

The Hidden Revenue Leak: Turning Missed Leads into Closed Deals

Industry: Real Estate

Engagement Length: 4 Months

Primary Objective: Capture missed opportunities and protect existing revenue

The Situation

The realtor was generating a steady flow of inbound leads – but follow-up was entirely dependent on the founder’s availability:

- When showing homes, messages went unanswered
- Opportunities didn’t collapse – they disappeared
- CRM was inconsistent, making lead tracking unreliable
- Automated follow-up systems were nonexistent

Revenue was being lost before the deal pipeline even started.

Strategic Implementation

Aura took full ownership of the realtor’s marketing and lead management process, implementing a **structured, results-driven system**:

1. Lead Intake & Response

- Immediate response to inbound inquiries
- Automated routing for urgent or high-value leads

2. CRM Accuracy

- Cleaned and standardized lead data
- Proper tagging and segmentation to prioritize hot leads

3. Automated Follow-Up

- SMS and email sequences triggered by lead activity
- Smart reminders for cold or unresponsive leads

4. Pipeline Tracking

- Dashboard to monitor lead status and conversion potential
- Weekly performance reviews to optimize strategy

The result: no lead slipped through the cracks, and every opportunity was maximized.

Results After 4 Months

- **38%** increase in booked appointments
- **22%** increase in closed transactions
- Estimated **\$80,000** in protected annual revenue
- **12+** hours per week reclaimed for client-facing activities

Business Impact

The realtor no longer relied on juggling follow-ups manually. Instead of losing revenue to delayed responses, **all leads were engaged systematically**, creating predictable conversion and reclaiming valuable time for client-facing work.

Client Testimonial:

"I didn't need more leads. I needed to stop losing the ones I already had. Aura fixed the leaks."

Performance Snapshot

This graph illustrates the measurable impact of implementing a structured lead management system with Aura Assistant. Each metric demonstrates how systematic follow-up and automation transformed lost opportunities into booked appointments, closed transactions, and reclaimed time for client-facing work.

