

FROM COLD TO CLOSED

What Top 1% Agents Do To Convert Leads

A Guide to Turning Cold Real Estate
Prospects into Commission-Ready Clients

What Top 1% Agents Do To Convert Leads

Who is Alex Cosentini?

I've spent much time behind the scenes helping real estate agents turn cold leads into closings, training sales teams, optimizing CRMs, and running campaigns that actually get replies. Through Pistackio, we've tested, refined, and proven what works when it comes to converting online leads.

This isn't theory. This is the stuff we use every day with agents in the field.

In this eBook, I'm pulling back the curtain on the lead conversion strategies that have been driving real ROI for our clients, from follow-up workflows to messaging frameworks and everything in between.

If you're tired of leads ghosting you, this is for you.



Alex Cosentini
CEO at Pistackio

The Lead Conversion Machine: No More Guesswork

Ever feel like prospects disappear the second they land in the CRM? You're not alone, **but the problem isn't the leads, it's the follow-up.**

This guide is designed for realtors, brokers, and team leaders ready to stop chasing cold leads and start converting like the top 1%.

Whether dealing with online leads, open house visitors, or real estate website inquiries, this system provides a sustainable path to closing more deals without the burnout.

Inside, you'll learn:

- The real reason most agents struggle with follow-up (and how to fix it)
- A proven 3-step system used by top performers
- Templates, tools, and real scripts ready for immediate use
- A smarter, more natural approach to converting cold leads

Time to turn dead-end leads into done deals.

The Harsh Truth About Lead Conversion

Most agents don't have a lead problem. They have a **follow-up problem.**

48% of agents never follow up after the first message.

80% of deals happen after the **5th** follow-up.

Responding within **5 minutes** makes you **100x** more likely to connect.

Most leads aren't cold. They're just **ignored.**

The top 1% treat follow-up like a system, not a guessing game.

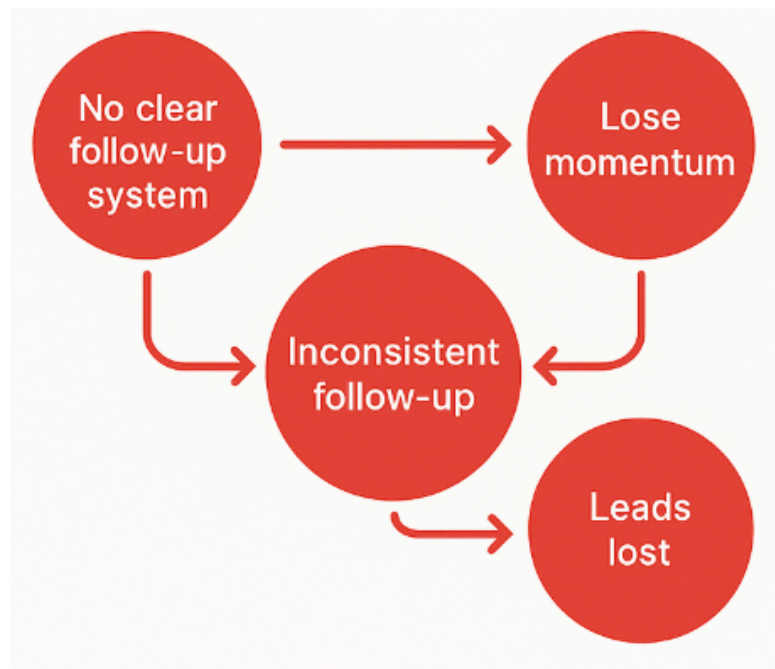
Why Most Agents Give Up Too Soon

Most real estate agents stop following up after just one or two messages, not because they're lazy, but because they're unsure what to say next or don't want to feel pushy.

The result? Leads sit untouched, conversations die before they start, and the pipeline stays dry.

What Gets In The Way:

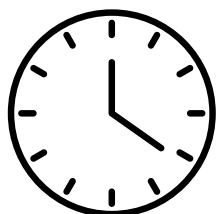
- No clear follow-up system
- Messaging feels awkward or forced
- Not knowing how to add value
- Everything is done manually, so it gets deprioritized



"Inconsistent follow-up is the quiet killer of real estate businesses."

What the Top 1% Do Differently

High-performing realtors follow a process.
Follow-up isn't random, it's strategic.



RESPOND FAST

Respond in minutes, not hours



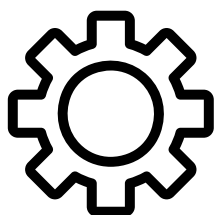
STAY CONSISTENT

Follow up for days, not just once



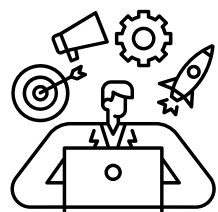
SOUND HUMAN

Send human, real messages, not spammy templates



AUTOMATE SMARTLY

Automate only what *should* be automated



DELEGATE THE REST

Use an appointment setter or smart tools (CRM, email calendar) to manage follow-up

The 3-Step Lead Conversion Framework



The goal is not to “close” the lead in one text, it’s to open a **genuine connection**.

Top agents don’t push, **they guide**.

Step 1: The First Message

The opener sets the tone. If it feels cold, generic, or scripted, you've already lost them.

What Doesn't Work:

- "Just checking in..." (no context, sounds automated)
- "Still interested?" (vague, puts pressure on the lead)
- Overly formal or salesy intros



Hello, this is a follow-up regarding your interest. Please let me know if you're ready to move forward.

What Works:

- Keep it casual and personal
- Don't pretend it's a "check-in", create curiosity instead
- Use their name and tie it back to timing or something specific



Hey Charlie, just came across something that fits what you were looking at last week, could be a great match. Want a quick look?

Step 2: The Follow-Up That Feels Natural

This is where most real estate agents fall off.

Follow-up doesn't have to feel like pressure. When done right, it builds trust, keeps the lead warm, and creates opportunities for meaningful dialogue.

Follow-Up Sequence Framework

- **Day 1:** Send a warm intro message to start the conversation
- **Day 2–3:** Follow up with a friendly nudge, add context or offer something helpful
- **Day 5–6:** Share a quick story, insight, or resource to keep things engaging
- **Day 7+:** Send a low-pressure message like “Want me to send it again?” or “Still open to options?”

What Matters:

- Use a mix of text, email, and voicemail to stay visible across channels.
- Speak like a human. Ditch the scripts and sound real.
- Stay consistent, not clingy. The magic is in the rhythm, not the rush.

“People don’t respond when they feel pushed. They respond when they feel understood.”

Step 3: Prompts That Get Replies

Most agents jump straight into asking for a call and lose the lead in the process. The best prompts don't push for a commitment. They invite a response.

Think of the prompt as an open door, not a sales pitch. It should feel helpful, relevant, and low-pressure. Instead of asking for time or decisions, offer something valuable and easy to engage with.

Examples that start **real conversations**:

- *"Would you be open to seeing a few strategies that could help you sell faster or for a better price?"*
- *"Would it help if I sent you a few recent homes that sold in your area?"*
- *"Would you like to see a quick update on what homes like yours are selling for right now?"*

Prompts that feel like a favor, not a request, tend to get the most replies.

Focus on reducing friction, not adding obligation.

Maximize Efficiency with the Right Tools

Manual follow-up isn't scalable, and it's not what top-performing agents do. The key is using lightweight systems that save time and keep communication personal.

Top agents rely on simple tools that take follow-up off their plate, without sacrificing personalization.

These tools don't replace relationships, they support them.

Core Tools That Power Smarter Follow-Up:

- **CRM with Automation** – Keeps everything organized and triggers timely outreach. (Go High Level is a great option.)
- **Text + Email Sequences** – Sends warm, spaced messages that feel natural.
- **Voicemail Drops** – Leave personal voicemails at scale without calling one by one.
- **Appointment Setters or Virtual ISAs** – Qualified support that handles follow-up and books conversations.



Pro Tip: Start simple.

1 effective message + consistent timing =
More replies than 50 half-baked automation
strategies.

Real Scripts You Can Use Right Now

These are some of our favorite plug-and-play messages from our Lead Conversion Partner Program.

Reactivation Message:

"Hey James, I just came across something that might be a fit. Still open to seeing a few options?"

→ **Feels casual and relevant, reopens the conversation without asking for anything big.**

Follow-Up Reminder:

"Totally understand if now's not the right time. Want me to check back in a few weeks?"

→ **Offers value first, positions the call as helpful, not a pitch.**

Booking Nudge:

"No pressure, but if it helps, I'm happy to walk you through how we've done this for other agents. Want me to send over a link to book a quick call?"

→ **Makes it easy to say yes by offering help framed through proof and past success.**



Pro Tip: Personalization beats perfection. A well-timed, straightforward message can revive even long-dead leads when it feels authentic and easy to respond to.

Mistakes That Kill Conversions

Even the best leads can drop off if the follow-up falls flat. These common missteps drain momentum and make real interest disappear fast.

Avoid these at all costs:

● **Generic Templates**

Copy-pasted messages that feel robotic shut down engagement fast. A little customization goes a long way.

● **Long Gaps Between Touches**

Consistency builds trust. When too much time passes, interest fades, and so does the connection.

● **Pushing The Call Too Soon**

Jumping straight into a calendar link before building context makes the interaction feel rushed and salesy.

● **Empty Follow-Ups**

Reaching out just to “check in” without offering anything new doesn’t create value; it just adds noise to the inbox.

"You don't lose leads because they weren't interested. You lose them because they lost interest waiting."

What We Built This Partner Program To Do

The 90-Day Lead Conversion Machine isn't a course or software. It's a hands-on collaboration built to create real traction.

Together, we'll:

- Re-engage cold leads sitting in the CRM
- Build simple, consistent follow-up flows
- Put a consistent outreach process in place, with or without a team
- Turning interest into real conversations that convert

It's not about doing more, it's about having a structure that works, backed by a team that knows how to build it.

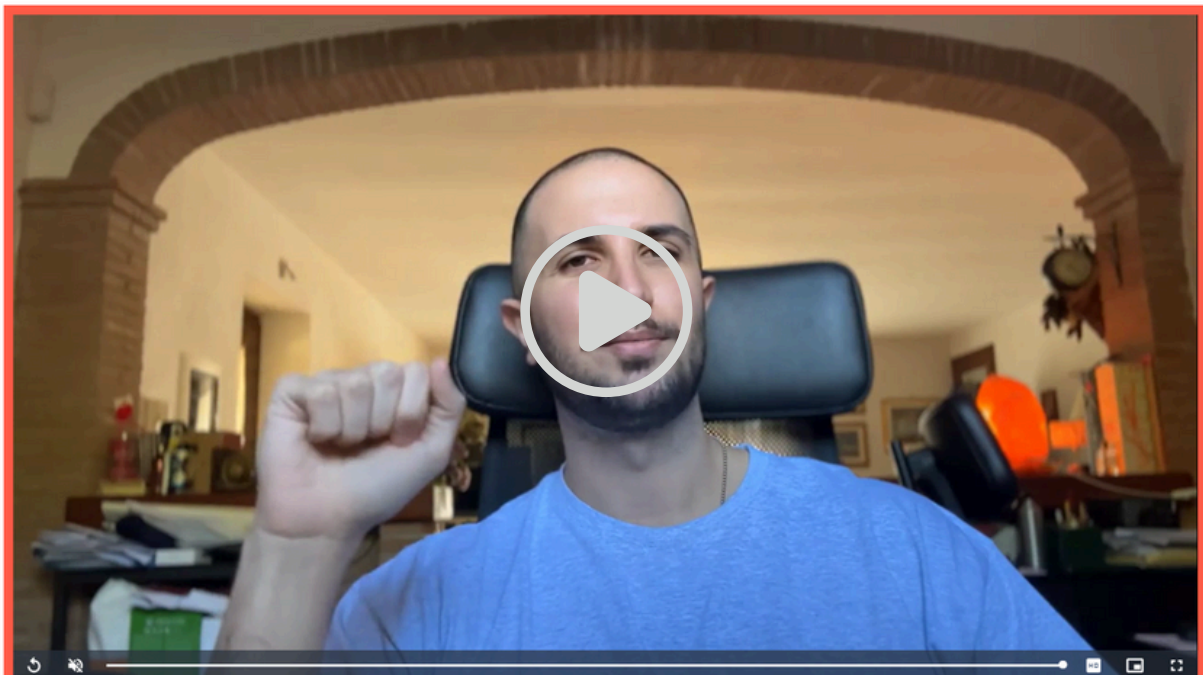
WHAT'S NEXT? IT'S TIME TO TURN CONVERSATIONS INTO CLIENTS

The real gold isn't in getting more leads, it's hidden
inside the pipeline you already have.

You don't need to chase new opportunities.

You need a smarter system that unlocks the clients
already waiting for you.

Let's map it out together and build your
Lead Conversion Machine.



**YES! I Want The Lead
Conversion Machine!**

pistackio

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