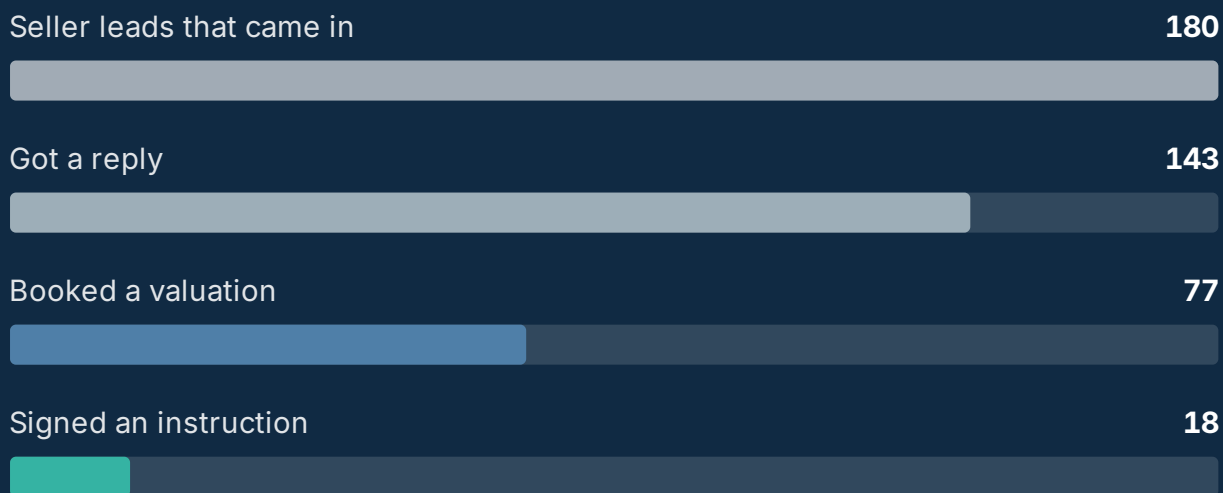


FOR UK ESTATE AGENCIES

Which of your seller leads actually become instructions?

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 AGENCY



180 leads in, 18 signed. Page 2 shows which sources produced those 18.

WHAT YOU SEE

One table shows which lead sources sign.

Most leads

Rightmove

58 leads, **3 signed**

Best at signing

Referral

20 leads, **6 signed**

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

Lead source	Leads	Valuations	Signed	Signed rate	Lead cost per signed	Typical time to first reply
Rightmove	58	23	3	5%	£580	11 hrs
Zoopla	42	21	4	10%	£231	14 hrs
Website valuation	26	10	3	12%	n/a	20 hrs
Facebook ads	20	8	1	5%	£622	10 hrs
Referral	20	10	6	30%	n/a	5 hrs
OnTheMarket	14	5	1	7%	£168	16 hrs
All sources	180	77	18	10%	£192	12 hrs

The bar under each source: got a reply booked a valuation 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 instructions it produced. n/a means nothing signed yet, or no cost in your file.

Change the view

The same table by branch, campaign or negotiator, 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, valuations and instructions for every source, branch, campaign and negotiator. 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



16 leads

15 minute reply



26 leads

The line marks 20 leads.

Not enough data yet. The usual reply group has 16 leads. At 20, the screen shows which way it is going. Until then it shows nothing, so nobody acts on a hunch.

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 negotiators. 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 instructions, 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 agency, 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.