

Realtor Lead Machine Toolkit

The buyer-lead follow-up system, neighborhood email templates, and MLS-alert setup used by top 1% agents.

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- The buyer lead lifecycle
- The 12-touch cadence
- Neighborhood email pack
- Reactivating dead leads
- Scoring your ROI

Chapter 1: The buyer lead lifecycle

This chapter walks through **the buyer lead lifecycle** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 2: The 12-touch cadence

This chapter walks through **the 12-touch cadence** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 3: Neighborhood email pack

This chapter walks through **neighborhood email pack** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 4: Reactivating dead leads

This chapter walks through **reactivating dead leads** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 5: Scoring your ROI

This chapter walks through **scoring your roi** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.