

Turning Cold Clicks into Warm Conversations That Close

Below is an overview of our lead campaign program.
I'd love to set up a quick chat to see if we're a good fit!

 **Schedule your call:**


<https://calendly.com/sunnysangster/new-client-chat>

Got questions first? Email me anytime.
sunnysangster@gmail.com

How Our Lead Campaign Works

We start new agents with a **\$50/day ad spend**.
With Facebook, nothing is ever guaranteed (it's social, not sorcery ✨), but here's what we're consistently seeing:

Metric	Average Result
Cost Per Lead (CPL)	≈ \$20
Cost Per Appointment (CPA)	≈ \$40
New Leads / Week	15 – 17
New Appointments / Week	7 – 9
Show-Up Rate	40 – 50 %
Close Ratio	30 – 50 %

 That means you can expect to close **1 – 2 new deals each week**—more than covering your marketing costs.

Example Funnel

Step	Sample
Facebook Ad (Video)	View Example ›
Landing Page	yourhomepaidinfull.com/qualify-gfb ›
Calendar Page	yourhomepaidinfull.com/book-gfb-joel ›
Thank-You Page	yourhomepaidinfull.com/thank-you-gfb ›

? Frequently Asked Questions

1 Do I need my own Facebook Page or Business Manager?

Nope! We use one central Business Manager, allowing all campaigns to benefit from a single optimized pixel and combined ad spend—meaning better results faster.

2 Can you guarantee a full calendar?

Unfortunately, no. Social platforms change constantly, but we've been running this program successfully for **5+ years** and adapt with every update.

3 Will you keep testing and improving?

Absolutely. My team and I are forever students of marketing. We test new creatives, targeting, and workflows weekly to ensure you get the most qualified appointments possible.

4 How long to get started?

Once your invoice is paid, we'll have you live within **48–72 business hours**.

5 Do I need my own Calendar or CRM?

No—you'll receive both inside our program. Everything runs through our proven **HighLevel CRM** system.

Momentum Builder Silver Package

Description:

Kickstart your lead generation journey with the Momentum Builder. This package equips you with customized funnel pages, a powerful CRM with proven workflows, and an optional virtual assistant upgrade. Perfect for those ready to take charge of their leads and appointments.

Investment:

- \$250 one-time setup
- \$197 monthly (+ text & call charges)
- VA Upgrade (optional): \$600 part-time / \$1200 full-time

Getting Started Is Easy

- 1 Payment** – Tell me you're ready, and I'll send your invoice.
 - 2 Details** – Once payment clears, you'll receive our onboarding questionnaire.
 - 3 Launch** – Choose your start date (ASAP or scheduled), and we'll handle the rest.
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🏆 Velocity Pro Gold Package

Description:

Accelerate your success with Velocity Pro. This premium package includes everything from the Momentum Builder Silver Package, plus a trained virtual assistant to handle appointment confirmations, rescheduling, and follow-ups. Say goodbye to hassle and focus entirely on closing deals—we've got the rest covered.

Investment:

- \$250 one-time setup
- \$650 monthly administration
- \$700 ad spend for 2 weeks (\$50/day × 14 days)
- \$97 High Level CRM account
- \$25 optional digital savings analysis form

Billing:

To help manage cash flow, billing runs **on the 1st and 15th** each month.

- **1st:** Admin fee + traffic
- **15th:** Traffic + CRM charges
(Use bank transfer to avoid the 2.9 % card processing fee.)



Ready to Start or Chat?



[Book your strategy call >](#)

or email **Sunny Sangster** directly.



Because chasing leads is overrated. Let's build you a system that brings the right people straight to you.