

The Real-Time Internet Lead Checklist

Seven moves to get more funded loans from the internet leads you already buy — most cost nothing but discipline.

- 1. Respond in under 5 minutes**
Responding in 5 minutes instead of 30 makes you 100x more likely to ever reach the lead. Measure your median lead-to-first-response time today.
- 2. Make the first touch an automated text **MOST IMPORTANT****
81% of people won't answer an unknown call; 74% read a text within 5 minutes. Fire an instant branded text + self-scheduling link the moment a lead hits the form.
- 3. Commit to a 6-touch cadence**
93% of converted leads are reached by the 6th attempt. Define a written sequence — ~6 calls + 5 emails — and enforce it in your CRM. Don't quit at attempt two.
- 4. Call when buyers actually pick up**
Wednesday and Thursday, late-morning and 4–6 PM, connect best. Front-load dials into those windows instead of spreading them evenly.
- 5. Treat the CRM as the system of record**
Every lead gets a status, an owner, and a dated next action — no exceptions. Pull leads with no activity in 7 days; that's your accountability gap in dollars.
- 6. Build a real long-term nurture**
Roughly half your leads are qualified but not ready today. Auto-drop non-converters into nurture, keep past closings in it, and recycle — never delete.
- 7. Manage to cost-per-funded-loan**
Rank every lead source by funded loans ÷ total spend — not by lead price. The cheapest source rarely wins. At ~\$11,076 of cost per loan, conversion is the lever.

Want a gut-check on where your leads are leaking?

We generate the leads and build the speed-to-lead systems that fund them.

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