



The 7 Silent Deal Killers Draining Your Property Ad Budget

Number 4 is costing most investment firms a sale a month, and it happens after the enquiry.

Your leads probably aren't the problem.

If you sell property investments, you've almost certainly said it: "The leads are rubbish." They don't answer. They weren't serious. They "were just looking".

Sometimes that's true. But after building and running lead funnels for property investment companies, I see the same pattern again and again. Far more of the money is lost *after* the enquiry than before it.

It leaks out in seven places between someone clicking your ad and someone sitting on a call with your team. Each one is silent. None of them show up as a red number in Ads Manager, because by the time they happen, Meta has already counted the lead as a success.

This report walks you through all seven: what each one looks like inside a property firm, what it costs you, and exactly how to fix it.

You don't need to fix all seven at once. Most firms find one or two of them are costing more than the rest put together. The scorecard on page 12 will show you which.

James

Director, You&I Marketing Ltd

The seven

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How to use this report

- Each chapter covers what the killer looks like, what it costs and the fix.
- Every chapter ends with one quick win you can do this week, most in under an hour.
- Do the scorecard first if you want to jump straight to your biggest leak.

1

Deal killer 1 of 7

Your ads attract browsers, not buyers

The quickest way to get cheap leads is to promise something exciting: "8% returns, hands-off, start today". It's also the quickest way to fill your CRM with people who were never going to buy.

Sound familiar?

- ☐ Cost per lead looks great in Ads Manager, but your team can't get anyone on the phone.
- ☐ People on calls ask if they can start with £5,000, or say they were "just curious".
- ☐ You use Meta's instant forms because they're cheaper per lead.
- ☐ Your best-performing ad by cost per lead has never produced a sale.

What it costs you

Cheap leads aren't cheap if your sales team spends hours chasing them. Every hour spent on someone who can't buy is an hour not spent with someone who can.

Worse, Meta learns from whoever fills in your form. Attract browsers and it goes looking for more browsers.

The fix

- 1 Put the entry price in the ad. "Units from £X" filters out people who can't buy before you pay for their click.
- 2 Name the investor you want in the first line: cash buyers, portfolio landlords, pension investors. People self-select.
- 3 Send traffic to a landing page rather than an instant form. If you do use instant forms, choose the "higher intent" form type and add a budget question.
- 4 Judge ads by cost per qualified lead, not cost per lead. A £60 lead that buys beats ten £15 leads that don't.

Quick win this week

Pull your last 50 leads and tag each one "could buy" or "never could". Match them to the ad they came from and pause the ads that produced the most "never could".

2

Deal killer 2 of 7

Your page sells the building, not the investment

Most property landing pages look like a brochure: CGIs, a lifestyle video, "stunning city-centre apartments". Lovely if the visitor was going to live there. An investor wants four things: what it costs to get in, what it makes, how they get paid and how they get out.

Sound familiar?

- ☐ Visitors leave without scrolling past the photo gallery.
- ☐ The page takes more than three seconds to load on a phone.
- ☐ There are four different buttons: brochure, WhatsApp, book a viewing, call us.
- ☐ The numbers are in a PDF you only send after they enquire.

What it costs you

Every visitor who leaves without enquiring is ad spend gone. Lift your page's conversion rate from 5% to 8% and the same budget buys you 60% more leads, without touching the ads.

The fix

- 1 **Above the fold:** entry price, projected return and its basis, how returns are paid, and one button.
- 2 **Then, in order:** how it works in three or four steps, the numbers, the risks and how you manage them, FAQs, who you are.
- 3 **Be honest about risk.** Investors know there is some. Naming it builds more trust than pretending otherwise.
- 4 **One action only:** request a call. Say what happens next: "We'll call you within a few minutes to talk through the numbers."
- 5 **Load in under 2.5 seconds on mobile.** Most of your traffic comes from Facebook and Instagram on a phone.

Check any return figures and risk wording with your compliance adviser before publishing.

Quick win this week

Open your landing page on your phone, on 4G, and time it. If you can't find the entry price and the return within five seconds, neither can your investors.

3

Deal killer 3 of 7

Your form asks the wrong questions

Forms fail in two directions. Too short, just name and email, and you've no idea who's serious. Too long, and the serious people give up before they reach the submit button.

Sound familiar?

- ☐ Your team calls every lead in the order they arrived, whatever their budget.
- ☐ You get fake numbers and joke email addresses.
- ☐ You don't know if someone is a cash buyer until ten minutes into the call.
- ☐ Your best investor waited in the queue behind five tyre-kickers.

What it costs you

Without qualification, your best lead and your worst lead get exactly the same treatment. In practice that usually means the best one waits, and investors with money don't wait long.

The fix

- 1 Use the five fields that work: name, mobile (required), email, budget band and timescale. Add "cash or finance" as an optional sixth.
- 2 Use dropdowns, not open boxes, for budget and timescale. They're quicker to answer and easier to route.
- 3 Validate mobile numbers on the form so fake numbers can't get through.
- 4 Route by the answers. £100k+ cash, ready within three months? Straight to your most senior closer, with an alert.

Quick win this week

Add a budget dropdown to your form today. Don't remove anything else yet. After a week, look at what it tells you about who your ads are really reaching.

4

Deal killer 4 of 7, the expensive one

The callback gap

An investor fills in your form at 9.12pm on a Tuesday. They're on the sofa, phone in hand, interested right now.

Your team calls at 10.30 the next morning. No answer. Or they answer and say "Sorry, who's this?" Or worst of all: "I've already spoken to someone about something similar."

Nothing in your ad account will ever show you this. It happens after the lead has already been counted as a win.

7x

Firms that tried to contact a lead within an hour were nearly seven times more likely to qualify it than firms that waited longer.

Harvard Business Review, "The Short Life of Online Sales Leads", 2011

100x

The odds of reaching a lead fell around a hundredfold when the first call came after 30 minutes instead of within 5.

Lead Response Management Study, Oldroyd and InsideSales.com, 2007

42h

The average time it took companies to respond to an online enquiry, among those that responded at all.

Harvard Business Review, "The Short Life of Online Sales Leads", 2011

Why it happens in property firms

Investors browse in the evenings and at weekends, when they finally have time to think about money. That's exactly when nobody is in the office. In the daytime, your sales team is on calls. And too many leads land in an email inbox instead of ringing someone's phone.

Sound familiar?

- ☐ Weekend leads get called on Monday.
- ☐ New leads arrive by email notification.
- ☐ "They didn't answer" is the most common note in your CRM.

What the callback gap costs, in pounds

Here's a worked example. Swap in your own numbers.

Enquiries per month	80
Reached when called the next day (around 40%)	32
Reached when called within a minute (around 70%)	56
Extra conversations per month	24
If 1 in 20 conversations becomes a sale	÷ 20
Extra sales per month	1.2

Contact and conversion rates are illustrative. Use your own figures from your CRM.

That's a sale a month, lost to timing alone.
Before you change a single ad, a word of copy or a penny of budget.

The fix

- 1** Call every lead within 60 seconds, 24/7. People can't do that. Automation can. An AI voice caller rings the moment the form is submitted, confirms interest, budget and timescale, and books a slot in your team's diary.
- 2** If there's no answer, send an SMS straight away with a booking link. Then keep calling: twice on day one, then on days two, four and eight.
- 3** Tell them the call is coming. Put it on your thank-you page: "Your phone will ring in the next minute." People answer calls they're expecting.
- 4** Measure speed-to-lead every week. Average time from form to first contact. If you don't measure it, it drifts.

Quick win this week

Tonight, fill in your own form from your personal phone. Write down the time. See how long it takes for anyone to contact you, and what they say when they do.

5

Deal killer 5 of 7

One email, then silence

Property investment is a considered purchase. Plenty of investors enquire months before they're ready: waiting on a remortgage, a bonus or the sale of another property. If your follow-up ends after two missed calls and a brochure, you've paid to create a buyer and handed them to whoever follows up in month three.

Sound familiar?

- ☐ "Not ready yet" leads get marked as lost.
- ☐ The only email a lead ever gets is the brochure.
- ☐ New stock goes straight onto ads, and nobody on your existing list hears about it first.
- ☐ Your emails come from "The Team" and look like newsletters.

What it costs you

Your ad spend creates future buyers as well as today's. Without follow-up, you pay to find them and your competitors get to close them.

The fix

- 1 A 30-day nurture sequence of six to eight emails: the numbers, how it works, the honest risks, exit options, a case study, answers to common questions and a soft invitation to a call.
- 2 Then a monthly update: the market, new opportunities, completed deals.
- 3 Send new stock to your list first, before it goes on ads. Warm leads cost nothing to reach.
- 4 Write plain-text emails from a real person. They read like a message, not a marketing campaign, and they get replies.

Quick win this week

Write one short email: "Are you still looking at property investments?" Send it to every lead from the last six months who hasn't bought. Count the replies.

6

Deal killer 6 of 7

Your CRM is a list, not a pipeline

Most property firms have a CRM. Few have a pipeline. A list tells you who enquired. A pipeline tells you what happens next, who's doing it and by when.

Sound familiar?

- ☐ Hundreds of contacts are sitting in "New".
- ☐ Nobody's sure who last spoke to whom, or what was said.
- ☐ Salespeople keep their best leads in their own phone or spreadsheet.
- ☐ You can't answer: "How many reservations did last month's ads produce?"

What it costs you

Most leads don't die from a "no". They die from neglect. Every lead without a next step is demand you've paid for, quietly going off.

The fix

- 1** Seven stages, each clearly defined: New, Contacted, Qualified, Call booked, Call held, Reserved, Completed. Plus Lost, always with a reason.
- 2** Every deal has one owner and a next task with a date.
- 3** Automate the moves you can. Form submitted puts a deal in New. A booked call moves it to Call booked.
- 4** One rule: nothing sits in New for more than 24 hours.
- 5** Record the source of every deal, right down to the ad, so you can see what really sells.

Quick win this week: the dead lead goldmine

Filter every lead older than 30 days with no activity. Send them the email from killer 5, and have someone call everyone who replies within the hour.

7

Deal killer 7 of 7

Meta is optimising for the wrong thing

When you tell Meta to get you leads, it gets you leads. It has no idea which of them went on to buy. So it goes and finds more people like your cheapest leads, and they're rarely your best.

Sound familiar?

- ☐ Cost per lead is falling while sales stay flat.
- ☐ You can't say which ad or audience produced your last reservation.
- ☐ Your pixel only tracks page views and form fills.
- ☐ Numbers in Ads Manager never match the numbers in your CRM.

What it costs you

You're training the algorithm on bad data. Every month it gets better at finding people who fill in forms, and no better at finding people who invest.

The fix

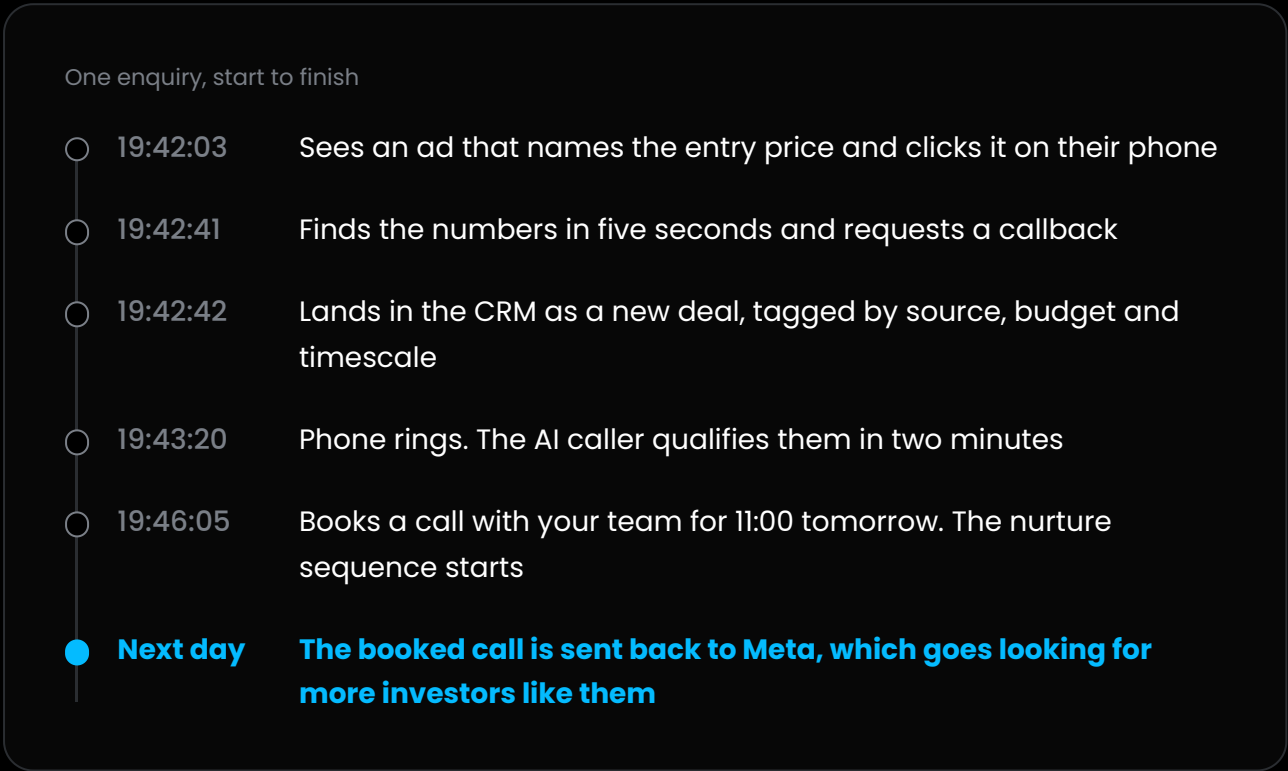
- 1 Set up the Conversions API so events are sent from your server, not just the browser pixel, which misses a lot to privacy settings and ad blockers.
- 2 Send your CRM stages back to Meta: qualified lead, call booked, reservation.
- 3 Optimise on qualified leads once you have enough volume, instead of on every form fill.
- 4 Report on cost per booked call and cost per reservation every month. That's the number that pays the bills.

Quick win this week

Open Events Manager and check the Event Match Quality score for your Lead event. A low score means Meta is working from a blurry picture of who your leads are.

What it looks like when all seven are fixed

Most firms fix one or two of these. The real results come from connecting all seven, because each fix feeds the next. Here's one enquiry going through a joined-up system.



Ads	Landing page	Instant follow-up	CRM pipeline	Booked calls
Built to attract buyers, not browsers.	Sells the investment, with one clear action.	Every lead called within a minute, then nurtured.	Every lead has a stage, an owner and a next step.	Fed back to Meta so spend follows buyers.
Fixes killer 1	Fixes killers 2 and 3	Fixes killers 4 and 5	Fixes killer 6	Fixes killer 7

The Lead Leak Scorecard

Answer honestly. Score one point for every yes.

- | | | | |
|----|--|------------------------------|-----------------------------|
| 1 | Do your ads show the entry price or minimum investment? <small>Killer 1</small> | ☐ Yes | ☐ No |
| 2 | Can a visitor find the entry price and projected return on your page within five seconds on a phone? <small>Killer 2</small> | ☐ Yes | ☐ No |
| 3 | Does your form ask for budget and timescale? <small>Killer 3</small> | ☐ Yes | ☐ No |
| 4 | Is every new enquiry contacted within five minutes, including evenings and weekends? <small>Killer 4</small> | ☐ Yes | ☐ No |
| 5 | Do unanswered leads get an automatic SMS and at least five call attempts? <small>Killer 4</small> | ☐ Yes | ☐ No |
| 6 | Do leads who aren't ready yet get at least six nurture emails over 30 days? <small>Killer 5</small> | ☐ Yes | ☐ No |
| 7 | Is every lead in a defined pipeline stage, with an owner and a dated next task? <small>Killer 6</small> | ☐ Yes | ☐ No |
| 8 | Is every new lead moved out of "New" within 24 hours? <small>Killer 6</small> | ☐ Yes | ☐ No |
| 9 | Do you send qualified leads, booked calls or reservations back to Meta? <small>Killer 7</small> | ☐ Yes | ☐ No |
| 10 | Can you name the ad that produced your last reservation? <small>Killer 7</small> | ☐ Yes | ☐ No |

8 to 10

A tight funnel

Your gains now come from scaling spend and testing new creative.

5 to 7

Leaking

You're paying for leads that die before a conversation. Killers 4 and 6 usually pay back fastest.

0 to 4

Haemorrhaging

You can probably get more sales from the leads you already buy before spending another pound on ads.

Want all seven fixed for you?

We build and run the whole system for UK property investment firms: the ads, the landing page, the form, the instant AI callback, the nurture emails, the CRM pipeline and the Conversions API. One team, joined up, measured on booked calls.

Live in 14 days

Your full system built, tested and switched on within 14 days, or your first month's management is free.

Guaranteed lead volume

A minimum number of leads for your ad spend, agreed up front. Miss it and we keep managing your campaign for free until you hit it.

Book a free strategy call

Bring your scorecard. We'll look at your ads and your follow-up and show you the three fixes likely to make you the most money, whether or not we work together.

[Book your call](#)