

REAL ESTATE GROWTH OS

Turn more leads, conversations, and relationships into closings.

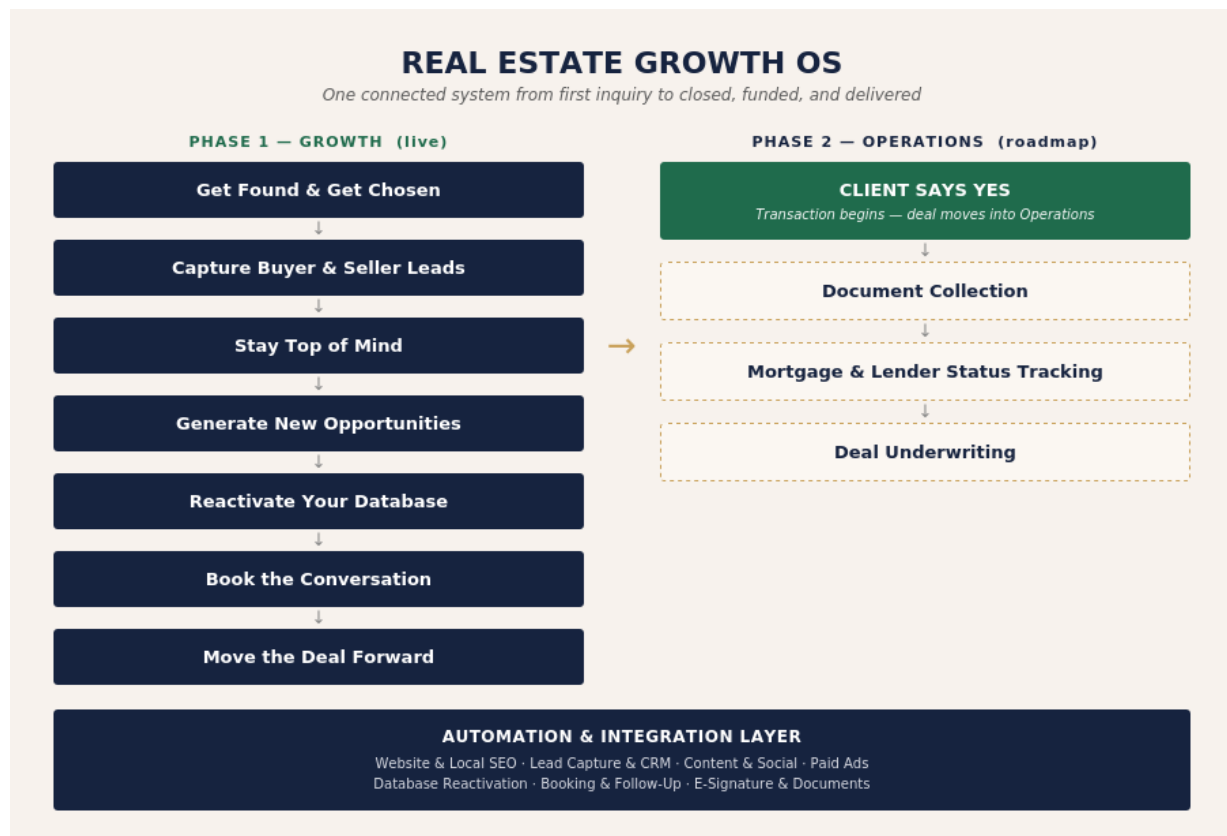
Real estate businesses lose opportunities in different places than most: slow lead response, missed inquiries, weak follow-up, a dormant database, inconsistent marketing, and prospects who never make it to a consultation or showing.

Real Estate Growth OS is built from seven connected systems. You don't need all seven on day one, we start with whichever ones fix your biggest leaks first, then add the rest as your pipeline and business grow.

Why This Works

- Everything is connected. Leads from your website, social media, ads, property inquiries, and database campaigns flow into the same capture, CRM, and follow-up process.
- It responds while you're showing homes, in a meeting, or off the clock. New inquiries get an immediate response instead of waiting for your next free moment.
- It works for both sides of the business. Buyer acquisition, seller acquisition, listings, past clients, and referrals all sit inside one system.
- It compounds over time. Your reviews, content, database, and market presence become assets that keep producing opportunities instead of disappearing after each transaction.

A modular growth system. Start with what matters most to your business. We'll recommend where to start based on your lead sources, market, team structure, and what's already working.



What This Fixes

1. Get Found and Get Chosen

Website, local search, Google Business Profile, reviews, property and market content

THE PROBLEM

Buyers and sellers research agents before they ever make contact. If your online presence looks generic or incomplete, the lead may choose someone else.

WHAT YOU GET

A professional website built around your market and services, local search visibility, a stronger Google presence, review generation, and useful local and property content that gives prospects a reason to choose you.

2. Capture Buyer and Seller Leads

Website lead capture, property inquiries, buyer qualification, seller valuation requests

THE PROBLEM

A visitor may be interested in a property, thinking about selling, or just researching, but that interest disappears if there's no immediate path to start a conversation.

WHAT YOU GET

Lead capture and conversational flows that answer common questions, collect the right information, connect to your IDX/MLS listings, distinguish buyers from sellers, and route each prospect into the right follow-up process.

3. Stay Top of Mind

Social content, listing content, market updates, comment and DM automation

THE PROBLEM

Real estate decisions take time. Someone who isn't ready today can still become a client months from now, but inconsistent communication makes it easy to be forgotten.

WHAT YOU GET

Consistent content around listings, neighborhoods, market insight, and client stories, with comments and DMs handled quickly so interest turns into a conversation instead of going cold.

4. Generate New Opportunities

Meta Ads and targeted lead-generation campaigns

THE PROBLEM

Organic reach, referrals, and existing portals may not create enough new conversations when you want to grow a market, listing inventory, or buyer pipeline.

WHAT YOU GET

Targeted campaigns for buyer leads, seller leads, listing promotion, open houses, or valuations, feeding new prospects into the same capture and follow-up system as everything else.

5. Reactivate Your Database

Past clients, old leads, sphere, open-house leads, SMS/WhatsApp/email campaigns

THE PROBLEM

Your CRM can hold years of relationships and old inquiries, but most databases go quiet after the first conversation or the closing.

WHAT YOU GET

Segmented reactivation and nurture campaigns that bring old buyers, sellers, and past clients back into conversation with market updates, valuation prompts, property opportunities, and referral touchpoints.

6. Book the Conversation

Buyer consultations, seller and listing appointments, showings, automated follow-up

THE PROBLEM

Leads go cold when the next step depends on an agent remembering to call, text, or email again.

WHAT YOU GET

Automated follow-up that moves prospects toward the right next step, a buyer consultation, seller appointment, showing, or open house, while keeping the pipeline updated without you chasing it manually.

7. Move the Deal Forward

Pipeline automation, transaction follow-up, e-signature and client communication

THE PROBLEM

Once a prospect becomes a client, there are still documents, approvals, reminders, and handoffs that can quietly stall a transaction.

WHAT YOU GET

Automated workflows for agreements and e-signatures, document requests, reminders, and status updates, cutting the manual chasing between milestones.

Full Service List

The technical breakdown for anyone who wants to see exactly what's on the table. Core systems are where most real estate businesses start, optional systems are added based on your goals, lead sources, budget, market, and existing tools.

Core Systems

Build the foundation that turns attention and inquiries into conversations and appointments.

Category	Services
Website & Local Presence	Website, local SEO, Google Business Profile, review automation, buyer/seller landing pages, market and neighborhood pages
Lead Capture	Website lead capture, property inquiry flows, IDX/MLS-connected buyer/seller qualification, conversational lead agent
CRM & Follow-Up	Pipeline setup, lead routing, SMS/WhatsApp/email follow-up cadences, task and status automation
Booking	Buyer consultations, seller/listing appointments, showing requests, calendar booking and reminders

Optional Systems

Layered in once the core is running, based on where you want to grow next.

Category	Services
Content	UGC/reels, listing content, carousels, market updates, neighborhood content, Instagram comment automation, DM agent
Paid Ads	Meta Ads, buyer lead campaigns, seller/valuation campaigns, listing/open-house campaigns
Database Reactivation	Past-client campaigns, old-lead reactivation, sphere nurture, open-house follow-up, SMS/WhatsApp/email campaigns
Listing & Property Automation	Property inquiry responses, listing-specific lead flows, open-house registration and follow-up, property alerts where integrations support them
Referral & Post-Close	Post-close nurture, review requests, home-anniversary campaigns, referral prompts and long-term client touchpoints

Phase 2: Operations and Delivery Systems

Growth OS fixes how you find and convert clients. Once that's running, the next bottleneck usually isn't leads, it's what happens after someone says yes, the paperwork, the financing, and, for investor and off-market business, the deal analysis that can quietly stall a closing. These systems are typically introduced as a second phase, once the acquisition side is stable.

P2.1. Document Collection PHASE 2

Automated request, tracking, and approval/rejection flow

THE PROBLEM A transaction can involve close to 200 documents from seven different parties, and the same handful, proof of insurance, the loan approval letter, HOA transfer paperwork, always go missing or land with the wrong person.	WHAT YOU GET Every required document is requested and tracked automatically, with a built-in approval or rejection flow so incomplete or incorrect submissions get flagged and re-requested without you chasing it by hand.
--	--

P2.2. Mortgage and Lender Status Tracking PHASE 2

Automated loan status checks and at-risk alerts

THE PROBLEM Financing contingencies are one of the most commonly missed deadlines, and most agents only find out a loan is behind schedule once it's already a problem.	WHAT YOU GET Automated status checks on the loan pulled straight into your pipeline, with an alert the moment a file looks at-risk, so you can get ahead of a delay instead of explaining one after the fact.
--	--

P2.3. Deal Underwriting PHASE 2

For investor and off-market business, automated comps, ARV, and cash flow analysis

THE PROBLEM When you're working with an investor client or an off-market deal, you're often pulling comps and running numbers by hand under time pressure, and a slow or rough estimate can cost you the deal.	WHAT YOU GET Automated comps pulling, ARV and cash flow modeling, and a ready-to-send analysis, so you can respond to an investor client with real numbers in minutes instead of hours.
---	--

Optional Systems above get you more volume. Phase 2 gets every deal you already have to the finish line faster and cleaner.

Built for Different Real Estate Models

The same foundation adapts for **individual agents**, teams, **brokerages**, and specialized **real estate businesses**. The workflows shift depending on whether the priority is buyer leads, seller leads, listings, referrals, a geographic farm, or team lead distribution.

Real estate doesn't follow a single quote-to-contract path the way other industries do. A lead may become a buyer, seller, listing, showing, consultation, referral, or long-term nurture contact, so Growth OS is built around lead source, qualification, conversation, appointment, client, transaction, and referral, not a straight line.

All messaging and ad campaigns are built to align with Fair Housing advertising guidelines and your MLS's display rules.

Get Started

Book a call and we'll walk through your current lead sources, database, website, CRM, and follow-up process, identify where opportunities are leaking, and recommend the systems to install first, no generic bundle and no pressure to buy everything.