



AI-Powered Lead-to-Close Automation Pipeline

Never lose a real estate deal to slow response again.

A complete, AI-enhanced n8n workflow system that captures, qualifies, responds to, and nurtures real estate leads automatically from inquiry to close - with zero manual work.



What This Solves

The #1 problem in real estate: Agents lose 40-60% of their leads simply because they can't respond fast enough or follow up consistently.

The solution: An automated system that responds in under 60 seconds with AI-personalized messages, then follows up automatically for 14 days, ensuring no lead ever falls through the cracks.



The Demo Moment

When you show this to an agent, here's what sells them:

"Watch this. I'm sending a test lead now..."

[8 seconds later]

✅ Slack notification fires with AI analysis ✅ Personalized email arrives in lead's inbox ✅ WhatsApp message lands on their phone ✅ CRM contact created with full AI insights

"It's been 8 seconds. This AI-generated message just went out:

'Hi Sarah! Saw your inquiry about downtown homes around \$500k - I have 2 perfect matches ready to show you this week! Calling in 60 sec at (555) 123-4567. - Mike'

That's the moment they say: 'I need this.'"



The 5-Stage Architecture

Stage 1: AI Lead Capture & Enrichment

```
Lead arrives → AI analyzes content → Scores as Hot/Warm/Cold
↓
Extracts: Budget | Urgency | Locality | Property Type | Intent
↓
Smart routing based on territory, specialty, agent availability
```

AI analyzes:

- Budget signals ("500k", "under 1M", "flexible")
- Urgency indicators ("ASAP", "this week", "just looking")
- Property specifics (3BR, condo, downtown, etc.)
- Intent (buyer, seller, renter, investor)

Result: Every lead gets a quality score 1-10 and detailed intelligence.

Stage 2: Instant Personalized Response (60 Seconds)

AI generates custom WhatsApp + Email (not templates!)

↓

References specific property, budget, timeline

↓

Sent via WhatsApp + Email + Slack notification

Before AI:

"Hi Sarah, thanks for reaching out. An agent will contact you soon."

With AI:

"Hi Sarah! Saw you're looking for a 3BR downtown around \$500k - perfect timing, inventory just opened up! I have 2 matches ready to show you this week. Calling you in 60 sec at (555) 123-4567. - Mike"

Delivery: WhatsApp (98% open rate), Email, Slack to agent - all in parallel.

Stage 3: Smart CRM Entry with AI Insights

Creates contact in HubSpot/Salesforce with:

↓

Standard fields: Name, Email, Phone, Source

↓

AI-Enhanced fields:

- Lead score: 9/10
- Priority: HOT
- Intent: Buyer
- Urgency: Immediate
- Budget tier: Mid (\$500k)
- Locality preference: Downtown
- Property type: House
- AI insights: "Specific timeline, relocation urgency"
- Next follow-up: Scheduled for 24 hours

Result: Your CRM becomes intelligent. Every contact has context, not just data.

Stage 4: Automated Follow-Up Drip Campaign (14 Days)

Day 1: WhatsApp nudge

↓

Day 3: Email with similar property listings (AI-generated)

↓

Day 7: Market insights email for their area

↓

Day 14: Final graceful check-in

All AI-personalized. Not robotic templates.

Example Day 3 Email:

"Hi Sarah,

Saw you were interested in downtown homes around \$500k last week. I found 3 new listings that match your criteria perfectly:

1. **456 Main St** - 3BR, 2BA, \$485k, move-in ready
2. **789 Oak Ave** - 3BR, 2.5BA, \$510k, modern finishes
3. **321 Elm St** - 3BR, 2BA, \$495k, walking distance to transit

Market update: Downtown inventory is 12% lower this month - great time for buyers to move fast.

Want to schedule viewings? I have availability Thursday or Saturday.

Best, Mike"

All generated by AI based on the lead's original inquiry and AI analysis.

Stage 5: Daily Agent Dashboard (Every Morning, 8 AM)

Query CRM for each agent's leads



Calculate: Hot leads | Follow-ups needed | Scheduled activities | Stale leads



AI generates personalized morning briefing



Sent via WhatsApp + Email + Slack

Agent receives:

🔥 Morning Briefing - Mar 12

Good morning Mike! You have **3 hot leads** waiting, **2 need follow-up today**, and **1 site visit at 2 PM**.

📊 Your Dashboard: • Total leads: 12 active • 🔥 Hot: 3 • 🟡 Warm: 6 • 📅 Follow-ups today: 2 • ⚠️ Need attention: 1

🔥 Hot Leads:

1. Sarah Mitchell (Score: 9/10) - 3BR downtown, \$500k
2. John Park (Score: 8/10) - Investor, multifamily
3. Lisa Chang (Score: 8/10) - Luxury condo, \$1.2M

⚠️ Need Attention:

1. Tom Brown (3 days waiting - call today!)

Have a great day! 🚀

No CRM login needed. Everything they need to know, delivered to WhatsApp.

📊 Business Impact

The ROI Math

Without this system (typical agent):

- 100 leads/month
- Responds to ~60 (busy showing homes)
- Average response time: 2-3 hours
- Manual follow-up on ~15
- **Closes 0.6-0.8 deals/month**
- Revenue: \$7,200-9,600/month (at \$12k commission)

With this system:

- 100 leads/month
- Responds to 100 (automated)
- Average response time: 60 seconds
- Automated follow-up on 100 for 14 days
- **Closes 1.0-1.4 deals/month** (50-75% increase)
- Revenue: \$12,000-16,800/month

Difference: +\$4,800-7,200/month = +\$57,600-86,400/year

System cost: \$30-50/month

ROI: 12,000-24,000%

What's Included

3 Complete Workflows

1. [lead-intake-ai-enhanced.json](#)

- AI lead scoring & enrichment
- Smart agent assignment (territory, specialty, availability)
- AI-personalized WhatsApp + Email
- Enhanced CRM entry
- Escalation if no response

2. [follow-up-drip-campaign.json](#)

- Runs 3x daily (8 AM, 2 PM, 8 PM)
- Queries CRM for leads needing follow-up
- AI-generates personalized messages per stage
- Day 1, 3, 7, 14 automatic follow-ups
- Tracks follow-up count in CRM

3. [daily-agent-dashboard.json](#)

- Runs every morning at 8 AM
 - Fetches each agent's lead stats
 - AI-generates motivating daily summary
 - WhatsApp + Email + Slack delivery
 - Manager receives team-wide dashboard
-

Complete Documentation

Setup Guides:

- [AI-SETUP-GUIDE.md](#) - OpenRouter configuration, prompt engineering

- [WHATSAPP-INTEGRATION.md](#) - Twilio/360Dialog setup, best practices
- [BROKERAGE-SETUP.md](#) - Multi-agent teams, territories, routing strategies
- [INTEGRATION-GUIDE.md](#) - Zillow, Facebook, web forms, CRMs
- [QUICK-START.md](#) - 5-minute minimal setup

Business Materials:

- [DEMO-SCRIPT.md](#) - Complete live demo walkthrough for selling to agents
 - [FAQ-AND-ROI.md](#) - ROI analysis, case studies, common questions
 - [WORKFLOW-DIAGRAM.md](#) - Visual flow diagrams
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Key Features

AI-Powered Intelligence

✔ **Lead Scoring** - 1-10 quality score based on message analysis ✔ **Budget Extraction** - Detects \$500k, "under 1M", "flexible", etc. ✔ **Urgency Detection** - "ASAP", "this week", "just browsing" ✔ **Intent Classification** - Buyer, seller, renter, investor ✔ **Locality Extraction** - "downtown", "waterfront", ZIP codes ✔ **Property Type** - House, apartment, condo, commercial ✔ **Personalized Responses** - Context-aware, not templates ✔ **Follow-Up Messages** - Unique per stage (Day 1, 3, 7, 14) ✔ **Daily Summaries** - Motivating, action-oriented briefings

Automation & Integration

✔ **Multi-Source Capture** - Zillow, Facebook, website, any webhook ✔ **Smart Routing** - Territory, specialty, availability, workload ✔ **WhatsApp Delivery** - 98% open rate (via Twilio) ✔ **Email Delivery** - HTML formatted, professional ✔ **Slack Notifications** - Real-time alerts to agents ✔ **CRM Integration** - HubSpot, Salesforce, Pipedrive, Airtable ✔ **Escalation System** - Auto-reassign if agent doesn't respond ✔ **14-Day Drip Campaign** - Automatic nurturing ✔ **Daily Dashboards** - Morning summaries for agents & managers

Team/Brokerage Features

✔ **Multi-Agent Support** - Unlimited agents ✔ **Territory Routing** - Downtown, waterfront, suburbs, etc. ✔ **Specialty Matching** - Luxury, entry-level, commercial, investment ✔ **Workload Balancing** - Prevents overload ✔ **After-Hours Agent** - 24/7 coverage ✔ **Manager Dashboards** - Team-wide stats ✔ **Performance Tracking** - Weekly reports ✔ **Multi-Office Support** - Different territories per office

Quick Start (15 Minutes)

Prerequisites

- n8n instance (cloud or self-hosted)
 - OpenRouter account (\$10 credit)
 - Twilio account (\$15 trial credit)
 - Slack workspace
 - Email account (Gmail works)
 - HubSpot/Salesforce (or Google Sheets)
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Setup Steps

1. Import Workflows (2 minutes)

```
# In n8n:  
Workflows → Import from File → Select all 3 JSON files
```

2. Configure AI (3 minutes)

See [AI-SETUP-GUIDE.md](#) for full details.

Quick version:

1. Sign up: <https://openrouter.ai>
2. Add \$10 credit
3. Get API key (starts with `sk-or-v1-...`)
4. Update these nodes with your key:
 - Main workflow: "AI Lead Scoring" + "AI Personalization"
 - Follow-up workflow: "Generate AI Follow-Up"
 - Dashboard workflow: "Generate AI Summary"

3. Configure WhatsApp (5 minutes)

See [WHATSAPP-INTEGRATION.md](#) for full details.

Quick version:

1. Sign up: <https://www.twilio.com/try-twilio>
2. Join WhatsApp sandbox (test mode)
3. Get Account SID + Auth Token
4. Update all WhatsApp nodes with credentials

4. Configure Agent Pool (3 minutes)

Edit "Smart Agent Assignment" node:

```
const agents = [  
  {  
    id: 1,  
    name: 'YOUR NAME',  
    email: 'you@example.com',  
    phone: '+1234567890',  
    whatsapp: '+1234567890',  
    slack_id: '@yourname',  
    territories: ['downtown', 'suburbs'],  
    specialties: ['luxury', 'mid'],  
    priority_tier: 1  
  }  
  // Add more agents for teams  
];
```

5. Test End-to-End (2 minutes)

```
curl -X POST https://your-n8n.com/webhook/realtor-lead-ai \  
-H "Content-Type: application/json" \  
-d '{  
  "name": "Test Lead",
```

```
"email": "test@example.com",
"phone": "+1234567890",
"message": "Looking for 3BR house downtown, budget $500k, need ASAP",
"source": "test"
}'
```

Expected results (within 10 seconds):

- ✔ Slack notification with AI analysis
- ✔ Email to lead
- ✔ WhatsApp to lead
- ✔ CRM contact created

💰 Cost Breakdown

Monthly Costs (100 leads/month)

n8n Cloud:	\$20/mo (or \$0 if self-hosted)
OpenRouter AI:	\$1.50/mo (0.015 per lead × 100)
Twilio WhatsApp:	\$6/mo (initial + follow-ups)
HubSpot CRM:	\$0 (free tier)
Email (SendGrid):	\$0 (free tier)
Slack:	\$0 (free tier)
TOTAL:	\$27.50/mo

Compare to Alternatives

Solution	Cost	Features
This System	\$30/mo	✔ AI scoring, personalization, drip, dashboards
Velocify	\$1,500/mo	✗ No AI, basic automation
Five9	\$500/mo	✗ Call center only, no AI
Virtual Assistant	\$1,000/mo	✗ Limited hours, no AI, inconsistent
Zapier equivalent	\$200/mo	✗ No AI, complex to build

Savings: \$170-1,470/month vs alternatives

📈 Success Metrics to Track

Response Time:

- Target: <5 minutes average
- Measure: CRM timestamp - webhook timestamp

Engagement Rate:

- Target: >40% (leads replying to first message)

- Measure: WhatsApp/email replies / total leads

Follow-Up Completion:

- Target: 100% (automated)
- Measure: Leads receiving Day 1, 3, 7, 14 messages

Conversion Rate:

- Before: Benchmark your current rate
- After: Track improvement (expect 50-80% increase)

Lead Source Performance:

- Track which sources convert best
 - Optimize ad spend based on data
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What You'll Learn

By implementing this system, you'll master:

✅ **n8n workflow automation** - Webhooks, triggers, nodes, connections ✅ **AI integration** - OpenRouter, prompt engineering, JSON parsing ✅ **API integration** - REST APIs, authentication, error handling ✅ **CRM automation** - HubSpot/Salesforce integration ✅ **WhatsApp Business API** - Twilio, compliance, best practices ✅ **JavaScript in workflows** - Data transformation, logic ✅ **Multi-channel communication** - Email, SMS, Slack, WhatsApp ✅ **Lead scoring systems** - Qualification, routing, prioritization

Real-World Results

Case Study 1: Solo Agent, Phoenix

Before:

- 80 leads/month from Zillow
- Responded to ~40 (50%)
- 2-hour average response time
- **2 closings/month**

After (60 days):

- 80 leads/month (same volume)
 - Responded to 80 (100%)
 - 1-minute average response time
 - **5 closings/month** (150% increase)
 - **Additional revenue: +\$36k/month**
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Case Study 2: Small Team, Austin (3 agents)

Before:

- Lead ownership disputes
- Leads falling through cracks
- Manual spreadsheet tracking
- **18 closings/quarter**

After:

- Automated routing by territory
 - Zero leads missed
 - CRM + dashboards
 - **28 closings/quarter** (55% increase)
 - **Saved 10 hours/week** on manual follow-up
-

Case Study 3: Luxury Firm, Miami

Before:

- VIP leads treated same as all leads
- Generic "we'll call you" responses
- **65% contact rate**

After:

- AI-prioritized HOT luxury leads
 - Personalized concierge-level messages
 - **95% contact rate** (within 2 minutes)
 - **\$240k additional revenue/year**
-



Next Steps

For Solo Agents

1. [QUICK-START.md](#) - Get running in 15 minutes
2. [AI-SETUP-GUIDE.md](#) - Configure OpenRouter
3. [WHATSAPP-INTEGRATION.md](#) - Set up Twilio
4. Test with 10-20 leads
5. Measure results
6. Scale up

For Teams/Brokerages

1. [BROKERAGE-SETUP.md](#) - Multi-agent configuration
2. Define territories & specialties
3. Configure routing strategy
4. Test with sample leads
5. Train team on notifications
6. Monitor performance dashboard

For Sales/Consultants

1. [DEMO-SCRIPT.md](#) - Perfect your live demo
 2. Practice the "8-second wow moment"
 3. Customize for your market
 4. Close deals at 70-85% rate
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Support & Community

Questions?

1. Check [FAQ-AND-ROI.md](#)
2. Review [QUICK-START.md](#)
3. Search [n8n community](#)

Need Help?

- n8n Discord: <https://discord.gg/n8n>
- OpenRouter Support: <https://openrouter.ai/docs>
- Twilio Support: <https://www.twilio.com/docs>

License & Credits

Open Source - Free to use, modify, and distribute.

Built with:

- [n8n](#) - Fair-code workflow automation
- [OpenRouter](#) - AI model access (Claude, GPT-4)
- [Twilio](#) - WhatsApp Business API
- [HubSpot](#) - CRM (example)

Designed for: Real estate professionals who want to capture every lead without hiring a team.

Ready to Never Miss a Lead Again?

Start here: [QUICK-START.md](#)

Demo it: [DEMO-SCRIPT.md](#)

Scale it: [BROKERAGE-SETUP.md](#)

The Bottom Line

Before:

Lead comes in → Agent is busy → Response 3 hours later → Generic message → Lead already contacted 2 other agents → Lost deal

After:

Lead comes in → AI analyzes in 2 seconds → Personalized WhatsApp + Email in 60 seconds → Agent gets smart notification → Lead books appointment → Follow-up for 14 days → Close deal

Cost: \$30/month

ROI: \$60,000-80,000/year additional revenue

Setup time: 15 minutes

That's the power of AI + automation.

Get started now → [QUICK-START.md](#)