Leads21 Program – Prospecting with Online Leads

Century 21 Heritage Group Ltd. | Powered by Agent Locator

INTRODUCTION

Leads21 is Century 21 Heritage Group's exclusive online lead generation program in partnership with Agent Locator. At only **$60/month**, this program gives agents access to a professional lead generation CRM and system that would normally cost significantly more when purchased directly.

Agents can then choose their own **monthly ad spend** to control the number and pace of incoming leads. This flexibility makes Leads21 a scalable and cost-effective solution for agents serious about growing their business through online prospecting.

However, success with Leads21 requires **time, skill development, and consistent follow-up**. Buying leads alone is not enough. Agents must commit to practicing their conversations, building objection-handling skills, and developing a routine that supports lead conversion.

STANDARD OPERATING PROCEDURE (SOP) FOR USING LEADS21

1. Access and Setup

• Click Here - Leads21.ca to get started and register for the Leads21 program.

• Once registered, you will receive login credentials from Agent Locator.

• Access the system via Agent Locator’s login portal.

• Set your initial monthly ad budget (recommended: $200–$300).

• Complete all onboarding training videos provided by Agent Locator.

2. Daily Workflow

• Log in to the CRM every morning.

• Respond to new leads within five minutes of receiving them.

• Make initial contact via call and follow up with a text and email if there’s no response.

• Leave detailed notes in the CRM after each contact attempt.

• Set a next action or follow-up reminder for every lead, regardless of response.

3. Weekly Habits

• Block off 60 to 90 minutes daily for lead follow-up and nurturing.

• Prioritize new leads and those showing recent activity.

• Review and adjust email and text campaigns based on engagement.

• Categorize leads as Hot, Warm, or Long-Term in the CRM.

• Analyze your pipeline to track conversion metrics and lead sources.

BEST PRACTICES FOR MAXIMIZING RESULTS

1. Speed and Consistency

Responding quickly dramatically increases the likelihood of contact. Consistent follow-up over time is what ultimately leads to conversion.

2. Organized Tracking

Every interaction must be documented in the CRM. Use tags, categories, and reminders to manage your database effectively.

3. Practice Makes Progress

Leads21 is only valuable if you're developing your communication skills. You must learn to overcome objections, handle common buyer and seller hesitations, and sound confident and competent on every call. Regularly roleplay your scripts with a peer or coach.

4. Value-Based Follow-Up

Don't just ask if they're still looking. Send relevant listings, market insights, or content that demonstrates your value. Build trust and credibility with every interaction.

5. Commitment Matters

The program is not a passive income stream. It works **only** if you do. If you're not prepared to follow up consistently, refine your process, and work on your skills, this program will not provide a return on investment.

SUMMARY

Leads21 is a powerful tool for agents willing to take online lead generation seriously. With a deeply discounted monthly rate and full access to a proven CRM system, this program gives agents a competitive edge. But it only works for those ready to invest time, energy, and effort into turning opportunities into clients.

Click her to watch the Video and Sign Up for more info

Revision #3
Created 30 April 2025 18:36:32 by Eryn Richardson
Updated 30 April 2025 18:54:02 by Eryn Richardson