AgencyGod

THE FREE PLAYBOOK

WIN REAL ESTATE CLIENTS · THE SPEED WEDGE

The Real Estate Agency Playbook

How to win real estate agents and brokerages as clients by selling them the one thing they cannot buy more of: **speed.** Turn an agent's dead lead list into 3 to 5 booked listing appointments a month with a 5-minute speed-to-lead system and a 12-touch follow-up they will never cut.

- The signature offer, word for word
- The 12-touch cadence
- 8 fill-in scripts
- The speed-to-lead audit
- Niche budget math
- Objection answers

A playbook from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result or you get paid.

STOP SELLING "MORE LEADS"

Agents are not short on leads. They are short on speed.

Every agency in the agent's inbox is promising "more leads." That is exactly why the agent tunes them out. They already buy leads. They watch most of them rot.

Here is what the agent lives every week. They pay **$20 to $60 a lead** on Zillow, up to about **$223 a lead in a metro** (Clever Real Estate / HousingWire, 2024 estimates). A lead comes in while they are showing a house. By the time they call back two hours later, three other agents already got there. The lead ghosts. The agent decides "paid leads don't work," buys more anyway, and the cycle repeats. That is not a lead problem. It is a response-time problem, and it is the exact thing you sell.

21x

The 5-minute rule is the whole wedge

Responding to a new lead within **5 minutes** makes you about **21x more likely** to turn it into an opportunity than waiting an hour, and **78% of customers buy from whoever responds first** (Vendasta, citing LeanData and the Lead Connect survey, 2025). You are not selling traffic. You are selling the first 5 minutes the agent keeps losing.

10	$58.1K	$223	1-2
deals the typical agent closes a year (NAR 2025, 2024 data)	median agent gross income (NAR 2025)	cost of one Zillow lead in a metro (Clever, 2024 est.)	times the average agent follows up, then stops (RealScout)

Read the gap. The agent already spends **$100 to $499 a month on digital marketing** (ReSimpli) and far more on portal leads. The money is there. What is missing is a system that answers every lead in under 5 minutes and follows up 12 times instead of twice. Sell that system, and you stop competing on price with every other "we'll get you leads" agency.

THE SIGNATURE OFFER

One offer. Two lanes. A result the agent can count.

Lead with an outcome the agent already wants, then put the risk on yourself. This is the line you say on the call and write at the top of the proposal.

SAY THIS, WORD FOR WORD | THE OFFER

"We install a 5-minute speed-to-lead and a 12-touch follow-up system on the leads you already buy, and we run listing and seller-lead campaigns to fill the top. If we don't book you at least [X] qualified appointments in 60 days, you don't pay."

Why it works: The agent has heard "more leads" a hundred times. They have never heard "we make the leads you already pay for actually book, or it's free." The result is a number they can count on a calendar, and the risk sits on you, not them.

LANE A

Lead Generation

Run **listing and seller-lead campaigns** on Facebook and Instagram: home-valuation "what's your home worth" ads for sellers, and buyer-lead ads for new listings. You own the top of the funnel and the appointment volume.

Best for the agent with **no steady lead source**

LANE B

Speed + Nurture Retainer

Leave their lead source alone. Install the **5-minute response and 12-touch follow-up** on the Zillow, Realtor.com, and referral leads they already buy. You sell the conversion they are leaking, not new traffic.

Best for the agent **already buying leads**

Lane B is the easier first sale. The agent is already paying for leads, so you are not asking for new budget, just a system to stop wasting the budget they have. Land them on speed-and-nurture, prove it with booked appointments, then expand into lead-gen once they trust you. That is also the cleanest way to honor the 60-day guarantee, because you control the follow-up, the one variable that actually moves bookings.

ANCHOR BEFORE YOU NAME A PRICE

One extra closing on a **$2.5M median sale volume** pays your retainer many times over. Say the cost of the leak out loud first: "You're spending **$1,000+ a month** on leads that go cold in the first hour." Then a $1,500 to $3,000 retainer reads as cheap insurance, not a new bill.

THE 12-TOUCH FOLLOW-UP SYSTEM

One lead. Twelve touches. The agent quits after two.

This is the engine you install and the agent never could. It starts at minute zero and runs for 12 months. The first six touches happen in the first two weeks.

Min 0 TEXT + CALL **Instant hit** The 5-minute window	**Min 5** CALL **Second dial** No connect on call 1	**Day 1** VM + EMAIL **Voicemail** Comps + 20-sec VM	**Day 2** TEXT **Soft nudge** One question	**Day 4** CALL **Phone touch** Different time of day	**Day 7** EMAIL **Value email** Market snapshot
Day 10 CALL **Phone touch** "Should I close your file?"	**Day 14** TEXT **Market update** New listings near them	**Mo 1** EMAIL/TEXT **Monthly value** Begins the long nurture	**Mo 2-11** EMAIL/TEXT **Monthly touch** Comps, listings, check-in	**Mo 12** CALL **Re-engage** "Still thinking of moving?"	**Loop** RESTART **Long-game** Most buyers move in 6-18 mo

WHY 12 TOUCHES, NOT 2

Roughly 80% of real estate sales happen between the 5th and 12th touch (RealScout), yet the average agent follows up once or twice and stops. The deals the agent is "losing" are not lost. They are sitting at touch three, waiting for a follow-up that never comes.

WHY THE AGENT CAN'T RUN THIS

The agent is the bottleneck. They are showing houses, at closings, answering their own phone. A 12-month, multi-channel cadence cannot live in a human's memory. It has to be automated, and automating it is the product you sell.

TOUCH 3 · DAY 1 VOICEMAIL **UNDER 20 SECONDS**

"Hi [Name], [Agent] with [Brokerage]. Not chasing you, I just pulled three homes near [address] I think you'll want to see before they go. I'll text them over. Call me back at [number] whenever."

Why it works: A real voice cuts through a feed of ignored texts. Keep it under 20 seconds, give a concrete reason to call back (homes they'll lose), and never beg. Pair it with a one-line text.

THE LONG-GAME SCRIPTS

The slow leads are where the agent's money hides.

Most leads aren't ready today. A buyer takes 6 to 18 months. The agency still in front of them on Day 7 and again in month 3 gets the call when they're ready.

TOUCH 6 · DAY 7 | EMAIL | **THE VALUE / MARKET-SNAPSHOT SEND**

Subject: **[Area] just shifted – here's what your budget buys right now**

"Hi [Name], quick snapshot of [area] this week: median price is [$median] and homes are selling in about [X] days. Three that just hit your range: [address 1], [address 2], [address 3]. Reply with a price range and I'll send you a private list before they're public. - [Agent]"

Why it works: It gives before it asks. The lead gets a real market read and three fresh listings for free, so the one-line CTA feels like a favor, not a pitch. This is the give-before-you-ask rule in one email.

TOUCH 7 · DAY 10 | PHONE OR TEXT | **THE PATTERN-BREAKER**

"[Name], I don't want to keep filling up your phone, so just tell me: should I close your file, or are you still thinking about [buying / selling] at some point?"

Why it works: Offering to walk away triggers loss aversion. It pulls a reply far more often than another "just following up," and it sorts the truly cold from those who only went quiet.

TOUCH 8 · DAY 14 | SMS | **THE MARKET UPDATE**

"Hey [Name], 3 new homes just hit the market near [area] in your range. Want me to send them over? Also happy to tell you what [their street] is selling for right now."

Why it works: New listings and a "what's my street worth" hook are the two things every buyer and seller actually opens. This same text, monthly, is the entire 12-month nurture engine.

MONTH 12 | PHONE | **THE RE-ENGAGEMENT CALL**

"Hi [Name], it's [Agent]. We first talked about [area] back around [month]. The market's shifted since then, and I thought of you. Is moving still on your radar this year, or did your plans change?"

Why it works: Referencing the first conversation proves the agent remembers them. After a year of monthly value touches, this lands as a trusted contact checking in, not a stranger pitching. It's the touch that turns a year-old lead into a listing.

NEVER LET THE AGENT SEND THIS

"Hi, just checking in to see if you're still interested!" It gives nothing and trains the lead to ignore them. **Every touch must carry comps, a new listing, a market figure, or an easy out.** If a message

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— RUN THIS FREE

THE SPEED-TO-LEAD AUDIT

Run this on the agent's own data before you pitch.

Five questions. Fill them in on the discovery call. The agent sees their own leak in real numbers, in their own words, before you ever say your price. The gap is the entire pitch.

THE 5-QUESTION LEAK FINDER · FILL IN ON THE CALL

How many leads do you buy or capture a month?
Zillow, Realtor.com, ads, open houses, your site

How fast do you actually call a new lead back?
Be honest. **Under 5 min is 21x more likely to qualify**

How many times do you follow up before you quit?
80% of deals close between touch 5 and 12

How much do you spend on leads each month?
Portals, ads, lead services, all of it

What's a closed deal worth to you in commission?
One side of a median sale, after split

Leads you paid for and never worked past touch 2:
That is the money walking to the agent down the street.

found $ / mo

The move: never tell the agent their number. Let them say it out loud. When an agent hears themselves admit "I buy 40 leads, call back in 2 hours, follow up twice, and spend $1,200 a month," the price objection is already dead. You are just the person who plugs the leak they just described.

PRICING & BUDGET

Your retainer costs less than one wasted Zillow month.

The agent already spends this money. Your job is to show them they are spending it on traffic that rots, and your fee buys the conversion. Use the real figures.

WHAT THE AGENT ALREADY SPENDS	TYPICAL FIGURE	SOURCE
Digital marketing per month	**$100 to $499**	ReSimpli
One Zillow Premier lead	**$20 to $60**	Clever / HousingWire (2024 est.)
One Zillow lead in a metro	**~$223**	Clever / HousingWire (2024 est.)
Monthly portal spend, metro agent	**$1,000+**	Clever / HousingWire (2024 est.)
Total annual business expenses	**$8,010**	NAR 2025 Member Profile

Zillow does not publish official pricing. Lead-cost figures are third-party estimates and vary by market and competition. Ranges shown as ranges.

PRICE YOUR RETAINER HERE

SPEED + NURTURE

$1,500 to $2,000/mo

Lane B. You install the 5-minute response and 12-touch follow-up on the leads they already buy. No new ad spend asked of them, so this is the easiest yes and the cleanest 60-day guarantee.

FULL SYSTEM

$2,500 to $3,000/mo

Lane A + B. You run listing and seller-lead campaigns and the speed-and-nurture engine on top, plus ad spend. You own the whole pipeline and the appointment number.

THE ONE-CLOSING ANCHOR

On a **$2.5M annual sale volume**, a single extra closing pays a **$3,000/month retainer for the better part of a year.** So the real question for the agent isn't "can I afford this." It's "can I afford to keep losing one deal a month to the agent who calls back first."

The retainer isn't a cost. It's the price of not losing the next deal.

NICHE OBJECTIONS & ANSWERS

The 5 things every agent says, and what you say back.

Agents are pitched constantly, so they have a reflex objection for each one. Each answer below acknowledges, then reframes to a number. Memorize them.

THEY SAY	YOU SAY
"I already buy leads."	"I know. The problem isn't getting them, it's that you call back in two hours and follow up twice. **I make the leads you already pay for actually book.** Same leads, more appointments."
"Referrals are my whole business."	"And they should be. But **40% of buyers found their agent by referral** (NAR 2024), which means the other 60% is up for grabs, and they go to whoever responds first. I get you that 60% without touching your referral game."
"I tried an agency before and got burned."	"Most agents tell me that, which is exactly why we put it in writing. If we don't book you **[X] qualified appointments in 60 days, you don't pay.** You're not betting on a promise, you're betting on a guarantee."
"I don't have time for more leads."	"That's the point. You're the bottleneck right now, calling back between showings. We run the response and the follow-up **for you**, so a booked appointment just lands on your calendar. Less work, not more."
"How is this different from Zillow?"	"Zillow sells you the lead and the same lead to three other agents. **We make sure you're the one who reaches them in 5 minutes** and the one still in front of them in month six. Zillow sells traffic. We sell the close."

⚡ THE STRUCTURE UNDER EVERY ANSWER

Acknowledge the objection so they feel heard, then reframe it into a number they cannot argue with, then tie it back to the guarantee. **Never defend. Reframe.** A real objection is a buying signal: it means they are picturing working with you and want one reason to feel safe. Give them the guarantee.

SAMPLE OUTREACH TO WIN THE AGENT

The message that gets the agent on a 10-minute call.

This is the outreach you send to win the client, not the lead. Pull their Zillow or Realtor.com profile first, then send a message about their specific leak.

COLD OPENER | EMAIL / DM / SMS | TO THE AGENT

Subject: **your Zillow leads are going cold in the first hour**

"Hi [Agent], I pulled your [Zillow / Realtor.com] profile. You're paying for leads that go cold in the first hour, because nobody can answer them in 5 minutes between showings. I install a system that texts and calls every lead in under 5 minutes and follows up 12 times so they actually book. Worth 10 minutes to see if it fits?"

Why it works: It names a problem the agent feels every day and never named, references their real profile so it isn't generic spam, and asks for 10 minutes, not a commitment. You lead with their leak, not your service.

A WORKED EXAMPLE

BEFORE · THE AGENT TODAY

Buys 40 Zillow leads/mo at ~$30 each = $1,200. Calls back in ~2 hours. Follows up once or twice. Books maybe 4 appointments, closes 1. Most of the 40 rot in a spreadsheet. They blame "bad leads" and buy 40 more.

AFTER · THE SYSTEM INSTALLED

Same 40 leads, same $1,200. Every lead gets a text and call in under 5 minutes and a 12-touch follow-up. Booked appointments climb from 4 toward 8 to 10. The agent closes 2 to 3 instead of 1, from leads they were already buying.

THE MATH YOU PUT IN THE PROPOSAL

The agent kept buying the leads either way. Your **$2,000/month retainer** turned roughly **$1,200 of wasted lead spend** into double the appointments and one or two extra closings a month. **One extra closing covers your fee several times over,** and you never asked them to spend a dollar more on leads.

You didn't sell leads. You sold the first 5 minutes.

THE TOOLS & THE 7-DAY PLAN

Stop reading. Land your first agent.

The system runs on tools agents already half-use. Here is the stack, then the exact week to go from this PDF to a signed client.

THE STACK YOU INSTALL

Follow Up Boss · agent CRM

kvCORE / BoldTrail · all-in-one

Sierra Interactive · IDX + CRM

CINC · lead + nurture

GoHighLevel · the automation engine

Twilio · the 5-min text + call

Zapier · connect the lead source

Most agents already pay for Follow Up Boss, kvCORE, or CINC and use 10% of it. You don't have to rip it out. Pipe their lead source into the speed-to-lead trigger (GoHighLevel or their CRM's workflow + Twilio), load the 12-touch cadence, and the conversion lift comes from the system they were already paying for and never set up.

YOUR FIRST 7 DAYS

1. **Days 1 to 2 - Build the prospect list**
   Pull 30 active agents off Zillow and Realtor.com in one ZIP code. **Target the ones running paid profiles**, they already buy leads and feel the leak.

2. **Days 3 to 4 - Send the cold opener**
   Send the page-10 message to all 30, referencing each one's real profile. **Offer the free speed-to-lead audit,** not a pitch. The audit is the hook that gets the call.

3. **Day 5 - Run audits on the calls**
   On every call, fill in the 5-question leak finder live. **Let the agent say their own number out loud.** Then present the offer and the 60-day guarantee.

4. **Days 6 to 7 - Sign one on Lane B**
   Start with the speed-and-nurture retainer at **$1,500 to $2,000/month.** No new ad spend for them, fastest yes for you, cleanest result to guarantee. Install the cadence and prove it.

YOUR NEXT MOVE

You can win agents one cold message at a time. Or we can build the machine with you.

This playbook hands you the offer, the scripts, and the audit to land real estate clients. AgencyGod is the system done **with** you: we build the front of your funnel so right-fit agents come to you, install the outreach and follow-up so none of them go cold, and run the whole client-acquisition machine to a number. It's backed by the $10,000 guarantee. **You either get the result or you get paid.**

Every month you sell "more leads" like everyone else is a month you compete on price and lose. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Run this playbook, then come map your $40K/month machine with us.

$10K GTD You get the result or **we pay you $10,000**

Apply to AgencyGod →

Free 30-min strategy call · limited monthly intake

agencygod.com

Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The $10,000 guarantee is real and subject to the program's written enrollment agreement terms.