REAL ESTATE MARKETING AND CUSTOMER ACQUISITION

Lead Sourcing and Customer Acquisition in Residential Real Estate: A Participant-Observation Study of Telephone Prospecting for a Project at Neral, Raigad

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Abstract

Residential property is a high-involvement purchase, and a buyer's journey rarely begins with a booking. It begins with a conversation that persuades a stranger that a project deserves a second look. This paper examines that early stage through a six-week participant-observation study carried out during a summer internship at Dharti Associates, where the author worked as a Sourcing Intern on the Divine Capital project at Neral, Raigad. Using the author's own calling routine as evidence (roughly 50–60 calls and 10–12 shortlisted prospects on a typical day, and about nine site visits across the internship), the study asks how outbound telephone prospecting turns a database entry into a site-visit opportunity and what shaped that conversion. The observations are interpreted through established ideas in personal selling, relationship selling, lead qualification, consumer behaviour, perceived value and the sales funnel. Four findings emerge. First, prospects responded to context (location, commute, affordability and family circumstances) more than to specifications. Second, the weeks in which the caller shifted from presenting to questioning coincided with the strongest outcomes. Third, language comfort visibly changed the quality of at least one important interaction. Fourth, the sourcing role was shaped by the relevance of the underlying data and by confidentiality boundaries between sourcing and closing. The study is descriptive, single-site and has no booking data. Its contribution is a transparent account of front-end sales practice, together with practical suggestions for lead classification, follow-up and on-boarding.

Keywords: residential real estate; lead sourcing; cold calling; lead qualification; personal selling; customer relationship management; site visit

1 Introduction

1.1 Background

Buying a home is one of the largest financial commitments most households ever make, and its effects reach well beyond money. The choice shapes the daily commute, access to schools and relatives, and expectations about how a neighbourhood will grow. Marketing scholars therefore classify housing as a high-involvement purchase, one in which buyers search harder, compare more options and consult more people than they would for everyday goods (Schiffman et al., 2019; Solomon, 2019). For a developer, this means a sale is rarely a single event. It is the end point of a sequence of conversations, and the earliest of them often takes place long before any price is negotiated.

In the setting examined here, that earliest conversation was a telephone call. Dharti Associates was promoting the Divine Capital residential project at Neral in Raigad district and worked from a database of people who had shown some earlier interest or had been identified as possible buyers. A sourcing function worked through this database by phone to find out who still had a relevant requirement and who might be willing to see the project in person. The author spent six weeks in that function as a Sourcing Intern, from 15 June to 25 July 2026.

1.2 Problem statement

Textbook accounts of selling describe orderly stages: find prospects, qualify them, present the offer, handle objections and close. The view from the telephone is messier. A call may end within seconds. A prospect may need several follow-ups, or may warm up only after one specific worry, often about location, has been addressed. High call volume is also easy to mistake for productivity. Dialling more numbers produces more conversations, but not necessarily more relevant ones, because relevance depends on whether the person has a genuine requirement, whether the location suits them, whether the budget is realistic and whether they are willing to take a next step.

This paper takes the gap between the textbook sequence and front-line practice as its problem. It asks what happens between the first dial and a confirmed site visit, how a novice caller's practice changes over a short period, and which features of the conversation appear to matter most.

1.3 Objectives and research questions

The study pursues five objectives:

1. To describe the structure of outbound prospecting for a residential project, including the relationship between calls made, prospects shortlisted and site visits arranged.
2. To identify the factors that shaped prospects' interest in Divine Capital.
3. To trace how calling practice and weekly outcomes changed across a six-week internship.
4. To interpret these observations through concepts from personal selling, consumer behaviour and customer relationship management.
5. To propose practical improvements to lead classification, follow-up and intern onboarding.

These objectives are organised around three research questions:

RQ1. How does telephone prospecting convert a database entry into a site-visit opportunity?

RQ2. Which customer-side factors most often shaped the direction of a sourcing conversation?

RQ3. What changed in the caller's practice as outcomes improved, and how do those changes relate to selling theory?

1.4 Scope and structure of the paper

The study is confined to the sourcing and early customer-acquisition stage of one project, observed by one practitioner during one internship. Negotiation, booking, documentation and revenue lie outside its scope. The author belonged to the sourcing function and had no access to closing information, which the organisation reserved for the relevant sales function.

Section 2 sets out the theoretical background. Section 3 describes the organisation and the project. Section 4 explains the methodology. Section 5 presents the findings and Section 6 discusses them. Section 7 offers practical recommendations, Section 8 notes limitations and directions for future work, and Section 9 concludes.

2 Theoretical background

2.1 High involvement and perceived value

Involvement describes how much personal relevance and perceived risk a purchase carries. Where both are high, as they are with housing, consumers tend to extend their information search, weigh more alternatives and seek the opinions of people close to them (Schiffman et al., 2019; Solomon, 2019). Value in such a setting is not price alone. It is the buyer's overall judgement of what is gained relative to what is given up (Kotler et al., 2022). For a flat, "what is gained" is a bundle: the dwelling itself, the journey between home and work, the surrounding locality, the expected future of the area and trust in the developer.

It follows that a specification such as built-up area carries little meaning on its own. The same figure may suit a couple and disappoint a joint family. A seller who wants to communicate value must therefore connect features to the circumstances of the particular buyer, which is the logic of customer-oriented selling.

2.2 Personal selling: from transaction to relationship

Personal selling, meaning direct two-way communication between seller and prospective buyer, has a distinctive strength: the seller receives immediate feedback and can adjust the message as the conversation unfolds (Kotler et al., 2022; Jobber & Lancaster, 2015). Moncrief and Marshall (2005) revisited the classical stepwise model of selling (prospecting, preparation, approach, presentation, handling objections, closing and follow-up) and discussed how each step has been reshaped as practice moved from one-off persuasion towards ongoing customer relationships. Dixon and Tanner (2012) made a related argument that sales research needs to keep pace with a changing profession, while Mullins et al. (2020) studied value-based selling, in which a seller's effort goes into showing how an offering resolves the buyer's own situation.

Taken together, this literature suggests that the front-end task is less about pushing information than about establishing relevance, and that a respectful first contact can retain value even when no immediate sale follows (Johnston & Marshall, 2016).

2.3 Prospecting, cold calling and lead qualification

Prospecting is the search for, and first approach to, people who might become customers. When the approach is by telephone to someone who has not requested the call at that moment, it is commonly described as cold calling. The activity is demanding because rejection is frequent and the first few seconds decide whether a conversation happens at all.

Standard sales texts treat prospecting and qualification as linked but distinct tasks (Jobber & Lancaster, 2015). Prospecting widens the pool of contacts; qualification narrows it by judging whether a contact has a real need, the means to act and a willingness to take a next step. For housing, qualification typically probes the purpose of purchase (own use or investment), preferred configuration, budget band, location preference, timeline and the involvement of other decision-makers. One practical distinction follows. A polite respondent is not necessarily a qualified lead. Qualification is what separates courtesy from intent.

2.4 Consumer decision-making and the buying unit

The conventional consumer decision process moves through need recognition, information search, evaluation of alternatives, purchase and post-purchase evaluation (Schiffman et al., 2019; Solomon, 2019). A sourcing call usually meets the buyer somewhere in the first three stages and sometimes before the need has been consciously recognised. Reference groups also matter. In housing, spouses, parents and wider family often influence the outcome, so the person on the telephone may be only one voice in the decision. A request to "discuss it at home" is therefore evidence about the buying unit, not necessarily a refusal.

2.5 AIDA as a lens on a short call

AIDA (Attention, Interest, Desire, Action) is a long-standing shorthand for the stages a message must pass to move a person towards action. Real buyers do not move through the stages in lockstep, but the model is a useful lens on a call lasting a few minutes. A greeting and concise introduction aim at attention. A question about the person's property requirement builds interest. Linking the project to what the person values strengthens desire. A suggestion of a followup or a visit invites action. The model also warns against a common error: detailed information offered before attention is secured, or price repeated when the real obstacle is location, addresses the wrong stage.

2.6 Customer relationship management and the sales funnel

Customer relationship management (CRM) is the practice of recording what is known about each contact, such as requirement, last interaction, response and agreed next step, so that each conversation builds on the previous one (Kotler et al., 2022). A sales funnel represents the same process in aggregate: a wide pool of contacts narrows through initial contact, qualification, follow-up and a physical visit towards closing. The shape of the funnel is a reminder that low ratios between stages are normal. The managerial question is not how to eliminate the narrowing but how to improve the quality of each transition.

2.7 Summary of the analytical framework

Table 1 links each concept to the part of the internship activity it is used to interpret.

Table 1. Analytical framework used in the study

Concept	Core idea	Where it is applied in this study
Perceived value	Value is the buyer's judgement of benefits against sacrifices	How location, commute and price were weighed together
Personal and relationship selling	Two-way, adaptive communication oriented to the customer	The change from presenting information to asking questions
Prospecting and qualification	Widen the pool, then judge relevance	Calling from the database and shortlisting prospects
Consumer decision process	Search, evaluation and influence of others	Hesitation, family discussion and location doubts
AIDA	Attention, Interest, Desire, Action	Structure of the call and the site-visit invitation
CRM and sales funnel	Record, classify and follow up; narrowing stages	Calls, shortlisted prospects and site visits

3 Organisational and project context

3.1 The organisation and the internship

Dharti Associates is the organisation in which the internship was completed. According to the offer letter dated 11 June 2026, the programme was planned as a 45-day internship beginning on 15 June 2026, with an intended end date of 30 July 2026. The completion letter issued by the organisation confirms that the internship was successfully completed on 25 July 2026, and this actual period is the one used throughout the paper. The letters describe the role as one involving customer sourcing, lead generation, coordination with the sales team and project-related marketing activity. In practice, the dominant activity was outbound calling from the company's existing database.

The author's understanding of the organisation is limited to the part of its workflow that an intern in the sourcing function could see. The office was medium-sized, located within the Divine Capital project campus, and the working atmosphere was supportive and relaxed. The first week was explicitly framed as a period of trial and error within the organisation's guidelines, which gave the author room to test different approaches. A typical day began with reporting at about 8:45 a.m., a main calling block from roughly 9:00 a.m. to 1:00 p.m., a lunch break, and further calling, followup and coordination in the afternoon, with departure around 6:00–6:30 p.m.

3.2 The Divine Capital project

Divine Capital is a residential project at Neral, Raigad, Maharashtra. Table 2 records the project information that was available to the author during the internship. These figures are reported as internship-period information and not as a current market quotation, since prices and availability can change with inventory, floor, configuration and commercial terms.

Table 2. Divine Capital: project information communicated during the internship

Particular	Information used during the internship
Location	Neral, Raigad, Maharashtra
Configurations	1 BHK and 2 BHK
Built-up area	Approx. 530–820 sq. ft.
Carpet area	Available on request
Minimum quoted rate	Approx. ₹4.15 thousand per sq. ft.
1 BHK starting point	Approx. ₹22 lakh
2 BHK starting point	Approx. ₹33.03 lakh
Possession	December 2028
Location emphasis	Proximity to Neral station and easy commuting

3.3 Value proposition and location narrative

Communication about the project combined tangible specifications with contextual benefits. The two configurations allowed different customer situations to be addressed: a smaller unit may suit a single buyer, a couple or an investor, while a larger one may suit a family. These are illustrative customer contexts and not official target segments. The starting prices helped prospects judge quickly whether the project lay within a broad affordability range.

Location was the most important talking point. The project was presented in terms of its access to Neral's railway station and the area's growth potential. The author's mentor described Neral as a growing location, and the idea of "Mumbai 3.0" was mentioned as part of the thinking behind entering this market. In conversations, this gave a reason why the address might matter to a caller's daily travel and long-term plans. The same feature could also work against the project: for some prospects, the distance or unfamiliarity of Neral was the source of hesitation.

3.4 Functional division and confidentiality

From what the author could observe, work was divided between three broad functions. A sourcing function identified and contacted prospects and judged their initial relevance. A site-visit and sales function handled the physical visit and later stages. A closing function managed booking and the final commercial process. The organisation restricted closing-related information to the relevant function, and interns outside it did not receive that information. This is a functional description drawn from the author's own vantage point and is not a claim about the formal organisation chart.

4 Research methodology

4.1 Research design

The study follows a descriptive, single-case, participant-observation design. The author was both the performer of the activity and its observer, which gives access to detail that an outsider would not see but also introduces the risk of subjective bias. The aim is not to generalise about all real-estate buyers. It is to connect established concepts with practical exposure in one organisational setting, which is the purpose of a summer internship project.

4.2 Sources of information

Table 3. Sources of information

Source	Content	Use in the paper
Own calling activity (primary)	Call volumes, customer responses, weekly outcomes, challenges	Findings and analysis
Project briefings	Configuration, area, pricing, location and possession details	Context and value proposition
Organisational documents	Offer letter and completion letter	Internship period and role
Mentor and team discussions	Industry guidance and weekly academic briefings	Interpretation of role and context
Academic literature	Selling, consumer behaviour and CRM concepts	Theoretical framework

4.3 Indicators

Four indicators were visible within the intern's role: the approximate number of outbound calls on a typical working day, the approximate number of prospects showing enough interest to be shortlisted, the number of site visits sourced each week, and qualitative change in communication. Daily exact records were not maintained, so call and shortlist figures are reported as approximate ranges. This is preferable to manufacturing a false precision. Final bookings were not available to the author and are not reported.

4.4 Analytical approach

Analysis proceeded in three steps. First, activity levels were arranged as a funnel from calls to shortlisted prospects to site visits. Second, weekly site-visit counts were set beside the author's weekly reflections to describe a learning curve. Third, recurring types of customer response and recurring lessons were sorted into themes and compared with the concepts in Section 2. Because the data are not a coded sample, the analysis is interpretive, and the themes are offered as patterns noticed in practice and not as statistical findings.

4.5 Ethical considerations

No customer names, telephone numbers or other identifying details appear in this paper, and no part of the customer database is reproduced. Confidential closing information was never available to the author and is not discussed. The customer interaction described in Section 5.4 is presented without identifying detail and only to illustrate the role of language and comfort in communication. Concepts drawn from published literature are acknowledged to their sources, and the author's own observations are kept distinct from them.

5 Findings and analysis

5.1 The activity funnel

On a typical working day the author placed roughly 50–60 outbound calls, and about 10–12 of those conversations produced a prospect worth shortlisting. That is about one shortlisted prospect for every four to six calls, or roughly 17–24 per cent of calls on a typical day. Across the six weeks, about nine prospects were persuaded to make a site visit.

Table 4. Activity funnel at the sourcing stage

Stage	Observed level	What it shows
Outbound calls	Approx. 50–60 per typical day	High activity at the sourcing stage
Shortlisted prospects	Approx. 10–12 per typical day	A much smaller pool that merits follow-up
Site visits sourced	Approx. 9 across six weeks	The clearest step beyond a telephone conversation
Bookings	Not available to the author	Handled by the closing function

A simple calculation conveys the scale. The weekly reports cover six working days per week (Monday to Saturday), or about 36 days in all. If every one of those days had been typical, calls would number roughly 1,800–2,200, and nine site visits would correspond to about one visit per 200–240 calls, or 0.4–0.5 per cent. This is an illustration of magnitude and not a measured conversion rate. Leave, holidays and atypical days would reduce the true number of calls, and the same person may appear in the shortlist on more than one day. What the arithmetic does show is the narrowing that funnel theory predicts: a large volume of activity is needed to produce a small number of high-commitment outcomes, which is why the quality of each transition matters more than raw volume.

5.2 The six-week learning curve

Table 5. Weekly site-visit sourcing and key developments

Week	Dates (2026)	Site visits	Principal development
1	15–20 June	1	Briefing, project learning and trial-and-error calling; first site visit
2	22–27 June	0	Overwhelmed after the first visit; return to basics
3	29 June – 4 July	2	Questioning replaces presenting; language adaptation
4	6–11 July	4	Strongest week; learning about data sourcing
5	13–18 July	1	Stable routine and steady followup
6	20–25 July	1	Consolidation; greater confidence and patience
Total		**9**	Average of 1.5 visits per week

The curve is not linear. Six of the nine visits came in Weeks 3 and 4, and eight of the nine in Weeks 3 to 6, which is consistent with a period of adaptation followed by more effective practice. Two features deserve comment. First, the empty second week followed the first success. By the author's own account, the experience made the responsibility attached to a site visit more salient and led to overthinking, and recovery came from returning to the basics of calling, project knowledge and listening. Early success did not guarantee momentum, which is a reminder that performance

depends on confidence as well as technique. Second, Week 3 was arguably the key developmental moment even though Week 4 produced more visits, because it was when the caller began asking about the prospect's situation instead of reciting prepared information. The numerical peak and the learning peak did not coincide.

A caution applies. With counts this small, a difference of one or two visits can reflect the mix of prospects and ordinary chance as much as skill, so the table is best read as a learning narrative and not as a performance score.

5.3 Customer response patterns

Table 6. Observed customer responses and the corresponding sourcing practice

Response	Likely meaning	Caller's practice
No interest	No present requirement or low relevance	Close politely and continue prospecting
Direct interest	Potential relevance	Ask questions and identify the next step
Location concern	The area may not fit the person's routine	Explain connectivity where it is relevant
Need to discuss with family	Several decision-makers	Respect the process and follow up without pressure
Hesitation	Unclear value or a communication barrier	Slow down, ask about the concern and adapt the language

The two ends of the spectrum, outright disinterest and direct interest, were the easiest to handle. The most informative responses lay between them. A person who hesitates, who raises a doubt about location, or who wants to consult family is not rejecting the offer, and treating those responses as

refusals would discard prospects who were still deciding. Distinguishing rejection from hesitation was one of the most practical skills the role demanded.

5.4 Thematic findings

Theme 1: Context outweighs specification. Prospects rarely reacted to a number in isolation. A built-up area of about 530 sq. ft. meant something only when set against the person's household, budget and purpose. Proximity to the station mattered to people who valued an easier commute and counted for little with those who did not. This matches the perceived-value view in Section 2.1: customers weigh a bundle of benefits and sacrifices, and the seller's task is to show which part of the bundle is relevant to this particular person.

Theme 2: Questions outperform monologues. In the first week the caller's attention was largely on remembering and delivering the briefed information. By the third week the caller was asking about requirement, location preference and the decision process before choosing what to say. This turned a one-way pitch into a short discovery exchange, and it coincided with the stronger weeks. It also meant that information was matched to the stage of the conversation: connectivity for the person worried about location, and configuration and pricing for the person ready to weigh affordability.

Theme 3: Language and comfort. One interaction illustrates a wider point. A prospect from a remote part of Maharashtra was initially reluctant to talk. When the author switched to Marathi, the conversation relaxed noticeably, the author could understand the prospect's situation better, and the prospect later agreed to consider a site visit. A member of the sales function afterwards mentioned that the prospect had asked where the caller was during the visit. Under organisational policy the author did not attend the visit or meet the customer, and the outcome of the visit is not known to the author. As a single case, the episode proves nothing general. It does illustrate that reducing communication friction can change whether a prospect engages, and that persuasion depends on comfort as well as on the accuracy of the information given.

Theme 4: Data quality sets the ceiling. During the fourth week the author learned more about how potential-customer data becomes available for calling. The lesson was that a calling function's results depend partly on whether the pool it calls is relevant: good communication applied to a poorly matched list will still yield little. The same data is also sensitive business information, and careful handling is part of professional practice.

Theme 5: Role boundaries and confidentiality. The author's measurable output ended at the site-visit invitation. Closing information was restricted, so the author cannot say how many of the nine visits ended in a booking. Rather than being only a limitation, this separation showed why organisations divide responsibilities: it protects confidential

commercial information and makes accountability clear. It also means that an intern's performance should be judged by the stage the role covers and not by outcomes the role cannot influence.

Theme 6: Rejection is information. Many calls ended with a direct refusal. Treating each refusal as feedback (no present requirement, an unsuitable location, poor timing, or simple reluctance to take a sales call) was more useful than treating it as a personal failure. Often the right response was to acknowledge the decision and move on. Patience, in this sense, is an active skill: the ability to reset after a refusal and give the next person a fresh conversation. Working conditions mattered too. A day

running from about 8:45 a.m. to 6:00–6:30 p.m., including travel, required discipline to sustain concentration through repeated calls.

6 Discussion

6.1 How a database entry becomes a site visit (RQ1)

The evidence suggests that conversion is the product of a short chain and not of a single persuasive moment. The caller first earns enough attention to keep the person on the line, then establishes relevance with a question about the person's requirement, then explores the factors that decide fit (location, budget, timing and who else is involved), and finally proposes a concrete next step. Each link filters the pool, which is why 50–60 daily calls narrow to 10–12 shortlisted prospects and then to a handful of site visits each week. The funnel in Section 5.1 therefore reflects qualification at work and should not be read as inefficiency.

6.2 What shaped the conversations (RQ2)

Customer-side factors fell into four groups: location and connectivity, affordability relative to configuration, the composition of the buying unit, and timing. Location was double-edged. The same station proximity that attracted commuters could be irrelevant to someone unfamiliar with the area. These patterns are consistent with the consumer-behaviour literature on information search and family influence (Schiffman et al., 2019; Solomon, 2019) and support the view that housing prospects evaluate a bundle of attributes and not a single one.

6.3 Why practice changed (RQ3)

The movement from reciting to questioning mirrors the shift described in the relationship-oriented and value-based selling literature, in which sellers invest in understanding the buyer's situation before presenting an offer (Moncrief & Marshall, 2005; Mullins et al., 2020). In AIDA terms, early calls tended to jump to information before attention and relevance were secured. Later calls used questions to find the stage a prospect had reached and responded accordingly. The respectful handling of prospects who needed time or family discussion also fits the relationship view that a courteous first contact keeps open the possibility of a later conversation (Johnston & Marshall, 2016).

6.4 Cautions on interpretation

Coincidence is not causation. The improvement in weekly outcomes coincided with the shift to questioning, but the design cannot show that questioning caused it. Familiarity with the project, growing confidence, the mix of prospects called and ordinary chance all changed in the same weeks, and self-assessment can overstate improvement. The findings should therefore be read as well-grounded observations that generate hypotheses and not as proof.

7 Practical implications

The following suggestions follow from the observations. They are framed as refinements to an existing practice and not as criticism of it.

- **Classify leads simply.** Use a small set of categories: not interested, interested, follow-up required, family discussion pending and site-visit ready.

- **Record the reason, not only the label.** A bare "not interested" tells the next caller little. A note on the specific worry, such as location, budget or timing, allows a later conversation to address it directly.
- **Fix a next action.** After every meaningful conversation, note the next step, and separate people who need time from those who have declined.
- **Provide a one-page fact sheet.** Configuration, area terms (built-up and carpet area), pricing, location, possession and common questions help callers speak accurately and know when not to guess.
- **Train through short role-plays.** Brief weekly practice on location doubts, family-discussion responses and site-visit invitations is more useful than a memorised script. A flexible opening and five or six qualification questions are enough structure.
- **Match language where possible.** Where the prospect is more at ease in Marathi, Hindi or another familiar language, route the call to a caller who can use it.
- **Close the feedback loop.** Within company policy, let the sales function share aggregate feedback after site visits, and track calls, shortlisted prospects, follow-ups and visits on a simple weekly dashboard.
- **State confidentiality boundaries at the start.** Interns should know from the first day which information is confidential and which stages of the sales process fall within their responsibility.

8 Limitations and future research

Several limitations qualify the study. It covers one organisation, one project and one sourcing function, so it cannot speak for all real-estate buyers or for Neral as a whole. The evidence comes from the author's own participation and is therefore open to subjective bias. Daily call and shortlist figures are approximate working ranges and not an extract from a CRM system. The absence of booking data means the paper cannot relate a sourced lead to a final sale. Weekly counts are small, and customer responses were not coded from a statistically designed sample. Finally, confidentiality limits how much operational detail can be reproduced.

These limits suggest directions for further work. Studies with CRM-linked tracking from first call to booking would allow real conversion rates to be measured. A structured comparison of question-led and script-led openings could test whether the shift described here causes better outcomes. Multi-project and multi-location comparisons would show how far the patterns generalise, and interviews with buyers would add the customer's own account of what made a call worth continuing.

9 Conclusion

This paper examined the earliest stage of residential customer acquisition through a six-week participant-observation study of telephone prospecting for the Divine Capital project at Neral. Calling from an existing database, the author placed roughly 50–60 calls and shortlisted about 10–12 prospects on a typical day, and sourced about nine site visits over the internship. The funnel formed by these figures is what selling theory would predict: a large volume of contacts narrows quickly, and the value of the sourcing function lies in the quality of each transition.

Four lessons stand out. Buyers respond to context more than to specifications, so location, commute, affordability and family circumstances must be connected to the product before it becomes relevant. Questioning produced better conversations than recitation, and the strongest weekly outcomes

followed that change. Language comfort can alter whether a prospect engages at all. And the effectiveness of a sourcing role depends on the relevance of its data and on clear boundaries between sourcing and closing.

The study makes modest claims. It is descriptive, rests on a single case and has no booking data. Within those limits, it offers an honest account of front-end sales practice, links that practice to established concepts, and suggests practical steps for lead classification, follow-up and onboarding. Its central message is simple: in residential real estate, the first call succeeds less by delivering information than by understanding the person on the other end of the line.

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