REAL ESTATE BACK OFFICE LEAK CHECK

Land sales leak money *between the enquiry and the deed.*

Slow first calls, documents typed by hand, instalments nobody chases, plots promised twice, commission arguments. Most companies have two or three of these at once. Find yours first. Circle the answer closest to the truth, and write its number in the last column.

				YOUR SCORE
Slow first call When a new enquiry comes in, how soon does someone call?	*0* Within minutes	*1* Same day	*2* When someone gets to it	◯
Documents typed by hand How are contracts, receipts and letters prepared?	*0* Generated from one record	*1* Word templates, retyped per client	*2* Typed from scratch each time	◯
Instalments nobody chases How are instalment buyers reminded to pay?	*0* Automatically, with a payment link	*1* When someone remembers	*2* We find out when they are already behind	◯
Plots promised twice How do realtors check whether a plot is still available?	*0* A live map or system	*1* They call the office	*2* A printed layout or a spreadsheet	◯
Commission disputes How are realtor commissions worked out?	*0* From payments, automatically	*1* A spreadsheet, checked monthly	*2* Calls and arguments every month	◯

HOW TO READ IT

Your highest-scoring leak is where to start. Any leak scoring 2 is costing you every week. A total of 6 or more means the back office is holding the business back.

WHAT FIXES EACH LEAK

Fix the biggest one first, *then the next.*

Slow first call

One lead engine: every ad, form and campaign lands in one list, repeats are removed, and the next agent in rotation gets a one-tap call or WhatsApp alert.

Built for a real estate developer: 4 lead sources, 13 people in rotation, and no lead waits more than 30 minutes to be assigned.

Documents typed by hand

Record the sale once. Contracts, receipts and letters fill themselves from your own templates, figures and words alike, and go out as PDFs.

Built for a real estate developer: 5 legal and finance documents merged from the company's own Word templates.

Instalments nobody chases

Every buyer gets a dated payment plan. Anyone due or overdue shows at a glance, a reminder with a private link to report payment goes out in one click, and a statement of account takes seconds.

Built for a real estate developer: instalment plans with six clear statuses, one-click reminders and statements, run from one console.

Plots promised twice

A live estate map. Every plot shows as available, reserved or sold, realtors check from their phones, and a taken plot can't be promised again.

Built from real work with a developer selling across several estates.

Commission disputes

Trace every buyer to a realtor, write the rules down once, and work commission out from what was actually paid. Realtors see their own numbers, and only theirs.

Built for a real estate developer: realtor commissions with uplines, worked out as clients pay.

Want a second pair of eyes? *15 minutes, free.*

Take the 2-minute online check at automate.thesomidee.com/check/real-estate/, or book an automation audit on one process.

DM “AUDIT”