



THE FIRST REPLY WINS

A NEW LEAD GOES COLD IN FIVE MINUTES.

The moment someone fills your form or DMs you, they're messaging your competitors too. This is an assistant that replies in seconds, asks the right questions, and books the call. Save this.

THE ENQUIRY THAT CAME IN AT 9PM

YOU ANSWER MONDAY. THEY BOOKED SOMEONE FRIDAY NIGHT.

Most enquiries land evenings and weekends — exactly when no one's watching the inbox. The average online lead then waits about 42 hours for a first reply.

AVERAGE FIRST-RESPONSE TIME: INSIDESALES / LEAD RESPONSE STUDY

→ And here's what those lost hours actually cost

SPEED ISN'T A NICE-TO-HAVE – IT'S THE WHOLE GAME

REPLY FAST, OR DON'T REPLY AT ALL.

7×

more likely to qualify a lead when you reply within the first hour

HARVARD BUSINESS REVIEW · 2011

21×

more likely to qualify it replying in 5 minutes vs 30 minutes

MIT / INSIDESALES STUDY

Whoever answers first owns the conversation. Published research — not our promise.

→ So what does “answered in seconds” actually look like?

A REAL EXCHANGE – 9:14PM, NO ONE AWAKE

IT DOESN'T JUST REPLY. IT **QUALIFIES.**

• New enquiry · website form

FRI 9:14PM

Hi, is the 2-bed marina apartment still available?

It is! To send you the right options — what's your budget range, and is this to live in or to invest?

Around \$1M, to live in. Hoping to move in about 2 months.

Perfect — I have 3 that fit. I can book a 15-min viewing call: Tue 10:00 or Wed 16:00?

Replied in 6s · booked + saved to your CRM

✓ Asked only your qualifying questions – nothing invented, nothing promised it can't keep.

ILLUSTRATION OF THE FORMAT. IT USES YOUR LISTINGS, YOUR QUESTIONS, YOUR CALENDAR.

→ Where does that conversation end up by morning?

WHAT YOU WAKE UP TO

A CLEAN LEAD, NOT A MYSTERY DM.

● LEAD CAPTURED	FRI 9:14PM · AUTO-LOGGED
LOOKING FOR	2-bed, marina view
BUDGET	~\$1,000,000 · to live in
TIMELINE	Moving in ~2 months
REACHABLE ON	WhatsApp + email
SCORE	● QUALIFIED · HOT
NEXT STEP	✓ VIEWING CALL · TUE 10:00

→ Here's the simple path it runs, every single time

HOW IT ACTUALLY WORKS

**ENQUIRY IN → BOOKED CALL
OUT.**

STEP 01

**Lead arrives**

Form, DM, WhatsApp, an ad click — any channel, any hour.



STEP 02

**Replies in seconds**

Greets them and answers the first question from your own info.



STEP 03

**Asks your questions**

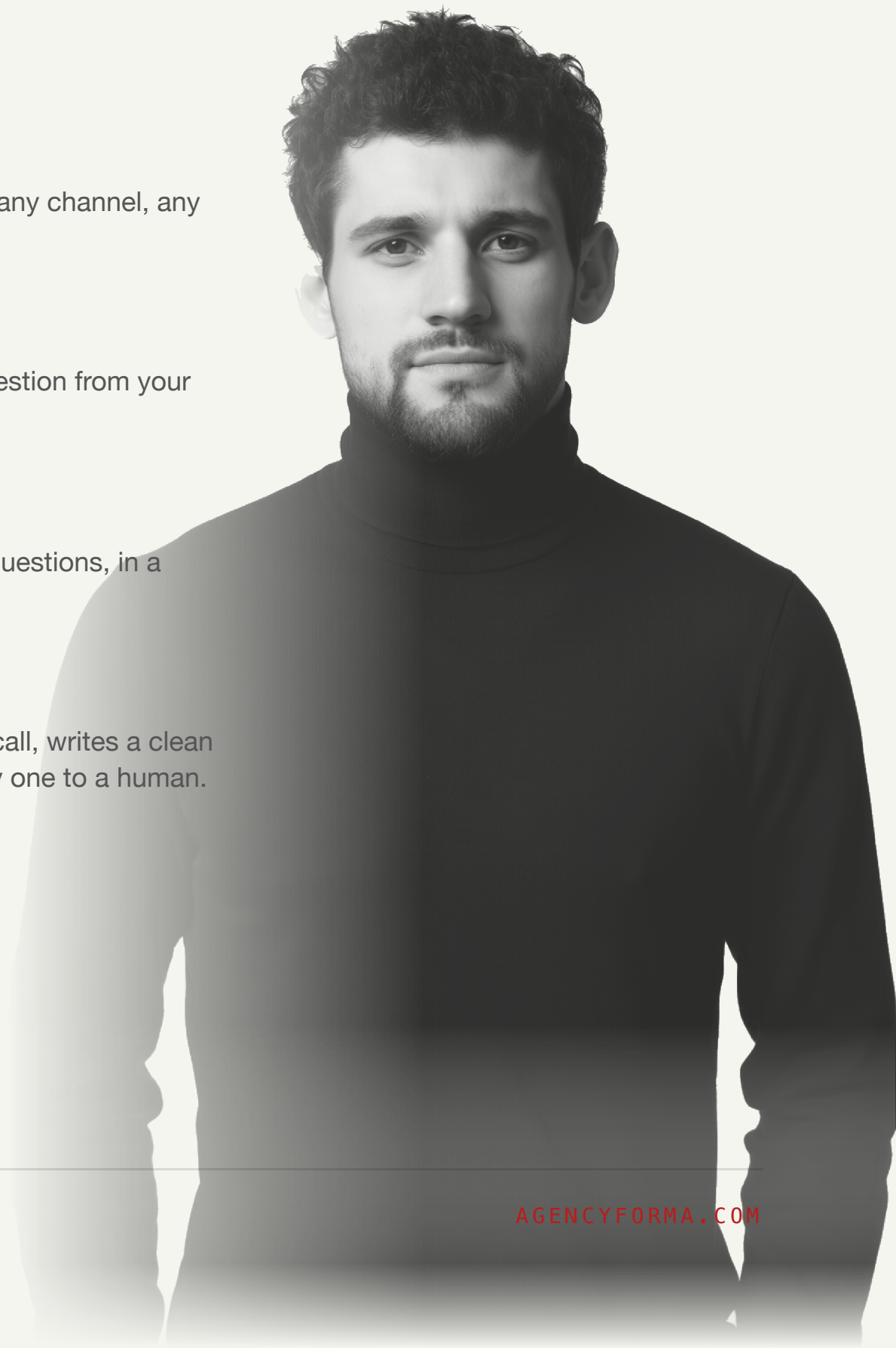
Budget, timeline, fit — your 2–3 key questions, in a natural chat.



STEP 04





**Books & logs it**

Offers real calendar slots, books the call, writes a clean lead to your CRM — or hands a tricky one to a human.



ANYWHERE A FAST FIRST REPLY WINS THE DEAL

WHERE IT EARNNS **ITS KEEP.**

	Real estate	“Is it still available?” at 11pm — qualified and a viewing booked before a rival even sees it.
	Agencies & B2B services	Inbound form — scoped, budget-checked and a discovery call on the calendar.
	Clinics & cosmetic	New-patient enquiry — common questions answered, a consult booked, front desk left free.
	Auto & high-ticket retail	Test-drive or quote request — captured and scheduled instead of lost to voicemail.

→ “But won’t it spam my leads or fake being human?”

THE HONEST PART

WHAT IT WON'T DO.

NO **It won't spam or chase.** It replies when someone reaches out, at the pace you set — not aggressive follow-up blasts.

NO **It won't pretend to be human.** Leads know it's your assistant; it hands the real conversation to your team.

NO **It won't book outside your rules.** Your calendar, your qualifying questions, your limits — it works inside them.

NO **It won't guess.** Asked something off-script, it flags a human instead of inventing an answer.

SEE IT QUALIFY YOUR REAL LEADS

WHAT HAPPENS TO A LEAD THAT COMES IN TONIGHT?

Send us one real enquiry you'd normally get. In 48 hours we'll show you the assistant replying, qualifying and booking it — on your questions, your calendar. No pitch.

→ agencyforma.com

→ hello@agencyforma.com



NIKITA & ARTEM
we'll build it ourselves — FORMA

➤ SAVE & SEND THIS TO WHOEVER CHASES YOUR LEADS