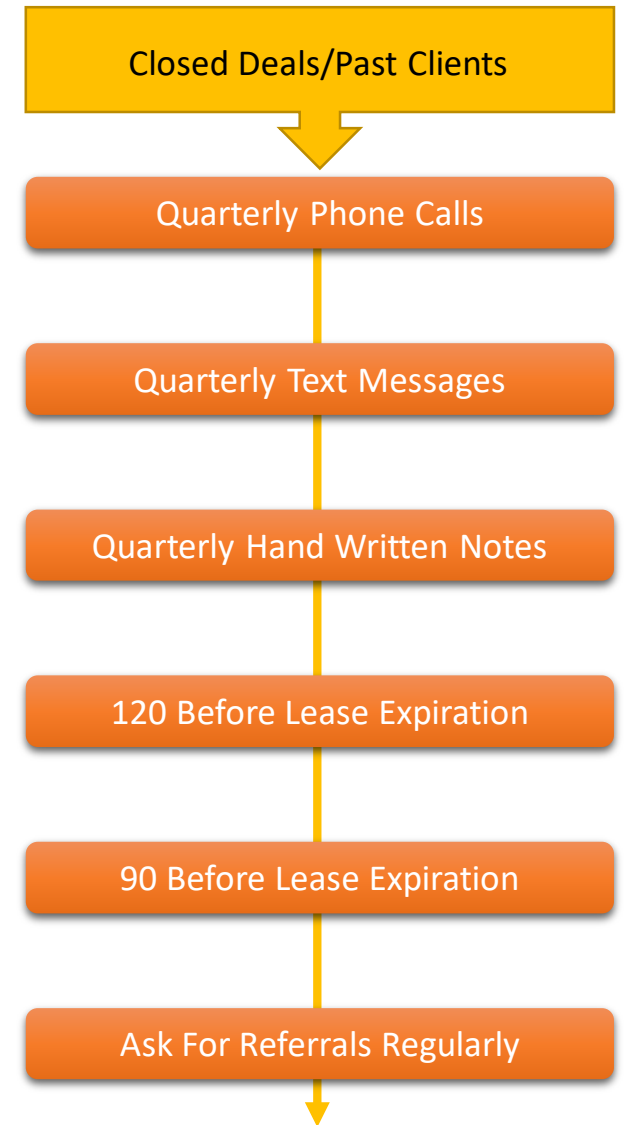
Every lead from every lead source should get a monthly email from you until they unsubscribe.

### Lead Automation Sample 2



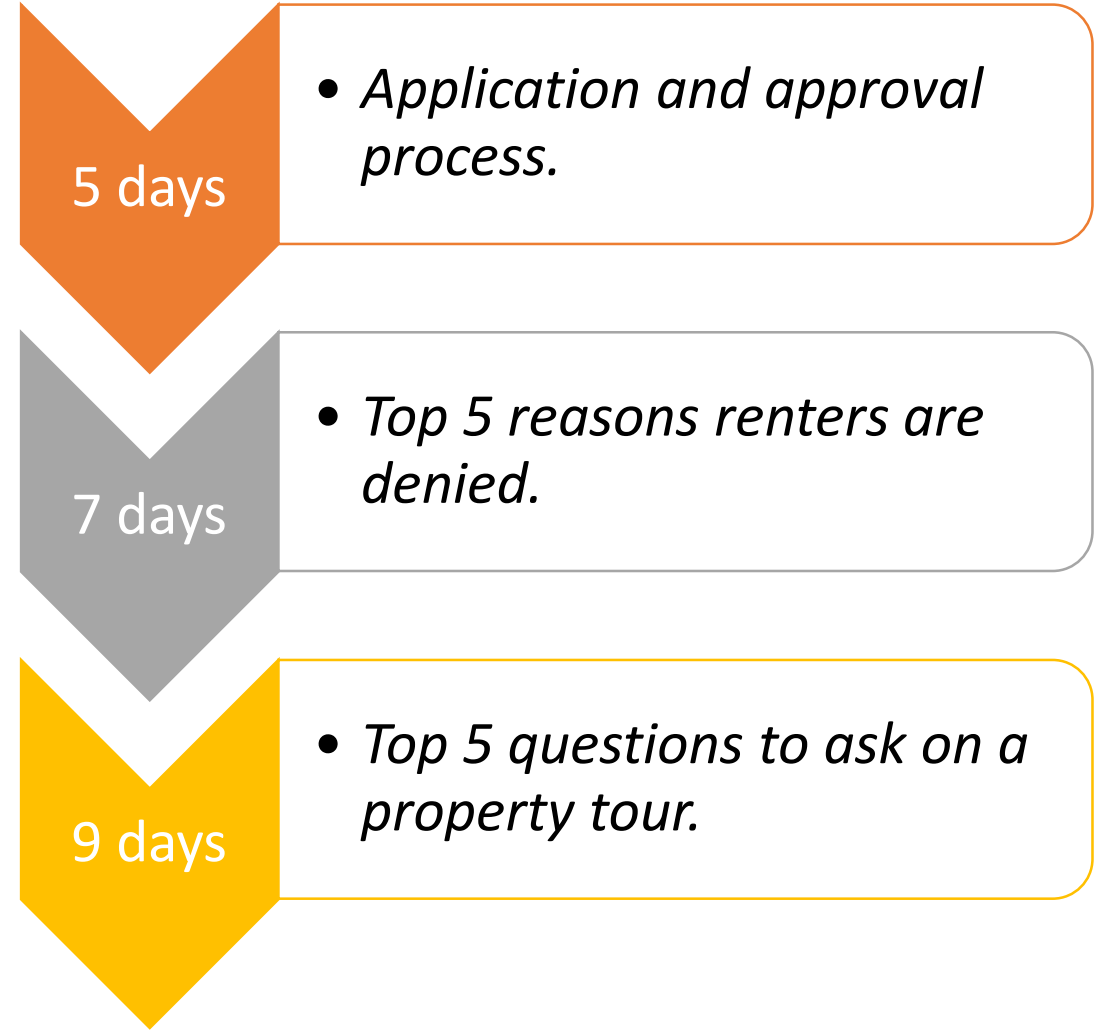
The qualification process should be automated and trackable. Even phone calls should be automatically entered into your schedule.

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Every past client and closed deal should be on a separate campaign to ask for referrals and guarantee repeat business.

Name Operation: *New Lead Comes In*




Work Sheet


Name Operation: \_\_\_\_\_



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Work Sheet


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Name Operation: \_\_\_\_\_



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