

	Lead sources	Type	Costs				Prospecting / Buckets of Business
		Referral	25-35%				
						Referral Programs (8+)	Coffee/Lunch/ HH
	Opcity		35-38%			Nextdoor APP	Video Highlight of Biz
	Estatly		35%			FSBO	Paid Leads
	Fast Expert		30%			Expireds/Cancelleds	Lead Lake
	Rocket Homes		30%			Facebook	Door Knock
	Refin Referrals		30%			Instagram	Email Campaign
	Veterans United		30%			Local Businesses	***** Of the Month Campaign
	Ojo		35%			Sphere	Feature a builder
	Homelight		35%			Mailers	Feature a Contractor
						Free CMA Campaign	VIP Buyer Program
						Past Client	LinkedIn - Campaign
						Free(Insp,Appraisal,etc,) Camp	Throw a housewarming party
						Open Houses	Join a group
		Paid Leads				Client Appreciation Events	Join a league
						Monthly Newsletters	Join a Church
	Bold Leads		\$699.00			Drop Bys	Community help
	PPC(Driven Leads)		\$2,000			Referrals	TikTok
						Industry Partners	Cold Calling
						Call Party	Appt Party