# Seasonality Smoothed: Zero Dry Months

A Case Study on Consistent Lead Generation in Real Estate

# Executive Summary

This presentation outlines how Alfacreators transformed a suburban Chicago real estate team's volatile sales cycle into a predictable, year-round pipeline.

1

## The Challenge

A mid-size real estate team suffered from predictable seasonal dips, resulting in inconsistent lead flow and income instability.

2

## Our Solution

Alfacreators implemented a data-driven, campaign-driven calendar to flatten seasonal dips and ensure a consistent pipeline.

3

## Key Outcomes

Achieved a **147% increase in lead flow** during off-peak months and closed deals in all 12 months for the first time in six years.

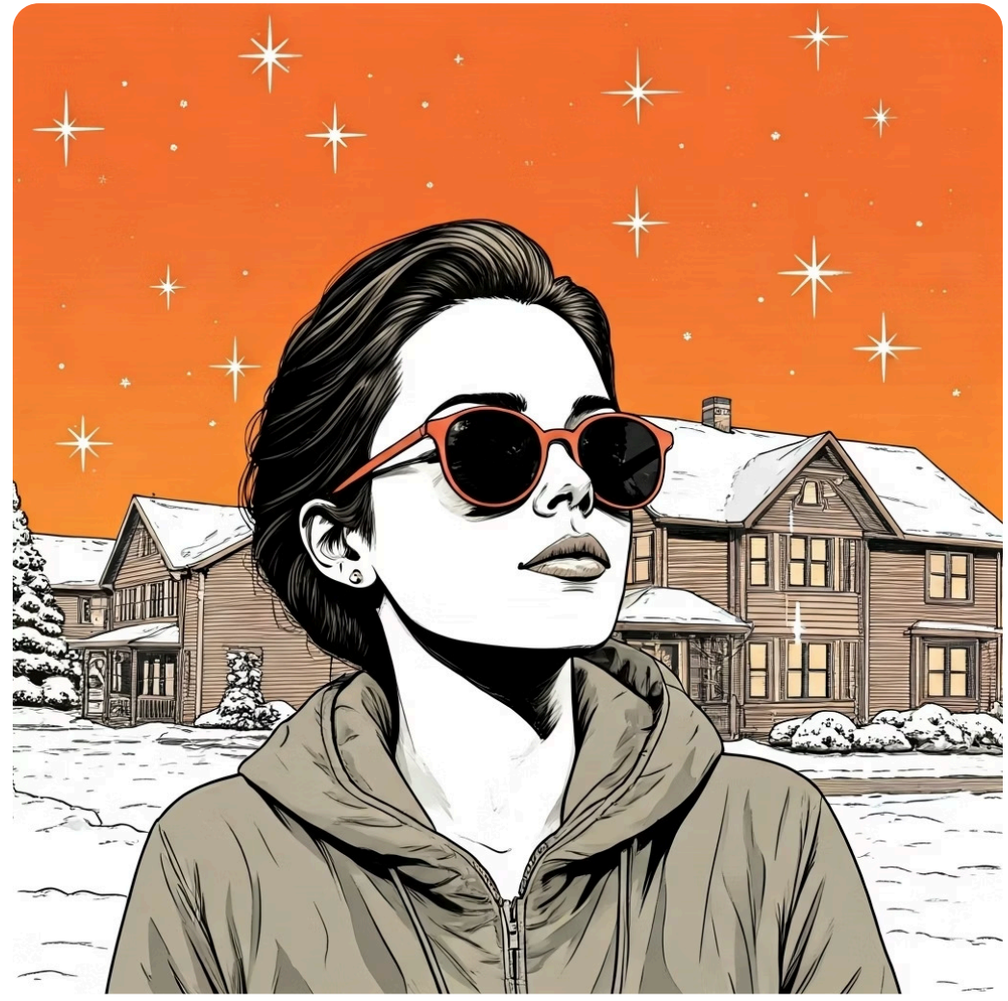
# Client Background & Market Context

## Client Background

A team of 5 agents in suburban Chicago, specializing in family-focused relocation and known for high client retention.

## Market Context

Northern climates like Illinois experience significant real estate slowdowns from November to February and again in late summer.



This case study explores how Alfacreators engineered a 12-month campaign strategy aligned with behavioral seasonality.

# Challenges and Objectives

The client faced significant challenges due to market seasonality, impacting their operational efficiency and financial stability.

| | | |
|---|---|---|
| Seasonal Volume Drop | Nov–Feb and Aug–Sep had near-zero closings | Downturns led to inconsistent business |
| Income Instability | Agents' GCI varied 4–6x between quarters | Financial unpredictability for the team |
| Ad Fatigue | Same creative ran too long, diminishing ROI | Marketing efforts became less effective |
| Unused Pipeline | Warm leads went cold during lull periods | Missed opportunities for conversions |

## Stabilize Lead Volume

Ensure consistent lead flow throughout the year.

## Increase Conversion Rates

Boost conversions in Q1 and Q4 specifically.

## Maintain Closings

Achieve an average of ≥3 closings per month.

## Optimize CPL

Keep monthly Cost Per Lead within $11.

# Alfacreators' Solution: Data-Driven Strategy

We developed a comprehensive strategy leveraging historical data and modern marketing tools to address the client's challenges.

## Strategy Development

- Audited six years of transaction and ad response data.
- Identified conversion-friendly timeframes in "dead" months.
- Built a rotating campaign calendar with seasonal themes:
  - "New Year, New Home" (January)
  - "Back to School, Back to Listings" (September)
- Implemented multi-channel reactivation sequences (email, SMS).
- Automated warm-lead scoring triggers for faster engagement.

## Tools and Technologies

### ActiveCampaign

Drip automations and campaign flows.

### Alfacreators CRM

Unified dashboard and lead scoring.

### VidAsk

Seasonal video lead capture forms.

### Meta + Google Ads

Targeting layers for precise reach.

# Quantitative Results & Outcomes

Alfacreators' strategic intervention yielded remarkable improvements across key performance indicators.

## +79.2%

### Monthly Leads

Increased from 72 to 129 average.

## -31.7%

### Off-Season CPL

Reduced from $15.30 to $10.45.

## +50%

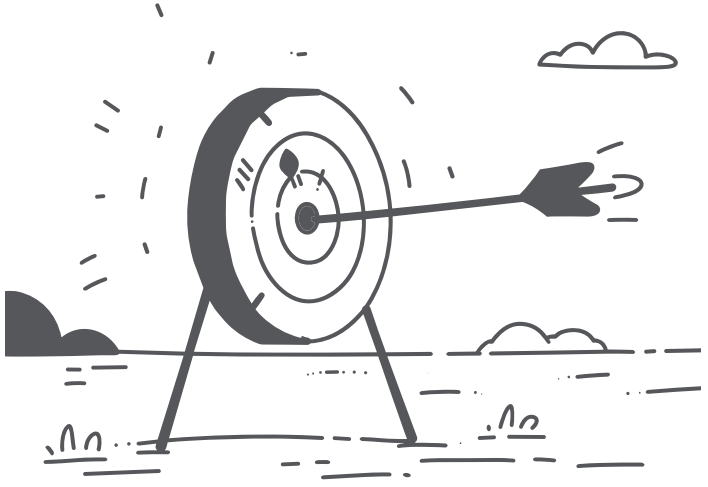
### Monthly Closings

Increased from 2.6 to 3.9 average.

## +124%

### Pipeline Value (Jan-Mar)

Grew from $580K to $1.3M.



# Qualitative Outcomes & Conclusion

Beyond the numbers, the collaboration significantly improved the team's operational and psychological well-being.

## Qualitative Outcomes

- Agents reported **higher morale** and confidence.
- Reduced burnout due to stabilized workload.
- Improved brand recognition through consistent content.

## Key Takeaways

- **Leads exist year-round** with the right message and timing.
- Seasonal themes + automation > evergreen messages off-peak.
- Data-informed scheduling boosts confidence and production.

> "I used to dread November. Now I know we'll have two to three homes under contract no matter the weather. Alfacreators gave me predictability back."
>
> — **Jason Lambert**, Team Lead, Chicagoland Nest Realty

# Recommendations & Future Impact

Based on our successful partnership, Alfacreators provides actionable recommendations for sustained growth and explores future strategic expansions.

### Rolling Cadences

Build 3-month rolling campaign cadences tied to buying mindsets.

### Lead-Score Automation

Trigger human contact at intent spikes using lead-score automations.

### Creative Diversity

Maintain creative diversity by swapping messaging every 4–6 weeks.

### Expand Approach

Apply this proven approach to sellers, not just buyers.

**Long-Term Impact:** The client is now exploring a referral drip calendar and expanding the strategy to their seller pipelines for 2026, solidifying their position as a market leader.