

“AI Lead Generation for Agents on a Budget: Fast Results”



INTRODUCTION

"Stop Struggling. Start Succeeding."

"Hey there, real estate warrior.

If you're reading this, you're probably tired of the grind, working long hours, spending money on marketing that doesn't work, and still coming up short on leads. I get it. I've been there. But here's the good news: You don't have to stay stuck. This guide is your roadmap to turning things around fast. Let's dive in."



CHAPTER 1

Why AI Agents Are a Game-Changer for Real Estate Agents

"Why AI Agents Are Your Secret Weapon"

What Are AI Agents?

AI Agents are advanced tools that use artificial intelligence to automate lead generation, qualification, and follow-up. They're like having a 24/7 assistant who never sleeps, never complains, and always delivers results.

Why You Need Them:

- No Budget? No Problem. AI Agents are affordable and often pay for themselves with just one closed deal.
- No Time? Solved. They handle repetitive tasks so you can focus on closing deals.
- No Leads? Gone. They find, qualify, and nurture leads automatically.

CHAPTER II

Choose the Right AI Agent Tool

Step 1: Pick Your AI Sidekick

- What to Look For:
 - Ease of Use: You don't need to be tech-savvy.
 - Affordability: Start with low-cost or free trials.
 - Real Estate Features: Look for tools that specialize in lead generation and CRM integration.
- Top Picks:
 - Example Tool 1: Chime /Lofty
 - Why It's Great: Chime/Lofty is built specifically for real estate agents. It offers lead generation, CRM, and automation features, all in one platform.
 - Pricing: Starts with a free trial, then \$299/month.
 - Example Tool 2: BoomTown
 - Why It's Great: BoomTown specializes in real estate lead generation and includes AI-powered tools for follow-ups and lead nurturing.
 - Pricing: Custom pricing based on your needs (free demo available).
 - Example Tool 3: Zoho CRM with AI (Zia)
 - Why It's Great: Zoho's AI assistant, Zia, helps automate lead scoring, email campaigns, and follow-ups. It's affordable and integrates with other tools.
 - Pricing: Free plan available; paid plans start at \$14/month.



CHAPTER III

Set Up Your AI Agent with Simple Steps

Get Up and Running in Minutes



- **Connect Your CRM:** Sync your AI Agent with your existing CRM (or use a free one like HubSpot or Zoho).
- **Customize Your Messaging:** Use the email templates on Page 6 to create personalized, high-converting messages.
- **Set Your Goals:** Tell your AI Agent what a "qualified lead" looks like (e.g., budget, timeline, location)

Automate Lead Generation

How It Works:



- Your AI Agent will scrape online sources (like Zillow, Facebook, or your website) for potential leads.
- It will reach out with personalized messages (see email templates on Page 6).
- It will qualify leads based on your criteria and send you only the hottest prospects.
- **Pro Tip:** Use AI Agents to follow up with old leads and past clients. You'll be amazed at how many are ready to buy or sell!

CHAPTER III CONTINUED

Use These Proven Email Templates

Copy–Paste Your Way to More Leads

Template 1: The Friendly Follow-Up

1. "Hi [Name], I noticed you were looking at [Property/Area]. Are you still interested? I'd love to help you find your dream home!"
2. "Hi [Name], I saw you recently viewed [Property]. It's a great find! Let me know if you'd like to schedule a showing or have any questions."
3. "Hi [Name], I wanted to check in—are you still searching for a home in [Area]? I have some new listings you might love!"
4. "Hi [Name], I know house hunting can be overwhelming. If you need help narrowing down your options, I'd be happy to guide you!"
5. "Hi [Name], I noticed you saved [Property] on [Platform]. It's a popular one! Let me know if you'd like to see it in person."
6. "Hi [Name], I'm following up to see if you found what you're looking for. If not, I'd love to help you explore more options!"

Template 2: The Value-Driven Message

1. "Hi [Name], I just helped someone in your area sell their home for 10% above asking price. If you're thinking of selling, I'd love to do the same for you!"
2. "Hi [Name], I specialize in helping buyers in [Area] find homes that fit their budget and lifestyle. Let's chat about what you're looking for!"
3. "Hi [Name], I noticed your home has been on the market for a while. I'd love to share some strategies to get it sold fast—let's connect!"
4. "Hi [Name], I recently helped a client buy a home in [Area] under budget. If you're looking for a great deal, I'd love to help you too!"
5. "Hi [Name], I have a proven system to help sellers get top dollar for their homes. If you're thinking of selling, let's talk about how I can help!"
6. "Hi [Name], I specialize in [Area] and know the market inside and out. Whether you're buying or selling, I'd love to help you achieve your goals!"

CHAPTER III CONTINUED

Template 3: The Urgency Builder

1. "Hi [Name], I have a buyer looking for a home just like yours. If you're thinking of selling, now's the perfect time to get top dollar. Let's chat!"
2. "Hi [Name], a new listing just came up in [Area] that matches your criteria. These homes are going fast. Want to see it before it's gone?"
3. "Hi [Name], interest rates are still low, and buyers are active. If you're thinking of selling, now's the time to make your move!"
4. "Hi [Name], I just got a new listing in [Area] that's perfect for you. It won't last long let me know if you'd like to schedule a showing!"
5. "Hi [Name], the market in [Area] is heating up, and homes are selling fast. If you're ready to buy or sell, let's make it happen!"
6. "Hi [Name], I have a buyer who's ready to make an offer on a home like yours. If you're thinking of selling, let's talk before it's too late!"

CHAPTER IV

Track, Optimize, and Scale

Turn Leads into Closings

- **Track Your Results:** Use your AI Agent's analytics to see what's working and what's not.
- **Optimize Your Messaging:** Test different templates and tweak based on response rates.
- **Scale Your Success:** Once you're generating consistent leads, reinvest in paid tools or hire a virtual assistant to handle the closings.
- **Leverage Free Trials:** Most AI tools offer 7-14 day free trials. Use them to test before you invest.
- **Repurpose Content:** Use your AI Agent to automate social media posts, email campaigns, and more.
- **Network Smarter:** Use AI to identify and reach out to local influencers, past clients, and referral partners.
- **Free AI Tools to Get Started:**
 - **HubSpot CRM (Free Plan):** Includes basic automation and email tracking.
 - **Zoho CRM (Free Plan):** Comes with AI-powered insights and lead scoring.
 - **ManyChat (Free Plan):** Automates Facebook Messenger and Instagram interactions.
 - **ChatGPT (Free Tier):** Use it to draft emails, scripts, and follow-up messages.

The logo for HubSpot CRM, featuring the word "HubSpot" in a bold, sans-serif font with a red dot above the "o", followed by "CRM" in a smaller, grey font.The logo for Zoho Zia, featuring a blue stylized "Z" icon followed by the text "Zoho Zia" and the tagline "For lead nurturing process in the future" in a smaller font below.The logo for ManyChat, featuring a blue stylized character icon above the text "ManyChat" in a bold, sans-serif font.The logo for ChatGPT, featuring a green circular icon with a white knot-like design followed by the text "ChatGPT" in a bold, sans-serif font.

CHAPTER V

Your Action Plan

Your 7-Day AI Action Plan

- Day 1: Choose your AI Agent tool.
- Day 2: Set up your CRM and connect it to your AI Agent.
- Day 3: Customize your messaging using the email templates.
- Day 4: Launch your first lead generation campaign.
- Day 5: Follow up with old leads and past clients.
- Day 6: Analyze your results and tweak your approach.
- Day 7: Celebrate your first AI-generated lead!

Final Words of Encouragement

"Real estate is tough, but you're tougher. With AI Agents on your side, you're not just leveling the playing field—you're dominating it. Download your tools, follow the steps, and watch your business transform. You've got the tools, the templates, and the plan. Now it's time to take action. Now that you've mastered the basics, imagine what you could do with advanced AI strategies tailored specifically to your market. Ready to take your lead generation to the next level?"

Ready to revolutionize your real estate
business? Start now!

Plan your Work & Work Your Plan

Download your AI tools, use the templates, and let me know how it goes. And if you found this guide helpful, share it with another agent who's struggling. Together, we can all win."



Congratulations! You've taken the first step toward transforming your real estate business with AI. But this is just the beginning. Imagine what you could achieve with a personalized AI strategy designed specifically for your market. If you're ready to stop struggling and start dominating, let's talk. Book a free consultation with me today, and let's create a plan that turns your leads into closings. Together, we'll take your business to the next level. Want to test an AI in Action for Free? Visit: <https://agentedgemarketing.net/ai-testing-page> or call me: Cell 707-694-4869 or email doncarlos@agentedgemarketing.net for a Free Consultation. YOUR PROBLEMS + OUR SOLUTIONS = PROFITABLE RESULTS!