

Clout REi OS

Turn real estate attention into qualified pipeline before buying more traffic.

YOU ARE HERE

ACTIVE INFRASTRUCTURE

1. Social Capture



Anthony posts
Follower comments, DMs,
or asks for the buyer brief

ManyChat opens
the conversation

● Status: Current Build

2. Lead Engagement



Lightweight follow-up
in ManyChat

Buyer brief delivery

Follower-gated
resource path

● Status: Current Build

3. Qualification Router



Buyer, seller, investor,
relocation, or casual follower

Timeline, area, budget,
and intent

Qualified vs. unqualified
decision

● Status: Current Build

4. CRM Gate



Qualified prospects
enter the CRM

Source stamp preserved

Unqualified prospects
stay tagged in ManyChat

● Status: Current Build

ACTIVE INFRASTRUCTURE: IN BUILD NOW

CONTROL LAYER

5. Lead Management Dashboard



New signal
Replied
Qualified
Needs Anthony
Consult or showing booked
Nurture

● Status: Next
Stabilization Layer

FUTURE REACTIVATION LAYER

6. SMS Reactivation



Past inquiries
STR guests
Owners and investors
Opt-in and suppression
review first

○ Status: Not Started

🔒 NOT ACTIVE

SCALE LAYER

7. Referral, Review, and Paid Growth



Past client referrals
STR guest referral path
Review/testimonial engine

Paid ads only after
attribution proof

○ Status: Future
Scale Layer

🔒 PAID ADS LAST

● Rule: Capture and qualify warm attention first. Reactivate later. Scale last. ●

