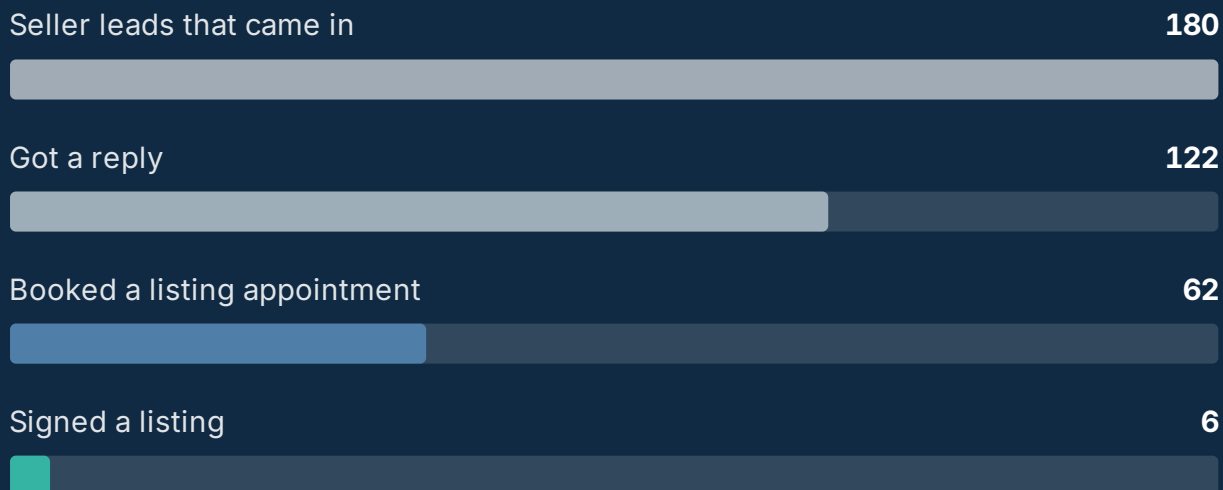


FOR US INDEPENDENT BROKERAGES

Which of your seller leads actually become listings?

Broker Lead Lab answers that from the lead list your CRM already exports. One table, source by source. No new system for your team.

ONE QUARTER AT A SAMPLE BROKERAGE



180 leads in, 6 signed. Page 2 shows which sources produced those 6.

WHAT YOU SEE

One table shows which lead sources sign.

Most leads

Zillow

54 leads, **none signed**

Best at signing

Past client

9 leads, **2 signed**

Same brokerage, same quarter. That gap is where you look first.

Lead source	Leads	Appointments	Signed	Signed rate	Lead cost per signed	Typical time to first reply
Zillow	54	15	0	0%	n/a	15 hrs
Realtor.com	43	12	2	5%	\$753	15 hrs
Website home value	30	14	0	0%	n/a	10 hrs
Referral	29	9	2	7%	n/a	15 hrs
Google ads	15	9	0	0%	n/a	18 hrs
Past client	9	3	2	22%	n/a	19 hrs
All sources	180	62	6	3%	\$741	15 hrs

The bar under each source: got a reply booked a listing appointment signed

Signed rate

Out of every 100 leads from that source, how many signed.

Lead cost per signed

What you paid for that source's leads, divided by the listings it produced. n/a means nothing signed yet, or no cost in your file.

Change the view

The same table by office, campaign or agent, for any date range.

Sample data for illustration: 180 made up leads over one quarter, processed by the real product. Your table comes from your own export.

Three steps. No new system.

1

Upload your lead list

Export your seller leads from your CRM as a spreadsheet file and upload it. Columns in any order. Names, emails and phone numbers are removed before your leads are saved.

2

Read the table

See leads, appointments and listings for every source, office, campaign and agent. Every figure explains itself when you click it.

3

Test one change

Pick one thing to try, such as replying faster. Do it for half your new leads. Broker Lead Lab compares the two halves for you.

Example test: reply within 15 minutes

Half the new leads got a reply within 15 minutes. The other half got the usual reply. Each group needs 20 leads before a result is shown.

Usual reply

22 leads



15 minute reply

21 leads



The line marks 20 leads.

Both groups have passed 20 leads. The screen now shows which group signed more, with the lead count behind it. You decide whether to keep the change.

Straight numbers, built in

- No percentage is shown when there is nothing to count.
- Fewer than 20 leads in a group: the screen says **Not enough data.**
- Results say which way it went and how many leads that rests on. You decide, not the software.
- No made up insights. No promised results.
- Names, emails and phone numbers are removed before your leads are saved. The original file is deleted after 30 days.
- Export or delete your data at any time.

It sits beside your CRM

Nothing to replace or migrate. No new lead form. No new login for your agents. One export, one upload, one table your team can act on this week.

After the 30 day pilot you will know

1

Which sources bring listings, and which only bring enquiries.

2

How fast your team replies to each source, and whether speed matters for you.

3

What one change did, in plain words, with the number of leads behind it.

PRICING

Start with a 30 day pilot on your own leads.

One office, your own lead list, a first report and two tests. If your numbers show nothing useful, you have spent one export and one call.

START HERE

Pilot, 30 days

\$299 one off
or £239

- One office, up to 3 users
- We walk you through your first upload
- Your first source report
- Two tests, with your decision recorded
- A report you can print

AFTER THE PILOT

Solo Office

\$79 per month
or £59

- One office, up to 3 users
- Up to 3 lead sources
- Monthly uploads
- Tests and exports

AFTER THE PILOT

Growth Office

\$149 per month
or £119

- Up to 10 offices and 10 users
- Up to 8 lead sources
- Tests, exports and audit log

Prices exclude VAT and sales tax. Monthly plans can be cancelled from the billing page and run to the end of the paid month.

NEXT STEP

Apply for a pilot: broker-lead-lab.vercel.app/pilot

Tell me your brokerage, your main lead sources and your CRM. I reply within two working days. If it is a fit, we agree the data terms and you upload your lead list yourself. If it is not a fit, I will say so.

Arnold Oshenye, Founder
arnold.oshenye@oshylabs.eu

Do you connect to my CRM?

Not yet. You upload an export. Direct connections come next, for the CRMs pilots use most.

Where is my data held?

In London. Names, emails and phone numbers are removed from your lead records. The original file is deleted after 30 days.

Who is behind this?

Oshy Labs Ltd, a software company in London. The founder reads every pilot application.