



Pick a Lane Before You Pick Another Lead Source

Trying everything isn't a strategy. Give one good idea a fair shot.

Open houses. Past clients. Referrals. Neighborhood farming. Online ads. Social media. The old business-plan material lists plenty of ways business might arrive—and asks agents to compare last year's results with this year's goals. That's the useful question to ask before adding one more tactic.

START WITH THE BUSINESS YOU ALREADY HAVE

Look at where your actual conversations, appointments and closings have come from. Not the source everybody says you should use. Yours.

WHAT HAS ALREADY SHOWN SIGNS OF LIFE?

Think past clients and referrals, agent or professional relationships, open houses, neighborhood activity, online inquiries and other sources you've actually tried.

PICK ONE LANE TO WORK ON PURPOSE

RELATIONSHIPS

Past clients, your personal circle and referral partners. Good fit if you enjoy conversations and already know people you haven't kept up with.

NEIGHBORHOOD

Open houses, listing activity and a defined local area. Good fit if you like being out in the community and have a genuine reason to show up.

DIGITAL

Property content, useful local posts, website inquiries or paid promotion. Good fit if you can create consistently and have a real plan to respond when someone reaches out.

DIRECT OUTREACH

A specific audience you can serve with a useful reason to make contact. Good fit if you're willing to initiate conversations and follow through.

You don't have to abandon the other lanes. Just stop treating every new idea as an emergency.



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GIVE IT A FAIR TEST—NOT THREE RANDOM TUESDAYS

The source business plan tracks prospecting time, new connections, lead follow-up, appointments and transactions. Use that principle here: measure the work you can control before judging a lead source by one slow week.

MY LANE

WHY THIS ONE

MY REPEATABLE ACTION

WHEN I WILL DO IT

HOW I WILL FOLLOW UP

WHAT TO TRACK

EFFORT

Time spent; outreach or useful content completed.

CONVERSATIONS

Real responses and meaningful new connections.

OPPORTUNITIES

Follow-up conversations, appointments or referrals.

RESULTS

Clients served and transactions over time—not just likes or clicks.

THE 30-DAY CHECK-IN

After a month of actually doing the work, ask yourself:

- ☐ Did I do what I said I would do?
- ☐ Did this create genuine conversations—or just activity?
- ☐ Did I follow up with the people who responded?
- ☐ What would I adjust before spending more money or chasing another source?

A NEW LEAD SOURCE WILL NOT FIX A MISSING FOLLOW-UP PLAN.

Before buying another tool, running another ad or joining another program, make sure you know what happens when somebody raises their hand.

ONE LANE. REPEATABLE WORK. A REAL WAY TO TELL IF IT'S WORKING.

Here's an idea. Take what helps. Ignore what doesn't.