

# How to Choose the Right Lead Gen Company

## Budget Considerations

Tip: Look for packages that fit your budget while promising high ROI.

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## Industry Experience

Tip: Go for companies experienced with real estate agents—they understand your market.

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## Technology & Automation Tools

Tip: Check if they offer advanced CRMs, AI-driven analytics, and marketing tools to support your success.

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## Culture & Values

Tip: Align with a company whose mission, collaboration, and values match yours.

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## Cost vs. ROI

Tip: Ensure the costs align with the potential ROI to make the partnership worthwhile.

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## Exclusive vs. Non-Exclusive Leads

Tip: Decide if you prefer exclusive leads for quality (higher cost) or shared leads for volume.

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## Reputation & Track Record

Tip: A strong reputation and proven strategies are essential for successful results.

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## Training & Support

Tip: Choose a company that offers training and ongoing support for your professional growth.

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## Competitive Differentiation

Tip: Look for unique approaches or resources that give you an edge over competitors.

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## Lead Quality Assurance

Tip: Ensure the company has a process in place for verifying the quality of leads before they reach you.