

THE LEAD DELIVERY KIT

A lead sheet you can copy, the compliance checklist, and the math before you sell your first lead

Investors pay for leads they can actually contact. This kit is the paperwork and the checklist that turn a list of names into leads a buyer will trust. It is educational, not legal advice. Rules differ by state and change, so talk to a lawyer before you call, text or sell leads. No income is promised: many people who try this earn nothing, and results vary.

THE FIVE PARTS

- Part 1, find the sellers: one niche in one county (for example tired landlords, absentee owners, high equity, pre-foreclosure or tax delinquent homes).
- Part 2, verify the info: skip trace the owners, then check that every number and email is real. Dead numbers mean refunds.
- Part 3, reach out the legal way: check the Do Not Call list, get consent, give a clear opt-out.
- Part 4, deliver a clean sheet: one row per lead with the source and the consent proof.
- Part 5, price it by results: buyers pay for contactable, motivated sellers, not for names.

THE LEAD DELIVERY SHEET (COPY THIS INTO GOOGLE SHEETS)

Lead Delivery Sheet

TEMPLATE | sample data only, not real leads

Lead	City	Source	Consent proof	DNC check	Status
Sample 1	Brooksville, FL	FB lead form	Form + timestamp	Yes, 10/05	Delivered
Sample 2	Spring Hill, FL	FB lead form	Form + timestamp	Yes, 10/05	Delivered
Sample 3	Brooksville, FL	Skip-traced list	Email opt-in	Yes, 10/06	Replaced
Sample 4	Hernando, FL	Mail reply card	Signed card	Yes, 10/06	Delivered
Sample 5	Spring Hill, FL	FB lead form	Form + timestamp	On DNC list	Removed

Columns: Lead (first name), City, Source, Consent proof, DNC check (with the date), Status. Add Date and Phone columns if your buyer wants them. The sample rows above are made up.

- Save the consent proof for every lead (a screenshot of the form with the timestamp, or the signed card). Without it, the lead is a liability, not an asset.
- Never sell the same lead to two buyers unless you told both. Mark each row Delivered, Replaced or Removed.

THE COMPLIANCE CHECKLIST (EDUCATIONAL, NOT LEGAL ADVICE)

RULE 1

Scrub against the Do Not Call list

Telemarketing calls to numbers on the National Do Not Call Registry are restricted. The FTC says sellers must synchronize their lists with an updated version of the registry at least every 31 days. Sellers and telemarketers access the registry at telemarketing.donotcall.gov.

RULE 2

Get consent, in writing

The FTC describes the exception as an express agreement, in writing, to receive calls from a specific party. The writing must include the number to call and the consumer's signature, and an electronic signature is valid if the agreement is reached online. Keep the record.

RULE 3

Texts are regulated too

Federal law (the Telephone Consumer Protection Act and FCC rules) restricts autodialed and prerecorded calls and texts to cell phones without consent, and marketing texts generally need written consent. People can sue: the statute allows \$500 per violation, and up to three times that for willful violations (47 U.S.C. 227). Many states add their own rules, so check yours.

RULE 4

The fines are real

The FTC's January 2025 update lists civil penalties of up to \$53,088 per violation for telemarketing rule violations. The number is adjusted for inflation every year, so look up the current one before you quote it.

RULE 5

Honor opt-outs and keep records

If someone says STOP, stop right away and add them to your own suppression list. Keep your Do Not Call scrub dates and your consent records. Resold leads are risky: the consent usually has to cover the person who contacts them.

SAMPLE CONSENT LINE FOR A LEAD FORM (HAVE A LAWYER REVIEW IT)

By submitting this form, I agree that [COMPANY NAME] and its partners may contact me about my property at the number I entered, including by calls and texts using automated technology. Consent is not a condition of any purchase. Message and data rates may apply. Reply STOP to opt out.

CONSENT-FRIENDLY WAYS TO GET LEADS

- A Facebook or Instagram lead form ad with the consent line above and a simple promise (for example: a no-obligation offer for your house).
- Your own simple web page with the same form.
- Direct mail with a reply card or a QR code that opens the form.
- Calls and texts people start themselves (signs, ads, your own list that opted in).

THE PROOF TEST BEFORE YOU SELL ANYTHING

Run \$100 to \$300 of ads, or pull one list, and count how many compliant, contactable leads you really get. Log it here. If you cannot get a compliant lead at a cost a buyer would pay for, stop and change the offer.

Date	Spend	Leads	Contactable	Compliant	Cost per compliant lead

THE PRICING MATH

- Cost per compliant lead = total spend divided by compliant leads. $[SPEND] / [COMPLIANT LEADS] = [COST]$
- Your price = that cost + your margin + a cushion for replacements. $[COST] + [MARGIN] + [CUSHION] = [PRICE]$
- Prices vary a lot by market and by how motivated the seller is. Ask the buyers what they pay now, and do not quote income you have not earned.

A REPLACEMENT POLICY YOU CAN COPY

A lead is replaced for free if the number is disconnected, if it is the wrong person, or if the owner says they never filled out the form. Report it within [48 HOURS] of delivery. Leads that fail the Do Not Call check are removed before delivery, never sold.

A MESSAGE TO FIND YOUR FIRST BUYER

Hi [NAME], I generate [TYPE OF LEAD] leads in [COUNTY]. Every lead comes with the source and proof of consent. Want [3] free sample leads to test? If they are not contactable, I replace them. [YOUR NAME]

WHERE THIS COMES FROM

- FTC: Q&A for telemarketers and sellers about the Do Not Call rules ([ftc.gov](https://www.ftc.gov))
- National Do Not Call Registry for sellers: telemarketing.donotcall.gov
- 47 U.S.C. 227 (the TCPA): [law.cornell.edu/uscode/text/47/227](https://www.law.cornell.edu/uscode/text/47/227)

Checked October 5, 2026. Rules and fines change. This guide is educational, not legal or financial advice, and it promises no income.

Want leads without building the list?

- I sell ready-made business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first buyers: EmailClik.com finds + verifies addresses (free version)