

US REAL ESTATE BROKER OPERATIONS PORTFOLIO

Every brokerage faces multiple, overlapping gaps:

- Not enough leads
- Leads coming in but not being followed up fast enough
- Paid campaigns generating demand without predictable results
- CRM and MLS systems underutilized, leading to missed opportunities
- Listing and social media workflows consuming agent time instead of closing deals
- Transaction and back-office friction slowing revenue and reducing visibility

We are designed to address these gaps simultaneously with negligible downside risk for you. You are not committing to a long-term contract, system overhaul, or full-service adoption. You are authorizing a **single pilot**, focused on a defined service area, to test whether structured execution improves efficiency, lead capture, and conversion across lead generation, calling, CRM, transaction coordination, MLS, website, social media, and back office.

Who This Is For

- Brokerage owners looking to expand revenue and increase conversions
- Team leaders with 5–100 agents
- High-volume brokers managing multiple lead sources
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Pilot Setup

- Choose **service areas** to start (mentioned as follows)
- Define **market/team scope**
- 14-day duration
- Dedicated operators, broker-approved workflows, measurable KPIs
- Weekly reporting and review

If results meet expectations, continue. If they don't, you stop with **zero lock-in, zero disruption, and full operational transparency**.

Our focus is on recovering lost opportunities, streamlining operations, and converting potential into measurable results in a safe, reversible, low-risk package.

Trust & Risk Architecture

- US-market scripts and workflows only
- Dedicated real estate operators
- Recorded calls and activity logs
- KPIs defined before launch
- Pilot-first, month-to-month analytics

Next Step

Select your pilot focus, approve scope, and launch within just a few business days after training.

This is the **lowest-risk** way to test potential **revenue improvements** across your brokerage, and the only decision now is whether you want to see the results first-hand or leave revenue on the table.

We remove downside before asking for commitment.

CORE SERVICE STACK

1. CALLING OPERATIONS (INBOUND & OUTBOUND)

Purpose: Enforce speed, consistency, and follow-up discipline across the brokerage

Covered Call Types

- Cold Calling
- Pre-Foreclosure
- Foreclosure
- FSBO
- Expired Listings
- Mortgage-Related Properties
- Neighbourhood / Circle Prospecting

Execution Framework

- Broker-approved scripts per category
- Call + SMS + voicemail follow-up sequences
- Qualification before agent handoff
- Call disposition tracking

Risk Controls

- Script approval required
- Call recordings shared
- Pilot limited to one list or zip code

2. LEAD GENERATION (PAID MEDIA)

Purpose: Provide controllable inbound demand for brokers, not agents

Channels

- Meta Ads
- Google Search & Display

Broker-Level Approach

- Market-level targeting (not agent branding)
- Lead routing logic enforced centrally
- Landing pages built for response, not aesthetics

Expected Result

Typical brokerage spend: - \$3,000–\$5,000/month ad spend

Observed outcome: - CPL stabilized within 21 days - Lead-to-conversation rate improved due to enforced follow-up

Risk Controls

- Spend caps
- Weekly reporting
- No long-term ad lock-in

3. WEBSITE DEVELOPMENT & MAINTENANCE

Purpose: Conversion reliability and operational stability

Scope

- Website development
- Maintenance & uptime
- CRM and ad integrations

Expected Result

- Form failures and slow load times fixed
- Lead delivery errors reduced to near-zero
- Conversion rate lift of 10–20% without traffic increase

4. SOCIAL MEDIA MANAGEMENT (BROKERAGE-LEVEL)

Purpose: Maintain credibility and consistency across channels

Scope

- Content creation
- Reputation management
- Engagement

Expected Result

- Consistent posting restored inactive profiles
- Improved broker credibility for listing presentations
- Reduced agent-side content burden

5. TRANSACTION COORDINATION

Purpose: Reduce broker admin load and deal friction

Platforms

- DocuSign
- DoorLoop

Expected Result

- Faster document turnaround
- Fewer compliance misses
- Reduced broker involvement per transaction. Freed time.

6. CRM & BROKERAGE SYSTEMS MANAGEMENT

Purpose: Enforce pipeline discipline across agents

Platforms

- KV Core
- Keller Williams Command
- Follow Up Boss
- Go High Level

Expected Result

- Centralized pipelines
- Automated follow-up rules enforced

- Lead aging reduced significantly across teams

7. MLS & LISTING PLATFORM OPERATIONS

Purpose: Accuracy, visibility, and response enforcement

Platforms

- Zillow
- Homes.com
- Realtor.com
- MLS systems

Expected Result

- Listing errors reduced
- Faster lead routing
- Improved response compliance brokerage-wide

8. BACK-OFFICE & SUPPORT OPERATIONS

Bookkeeping (ERP)

- Transaction-level tracking

Email Management

- Mailchimp campaigns
- Inbox triage

Expected Result

- Reduced broker cognitive load
- Cleaner reporting and audit trails

Have Questions? Ready to get Started?

BOOK A CALL



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