How to Pre-Qualify Leads as a Builder

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Why Pre-Qualifying Matters

Leads who aren't ready to buy

70%

Average quoting cost

$1,000+

Bad leads =

burnout, wasted time

ARROW AGENCY

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1 It Starts With Your Ads

Goal: Attract the right people before they ever get in touch.

- **Choose a niche**
  - Are you a bathroom renovator? Custom home builder? Stick to one.
- **Speak directly to your ideal client**
  - Use language they relate to. Be clear and confident.
- **Add a budget indicator**
  - Example: “Bathrooms from $20K” filters out anyone under that.
- **Highlight key differentiators**
  - Fast turnaround? Fixed price? Premium finishes?

2 Ask the Right Questions in Your Form

Goal: Let your form do the filtering for you.

- **Ask for:**

📍 Location – Are they in your service area?
💰 Budget – Is it realistic for your scope?
🗓️ Start date – Are they ready now or just dreaming?

- **Use smart (logic-based) forms**

Route qualified leads to bookings, and others to nurture.

3 Sort and Prioritise Leads

Spend time only on serious prospects.

🟢 **Green light = Discovery Call**
Book them in fast and qualify further by phone.

🟡 **Yellow light = Retargeting**
They showed interest but didn’t convert — follow up with ads.

🔴 **Red light = Nurture Sequence**
Wrong fit for now? Add them to your email flow for later.

✅ **TIP: Use a CRM to automate this**
Set up tags, triggers and follow-ups to save admin time.

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Discovery Call Framework (10-15 mins)

Goal: Protect your time. Say no fast if it's a no-go.

01 Confirm project type, location, and timeline

02 Validate their budget

03 Explain how you work

04 Decide if a quote/site visit is worth it

Final Thoughts

Start filtering smarter, qualify faster, and work only with people who value your time, talent, and expertise.

"Every hour spent on the wrong lead is an hour you could have spent building your dream business."

NEED HELP?

We help builders create high-converting funnels, smart forms, and automated systems that do the heavy lifting.

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