BALANDIN/AGENCY

Real estate marketing

Proposal from Balandin Agency

Buyers with a budget — not cheap real estate leads. We bring qualified real estate leads: from new developments to premium UAE apartments with a $150K+ ticket. We fix the definition of a “qualified lead” in writing before launch — and optimize its cost, not the cost of noise

6

deals at a $350,000 average ticket in a month, all-in CAC $1,034

$235

per qualified lead on a $150K+ ticket against a $300 plan

60

investors ready to put in $120,000+ within 90 days

Where real estate loses money

Hundreds of leads — zero viewings

Cheap lead forms collect the curious, not the solvent. Multi-step forms qualify budget and timing before the broker's call: $235 per qualified lead is a documented result.

Everyone has their own "qualified lead"

We fix the definition in writing before launch: picked up the phone + confirmed intent to buy at $150K+ within 3 months. Quality becomes manageable, not debatable.

Brokers: "the leads are junk" — marketing: "the leads are fine"

A constant feedback loop with the sales team: every batch of leads is scored, creatives and offers are adjusted weekly based on real calls.

Campaigns die when the market shifts

Rates, seasons, new sales launches — demand moves fast. Creative angles rotate with the market, not by the calendar.

What we do so brokers get buyers, not noise

A written definition of a qualified lead

Before launch we agree with the sales team: picked up the phone, confirmed budget and purchase timing. Quality becomes manageable — $235 per qualified lead against a $300 plan.

Qualifying forms instead of “leave your number”

A multi-step form filters out the curious before the broker’s call: a week of form tests — and the CRM receives leads with a budget and timing, not a collection of contacts.

Creative is 70–90% of the result

We test offers and visuals until we find the ad combination that brings solvent buyers: 60 investors from $120,000 in 90 days is the result of working on messages, not audience settings.

A feedback loop with brokers

Every batch of leads is scored on real calls, creatives and targeting are adjusted weekly — quality is not argued about, it is managed.

Client results

Michelangelo Estate (UAE real estate)

Brought 60 investors from $120,000 — four bought within 60 days

$6,834
Ad spend

292
Leads

Fortecya residential complex (Ukraine)

Steady leads for investment apartments at $8

$4,800
Ad spend

600
Leads

Real estate agency (premium apartments, UAE)

Filtered out unqualified traffic — 6 premium property purchases in a month

$4,700
Ad spend

120
Leads

Client results

Etazhi Novorossiysk

Qualified the lead flow — a qualified real estate lead at $9.28

$714	354
Ad spend	Leads

Pricing

from $1,000/month

Ad budget is paid separately, minimum $3,000 per month.

Contacts

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30-minute call

All case studies