

THE HOMEBOT LEAD GEN PLAYBOOK

Turn two landing pages into a database-building machine.

Your take-home reference for getting your personalized pages in front of real people — the channels, the word-for-word scripts, and the follow-up that keeps a new lead from cooling.

- Made for all Homebot customers

A link nobody sees generates nothing.

Your landing pages already do the hard part. Someone enters an address, sees a real number, hands over an email — and from that moment forward Homebot nurtures them every month, notifies you when they engage, and keeps your name attached to their biggest asset.

The only thing left is distribution. That's the whole job of this playbook.

Most people treat a lead-gen link like a website: build it, mention it once, hope. The agents and loan officers who fill a database do the opposite — the link lives on their phone home screen, in their email signature, in their bio, on a QR code at the open house, in the recap email after every webinar.

Nothing here takes more than ten minutes. Pick one tactic per channel, add a script to your signature, and check your leads list daily. Steal what works. Skip what doesn't.

Every page follows the same pattern: preview first, email to unlock, then automatic notification and monthly nurture — no extra work required.

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Your two landing pages.

Two doors into the same machine — each one built to trade a real preview for an email address.

01 Homeowner leads

Enter an address → instant value preview → email unlocks the full home wealth report.

02 Purchase leads

Enter a target area → sample listings → email unlocks the full nationwide Home Search.

GOOD TO KNOW

Agents need a lender co-sponsor (or the Team plan) to unlock the Purchase page.

THE PATTERN BEHIND ALL THREE

Preview first · email to unlock · automatic notification · monthly nurture forever.

Get it seen.

In person, online, in print.

Pick one tactic per channel and launch it this week. Coverage beats perfection.

In person & online.

Your page should be one tap away when a conversation turns to the market — and one click away everywhere you already exist online.

IN PERSON

- ✓ Save your page to your phone's home screen.
- ✓ Add yourself as a demo homeowner and buyer.
- ✓ Bring it up naturally in market conversations.
- ✓ Share a quick client success story.
- ✓ Hand out a card or QR code at events.

ONLINE

- ✓ Hyperlink it in your email signature.
- ✓ Link in bio, story highlight, or a direct post.
- ✓ Embed the widget on your website.
- ✓ Host a 15–30 minute webinar; link it in the recap.
- ✓ Run a self opt-in campaign to new contacts.
- ✓ Set an after-hours auto-responder.

START HERE

The home-screen save and the email signature take about five minutes combined, and they're the two tactics that keep working without you. Do those first, then add one more per channel.

Print & local presence.

One QR code turns every piece of paper you already print into a lead capture form.

Generate a QR code from your landing page link in Canva, then put it everywhere your name already appears in the neighborhood. A scan is a lower-friction ask than a phone number — people will do it standing in a driveway.

The highest-yield swap: retire the paper sign-in sheet at your open house and let people scan instead. You get an email, they get a real number about a home they're standing in.

PRINT

- ✓ Turn your link into a QR code (Canva).
- ✓ Add it to door hangers and postcards.
- ✓ Use it on business cards and open-house signage.
- ✓ Post it in neighborhood newsletters.

DON'T START FROM SCRATCH

Grab print and social templates at homebot.ai/customer-resources ↗

Scripts you can use, word-for-word.

Keep it short. One clear call to action. Emotional language.

Those three rules sit behind every script in this chapter. Tap any card to copy it.

The homeowner script.

Four beats: the hook, the problem, what you did about it, the one action. Works as a post, a DM, or spoken out loud.

Script 01

HOMEOWNER PAGE

POST · DM · IN PERSON

Most homeowners are leaving money on the table

Use when you're pointing someone at your homeowner landing page.

Did you know most homeowners are leaving money on the table?

74% lose touch with their lender after closing and underuse their biggest asset.

I invested in a tool that lets my clients track their home's value and find smart ways to leverage their equity.

Click the link below, enter your email, and click "Go" to unlock your personalized home wealth report.

The line that does the work is "your biggest asset." You're not selling a report — you're naming something they already worry about.

MAKE IT YOURS

Swap the third line for your own reason you brought the tool on. Specific beats polished — "I got tired of clients finding out their equity from a Zillow guess" outperforms anything we could write for you.

The buyer script.

Script 02

PURCHASE PAGE

POST · DM · IN PERSON

Most first-time buyers don't know the real cost

Use when you're pointing someone at your purchase landing page.

Most first-time buyers don't know the real cost of purchasing in today's market.

Hidden costs can catch buyers off guard.

I use technology that lets clients privately search listings nationwide and get financial insights based on their budget.

Click the link below and enter your email to get full access to this free nationwide search experience.

"Privately" is doing the heavy lifting. Buyers browse long before they're ready to talk to anyone.

THE 3 RULES BEHIND EVERY SCRIPT

01

Keep it short

Four lines, max. If it needs a scroll, it needs a cut.

02

One clear call to action

One link, one verb. Never "reply or click or DM me."

03

Emotional language

Talk about their home and their money, not features.

One line, working while you sleep.

Paste these into your signature and your bio once. Tap any card to copy.

Script 03 EMAIL SIGNATURE

HOMEOWNER

Curious what your home is worth? Click here to find out.

Script 04 EMAIL SIGNATURE

PURCHASE

Wondering what you can afford to buy? Click here to search.

Script 05 SOCIAL BIO

HOMEOWNER

Curious what your home's worth? Click the link in my bio to explore.

Script 06 SOCIAL BIO

PURCHASE

Wondering what you can afford? Click the link in my bio to search.

WHERE THE LINK GOES

Hyperlink "click here" to your page — **{{Your Landing Page Link}}** — rather than pasting a raw URL. It looks intentional, and it survives being forwarded.

Two captions, ready to post.

Script 07

SOCIAL CAPTION

HOMEOWNER

What your equity could actually do

Most homeowners have no idea what their equity could actually do for them. I use a free tool that shows your home's real-time value and smart ways to put that equity to work. Enter your address below to see your personalized report in seconds.

Script 08

SOCIAL CAPTION

PURCHASE

More hidden costs than most people expect

Buying a home comes with more hidden costs than most people expect. I use a free tool that lets you privately search real listings nationwide and see exactly what fits your budget — no spam, no pushy calls. Enter your info below to start exploring homes today.

POSTING NOTES

Pair each caption with a story highlight so it keeps collecting emails after the post scrolls away — and set an after-hours auto-responder with the same link so a late-night lead never goes cold.

Don't let leads cool.

A lead is warmest in the minutes after they unlock their report. Two flows cover almost every case.

New lead follow-up

- 1 Check your Leads list for new activity.
- 2 Click their name to review what they're interested in.
- 3 Send an intro email or a personalized video.
- 4 Follow up once they've opened their report.

Referral flow

- 1 Mention "Share Homebot" while a happy client is in front of you.
- 2 They share via "Share Homebot" or "Invite Friends."
- 3 Their invitee gets a first report within 24 hours.
- 4 You're notified automatically — no extra work.

Script 09 NEW LEAD INTRO EMAIL

Send this within 24 hours of a new lead

Subject: Your home report is ready — one thing I'd point out

Hi **{{Lead Name}}** — thanks for checking your home's numbers. Your full report is unlocked, and it'll update on its own each month so you can watch value and equity move over time.

One thing worth a look: the equity section. Most homeowners are surprised by what's actually available to them and what it could be used for.

If anything in there raises a question — or you just want a second set of eyes on it — reply here or grab a time with me. No pressure either way.

— **{{Your Name}}**

Follow up within 24 hours, not days — speed is the only advantage nobody can copy. Swap the second paragraph for buying power when the lead came from your purchase page.

Creative plays worth stealing.

Six things other customers do that take almost no time and consistently produce leads.

1 Swap the paper sign-in sheet at your next open house for a QR code scan.

2 Add yourself as a client so you can show live numbers on the spot.

3 Pair every webinar with your landing page link in the recap email.

4 Set your website widget as an exit-intent popup or thank-you-page CTA.

5 Auto-respond after hours so a late-night lead never goes cold.

6 Send a personalized video when a new lead shows up.

Your action plan — fill this in before you leave.

Five commitments. Write the real answer next to each one.

☐ Save your landing page to your phone today.

☐ Pick one tactic per channel to launch this week. _____

☐ Add a script from this playbook to your email signature or bio.

☐ Build your QR code and put it somewhere real this week. _____

☐ Check your Leads list daily and follow up within minutes, not days.

Templates

homebot.ai/customer-resources ↗

Help center

[Generate Leads collection](#) ↗

RECORDED WEBINARS WORTH AN HOUR

Social media masterclass with Sosi

Turning posts and stories into a steady stream of landing page opt-ins.

[Watch](#) ↗

Advanced content strategies for loan officers

Content that earns attention first and asks for the email second.

[Watch](#) ↗