rex

Lead Qualification Checklist for Real Estate Agents

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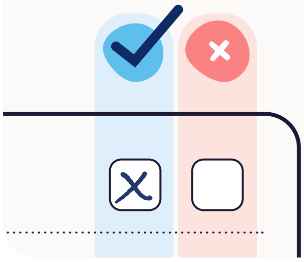
Introduction

Converting leads into loyal clients is the lifeblood of any real estate agency. But not all leads are created equal. To maximise efficiency and profitability, it's essential to identify high-priority leads and track interactions effectively. This checklist is designed to help real estate agents focus on leads with the greatest potential and stay organised, even if you don't currently have a dedicated CRM system in place.

Using this checklist

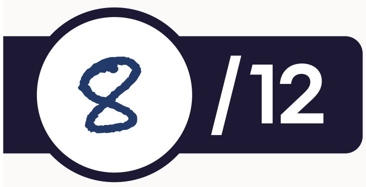
1 CHECK

Review each question and mark whether you/your real estate agency implements this.



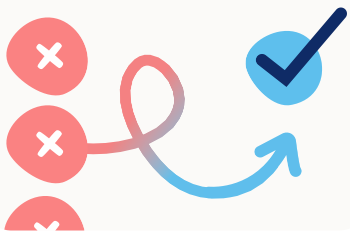
2 REVIEW

Tally up your score and see how you/your real estate agency stacks up.



3 IMPLEMENT

Collate all of the areas which you currently don't do. Try implementing them, test and monitor results.



Part 1

Criteria for identifying high-priority leads

Use these questions and criteria to assess lead quality:

Select ✓ or × if you/your team perform this action with each lead.

1 LEAD MOTIVATION

	✓	×
Is the lead looking to buy, sell or rent a property soon? (e.g., within the next 3-6 months)	☐	☐
Have they expressed urgency or a specific timeline?	☐	☐

2 BUDGET ALIGNMENT

	✓	×
Does the lead have a clear understanding of their budget?	☐	☐
Does their budget align with the market and your agency's portfolio?	☐	☐

3 PROPERTY PREFERENCES

	✓	×
Has the lead provided detailed preferences, such as property type, location and size?	☐	☐
Do their preferences match the properties you can offer?	☐	☐

4 ENGAGEMENT LEVEL

	✓	×
How responsive is the lead to calls, emails or property recommendations?	☐	☐
Have they actively engaged with your website, property listings or attended an open home?	☐	☐

5 FINANCIAL READINESS

	✓	×
Are they pre-approved for a home loan or otherwise financially prepared?	☐	☐
Have they indicated any barriers to purchasing or selling? (e.g., unresolved legal or financial issues)	☐	☐

6 REFERRAL SOURCE

	✓	×
Was the lead referred by a trusted source? (e.g., previous client, partner agency)	☐	☐
Are they repeat clients or have a history of working with your agency?	☐	☐

Score ____ /12

Rex Pro Tip

If any answer above is × then add that lead to a track in Rex CRM to keep in contact and slowly warm them up until they are ready for your services

Part 2

Suggestions for tracking interactions and follow-ups

Even if you don't use Rex CRM system, it's crucial to stay organised and consistent. Here are some tips to manage lead interactions effectively:

Select ✓ or ✗ if you/your team perform this action.

1 MAINTAIN A LEAD TRACKER

- Use your existing CRM system, a spreadsheet or any digital document to record lead details such as contact information, property preferences and timeline. ☐ ☐
- Regularly update the tracker or CRM to reflect the latest interactions and progress. ☐ ☐
- If you already have a CRM, ensure you're leveraging its features to segment leads, schedule follow-ups and track engagement effectively. ☐ ☐

2 PRIORITISE LEADS

- Categorise leads as "Hot," "Warm" or "Cold" based on their readiness to act. ☐ ☐
- Focus your efforts on high-priority leads to maximise conversion rates. ☐ ☐

3 SET REMINDERS FOR FOLLOW-UPS

- Use a calendar app, task management tool or your CRM's scheduling feature to set reminders for follow-ups. ☐ ☐
- Include specific notes on what to address during your next interaction. ☐ ☐

4 TRACK ENGAGEMENT HISTORY

- Keep a log of every call, email and meeting for each lead in your tracker or CRM system. ☐ ☐
- Refer to this log to tailor future communications and build rapport. ☐ ☐

5 AUTOMATE WHERE POSSIBLE

- Use email templates or automation tools to send personalised updates or property recommendations. ☐ ☐
- Schedule these communications to maintain consistent engagement. ☐ ☐

6 ANALYSE YOUR EFFORTS

- Periodically review your lead tracker or CRM data to assess conversion rates. ☐ ☐
- Identify patterns in high-priority leads to refine your qualification process. ☐ ☐

Score /13

Part 3

Bonus tips for success

Select ✓ or ✕ if you/your team perform this action.

1 STAY PROACTIVE

Regularly review and update your lead records to ensure no opportunity is missed.

2 PERSONALISE COMMUNICATION

Use details from your tracker or CRM platform to tailor your messages and make each interaction meaningful.

3 CONSIDER UPGRADING YOUR CRM

If your current system lacks certain features or is inefficient, exploring advanced CRM options like Rex Software could streamline your efforts and boost results.

4 LEVERAGE TEAM COLLABORATION

Ensure all team members have access to the same lead information to maintain consistency and avoid duplicating efforts.

5 FOCUS ON CONTINUOUS IMPROVEMENT

Gather feedback from clients and your team to refine your lead qualification process and tracking methods.

Score /5

Conclusion

By using this Lead Qualification Checklist, you'll be able to identify high-priority leads and build stronger relationships through organised, data-driven interactions. Whether you're using a simple spreadsheet, a basic CRM or considering an upgrade, staying consistent and strategic is key to turning qualified leads into satisfied clients and repeat business.

Time for a CRM upgrade?

To see how Rex can help grow your business simply book a demo to discuss your requirements with our sales team

www.rexsoftware.com/demo

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You can find more resources like this for real estate agencies at www.rexsoftware.com/resources

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