



5 FUNNELS THAT PRINT MONEY WHILE YOU SLEEP...

GENERATE MORE LEADS. CONVERT MORE CLIENTS. GROW WITHOUT GUESSWORK.

What Is a Lead Magnet?

A lead magnet is a free resource or offer that provides real value to a potential client in exchange for their contact information (usually name, phone, and email).

What does it do?

1. Captures Attention

It grabs the attention of your ideal customer by solving a specific problem they're facing; like "How much is my home worth?" or "How do I buy with a low down payment?"

2. Builds Trust

It positions you as an expert and problem-solver, not just a salesperson. When you give away value upfront, people are more likely to trust you with the next step.

3. Grows Your Lead List

When someone downloads your lead magnet, they become a warm lead in your CRM, someone you can follow up with, nurture, and eventually convert into a client.

4. Starts a Nurture Funnel

A good lead magnet kicks off a follow-up sequence-like automated emails or texts; that keeps the conversation going, builds rapport, and leads them to book a call or showing.

Funnel #1: "What's My Home Worth?" Lead Magnet

What It Does:

This funnel taps into the #1 curiosity point of homeowners, *what their home is worth today*. With market shifts, interest rate confusion, and rising equity, homeowners are more open than ever to checking their value... especially when it's local and personalized. This funnel builds instant engagement, fuels listing conversations, and creates listing opportunities from sellers still sitting on the fence.

Who It's For:

Perfect for agents looking to grow their listing pipeline with warm seller leads. It works exceptionally well in markets with limited inventory, rising prices, or where interest rate confusion has created "wait and see" behavior. Great for agents who want to position themselves as local experts.

How to Execute:

- Lead Magnet: "Instant Home Value Report" or "2026 Equity Checkup"
- Landing Page: Simple form to capture name, address, email, and phone
- Follow-Up Cadence:
 - Day 1: Email + Text – Home value estimate delivery
 - Day 2: Follow-up call or voicemail drop
 - Day 4: Email – Market trends in their zip code
 - Day 7: "Want a more accurate in-person review?" CTA

Organic Strategy:

- Instagram Story Poll: "Do you know your home's value in 2026?"
- Facebook Group Post: "Doing a round of free equity reports this week. Want one?"

Paid Strategy:

- Facebook & IG Ads targeting homeowners in specific zip codes
- Google PPC: "What's My Home Worth in [City]?" keywords

Funnel #2: Buyer Interest Quiz or Checklist

What It Does:

This funnel speaks to the overwhelmed buyer who doesn't know what they can afford, when to buy, or what area is best. By offering a self-guided quiz or checklist, you get buyers to raise their hand without feeling pressure. It creates a path from stranger to nurture-ready lead while positioning you as their guide.

Who It's For:

Agents working with first-time buyers, move-up buyers, or out-of-town relocations. If your market has confusing inventory, affordability concerns, or new construction options—this funnel is a no-brainer.

How to Execute:

- Lead Magnet: "What Kind of Buyer Are You?" Quiz or "10-Point Buyer Readiness Checklist"
- Landing Page: Quiz results + email opt-in to receive tailored resources
- Follow-Up Cadence:
 - Day 1: Quiz Results + "3 Things You Should Know Based on Your Score"
 - Day 3: Video Explainer - Loan types or area comparisons
 - Day 5: Invite to Discovery Call
 - Ongoing: Weekly tip + call-to-action to connect

Organic Strategy:

- Reels: "Not sure if now's the right time to buy? Take this 30-second quiz."
- Stories: "I built a buyer readiness checklist so you don't have to guess."

Paid Strategy:

- Meta ads: "Confused if buying makes sense in 2026? Take the free quiz."
- YouTube pre-roll: Local buyer insights ad + free checklist download

Funnel #3: Community Relocation Guide

What It Does:

This funnel provides hyper-local value for anyone considering moving to your market. In the age of remote work, lifestyle relocation, and affordability shifts, buyers are exploring new areas and they need a guide. This funnel makes you that go-to resource.

Who It's For:

Agents in destination markets, growing metros, or suburbs seeing migration from big cities. If you get out-of-town buyers (or want to), this funnel is gold.

How to Execute:

- Lead Magnet: "Ultimate Guide to Living in [Your City]" or "[Top 5] Neighborhood Comparison Guide"
- Landing Page: Opt-in required to access full guide
- Follow-Up Cadence:
 - Day 1: Email with downloadable guide
 - Day 2: Personal email with "What kind of area are you looking for?"
 - Day 4: Local intro video about schools, lifestyle, or commute times
 - Day 7: Offer virtual tour or area call

Organic Strategy:

- Carousel Post: "5 Things You Should Know Before Moving to [Your City]"
- YouTube Shorts: Neighborhood highlight walkthroughs

Paid Strategy:

- Google PPC: "Relocating to [Your City]?"
- Facebook Lead Ad: Free relocation guide for out-of-town buyers

Funnel #4: “Is Now the Right Time to Sell?” Funnel

What It Does:

This funnel helps homeowners who are unsure about listing in a shifting market. Instead of pushing them to sell, you position yourself as the strategic advisor who helps them make the right call. The value is in the clarity you provide, not the pressure.

Who It's For:

Agents looking to list higher-quality homes and become the go-to for strategic sellers. Ideal for move-up sellers, downsizers, and homeowners who've seen equity but are unsure what to do next.

How to Execute:

- Lead Magnet: “2026 Seller Decision Guide” or “5 Signs It's Time to Sell (And 3 Signs It's Not)”
- Landing Page: Email opt-in to access decision guide
- Follow-Up Cadence:
 - Day 1: Guide download + “Here's what to look for” video
 - Day 3: Market data email specific to their neighborhood
 - Day 6: Soft ask - “Would it help to have a custom plan?”
 - Ongoing: Weekly educational email with seller tips

Organic Strategy:

- IG Reels: “Should you sell now or wait?”
- Facebook post: “I created a seller guide to help people make a smart move, not just a fast one.”

Paid Strategy:

- Facebook retargeting from Home Value funnel
- Google PPC: “Is 2026 the right time to sell?”

Funnel #5: Homebuyer Bootcamp or Webinar Funnel

What It Does:

Buyers are overloaded and skeptical. This funnel builds trust through education. A short bootcamp, email series, or webinar shows them you're the expert—and earns you appointments without pressure.

Who It's For:

Perfect for first-time buyers, renters thinking of buying, or even investors. If your market is facing affordability issues or confusion around rates and offers, this funnel gives clarity and builds trust fast.

How to Execute:

- Lead Magnet: "Homebuying Bootcamp: Everything You Need to Know in 30 Minutes"
- Landing Page: Registration form for webinar or email course
- Follow-Up Cadence:
 - Confirmation Email + Replay Access
 - Day 2: Bonus Resources (Checklist, Timeline, Budget Tools)
 - Day 5: Invite to schedule 1:1 strategy call

Organic Strategy:

- Story Poll: "Thinking of buying in 2026?" Lead to Bootcamp signup
- Reels: "3 things I teach every new buyer in my Bootcamp"

Paid Strategy:

- YouTube Pre-Roll: "Thinking of buying in 2026? Watch this first."
- Meta ads: Promote bootcamp or replay with CTA to book a consult