

10 QUIZ QUESTIONS THAT FILTER TIRE-KICKERS

Most contact forms ask for a name, an email and “tell us about your project.” Then you spend a week on calls with people who don’t own land and don’t have a budget. These 10 questions sort that out before you pick up the phone.

leadliners.com/guides/tire-kicker-quiz-questions/

HOW TO USE THEM

FIVE RULES FOR THE FORM.

- 1. One question per screen.** Tap to answer. No typing until the end.
- 2. Easy questions first. Name and number last.** People who have answered 8 questions finish the last 2.
- 3. Every question has a “not yet” answer.** You still get those leads. You just know they’re for later.
- 4. Set the budget ranges to your market.** Make your lowest option your real minimum.
- 5. Text back within 60 seconds.** The person who answers first usually gets the meeting.

THE 10 QUESTIONS.

01

What are you building?

New custom home

Barndominium

Pool

Remodel or addition

ADU or garage

Something else

Why ask: Sends the lead to the right person and tells you the size of job before you call.

Read it: "Something else" = check it's work you do before you drive out.

02

Where is the project?

Town or ZIP code (typed in)

Why ask: You find out it's 2 hours away before you call, not after.

Read it: Outside your area = a polite no, or pass it to someone you trust.

03

Do you own the land?

Yes

Under contract

Still looking

Remodels: "Do you own the home?" Yes · Buying it · Renting

Why ask: No land, no start date. This one question sorts out most of the dreamers.

Read it: "Still looking" = a lead for later, not this week.

04

How big is the project?

Under 1,500 sq ft

1,500–2,500 sq ft

2,500–4,000 sq ft

Over 4,000 sq ft

Not sure yet

Pools: Small or plunge · Standard · Large or with a spa

Why ask: Size and budget together tell you if their numbers are real.

Read it: A big house with a small budget = talk about price on the first call.

05

What's your budget?

Under \$300k

\$300k–\$500k

\$500k–\$1M

Over \$1M

Not sure yet

These ranges are an example for custom homes. Set yours to your market. Make your lowest option your real minimum.

Why ask: The biggest time-saver on the list. You stop pricing jobs for people who can't pay for them.

Read it: Below your minimum = a polite no, or offer a smaller job.

06

How are you paying for it?

Why ask: A budget means nothing without the money behind it.

Read it: Cash or pre-approved = call today. "Haven't started" = months away.

07

When do you want to start?

Why ask: Tells you how fast to move.

Read it: "Just looking" = a text once a month, not a site visit.

08

Do you have plans yet?

Why ask: Tells you how far along they are and if they need design help.

Read it: "Starting from scratch" = sell them the design phase first.

09

Who else is part of the decision?

Why ask: So the people who decide are at the first meeting.

Read it: Spouse or partner = invite both. One-sided meetings end in "we need to talk about it."

10

How should we reach you?

Why ask: Last on purpose. Someone who answered 9 questions finishes the 10th.

Read it: If they pick "Text me", text. Reply within 60 seconds.

WHO TO CALL FIRST

HOT, WARM OR LATER.

Look at four answers: land, money, start date and budget. Sort every lead before you call.

Tag	What they answered	What you do
Hot	Owns the land (or home), cash or pre-approved, starts within 6 months, budget at or above your minimum.	Call today. Book the meeting on the call.
Warm	Two or three of the four.	Call this week. Find out what's missing.
Later	Still looking for land, hasn't started on money, or "just looking".	A short text once a month until they're ready.

What to text each one: **Speed-to-lead text templates** (leadliners.com/tools/text-templates/).

METAL BUILDINGS, GCS, AG

THE COMMERCIAL VERSION.

Eight questions your estimator would ask anyway. Answered before anyone opens a spreadsheet.

1. **What type of building?** Warehouse or storage · Office or retail · Ag or equine · Shop or garage · Something else
2. **How many square feet?** Number (typed in)
3. **Is the site ready?** Owned and graded · Owned, not ready · Still looking
4. **What's the budget for the building?** Under \$500k · \$500k-\$1M · \$1M-\$2M · Over \$2M
5. **When do you want to start?** Within 3 months · 3-6 months · 6-12 months · Next year or later
6. **Who signs the contract?** Me · A partner or board · A developer or tenant
7. **Do you have drawings?** Stamped drawings · Sketches · Nothing yet
8. **Company name and best way to reach you** Company · Name · Mobile number · Email

Read it: no site and no budget = not this year. Make sure you know who signs before you price it.

ALL 10, READY FOR YOUR FORM.

Paste this into your form builder, or send it to whoever runs your website.

BUILDER WEBSITE QUIZ: 10 QUESTIONS

(One question per screen. Tap to answer. Contact details last.)

1. What are you building?
 - New custom home
 - Barndominium
 - Pool
 - Remodel or addition
 - ADU or garage
 - Something else
2. Where is the project?
 - Town or ZIP code (typed in)
3. Do you own the land?
 - Yes
 - Under contract
 - Still looking
4. How big is the project?
 - Under 1,500 sq ft
 - 1,500–2,500 sq ft
 - 2,500–4,000 sq ft
 - Over 4,000 sq ft
 - Not sure yet
5. What's your budget?
 - Under \$300k
 - \$300k–\$500k
 - \$500k–\$1M
 - Over \$1M
 - Not sure yet
6. How are you paying for it?
 - Cash
 - Pre-approved for a loan
 - Applying now
 - Haven't started
7. When do you want to start?
 - Within 3 months
 - 3–6 months
 - 6–12 months
 - Just looking
8. Do you have plans yet?
 - Plans are drawn

- Ideas and photos
- Starting from scratch

9. Who else is part of the decision?

- Just me
- Me and my spouse or partner
- Me and others

10. How should we reach you?

- First name
- Mobile number
- Email
- Text me / Call me
- Best time to reach you

RATHER HAVE US DO IT?

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GOOGLE, ADS AND FOLLOW-
UP, AND SEND YOU CALLS
FROM PEOPLE READY TO
BUILD.**

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