



5 Lead Gen Habits That Separate Producers from Pretenders

THE DAILY RITUALS TOP AGENTS RELY ON TO CONSISTENTLY FILL THEIR PIPELINE

In a market where attention is currency and inconsistency kills momentum, the difference between agents who thrive and those who struggle isn't just talent, it's habits.

This guide walks you through 5 real-world lead generation behaviors adopted by consistent closers in 2025. Each habit is simple, repeatable, and scalable; built for agents who want to create predictable growth, not gamble on luck or leads that go cold.

Whether you're brand new or rebuilding momentum, these are the non-negotiables for building a real estate business that actually feeds itself.

1. Time-Blocked Prospecting

What It Is: Dedicated, distraction-free prospecting windows on your calendar every single weekday.

Why It Works: If it's not scheduled, it won't happen. Producers don't hope for time—they make time. 90% of underperformers say they "run out of time to follow up," but producers block 60-90 minutes daily for outbound touches (DMs, texts, emails, calls, etc.).

Try This:

- Block 9:00-10:30 AM every weekday.
- Use the first 30 minutes for warm lead follow-up.
- Use the next 60 minutes for new outreach via social, email, and database.

2. Use a Daily Lead Tracker

What It Is: A visual lead tracking like a "CRM Dashboard" Client Relations Manager (Google Sheet, whiteboard, etc.) with names, timestamps, and next steps. Make sure to add Tags or identifiers to help with segmentation of your lead database.

Why It Works: Producers run their business like a business. When you track your leads, you don't just follow up—you optimize. You can see which lead sources convert, which ones need work, and which leads need reactivating.

Try This:

- Create a simple sheet: Name | Source | Date In | Last Contact | Next Step
- Review it every morning before prospecting.
- Set weekly goals: "10 new leads," "20 follow-ups," "5 buyer appointments."

3. Social Media is a Funnel, Not a Flex

What It Is: Treating your content as lead gen, not just lifestyle branding.

Why It Works: Engagement doesn't pay your bills—conversations do. Producers use CTAs (calls to action), polls, comment bait, and links to lead magnets to move viewers from Instagram to inbox.

Try This:

- Post 3x day minimum (reels, image carousels, & stories) Try to use all posting types and GO LIVE!
- Every post has a clear call-to-action: "DM me 'Guide' for the free download."
- (Use automation like ManyChat to auto deliver the item to the lead instantly via email. This action allows for the email distribution to be tracked so further messages don't end up in spam from never engaging with your email domain prior to the messaging. Ask to have them check spam/junk just incase it doesn't hit their inbox)
- Create 1 lead magnet each month and link in your bio for traffic (e.g. "Home Buyer Mistakes Checklist").

4. Run Weekly Nurture Campaigns

What It Is: A simple 1x/week email or text that goes out to your database (buyers, sellers, sphere, past clients, prospects).

Why It Works: The average real estate lead converts between 3-18 months. The agents who win are the ones who stay top of mind without being annoying.

Try This:

- Create a nurture calendar with 4 categories: Market Update, Story/Testimonial, Local Event, Home Tip.
- Send weekly email using your CRM or Mailchimp.
- Include 1 CTA per message (e.g. "See what your home is worth," or "Book a discovery call").

5. Follow-Up System = Show Up System

What It Is: Having a templated process for following up on leads immediately and long-term.

Why It Works: 78% of real estate leads go with the first agent who follows up fast. Producers have an email + SMS + call cadence they use every time.

Try This:

- Instant: Instant text + email
- Day 1: Call + social DM
- Day 3: Market info email
- Week 2: Check-in with resource (guide, listing, etc.)
- Month 1-3: 1x/week value-based drip

There are no "secrets" in lead gen. Only systems. Consistency. And the willingness to do the boring stuff that works.

If you want more consistent income, it starts with more consistent habits.

Hesitant or Slow to get things going? You know yourself... Step out of your box and Implement one habit per week.

Start separating yourself from the agents who are still hoping the market changes.