

Lead Qualifier

Scores an inbound real estate lead for urgency, intent, deal fit, and data quality, then returns the first move, ready SMS/email/call/voicemail scripts, a CRM note, and routing to the next agent.

LEAD GENERATIONREAL ESTATE

#AI DEALS#BROKER READY#CRM#UNBOUND LEADS#LEAD QUALIFICATION#LEAD SCORING#REAL ESTATE#REALTOR#BSK FLOW#SPEED TO LEAD

NEWOPEN

What this agent does

Turn a raw inbound real estate lead into a qualified, actionable first touch in under a minute.

Scores an inbound real estate lead for urgency, intent, deal fit, and data quality, then returns the first move, ready SMS/email/call/voicemail scripts, a CRM note, and routing to the next agent.

Who it is for

Solo agents, teams, and ISAs who get portal, website, or referral leads and lose deals to slow or generic first responses.

What it needs from you (inputs)

The lead message or CRM dump (plus an optional intake file), contact details, and whatever intent, timeline, budget, financing, and location context the agent already knows.

What it gives back (outputs)

A lead command desk, speed-to-lead plan with scores and missing fields, four ready out-of-the-box scripts, a CRM note, public research notes, routing to the next agent, and a data-quality review.

Lead Command Desk

Speed-to-Lead Plan

Reply Scripts

Lead Routing

CRM Note

Research Notes

Data Quality

Highlights

Paste anything lead intake — portal inquiry, text thread, call notes, or CRM dump

Four-part score: urgency, intent, deal fit, and data quality

Qualified / not qualified call with priority and appointment recommendation

Ready SMS, email, call opener, and voicemail scripts with click-to-open links

Public property and market research with sources and confidence

Copyable CRM note plus pipeline fields and missing-field list

Time saved per run: about 0.75 hours.

This agent drafts work for a licensed professional to review. It is not legal, tax, or financial advice, and it does not replace broker, title, lender, or attorney review.

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REAL ESTATE AI AGENT

Lead Qualifier

A new lead raised their hand. Paste the inquiry, fill in what you know, and get a scored qualification, the first move, ready reply scripts, a CRM note, and routing to the next agent.

Data75

Research0

Readiness82

Lead / CRM dump

Fastest path: paste the whole inquiry. Structured fields below override anything inferred from the dump.

Lead message

Good Demo Result Example

Lead temperature: Hot. Jordan has a clear timeline, defined budget, saved properties, and a shortlist. Recommended next action is to call within 5 minutes, confirm weekend tour availability, verify lender details, and send a shortlist comparing Summerlin and Henderson.

Upload lead note / intake file

Optional: One file up to 10 MB: PDF, DOC, DOCX, or TXT.

Choose FileNo file chosen

Contact

Contact details unlock the click-to-open Gmail, SMS, and call actions in the output.

Full name

Source

Jordan Nguyen

—

Email

Mobile phone

jordan.reed@example.com

702-555-0184

Intent

Client type, timeline, and financing drive the urgency and intent scores.

Client type

Timeline

seller

now

Budget / price ceiling

Financing status

600000

unknown

Property and next touch

Property context drives the public research step. Availability drives the appointment recommendation.

Preferred city / market

Preferred ZIP

Las Vegas, Henderson, Summerlin

89135

Interested property address / listing link

Paste the main property address or listing link the lead asked about.

Showing availability / best times

Can tour Saturday after 1pm; prefers weekday evenings; available for a call tomorrow morning.

Advanced options — stage, extra properties, motivation, and outreach shaping

Add a city or a property address so the workflow can pull public market context.

Estimated credits: 0 (Balance: 200)

Qualifying the lead...

GENERATED AI AGENT

Lead Command Desk

Draft Ready

Draft is ready. Check, save, or continue with an AI agent.

Sort

Newest first

Run ID: 804 | Artifacts: 7 | Auto-mapped fields: 0 | Credits Reserved: 0 | Credits Charged: 0 | Credits Breakdown: Basic 0

Lead Command Desk

LEAD QUALIFIER

Lead Command Desk

Jordan Reed | high priority | schedule_showing

Speed-to-Lead Plan

Lead Score: 52/100 | Priority: high | Qualified: Yes | Appointment: Needed

Next action: Call within 5 minutes to confirm weekend tour availability, verify lender details, clarify HOA/pet needs, and send a shortlist comparing Summerlin and Henderson homes.

Jordan is a highly qualified buyer relocating to Las Vegas within 60 days. They are pre-approved up to \$725k, have a clear list of must-haves (4+ bedrooms, 3+ baths, yard for a medium dog, remote work space, no major flier), and are ready to tour homes this weekend. They have already engaged with listings and requested to compare Summerlin and Henderson. Missing details: preferred tour windows, HOA/pet restrictions, and commute needs.

First move: Call or text now to book the appointment while intent is fresh.

Lead score

52

Urgency

40

Intent

50

Deal fit

45

Data quality

75

Client type

buyer

Intent

schedule_showing

Timeline

Within 60 days (relocating in August)

Budget/ceiling

\$725,000

Lead temperature

Hot

Nurture segment

Relocation - Pre-approved

Score reasoning

Lead temperature is hot due to clear timeline, pre-approval, specific criteria, and immediate request for a tour. Lead readiness score is moderate (52) due to missing details on lender, HOA/pet restrictions, and exact tour times. Data quality is good (75), but research quality is zero due to lack of public property context.

Missing fields

preferred tour windows

lender contact info

HOA/pet restrictions

commute needs

Reply Scripts

Action links: Call Text Open Gmail

SMS

Hi Jordan, thanks for reaching out! I'd love to help you tour homes in Summerlin & Henderson this weekend. What days/times work best for you? Any HOA or pet needs I should know about? Let's get you set up! Copy

Email Subject

Welcome to Las Vegas! Let's Schedule Your Home Tours. Copy

Email Body

Hi Jordan,

Thank you for reaching out and sharing your plans to relocate to Las Vegas! I see you're pre-approved up to \$725,000 and interested in 4+ bedroom homes with a yard for your dog, ideally single-story, in Summerlin, Henderson, or Southwest. I'd love to help you compare options and set up tours for this weekend.

Could you please confirm your preferred days/times for touring? Also, do you have any specific commute needs or concerns about HOA pet restrictions? If you'd like, you can share your lender's contact so we can coordinate smoothly.

Once I have this info, I'll send you a shortlist of homes in both areas that match your criteria.

Looking forward to helping you make your move!

Best,

[Your Name] Copy

Voicemail

Hi Jordan, this is [Your Name] with [Brokerage]. Thanks for your message about relocating to Las Vegas! I'd love to help you tour homes in Summerlin and Henderson this weekend. Please call or text me back with your preferred days/times, and let me know if you have any HOA or pet restrictions! I should be aware of. Looking forward to helping you with your move! Copy

Call Opener

Hi Jordan, this is [Your Name] with [Brokerage]. Thanks for reaching out about relocating to Las Vegas! I see you're pre-approved up to \$725k and interested in 4+ bedroom homes with a yard for your dog. I'd love to help you compare Summerlin and Henderson. Can we confirm your preferred days and times for touring this weekend? Also, do you have any specific commute needs or concerns about HOA pet restrictions? And would you be able to share your lender's contact info so we can coordinate? Once I have these details, I'll send you a shortlist of homes that fit your needs. Copy

Lead Routing

Best route: Buyer/showing route

Recommended next workflow

re-buyer-consultation-prep

Why this route

Call within 5 minutes to confirm weekend tour availability, verify lender details, clarify HOA/pet needs, and send a shortlist comparing Summerlin and Henderson homes.

Client type

buyer

Intent

schedule_showing

Appointment needed

yes

Missing before handoff

preferred tour windows, lender contact info, HOA/pet restrictions, commute needs

Next workflow keys

re-buyer-consultation-prep

re-appointment-scheduler

re-open-house-followup

CRM Note

CRM Note

Jordan Reed is relocating to Las Vegas in August, pre-approved up to \$725k, and wants to tour 4+ bedroom homes with a yard (for a medium dog) in Summerlin, Henderson, or Southwest. Interested in comparing areas. Needs: confirm lender contact, tour windows, HOA/pet restrictions, and commute needs. Immediate action: call to confirm tour and clarify details, then send shortlist of homes. Copy

Status

active

Priority

high

Next action

Call within 5 minutes to confirm weekend tour availability, verify lender details, clarify HOA/pet needs, and send a shortlist comparing Summerlin and Henderson homes.

Follow-up date

2026-10-19T12:00:00.000Z

Human review needed

no

Source

Website saved-property form

Phone

702-555-0184 Copy

Email

jordan.reed@example.com Copy

Research Notes

Property Context

No property context returned.

Market Context

No market context returned.

Research Summary

No public property or market research available. Must verify property matches and HOA/pet restrictions directly.

Source confidence: none

Verification: No public sources returned. Must verify property matches, HOA/pet policies, and lender details directly with lead.

No public sources returned.

Data Quality

Compliance / manual review

Review consent and brokerage policy before texting/calling.

Do not use protected-class, demographic, school-quality, or safety claims.

Data gaps

preferred tour windows

lender contact info

HOA/pet restrictions

commute needs

Human review needed: no

Copy HTML Copy Text

Speed-to-Lead Plan

LEAD QUALIFIER

Speed-to-Lead Plan

Lead score, urgency, first action, qualification status, and missing fields.

Lead Score: 52/100 | Priority: high | Qualified: Yes | Appointment: Needed

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Reply Scripts

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Reply Scripts

Click-to-open Gmail/SMS/call links plus copyable scripts.

Action links: Call Text Open Gmail

SMS

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CRM Note

LEAD QUALIFIER

CRM Note

Copyable CRM note and pipeline fields.

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Data gaps

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lender contact info

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Copy HTML Copy Text

Reply Start fresh