

AI Lead Response System - Playbook

Respond to every real estate lead in under 60 seconds with AI-powered scoring, routing, and personalized multi-channel messaging.

Who This Is For

- Real estate agents and teams who lose deals to slow response times
- Brokerages handling 50-500+ leads/month across multiple sources
- Anyone using Zillow, Realtor.com, Facebook Lead Ads, or web forms

The Problem It Solves

Industry data shows most realtors take **30-120 minutes** to respond to a lead. But **35-50% of sales go to the first responder**, and responding in 5 minutes vs 30 minutes gives an **80% higher conversion rate**. This automation makes you the first responder every single time.

What You Get

Workflow File

- **lead-intake-ai-enhanced.json** - Import this into n8n to get the full automation running

What The Workflow Does (Step by Step)

1. **Lead Arrives** - Webhook receives lead from any source (Zillow, Facebook, web form, etc.)
2. **AI Analysis** - OpenRouter AI scores the lead (Hot/Warm/Cold), detects intent (budget, property type, urgency, timeline)
3. **Smart Routing** - Assigns to the best agent based on territory, specialty, and availability (round-robin fallback)
4. **Instant Response** - Sends AI-personalized messages via SMS, Email, WhatsApp, and Slack within 60 seconds
5. **CRM Sync** - Creates/updates contact record in HubSpot, Salesforce, or Pipedrive
6. **Escalation Flag** - Hot leads trigger immediate manager notification

Included Guides

File	What It Helps You Do
QUICK-START.md	Get running in 5 minutes with just Slack + Email
AI-SETUP-GUIDE.md	Set up OpenRouter AI for lead scoring and message personalization
INTEGRATION-GUIDE.md	Connect Zillow, Realtor.com, Facebook, custom web forms
README-SETUP.md	Full setup - all channels, CRM, agents, customization
WHATSAPP-INTEGRATION.md	Add WhatsApp as a response channel via Twilio
README-AI-ENHANCED.md	Deep dive into the AI features and 5-stage architecture
WORKFLOW-DIAGRAM.md	Visual diagrams of the entire flow
IMPLEMENTATION-SUMMARY.md	Technical architecture and deployment checklist

Test Data

File	Purpose
TEST-PAYLOADS.json	Multiple sample leads for testing different scenarios
test-lead-payload.json	Single test lead
webhook-test-payload.json	Raw webhook payload for curl/Postman testing

Setup Path (Do This In Order)

Step 1: Import the Workflow (2 minutes)

1. Open your n8n instance
2. Go to Workflows > Import from File
3. Select `lead-intake-ai-enhanced.json`
4. The workflow will appear with all 20+ nodes

Step 2: Minimal Setup (5 minutes)

Follow `QUICK-START.md` to get a working version with just Slack + Email.

Step 3: AI Setup (20 minutes)

Follow `AI-SETUP-GUIDE.md` to:

- Create an OpenRouter account
- Get your API key
- Configure AI lead scoring and message generation
- Optimize costs (\$0.01-0.05 per lead)

Step 4: Connect Lead Sources (30 minutes)

Follow `INTEGRATION-GUIDE.md` to connect:

- Zillow Premier Agent API
- Facebook Lead Ads
- Realtor.com
- Your website contact forms

Step 5: Full Channel Setup (30 minutes)

Follow `README-SETUP.md` to add:

- SMS via Twilio
- WhatsApp via Twilio
- CRM sync (HubSpot/Salesforce/Pipedrive)
- Agent routing and territories

Step 6: Test Everything

Send a test payload to your webhook URL:

```
curl -X POST YOUR_WEBHOOK_URL \
  -H "Content-Type: application/json" \
```

```
-d @test-lead-payload.json
```

Verify: AI scores the lead, routes to an agent, sends messages across all channels, and creates CRM record.

What You Need

Service	Purpose	Cost
n8n	Workflow engine	Free (self-hosted) or \$20/mo (cloud)
OpenRouter	AI scoring + messages	~\$0.01-0.05/lead
Twilio	SMS + WhatsApp	~\$0.01/message
Gmail/SendGrid	Email	Free-\$15/mo
Slack	Team alerts	Free
HubSpot	CRM	Free tier available

Total: \$30-80/month for 100 leads

ROI

100 Leads/Month	Without Automation	With Automation
Response Time	30-120 min	Under 60 seconds
Leads Engaged	60-70%	100%
Conversion Rate	2-3%	3.6-5.4%
Extra Sales/Year	-	0.6-0.8
Extra Revenue/Year	-	\$100,000+
ROI	-	12,000%+

Support

- See `FAQ-AND-ROI.md` (included in other downloads) for common questions
- All guides include troubleshooting sections
- Test payloads included for every scenario