YOUR  
LOGO

**COMPANY NAME**

REAL ESTATE LEAD NURTURING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your real estate lead nurturing efforts. We specialize in developing and executing effective strategies that convert leads into loyal clients, increasing sales and maximizing marketing ROI.  
  
This proposal outlines our approach to nurturing [Client Name]'s real estate leads.

# Project Objectives

The primary goals are:  
  
- Engage and nurture real estate leads through targeted communications  
- Build trust and maintain top-of-mind awareness  
- Increase lead-to-client conversion rates  
- Support long-term relationship building with prospects

# Proposed Services

Our lead nurturing services include:  
  
- Lead segmentation and audience profiling  
- Email marketing campaigns with personalized content  
- Automated follow-up workflows and drip campaigns  
- Social media retargeting and engagement  
- CRM integration and lead tracking  
- Monthly performance reporting and optimization

# Scope of Work

Scope includes:  
  
- Initial audit of existing lead database and processes  
- Development of a tailored lead nurturing strategy  
- Creation and deployment of email and content campaigns  
- Setup and management of automated workflows  
- Regular analysis and campaign adjustments based on performance

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Audit & Strategy Development | Review current leads and create nurturing plan | [Start Date] |
| Campaign Setup | Implement workflows, email sequences, and retargeting | [Date] |
| Execution & Monitoring | Launch and manage lead nurturing activities | [Ongoing] |
| Reporting & Optimization | Analyze performance and refine strategies | [Monthly] |

# Pricing

Estimated cost breakdown for lead nurturing services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy Development | Custom lead nurturing plan and segmentation | [Amount] |
| Campaign Execution | Email, retargeting, automation setup | [Amount] |
| Ongoing Management | Lead tracking, optimization, reporting | [Monthly Fee] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leading digital marketing agency specializing in real estate lead generation and nurturing.  
  
- Experience: [X] years in real estate marketing and lead management  
- Expertise: CRM automation, email marketing, retargeting strategies  
- Mission: To help real estate businesses convert more leads into clients through effective, relationship-driven marketing

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Lead nurturing for a regional real estate agency  
- Outcome: Improved conversion rate by 20% and reduced lead response time  
  
Testimonial:  
“[Your Company Name] helped us turn cold leads into active buyers through consistent and strategic engagement.” — [Client Contact]

# Terms and Conditions

Payment Terms: Monthly retainer of [Amount], billed at the start of each month.  
Contract Term: Initial commitment of [X] months.  
Service Scope: Includes strategy development, campaign execution, and reporting.  
Client Responsibilities: Provide access to CRM, lead data, and approve content.  
Cancellation: 30-day written notice required for termination.

# Acceptance

To approve this real estate lead nurturing proposal and begin services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_