How to use RealScout so Instagram becomes your biggest lead source

Every comment you don't capture is unpaid work and missed business. Capture them, and Instagram becomes your biggest lead source. Inside this guide: four RealScout market posts people will actually comment on, and the system that gets their name and email into your contacts and instantly nurtured.



Agents Michelle & Crystal

@theconnectedagents

The two-step formula this guide covers

1. Provide market info people actually want

Build a RealScout search template, turn it into a shareable link, and post about it on Instagram with a comment keyword.

2. Capture the lead before you hand it over

A Connected automated DM conversation collects first name and email, then delivers the RealScout link.

What this solves

Paste a RealScout link into a DM and many leads use the link, check out the listing, hit the contact-details wall, and then leave. You get a comment, but no contact info.

We lost leads there too. So our automation gets their name and email first, then sends the link. And it engages the lead in a warm conversation. Best of all, it runs whether you're at a showing or at school pickup.

When Crystal started implementing this system, she put 189 contacts into her RealScout, Follow Up Boss and Flodesk in only 60 days.

Four Instagram posts

Four engaging posts that build your RealScout leads today

01 **Weekend open houses in [your city]**
A new list every week. Buyers get a plan for Saturday.

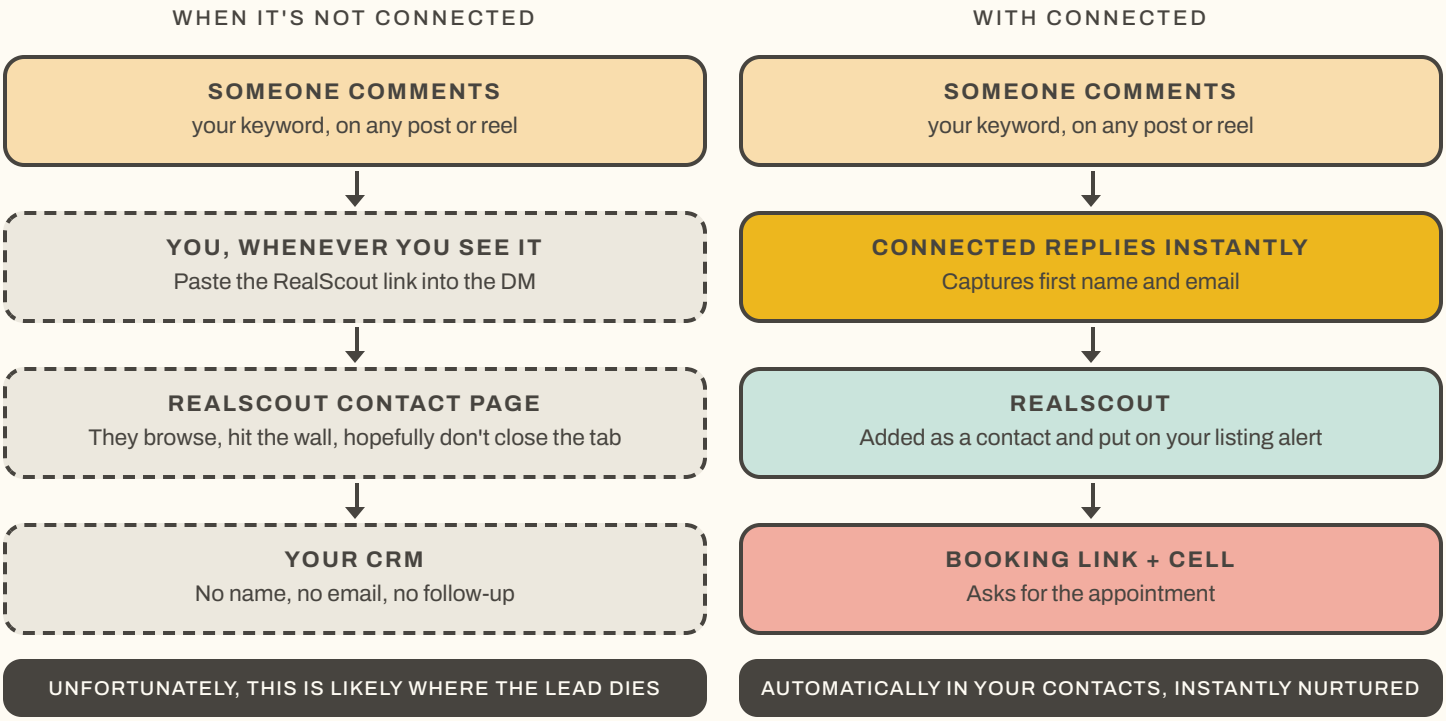
02 **Biggest price drops this week in [your city]**
Buyers watching the market want to see these first.

03 **Homes over 30 days on market in [your city]**
Longer days on market can mean more room to negotiate.

04 **Coming Soon homes in [your city]**
A look at what's about to hit the market.

From comment to client

Same comment, two outcomes.



Here's how to set up the RealScout templates

Highlighted steps are unique to each template. The rest are the same across all 4 templates, making setup fast and easy.

01 Weekend open houses in [your city]

A fresh reason to post every week, and buyers use it to plan their Saturday.

1. From the RealScout homepage, create your **Search**, building it yourself or using the **AI Search** with this prompt:

2. AI SEARCH PROMPT:

   > give me a list of all Active single family home listings in [YOUR CITY, STATE] that have an open house this weekend

   Adjust it: Change the prompt to match your target/market. For example, you can include condos, add a price range, and be creative: in summer, add "with a pool" to draw in more seasonal buyers.

3. Click **Review Search Criteria** and confirm results look accurate.

4. Click **Save Search**, then **Save as Template**.

5. Name the template, for example **Burbank Weekend Open Houses**. Check the box for **Send initial email of up to 25 existing matches upon alert creation**. Click **Create Template**.

6. Under **Add tags for automatic alert creation**, add your tag (it's smart to use all lowercase as a consistent format because the tags are case sensitive).
   Ex. **burbankopenhouses**. Click **Create a Search Link**.

7. In the Search Link popup, under **Step 2: Public display name (visible to leads)**, use the same description you used for your template. For example: **Burbank Weekend Open Houses**

8. Click **Create Search Link**.

9. Go to **Email Alerts > Templates** and make sure it shows as **Active**.

10. Go to **Marketing > Shareable Links** and copy your new link.

11. Paste the link into your Connected automation. **Get that here**

Every lead who comments gets this list of homes immediately and will get new alerts automatically going forward. (it takes 24 hours for the alert to appear on the contact in RealScout)

Post it: Thursday or Friday, before buyers make weekend plans. **Works with both posts and Stories!**

02 Biggest price drops this week in [your city]

Buyers who are watching the market want to know what just got cheaper.

1. From the RealScout homepage, create your **Search**, building it yourself or using the **AI Search** with this prompt:

2. AI SEARCH PROMPT:

> give me a list of all Active single family home listings in [YOUR CITY, STATE] that have had price reductions in the past 7 days

Adjust it: For example, if you want condos included, add "and condos."

3. Click **Review Search Criteria** and confirm results look accurate.
4. Click **Save Search**, then **Save as Template**.
5. Name the template, for example **Long Beach Homes w/ Price Drops this week**. Check the box for **Send initial email of up to 25 existing matches upon alert creation**. Click **Create Template**.
6. Under **Add tags for automatic alert creation**, add your tag (it's smart to use all lowercase as a consistent format because the tags are case sensitive).
   Ex. **longbeachpricedrops**. Click **Create a Search Link**.
7. In the Search Link popup, under **Step 2: Public display name (visible to leads)**, use the same description you used for your template. For example: **Long Beach Homes w/ Price Drops this week**
8. Click **Create Search Link**.
9. Go to **Email Alerts > Templates** and make sure it shows as **Active**.
10. Go to **Marketing > Shareable Links** and copy your new link.
11. Paste the link into your Connected automation.

Get that here

Every lead who comments gets this list of homes immediately and will get new alerts automatically going forward. (it takes 24 hours for the alert to appear on the contact in RealScout)

Post it: Once a week, on the same day, so followers start looking for it. **Works with both posts and Stories!**

03 Homes over 30 days on market in [your city]

Longer days on market can mean more room to negotiate, and buyers know it.

1. From the RealScout homepage, create your **Search**, building it yourself or using the **AI Search** with this prompt:

2. AI SEARCH PROMPT:

> give me a list of all Active single family home listings in [YOUR CITY, STATE] that have been on the market over 30 days

Adjust it as you'd like: Remove "single family homes" if you want condos included, etc.

3. Click **Review Search Criteria** and confirm results look accurate.
4. Click **Save Search**, then **Save as Template**.
5. Name the template, for example **Burbank Homes 30+ Days on Market**. Check the box for **Send initial email of up to 25 existing matches upon alert creation**. Click **Create Template**.
6. Under **Add tags for automatic alert creation**, add your tag (it's smart to use all lowercase as a consistent format because the tags are case sensitive).
   Ex. **burbank30+dom**. Click **Create a Search Link**.
7. In the Search Link popup, under **Step 2: Public display name (visible to leads)**, use the same description you used for your template. For example: **Burbank Homes 30+ Days on Market**
8. Click **Create Search Link**.
9. Go to **Email Alerts > Templates** and make sure it shows as **Active**.
10. Go to **Marketing > Shareable Links** and copy your new link.
11. Paste the link into your Connected automation.

Get that here

Every lead who comments gets this list of homes immediately and will get new alerts automatically going forward. (it takes 24 hours for the alert to appear on the contact in RealScout)

Post it: Mid-week, when buyers are deciding what to see next. **Works with both posts and Stories!**

04 Coming Soon homes in [your city]

A look at homes before they hit the open market.

1. From the RealScout homepage, create your **Search**, building it yourself or using the **AI Search** with this prompt:

2. AI SEARCH PROMPT:

   give me a list of all single family homes listed in "Coming Soon" status in [YOUR CITY, STATE]

   Adjust it: For example, if you want condos included, add "and condos."

3. Click **Review Search Criteria** and confirm results look accurate.

4. Click **Save Search**, then **Save as Template**.

5. Name the template, for example **Long Beach Homes Coming Soon**. Check the box for **Send initial email of up to 25 existing matches upon alert creation**. Click **Create Template**.

6. Under **Add tags for automatic alert creation**, add your tag (it's smart to use all lowercase as a consistent format because the tags are case sensitive).
   Ex. **longbeachcomingsoon**. Click **Create a Search Link**.

7. In the Search Link popup, under **Step 2: Public display name (visible to leads)**, use the same description you used for your template. For example: **Long Beach Homes Coming Soon**

8. Click **Create Search Link**.

9. Go to **Email Alerts > Templates** and make sure it shows as **Active**.

10. Go to **Marketing > Shareable Links** and copy your new link.

11. Paste the link into your Connected automation. **Get that here**

Every lead who comments gets this list of homes immediately and will get new alerts automatically going forward. (it takes 24 hours for the alert to appear on the contact in RealScout)

Post it: Whenever new Coming Soon listings show up in your search. **Works with both posts and Stories!**

Two ways to use the templates

OPTION 1 · YOU DO IT

Build the four templates, post one a week with a comment keyword, and answer each DM yourself. Ask for first name and email before you send the link, then add them to RealScout and your CRM. It works as long as you catch every comment.

Unfortunately, we know from experience this is very hard to keep up with, and many leads will be lost. Which is why we created Option 2!

OPTION 2 · USE OUR PRE-BUILT SYSTEM

How the Connected automation works with your RealScout link

- Collects their first name and email before sending the list of homes they asked for
- Delivers the list with a warm, personal message
- Shares your booking link and cell number so they can easily call or make an appointment with you
- Adds them to RealScout and starts your listing alert (plus FUB, Flodesk & Google Sheets, if you use them)

ALL 100% AUTOMATED. So you can be anywhere, doing anything, and your lead won't be lost.

Get the Lead Automation System | **Learn more**

FOLLOW ALONG ON INSTAGRAM

@theconnectedagents	@michelle.crochet.realtor	@crystalthelocal
Connected	Michelle	Crystal

Real agents. Real results.

What happens when every comment gets a reply.

30 contacts + 2 buyer appointments

"I've been using your automation with RealScout and it's life changing. I've already added 30 people to my contacts and set 2 buyer appointments! I felt like I was putting so much work into making content and nothing was happening from it. Your products completely changed that. Thank you thank you!!"
Molly R.

60+ real leads in one month

"I easily had over 2000 ManyChat 'Contacts' but with no email. Since implementing this system a month ago I now have over 60 people whose name and email I captured and am nurturing and are real leads vs dead-end interactions."

Courtney W.

What agents are saying

"

Last week: 200 comments on a property listing post & I was literally DMing people one by one. This week, with this now installed, all of the comments are responded to and captured. SUCH a game-changer for my business and my sanity.

Ashlyn H.

"

I can only imagine how many leads I was leaving on the table. Setup was incredibly easy, and now the entire process is streamlined to capture, nurture, and engage potential leads without adding more to my plate.

Leah B.

"

This is a game changer! I feel like my Instagram is finally working after years of just posting with no results.

Amie O.

"

All my platforms now talk to each other and it helps keep all my leads organized so no one is falling through the cracks!

Alex M.

"

This has saved me so many hours. It's one of the best things I've implemented in my business.

Charles T.

"

The Claude prompt that goes through my ManyChat to give me an update of who to follow up alone is worth this times 10.

Amanda P.

Bonus tip

Make sure every lead gets auto-nurtured, even if they don't fit a specific template. Here are the steps:

1. Create a template for the most common search you'd want a new contact set up on. For example: **all Active and Coming Soon single-family homes in Burbank**.
2. Go to **Automations**, then **Auto-Nurture**, and click **Update Settings**.
3. Make sure it says **Apply auto-nurture to all new contacts**, and turn on **Suppress Drip Campaign**.
4. Set the **Fallback Listing Alert Template** to your main search template. If you don't have one yet, create one using the same steps as the templates in this guide. Keep it simple and broad so it fits the most leads, for example: **all Active single-family homes in your city**.



We created Connected because we were losing leads too. People were commenting on our posts, but turning them into real leads depended on us replying right away, even when we were busy with our kids or in the middle of a live escrow.

Now the conversation happens and we never miss a lead. Like ever. In her first 60 days on this system, **Crystal captured 189 new contacts.**

Let's Connect!

Your Agent Automation Besties,
Michelle & Crystal

READY TO PUT IT ON AUTOPILOT?

Make Instagram your biggest lead source

Get the Lead Automation System | **Learn more**