

# Fix Your Real Estate Website in 5 Minutes to Add 5+ Deals This Year

(Without Spending More on Ads)

## INSTRUCTIONS

Review your website using this 5-minute checklist to see where you're losing leads & deals.

Test your speed, lead capture forms, and mobile usability. Optimize your homepage to convert visitors into clients. Make sure your follow-up system is automated so you don't lose warm leads.

These simple fixes can help you recover lost leads & add 5+ deals this year—without spending a dime on ads.

### ☐ Step 1: Website Speed – Does Your Site Load in Under 3 Seconds?

- Why this matters: 70% of homebuyers use mobile devices. A slow website = fewer leads.
- Fix this & get: 5-10 more leads per month from mobile users.
- ✓ Test your site speed at GTMetrix or PageSpeed Insights.
  - ✓ Compress images & enable caching for faster load times.
  - ✓ Ensure your website loads in under 3 seconds (or buyers will leave).

### ☐ Step 2: Homepage – Is It Optimized to Capture Leads?

- Why this matters: Visitors decide in 3-5 seconds whether to stay or leave.
- Fix this & get: 3-6 more leads per month from improved engagement.
- ✓ Clear headline & subheadline (e.g., "Find Your Dream Home in [City]").
  - ✓ Lead magnet offer (home valuation, buyer/seller guide, market report).
  - ✓ Strong CTA button (e.g., "Find Out Your Home's Value").

### ☐ Step 3: Lead Capture – Are You Asking for Too Much Info?

- Why this matters: Forms with too many fields reduce conversions by 50%.
- Fix this & get: 8-15 more leads per month from better forms.
- ✓ Use only 3 fields (Name, Email, Phone).
  - ✓ Add an exit-intent popup (e.g., Free Home Valuation, Market Report).
  - ✓ Install a chatbot or click-to-text button for instant conversations.

### ☐ Step 4: Mobile Usability – Can Clients Easily Contact You?

- Why this matters: 44% of visitors leave if they can't find contact info easily.
- Fix this & get: 3-6 more calls per month by simplifying your contact process.
- ✓ Click-to-call & click-to-text buttons for mobile users.
  - ✓ Simple contact form (Name, Email, Message).
  - ✓ Map & office location for in-person clients.

### ☐ Step 5: Follow-Ups – Are You Automating Your Lead Nurture?

- Why this matters: 80% of deals close after 5+ follow-ups, but most agents give up too soon.
- Fix this & get: 5-8 more closed deals per year just by following up.
- ✓ Auto-responder email after every lead submission.
  - ✓ CRM integration to track and manage leads.
  - ✓ SMS/email drip sequences for long-term nurturing.

## WHY THIS IS IMPORTANT

If your website isn't built for conversions, you're losing 5+ deals a year to competitors.

A slow, confusing, or outdated site pushes potential buyers and sellers away.

Fixing these key areas can double or triple your leads—without spending more on ads.

## Tired of a Website That Doesn't Generate Leads?

Your website should work for you, not against you. Let's fix the leaks, optimize your site, and start turning visitors into ready-to-work-with-you leads—without spending more on ads.

📄 Let's audit your site and create a plan to 2x your leads. No more lost opportunities.

Reach out to us at [square1grp.com/brainstorm](https://square1grp.com/brainstorm)