



Lead Generation, Qualification and Client Relationship-Building in Real Estate Channel-Partner Sales.

A Study of the Calling-to-Site-Visit Cycle at AV Assets, Pune.

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Abstract—

Indian real estate relies heavily on channel partners, independent firms authorised by developers, to turn broad, low-intent enquiries into qualified buyers and, ultimately, site visits. Using primary field data gathered during a three-month engagement with AV Assets, a Pune-based channel partner working with Kolte-Patil Developers Ltd (The Reserve, Sinhgad Road) and Rohan Builders (Nitara, Mahalunge NX), this paper examines how leads are generated and qualified, how client relationships are built across the calling-to-site-visit cycle, and what this means for a buyer's willingness to engage further. A descriptive, field-based design was adopted, centred on a structured, BANT-based (Budget, Authority, Need, Timeline) qualification questionnaire applied to an estimated population of 1,000 prospective buyers. Of these, 120 (12.0 per cent) qualified as genuine prospects, and 20 of them (16.7 per cent of qualified prospects) progressed to a scheduled site visit. A closely tracked sub-record shows that concentrating calls on one well-matched project raised efficiency from about 0.24 to 3.03 site visits per 1,000 calls, a roughly twelve-fold gain with no increase in daily call volume. The findings suggest that structured qualification screens out casual enquirers effectively, and that consultative, needs-first conversation, more than calling volume, is the main route through which channel-partner relationships turn into buyer action.

Keywords— Real Estate Channel Partners, Lead Qualification, BANT Framework, Consultative Selling, Customer Relationship Management, Sales Funnel, Site-Visit Conversion.

Population and call figures were recorded manually during live fieldwork rather than drawn from an audited system, and are therefore reported as field-representative estimates.

I. INTRODUCTION

For most urban home buyers in India, the purchase journey seldom starts with a visit to the developer's sales gallery. It usually begins as a name and a phone number collected through a property-portal enquiry, a social-media advertisement, a personal referral, or interest shown in an earlier project. Converting that scrap of contact information into a qualified prospect, and eventually into a visitor standing inside a sample flat, is largely the task of the channel partner. Channel partners are independent firms authorised by developers to market and sell projects for a commission; they allow a developer to reach a far wider pool of enquiries than an in-house sales team could handle alone.

The evidence presented here comes from the field activity of one such firm. AV Assets is a Pune-based channel partner that, during the study period, worked mainly with two developers: Kolte-Patil Developers Ltd, on The Reserve at Sinhgad Road, and Rohan Builders, on Nitara at Mahalunge NX. Both projects fall under Maharashtra's real-estate regulatory regime, which requires project registration, disclosure of



construction timelines and escrow-linked handling of buyer payments (Bhatt & Joshi Associates, 2024). This framework influences how trust is built between caller and buyer, a point taken up again in Section V. Pune's residential market offered a receptive yet competitive setting, with steady sales momentum and price appreciation across established and peripheral micro-markets during the period (GS Developers Pune, 2026).

Two gaps motivate the study. First, the literature on lead qualification and consultative selling is drawn largely from business-to-business software sales or from portal-driven digital lead generation, in which a lead has usually already completed an online form (Jamil Academy, 2026). It says far less about the outbound, cold-calling-led model that characterises much Indian channel-partner activity. Second, practitioner reports on calling activity tend to stop at reach, meaning how many buyers were contacted, without separating reach from qualification and from eventual conversion, even though sales-funnel theory treats these as distinct stages. The result is that firms can report large calling volumes yet have little grounded explanation of why calls sometimes move a buyer towards a site visit and sometimes do not.

Drawing on field data from AV Assets' calling operation in Pune, this paper examines how prospective buyers are generated and qualified as leads, how client relationships are built and sustained across the calling-to-site-visit cycle, and how both affect a buyer's willingness to engage further. The paper does not assess the overall sales performance of either developer; its scope is limited to the buyer-facing dynamics observed within this one channel partner's field operation.

II. LITERATURE REVIEW

2.1 Lead Qualification: The BANT Framework

BANT (Budget, Authority, Need and Timeline) is a lead-qualification framework that originated at IBM and remains one of the most widely used in business-to-business and high-value consumer sales, real estate included (Federico Presicci, 2026). It asks a salesperson to answer a few pointed questions before committing more time to a lead: whether the person can afford a property in the relevant price range (Budget), whether they decide alone or jointly with others (Authority), whether there is a real housing requirement rather than casual curiosity (Need), and whether the purchase is planned soon or only at some indefinite point (Timeline). Alternatives such as CHAMP (Challenges, Authority, Money, Prioritisation) and FAINT (Funds, Authority, Interest, Need, Timing) serve similar purposes, yet BANT remains the most established reference for considered, high-value purchases (Federico Presicci, 2026).

2.2 Buyer Response and the Sales Funnel: The AIDA Model

The AIDA model (Attention, Interest, Desire, Action) describes the stages a buyer passes through before a purchase decision. In a channel-partner calling setting, Attention is the moment a lead responds to an outbound call; Interest develops during qualification; Desire is built in consultation, when a particular unit or project is matched to a stated requirement; and Action is the buyer's decision to commit time to a site visit. The related sales-funnel concept shows how a large pool of contacted leads narrows, stage by stage, to the few buyers who take concrete steps. Some attrition at every stage is expected and healthy; a well-run process aims to avoid losing good leads rather than to eliminate narrowing altogether.

2.3 CRM and Relationship-Marketing Theory

Customer relationship management (CRM) theory holds that sustained, personalised engagement yields better outcomes than a single transactional pitch, particularly for high-involvement, infrequent purchases such as a home (Parvatiyar & Sheth, 2001). Ngai (2005), in a widely cited review, separates CRM as a customer-centric philosophy from CRM as the operational systems, such as call logs, pipelines and follow-up schedules, that support it; both senses are relevant to a channel-partner calling desk. Peppers, Rogers and Dorf (1999) argued that firms do well when they treat customers differently according to their value and needs instead of giving everyone the same pitch, which is precisely the logic a BANT-based questionnaire puts into practice. The "ladder of loyalty" idea from relationship marketing offers a further lens: even in a single-purchase category such as home buying, a cold lead can be seen as a stranger who climbs one rung towards a trusting relationship with each successful stage of qualification and consultation.



2.4 Consultative Selling and Service Quality

Consultative selling rests on three principles, research, ask and listen, under which the salesperson first seeks to understand the buyer's situation and recommends a solution only once real needs are clear (Pipedrive, 2026). It contrasts with a transactional approach in which every lead hears the same script regardless of fit. Industry estimates suggest that a properly run qualification process can raise new business by about 13 per cent (Harvard Business Review, as cited in One of a Kind Sales, 2026). Because a channel partner sells a service, namely guidance, consultation and coordination, rather than a physical product, the five SERVQUAL dimensions of service quality (reliability, responsiveness, assurance, empathy and tangibles) offer a useful lens on what leads a buyer to trust a caller enough to agree to a visit.

Taken together, these strands suggest that a channel partner's calling-to-visit success is decided jointly by structured qualification, which determines who is worth pursuing, and by the depth of the relationship built over later calls, which determines whether that pursuit succeeds. However, much of the published lead-conversion literature concerns inbound, digitally sourced leads (Jamil Academy, 2026) rather than the outbound, cold-calling-led model examined here. This combined view frames the two research objectives set out below.

III. RESEARCH OBJECTIVES

The study is guided by two research objectives:

1. To understand the process of lead generation and qualification followed in real estate channel-partner sales.
2. To examine how client relationships are built and maintained through the calling-to-site-visit cycle, and how this shapes a buyer's willingness to engage further.

IV. RESEARCH METHODOLOGY

4.1 Research Design

A descriptive, field-based design was adopted. It combines a structured, survey-style qualification instrument with direct field observation gathered during an ongoing outbound-calling operation, in preference to an experimental or purely secondary-data design.

4.2 Study Area and Population

The study area is AV Assets' Pune-based calling operation, which covers prospective buyers for two projects: The Reserve (Kolte-Patil Developers Ltd) at Sinhgad Road and Nitara (Rohan Builders) at Mahalunge NX. The target population comprises prospective home buyers reached through AV Assets' active lead sources during the three-month study period, estimated at approximately 1,000 buyers.

4.3 Sampling Approach

Non-probability convenience sampling was used. Leads were drawn from whichever buyers were active in AV Assets' database or inbound enquiry stream during the study window, rather than selected at random from Pune's wider home-buyer population. This suits a live calling operation but does not amount to probability sampling of that population, a limitation discussed in Section VIII.

4.4 Data Collection

Primary data were gathered through a structured, BANT-based Lead Qualification Questionnaire administered verbally on every substantive call. The questionnaire has five sections: Basic Information (property type, configuration, location preference, purpose of purchase and current housing situation), Budget, Need, Timeline, and Project-Specific Questions on the buyer's fit with a given project and the alternatives being compared. Call outcomes, questionnaire responses and funnel stage were logged in a shared pipeline spreadsheet, while WhatsApp was used for follow-up messages and for sharing brochures and price lists. Secondary data for sector and company context were taken from company and industry sources.



4.5 Data Analysis

Descriptive analysis was applied, comprising frequency counts and conversion-rate calculations across the funnel stages (buyers contacted, qualified prospects and scheduled site visits), together with a comparison of calling volume and site-visit output under two calling approaches (Section 5.2). This approach is consistent with the descriptive design and with comparable studies of lead qualification and consultative selling (Federico Presicci, 2026; Pipedrive, 2026).

4.6 Status of the Quantitative Data

An important caveat applies to the quantitative results in Section V. The population and call-volume figures (approximately 1,000 buyers contacted, 120 qualified prospects, and the daily call counts behind Table 2) were recorded manually during live field activity, not through a digital, system-verified survey or CRM tool. They should therefore be read as field-representative estimates of the pattern of outcomes during the study period, not as audited, exact counts. Once AV Assets has a digitally instrumented pipeline, the analysis in Section V should be recomputed against it before the findings are treated as definitive.

4.7 Scope and Limitations

The study is confined to the calling-to-site-visit stage of AV Assets' sales process, observed over three months across two projects. It does not extend to post-visit negotiation, loan processing, legal documentation or possession, nor to a statistically representative sample of Pune's home buyers. Further limitations are set out in Section VIII.

V. RESULTS AND DISCUSSION

The results below are drawn from the questionnaire-based dataset described in Section 4.6 and must be read with the caveat stated there: the figures illustrate the pattern of AV Assets' field activity and are not an independently audited dataset.

5.1 The Lead Generation and Qualification Funnel

Leads reached AV Assets chiefly from three sources: property-portal enquiries, referrals from existing contacts, and buyers already in the firm's database from earlier campaigns or walk-ins at previous projects. Each lead was entered in the shared pipeline spreadsheet and, on any substantive call, the caller administered the five-section BANT questionnaire described in Section 4.4. Table 1 summarises the resulting funnel for the whole study population.

Table 1. Lead funnel: buyers contacted, qualified prospects and site visits scheduled

Funnel Stage	Count	Conversion Rate
Buyers contacted (population)	~1,000	—
Qualified prospects	120	12.0% of buyers contacted
Site visits scheduled	20	16.7% of qualified prospects; 2.0% of buyers contacted

Two results in Table 1 are central to Objective 1. First, only 12.0 per cent of contacted buyers qualified as genuine prospects. Most first contacts were still browsing, comparing several projects, or not yet financially or practically ready for a detailed conversation, a pattern consistent with a research-heavy, multi-option residential market in which buyers hold considerable bargaining power before they ever speak to a project representative. Second, the prospect-to-visit rate (16.7 per cent) is markedly higher than the buyer-to-visit rate (2.0 per cent). The qualification step therefore does real, measurable work: once a lead clears the BANT bar, it converts to a site visit at a much better rate than the unfiltered population would suggest.

Within the questionnaire, Budget and Timeline responses were the most decisive in separating a genuine prospect from a casual enquirer, which fits the view that the Timeline element of BANT is a strong predictor of near-term action. A qualified lead typically gave concrete, specific answers in every section, whereas an unqualified enquiry was usually vague or undecided across most of them. It was rarely one weak answer that ruled a lead out; the deciding factor was the cumulative pattern of vagueness.



5.2 Calling Volume and Site-Visit Efficiency: General Portfolio versus Focused Campaign

The clearest evidence for Objective 2 comes from a closely tracked sub-record covering two calling approaches. During the first two months, calling was spread across the firm's full project portfolio at an average of 150–170 calls per day over 52 working days, which produced two site visits. In the third month, calling was deliberately concentrated on a single, well-matched project for 22 working days at roughly 150 calls per day, which produced ten site visits. Table 2 sets out the comparison.

Table 2. Calling volume and site visits generated, by calling approach (tracked sub-record)

Calling Approach	Working Days	Calls Made (approx.)	Site Visits Generated	Visits per 1,000 Calls
General portfolio calling (Months 1–2)	52	~8,320	2	~0.24
Focused single-project campaign (Month 3)	22	3,300	10	~3.03

The efficiency gap is striking. The general-portfolio approach yielded roughly 0.24 site visits per 1,000 calls, against roughly 3.03 once calling was focused on one project, a near twelve-fold improvement ($3.03 \div 0.24 \approx 12.6$). Daily call volume did not rise in the focused period; if anything, it was marginally lower. The whole gain therefore came from effectiveness per call, not from extra calling effort. This is the central empirical finding for Objective 2: a buyer's willingness to commit to a site visit tracked the depth and specificity of the relationship offered on a call far more closely than the total number of times buyers were called.

5.3 Buyer Profiles and Relationship Pacing Across Segments

The qualification process surfaced three recurring buyer profiles. Upgraders are families moving from a smaller or rented home into a larger owned one, and were typically the most time-pressured and the most visit-ready once qualified. Investors are less sensitive to small price differences but more focused on projected appreciation and rental yield, and were generally slower to fix a visit date. Relocating professionals are drawn by connectivity to a particular corridor and often needed more flexible scheduling around work or relocation timelines. Buyers attracted to The Reserve's south-Pune, river-facing positioning were disproportionately upgraders and end-users, for whom the calling-to-visit cycle moved comparatively quickly. Buyers drawn to Nitara's Hinjewadi-corridor positioning more often included relocating professionals and investors, who took noticeably longer to move from qualification to a firm visit commitment. The pacing of relationship-building therefore needs to flex with buyer segment instead of assuming one uniform cycle length for every buyer a channel partner engages.

5.4 Discussion

The findings support the central proposition from the literature review: a channel partner's calling-to-visit success depends jointly on structured qualification and on the depth of the relationship built over subsequent calls, and neither factor is sufficient alone. The 12.0 per cent qualification rate confirms that structured qualification works as a genuine filter and not a formality, in line with the original premise of BANT (Federico Presicci, 2026) and with CRM theory's emphasis on treating customers differently according to their readiness and value (Peppers, Rogers, & Dorf, 1999).

The roughly twelve-fold efficiency gain linked to focused, consultative calling far exceeds the 13 per cent uplift generally associated with structured qualification alone in the wider consultative-selling literature (One of a Kind Sales, 2026). The gap is instructive rather than contradictory. The published benchmark concerns qualification applied mainly to inbound, digitally sourced leads, whereas the gain observed here reflects qualification combined with a sustained, project-specific relationship built across the calling-to-site-visit cycle. Through the SERVQUAL lens (Section 2.4), the move from broad to focused calling is an improvement chiefly in assurance, meaning product knowledge sufficient to answer specific questions with confidence, and in empathy, meaning a conversation shaped around the buyer's stated needs instead of a fixed script. Both map directly onto the observed rise in willingness to proceed to a visit. The regulatory disclosures noted in Section I also give callers verifiable facts to cite, which supports assurance further. The study thus makes a modest, ground-level contribution to a literature built more often around inbound, digital



lead generation (Jamil Academy, 2026) than around the outbound, relationship-intensive calling model still common among Indian real-estate channel partners.

VI. MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS

Based directly on the findings above, the following practical recommendations are proposed:

1. Adopt the BANT-based questionnaire as AV Assets' standard qualification script, used consistently by every caller, since the gap between the qualification rate and the prospect-to-visit rate is itself evidence of the value a consistent filter adds.
2. Make project-focused calling campaigns the default approach instead of spreading effort evenly across the whole portfolio, given the roughly twelve-fold efficiency gain seen without any increase in call volume.
3. Introduce a defined follow-up cadence and a simple lead-priority flag (Hot / Warm / Cold) in the pipeline record, so that well-qualified leads are called back before weakly qualified ones.
4. Tailor follow-up cadence and relationship pacing to buyer segment, since upgraders, investors and relocating professionals move through the calling-to-visit cycle at noticeably different speeds.
5. Rotate focused campaigns across developer partnerships instead of working both projects at once in a way that dilutes attention, since The Reserve and Nitara appeal to overlapping but not identical buyer profiles.

These recommendations are deliberately limited to actions that follow directly from the findings in Section V, and they can be implemented within AV Assets' existing calling format without new software or additional hires.

VII. CONCLUSION

This study examined how a Pune real-estate channel partner generates and qualifies leads, and how client relationships are built and maintained through the calling-to-site-visit cycle. Leads enter AV Assets' pipeline through portal enquiries, referrals and existing database contacts, and are then filtered through a structured, BANT-based questionnaire in which Budget and Timeline responses do the most decisive work; only about one in eight contacted buyers clears this bar. A buyer's willingness to commit to a site visit depends far more on the consultative depth and specificity of the relationship built across the calling cycle than on the sheer number of calls placed: concentrating calling effort on a single, well-matched project, with no increase in call volume, raised visit-generation efficiency roughly twelve-fold. These conclusions reinforce, in a specific Indian channel-partner setting, the broader academic understanding that structured qualification and relationship depth jointly determine sales-funnel conversion (Parvatiyar & Sheth, 2001; Peppers, Rogers, & Dorf, 1999).

VIII. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

8.1 Limitations

- The study covers one channel-partner firm (AV Assets) in one city (Pune), with detailed relationship-cycle data drawn mainly from one project; the findings should not be generalised to other firms, cities or developer partnerships.
- The three-month study period is a short window from which to draw firmly generalisable conclusions about 120 qualified prospects and 20 site visits.
- As noted in Section 4.6, population and call-volume figures were recorded manually and are field-representative estimates, not system-verified exact counts.
- The comparison between general-portfolio and focused-campaign calling (Section 5.2) is observational, not experimental: buyer familiarity, seasonal demand and the caller's growing product knowledge all developed alongside the change in approach.
- Sampling was convenience-based, not probability-based, reflecting practical field constraints, and may not represent Pune's home buyers as a whole.



- Data are available only up to the site-visit stage; whether scheduled visits ultimately became bookings, the commercially decisive outcome for a channel partner, lies outside what could be observed.

8.2 Scope for Future Research

- Extending the study through to the booking stage, to show which questionnaire responses and follow-up patterns most reliably predict a completed sale and not merely a completed visit.
- Repeating the study with a digitally instrumented pipeline and a longer field period, spanning several projects and a full sales cycle, to allow a more rigorous comparison of focused and broad-portfolio calling.
- Undertaking a formal, controlled comparison between The Reserve and Nitara, to test whether the twelve-fold efficiency gain observed on The Reserve is replicated when the same focused approach is applied to Nitara.
- Extending the research to additional channel-partner firms and cities, to assess whether qualification-driven filtering and relationship-driven conversion hold beyond single-firm settings such as this one.

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