EXECUTIVE BUSINESS CASE · REAL ESTATE

# The cost of inaction in real estate

Every lead that cools and every dormant record left unworked is commission you already paid to acquire.

| 70% | ~$25 | 8–15% | ~40% |
|---|---|---|---|
| Shift lost to idle | Per connected call | Connect ceiling | CRM decay / year |

## The status quo is not free

Speed-to-lead decides deals — a portal lead called in minutes converts; one that waits goes cold. Meanwhile agents spend prime selling hours on calendar admin, and the database you paid to build sits unworked.

## What one quarter of waiting costs

| Hidden cost | What it means in real estate |
|---|---|
| Cold speed-to-lead | Leads not called within minutes convert far less — you paid to acquire them either way. |
| Dormant database | Past leads who almost transacted are never re-worked at scale. |
| Agent admin | Top producers lose selling hours to scheduling and follow-up. |
| Linear headcount | More listings means more coordinators, not more closings. |

## What automating unlocks

Teams that close the gap see −90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

## The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the real estate business case — book a demo at www.hirefinn.ai/bookademo

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