Why we spend an astronomical $125,000 on lead gen a month

Kendrick Realty spends $125,000 a month on lead generation for its 40 agents. That’s more than $3,000 a month, per agent. It’s an astounding number for members of the real estate community, but if you ask Luke Monroe, founder and chief executive officer of Kendrick Realty, it’s working.

Source: click here