

THE WOOLFORD FIRM

Buyer Lead Partnership Pricing & Information Package

How We Source, Qualify, and Deliver Buyer Leads to Your Pipeline

Exclusive Territories • Pre-Qualified Leads • Real-Time Delivery

Confidential — For Agent Review Only

BUYER LEAD PARTNERSHIP — OVERVIEW

The Woolford Firm delivers pre-qualified, high-intent buyer leads directly into your pipeline — exclusively, or shared with a small group of agents. Unlike portal leads that get blasted to five or more agents simultaneously, our leads are sourced, filtered, and routed with a single purpose: putting you in front of buyers who are ready to act.

We combine fourteen online and offline lead generation methods across paid, organic, and relationship-based channels. The result is a consistent, diversified flow of buyer leads at every stage of the buying journey — from early-stage awareness all the way to appointment-ready.

<p>Exclusive or Limited Sharing Exclusive, or shared with a small group of agents — never blasted to 5+ agents like portal leads.</p>	<p>Real-Time Delivery Leads are routed to your CRM the moment they come in — no delays, no batching.</p>	<p>Pre-Qualification Process Budget, timeline, and intent verified before a lead reaches your inbox.</p>
<p>14 Lead Channels Online and offline methods running simultaneously for consistent volume.</p>	<p>Market Exclusivity Limited agent slots per territory — your market stays yours.</p>	<p>Higher Conversion Pre-qualified leads convert at significantly higher rates than portal alternatives.</p>

Who This Partnership Is For: Agents closing 6+ deals per year who are ready to scale buyer volume. Teams looking to add a consistent, managed pipeline. Agents who understand that speed and follow-up are the primary drivers of lead conversion.

ONLINE BUYER LEAD METHODS

We operate eight distinct online channels simultaneously. Each targets a different stage of the buyer journey — from early research all the way to active home search. Together they create a consistent, diversified inbound flow.

1 **IDX Website + SEO**

Evergreen

A home search website that ranks on Google and captures inbound buyers actively searching for properties. Once established, this channel delivers consistent long-term traffic with no per-click cost. Leads from this channel are typically mid-to-high intent — they found us by searching for homes.

2 **Google PPC Ads**

High-Intent

Paid search ads targeting buyers actively searching for homes in specific price ranges and neighborhoods. PPC leads are typically further along in the buying process and respond quickly. We optimize campaigns continuously to lower cost-per-lead and improve targeting.

3 **Facebook & Instagram Ads**

Demand Gen

Social media ads that generate buyer demand by showcasing listings and lifestyle content. Exceptionally effective at creating new buyers before they begin actively searching — capturing them early in the decision process and nurturing them toward readiness.

4 **Third-Party Portals**

Ready-to-Buy

Leads purchased from Zillow, Realtor.com, and Redfin — platforms with massive existing traffic. These buyers are already in active search mode. We layer portal leads into our pipeline to supplement organic and paid channels with a steady flow of ready-to-contact buyers.

5 **YouTube Content**

Trust-Based

Video content targeting people researching areas, cost of living, and relocation decisions. YouTube builds deep trust with buyers over time — by the time they contact us, they already feel they know the agent. These leads convert at high rates and tend to be highly loyal.

6 **TikTok / Instagram Organic**

Early-Stage

Short-form video content that generates inbound messages and engagement across social platforms. Highly effective for visibility and capturing buyers at the earliest stage of their journey — before they begin a formal home search. Low cost, high reach.

7 **Email Marketing Funnels**

Nurture-Based

Lead magnets (market reports, buyer guides, home search tools) capture emails early in the buyer journey. Automated sequences then nurture those prospects with listings and market updates over weeks or months — converting colder leads into qualified, ready-to-act buyers.

8 **Online Communities**

Organic

Active engagement in Facebook Groups, Reddit, Nextdoor, and local forums. Builds authentic trust and generates inbound opportunities organically. Community-sourced leads require no ad spend and often have very high intent because they reached out proactively.

OFFLINE BUYER LEAD METHODS

Our offline channels are equally important as digital sources. In-person and relationship-based leads often carry the highest intent and the fastest conversion timelines. These six methods run alongside our online channels to ensure consistent volume from multiple directions.

9 Open Houses

Highest-Intent

Hosting and attending open houses to meet active buyers in person. Open house visitors are already in active search mode — they drove to a property to see it. These are consistently some of the highest-intent leads in any market.

10 Expired & FSBO Outreach

Seller-to-Buyer

Contacting homeowners whose listings expired or who are selling without an agent. Many of these sellers become buyers once their home sells — making them a dual-opportunity lead with high motivation and a clear next step.

11 Local Partnerships

Referral-Based

Building referral relationships with mortgage lenders, real estate attorneys, CPAs, and financial advisors. Partner-referred buyers are pre-vetted, high-trust, and typically further along in the decision process than cold leads.

12 First-Time Buyer Events

Trust-Based

Hosting workshops and seminars that educate buyers about the purchase process. Events position the agent as an expert authority, generate warm leads from attendees, and create a relationship foundation before the sales process begins.

13 Geographic Farming

Brand-Building

Consistent mailers, door hangers, and hyper-local marketing within a specific neighborhood. Builds brand recognition over time and attracts both buyers upgrading within the area and sellers who become buyers after listing.

14 Sign Calls & Text Capture

Very High-Intent

Yard signs with phone numbers or text-to-join codes that capture buyers who are physically driving through a neighborhood they want to live in. These leads are extremely high-intent — they are already in the area and evaluating specific streets.

PARTNERSHIP STRUCTURE & PRICING

ONE-TIME
SETUP FEE

\$750

First lead included

- Market onboarding & territory alignment
- CRM + lead routing setup
- After setup, you purchase leads individually at the tier price that matches your needs

LEAD QUALITY TIERS

Every lead we deliver is classified into one of five quality tiers based on intent level, qualification status, and readiness to act. After your one-time setup fee (which includes your first lead), you purchase leads individually at the per-lead price for the tier that matches your needs. There are no monthly commitments — you buy leads when you want them.

NON-EXCLUSIVE LEAD PRICING

Non-exclusive leads are shared with a small group of agents. After your one-time \$750 setup fee (which includes your first lead), you purchase leads individually at the per-lead price below. No monthly commitments — buy leads when you need them.

1	<p>QUALIFIED LEADS Buyers with a defined budget, target location, and buying timeline.</p>	\$100 per lead
<p>Lead Type: Completed intake forms, confirmed pre-qual status, verified interest in active home search.</p>		
2	<p>HIGH-INTENT BUYERS Buyers actively looking to tour homes or speak directly with an agent.</p>	\$150 per lead
<p>Lead Type: Requested showings, responded to outreach within 24 hours, confirmed active search with urgency.</p>		

3	<p>APPOINTMENT-READY Pre-qualified buyers with a scheduled call or showing already confirmed.</p>	\$250 per lead
<p>Lead Type: Fully vetted: budget verified, area confirmed, appointment on calendar, ready to act now.</p>		

EXCLUSIVE LEAD OPTIONS

Exclusive leads are offered at the sole discretion of The Woolford Firm. When available, exclusive leads are delivered to a single agent only — no sharing. Two pricing structures are available depending on lead type and agent preference.

QUALIFIED & HIGH-INTENT

\$1,500 – \$2,250+

per exclusive lead

Buyers with confirmed budget, location, and high purchase intent — delivered exclusively to you.

APPOINTMENT-READY

\$2,500 – \$4,500+

per exclusive lead

Pre-qualified buyers with a scheduled showing or call — fully vetted and ready to act.

— OR —

REFERRAL FEE AT CLOSING

20% – 35%

of gross commission at closing

No upfront cost. The referral fee is paid only upon a successful closing. Exact percentage determined by lead type, exclusivity level, and market conditions. Available at the discretion of The Woolford Firm.

Exclusive Lead Availability: Exclusive leads are offered at the sole discretion of The Woolford Firm based on lead quality, agent fit, and market conditions. Not all leads qualify for exclusive delivery. Agents interested in exclusive options should discuss availability during onboarding.

EXPECTED PERFORMANCE & NEXT STEPS

Understanding Your Return on Investment

The Woolford Firm's lead generation system is designed to generate a measurable, scalable return. The primary driver of your ROI is not the leads themselves — it is your speed and consistency of follow-up. Our pre-qualification process ensures you are not wasting time on unserious inquiries, but it is your responsiveness that turns a qualified lead into a closed deal.

Scenario	Approx. Lead Spend	Deals Closed	Avg Commission	Approx. ROI
Conservative	\$100–\$250 in leads	1–2 deals	\$6,000–\$8,000	24x–80x
Moderate	\$500–\$1,500 in leads	2–3 deals	\$12,000–\$18,000	8x–36x
Strong	\$1,500–\$4,500 (excl.)	4–5 deals	\$20,000–\$35,000	4x–23x

Projections are illustrative and based on averages across active partnership agents. Individual results depend on market conditions, follow-up speed, and agent availability.

HOW TO GET STARTED

1**Secure Your Market**

Confirm your target territory is available. We limit the number of agent partnerships per market to protect exclusivity. Availability is first-come, first-served.

2**Complete Onboarding**

Pay the one-time \$750 setup fee — your first lead is included at no extra cost. We configure your CRM integration, set up lead routing, and align your territory and buyer criteria.

3**Receive Your First Leads**

Most agents begin receiving leads within days of onboarding completion. Your dedicated contact will walk you through the first batch and answer any questions.

4**Purchase Leads at Your Pace**

Select the tier that matches your goals — non-exclusive leads at \$100, \$150, or \$250, or discuss exclusive lead options with your account contact. No monthly commitment.

Limited Availability: We deliberately cap the number of agent partnerships per market to protect lead exclusivity and ensure quality. Once a territory is filled, it closes. If your market is available, we recommend moving quickly.

READY TO SECURE YOUR MARKET?

Contact The Woolford Firm to check territory availability and begin onboarding.

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