Double+ Your Real Estate Leadflow Overnight with Existing Website Traffic

By Jon Dykstra, Homestratosphere.com

Thank you for getting this guide.

This entire guide was written by me. This is not some AI report. This is based 100% on my considerable experience in the real estate leadgen industry.

My name is Jon Dykstra. I publish Homestratosphere.com which is a real estate analysis website that also offers marketing ideas and resources for realtors.

This is a simple guide which sets out the following.

First, I will show you how to double, triple or more your current leadflow without increasing traffic. I do so with two methods.

Second, I will show you how to increase your traffic for mere dollars which will in turn dramatically further increase your leadflow.

Why is this important?

Leads are the lifeblood for any realtor business. More leads means more clients which means more successful outcomes which fuels more leads and so on.

It's a self-fulfilling system but you must start somewhere and that is doing leadgen better than your competition.

Here's how you do it.

A. How to increase leadflow with existing website traffic - Method #1

This guide assumes you have a real estate website for your business. If not, you'll need one.

Most realtors do a poor job in getting leads. They leave most of the money they could be making in commissions on the table.

The reason for this is they don't harness the best tech for leadflow.

Most realtors slap up some email sign up form on their website asking visitors to join their newsletter to receive the latest listings.

That is soooo lame because (a) anyone can see most listings on one of many real estate listing websites such as Zillow, Redfin etc., and (b) it's not very effective.

I should say it's not very effective compared to what I do.

Realtor leadgen software that will blow your mind

FYI, this only works in the USA. If you are in another country, this is not for you.

The latest in realtor leadgen software works behind the scenes on your website in a way that adds a sizeable percentage of your visitors to your email newsletter automatically.

In other words, the latest tech, which I reveal below, gets visitors to your email newsletter WITHOUT those visitors signing up to your email sign up form.

I bet if you currently do leadgen on your website you might get 1% to 5% of visitors to join your newsletter. In other words, if you get 1,000 visitors per month, you add 10 to 50 leads to your email newsletter.

With the latest software, you can add 20% to 30% of your visitors to your email newsletter.

Think about that.

It's remarkable.

It works because I've used it extensively for several newsletters.

What's the software?

It's this software.

Yes, it costs money but the cost per lead you end up with will make it so so worth it. This is truly revolutionary software for real estate agents (another local businesses).

Is this legal?

When I learned of this software, this was my first question.

I was told by the CEO that in the USA, it is perfectly legal. Be sure to include some provision for it on your Privacy Policy page as in you collect personal data such as email etc. But, it's questionable whether it's legal in other countries so the software will not work for visitors outside the USA.

Should you still use email sign-up forms on your website?

Yes, absolutely. The email leadgen software set out above doesn't work for 100% of website visitors so you still want to capture those who want to join your email newsletter. Those will still be your strongest leads.

B. How to increase your leadflow on autopilot - Method #2

I prefer method #1 above but this method can be extremely powerful in building long term relationships with people in your community. It's the long game and it COSTS NOTHING.

How is this done?

Again, thanks to clever technology that most realtors don't know about, you can build up a powerful and engaged email readership with Facebook Groups.

Facebook Groups are free to set up. You can make it public or private. In order for this to work you must set it up so that people must answer a couple or few questions as part of the joining the group process. Facebook encourages this to control who is admitted (keep the spammers out).

Once you set up your Facebook group, get [this software](). What that software does is add everyone who applies to your Fac

What should you post in your Facebook Group for engagement and growth?

That's easy. Post interesting real estate insights and data. Also post fun content about your service area. Think upcoming events in town, etc. Make it a fun destination for people living in your service area.

This will not be fast growth. In fact, it's slow at first but as the group grows and members share posts, it will grow via Facebook's feed. Over time, you will have new members on autopilot, all of whom are added to your email newsletter.

Not only that, you end up in control of a high-engagement, high-profile Facebook Group filled prospective clients. They may not need a realtor now but chances are they will one day.

C. How to take advantage of this strategy beyond your existing traffic? In other words, how to get way more traffic and leads spending almost nothing

This too is my specialty. I've honed traffic-getting in the real estate sector to a fine art having driven tens of millions visitors to my various sites with very simple, inexpensive Facebook ads.

Why Facebook Ads?

Facebook ads are inexpensive and more importantly, you can target so well. You can drill down to your service area and all kinds of demographics.

Below I set out exactly how to do what I do.

You need two things: Blog article + Facebook ad campaign.

Don't worry, you can limit your Facebook ad spend to a few dollars per day if you're on a budget.

You will drive inexpensive Facebook traffic to your blog post. The leadgent software will do its thing in the background. You sit back and watch your leads pour in.

How much will website visitors cost with Facebook ads?

It varies by state and city but you're looking at $.05 to $.20 per visitor. Let's say $.12 per visitor. 1,000 visitors will cost you $120. The GREAT NEWS is that with the leadgen software you should add a minimum of 200 leads to your email newsletter.

That works out to ONLY $.60 per lead (which is a pittance in the real estate industry).

Blog Article Ideas

I'm assuming you have access to some form of IDX listings feed you can use on your website. This is pure gold because it makes cranking out content really easy.

Here are article ideas you can create that I know from experience will get clicks on Facebook (I show you my ad creatives below … you'll laugh at simple they are lol).

- The 10 most expensive neighorbhoods in [YOUR TOWN] in 2025
- The 10 most affordable neighborhoods in [YOUR TOWN] in 2025
- The 5 neighborhoods in [YOUR TOWN] with highest murder rate in 2025
- The 5 neighborhoods in [YOUR TOWN] with the lowest crime rate

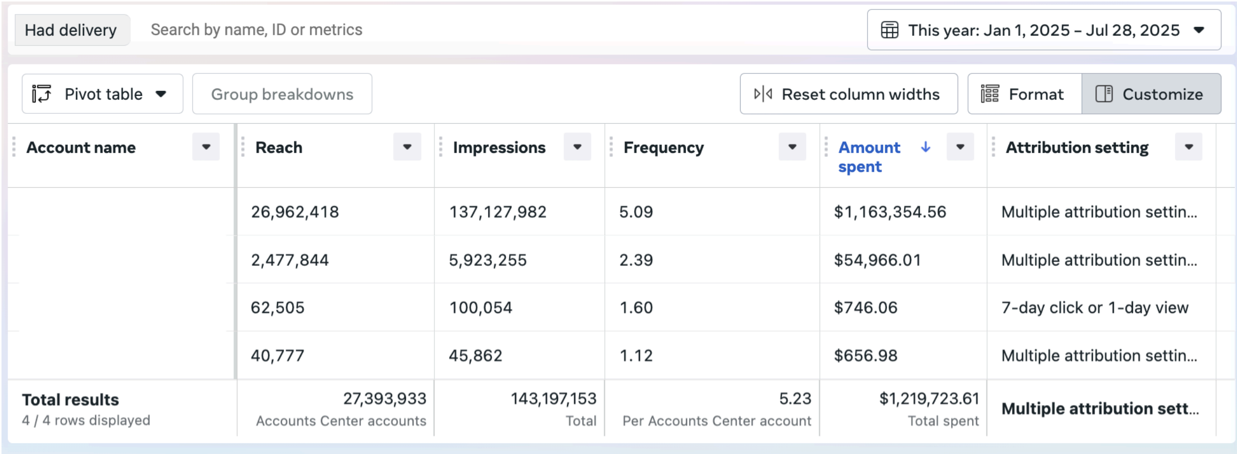
That's the tip of the iceberg. People love reading these types of articles about where they live.

IMPORTANT: These are broad appeal articles. Some of that traffic will not be looking to hire a realtor immediately. However, it's wonderful for exposure and chances are some of those visitors will be looking for a realtor.

D. How to create high-engagement Facebook ads.

I've spent over a million dollars on Facebook ads in 2025 alone. Let's just say I know how to run traffic from Facebook in the real estate sector.

Check it out:



Had delivery Search by name, ID or metrics This year: Jan 1, 2025 – Jul 28, 2025

Pivot table Group breakdowns Reset column widths Format Customize

Account name	Reach	Impressions	Frequency	Amount spent	Attribution setting
	26,962,418	137,127,982	5.09	$1,163,354.56	Multiple attribution settin...
	2,477,844	5,923,255	2.39	$54,966.01	Multiple attribution settin...
	62,505	100,054	1.60	$746.06	7-day click or 1-day view
	40,777	45,862	1.12	$656.98	Multiple attribution settin...
Total results 4 / 4 rows displayed	27,393,933 Accounts Center accounts	143,197,153 Total	5.23 Per Accounts Center account	$1,219,723.61 Total spent	**Multiple attribution sett...**

The easiest way to show you how to set up Facebook ads is via video.

=> Watch my video here (private over-the-shoulder Loom video)

E. Email Newsletter Health: How to filter out leads for optimal newsletter health

Like everything, email newsletters require a bit of health maintenance. The best way to maintain a healthy newsletter is to get decent open rates.

The best way to get decent open rates (20% or more) is to remove subscribers who aren't opening.

I use two tactics to remove uninterested subscribers.

First, I have a welcome sequence containing 3 to 5 emails. If a subscriber doesn't open any of them, they are automatically unsubscribed after the last email in the sequence.

Second, I do what's scrubbing monthly. Scrubbing is removing all subscribers who haven't opened an email over the last 90 days. Chances are they aren't hiring you so you might as well remove them to maintain solid email newsletter open rate.

It's that simple. It takes almost no time to do.

Seriously, if you get serious about your email newsletter for landing new clients, you'll be amazed just how effective it can be.

I'll end with this personal email story…

Long ago when I started email newsletters, I put little effort into writing them. I did what so many others did and that was a quick intro with a link to some latest blog posts.

It was pathetic.

One day I had some spare time and felt like writing something personal and interesting to one of my bigger lists.

I can't remember the topic but I remember I wrote it as if emailing a friend. It was casual. It was personal (but not too personal lol). It was funny.

The response was overwhelming. People loved it. Dozens of readers replied saying it was a great read.

Ever since then I've sent out personal emails… and it's no surprise they've gone on to earn me millions and millions income.

So yeah, email newsletters can be an extremely effective marketing tool. There's a reason every website collects email.

Except now you don’t have to worry about collecting. Use this software to get readers in droves.

Thanks for reading.

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