

The Team Leader’s Guide to 100+ Appointments a Month (Without Zillow)

Scale your team’s production without overpriced leads or wasting agent time on cold prospecting.

HOW TO USE THIS GUIDE

This isn’t another “cold calling tips” PDF. It’s a roadmap to help you, the team leader or broker/owner, build a **predictable appointment** engine that keeps your agents busy with qualified buyers and sellers every month.

Skim it once, then use each step as a checklist while you install this system inside your business.

1. Stop Renting Leads from Zillow

When you rely on Zillow/Realtor.com, you’re basically paying a middleman for access to your own market. Costs rise, quality drops, and your ROI shrinks. The fix? Own your lead flow.

2. Clarify Your Market Message

Team leaders win when they have a crystal-clear niche and message:

- 1. “We help first-time buyers win in competitive markets.”
- 2. “We specialize in downsizers and retirees selling high-value homes.”

Your agents don’t need to be everything to everyone. They need to dominate one lane.

3. Build a Conversion-Ready Hub

Websites aren’t brochures—they’re funnels. A proper setup includes:

- 1. Landing pages built for call booking.
- 2. Lead magnets that solve a real seller/buyer problem.
- 3. Automated follow-up (texts + emails) so no lead gets wasted.

4. Fuel It with Targeted Ads

Skip the cold calling grind. Put \$20/day into hyper-targeted Facebook/Instagram ads that pull in motivated buyers and sellers in your local market. Unlike Zillow, you own the system, not rent it.

5. Scale with Agent Accountability

Once the appointments flow in, plug them into your team’s rhythm:

- 1. Set lead assignment rules.
- 2. Track dials, follow-ups, and showings.
- 3. Reward closers, not just busywork.

The system makes you the rainmaker, your agents become the closers.

Why this matters

If your team is spending more time chasing cold leads than closing warm deals, you’re burning payroll and morale. Zillow isn’t getting cheaper. And the solo hustlers who refuse to adapt will stall out.

Team leaders who implement a true appointment engine create predictable pipelines, grow their market share, and keep their agents happy because they’re constantly in front of real buyers and sellers.

Want to see how this looks for your team?

Book a **free strategy session**, and we’ll show you how to install an “Appointment Engine” that brings your team 100+ appointments a month—without Zillow.



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