SQUARE 1 GROUP

The Brokerage Funnel That Fills Every Agent's Pipeline

How smart brokerages generate leads on autopilot — without Zillow, referrals, or cold outreach

HOW TO USE THIS BLUEPRINT

This 10-step system is built for growth-focused brokerages that want to stop babysitting agents and start driving real pipeline.

1. Follow each step in order to build the full funnel from ad to appointment
2. Each phase includes a tech recommendation, a key action, and a best practice
3. This is plug-and-play. Use it to build your system or hand it to someone else and have them run it

1. Choose a High-Intent Niche

Pick one avatar — not the entire market.
Examples: "Distressed sellers in [City]," "Move-up buyers," or "FSBOs who've failed to sell."

Why: Niches make your messaging cut through the noise and make ad targeting 10x cheaper.

2. Create a Lead Magnet They Actually Want

No one wants a free home eval anymore.
Build something that solves a specific fear, decision, or next step.

Examples:

"What to Fix Before Listing" Checklist
"FSBO Survival Guide"
"How to Sell Without Dropping Your Price" Strategy PDF

Why: Lead magnets earn trust and give you permission to follow up.

3. Write the Ad to Call Them Out

Use the pain point in the first line. Example:

"Most FSBOs drop their price in 30 days or less. Here's how to avoid it…"
Use the "How to get X without Y even if Z" format.

Why: Your ad is a pattern interrupt. It must feel specific, urgent, and real.

4. Build a One-Offer Landing Page

No menus. No distractions. Just the magnet, a quick sentence of value, and the opt-in form.
Use tools like GoHighLevel, Leadpages, or even a simple Squarespace form.

Why: Conversion dies when users think too much. Give them one job: opt in.

5. Trigger Immediate Lead Notification

As soon as the form is filled, your system should:

1. Send the lead to the CRM
2. Notify the assigned agent via text
3. Deliver the lead magnet instantly to the prospect

Why: Agents should know about the lead before the prospect even finishes reading the PDF.

6. Auto-Assign the Lead to an Agent

Use round-robin, zip code, or availability rules.
Use Zapier, GoHighLevel workflows, or your CRM's native routing.
Include a fallback if the agent doesn't respond in 10 minutes.

Why: Speed-to-lead isn't optional. It's survival.

7. Launch a Drip Nurture Sequence

Build a pre-written 8–14 day sequence of emails/texts:

Day 1: "Here's your guide"
Day 2: "Are you stuck at [problem]?"
Day 4: "Client story — they avoided [common mistake]"
Day 7: "Want a game plan? Book a free consult."

Why: 80% of leads won't convert on day 1 — but day 10 is where the money shows up.

8. Arm Agents With Follow-Up Scripts

Agents get a call script, voicemail drop, and 3 follow-up texts to send manually.

Bonus: Provide a mini 15-minute "follow-up training" video.

Why: Don't assume agents will do the right thing. Make it idiot-proof.

9. Use a Live KPI Dashboard

Track:

1. Cost per lead
2. Lead-to-convo rate
3. Response time
4. Appointments booked per agent. Use Google Sheets, Airtable, or your CRM's dashboard.

Why: You can't improve what you're not tracking.

10. Optimize Weekly, Not Monthly

Every week, review the dashboard. Ask:

1. Which agents aren't following up?
2. Which campaigns are converting?
3. Where are we leaking money or time?

Make adjustments every 7 days — not 30.
Why: Feedback loops need to be fast or you bleed slow.

Why this matters

Most brokerages don't have a lead problem. They have a system problem. This blueprint fixes that by giving you a scalable, automated, agent-proof machine.

You don't need a marketing team. You need a machine that just works.

Download the full Brokerage Funnel Blueprint.

Start filling every agent's pipeline — and take back control of your growth.

square1grp.com/brainstormsession