

GOHIGHLEVEL BUILD · AUTOMATION & WORKFLOW SETUP

Buyer lead nurture and showing management, fully automated

Pipeline, calendar and four automated workflows built end to end in GoHighLevel for an independent buyer's agent team: from first inquiry through showing, feedback and long term re-engagement.

PLATFORM

GoHighLevel

CLIENT

Harborview Realty Group

BUILD

Pipeline, calendar, 4 workflows

OFFER

Free home buyer consultation & showing

Every stage of the buyer journey, automated

An independent buyer's agent team needed the full showing lifecycle handled inside GoHighLevel: a lead comes in, gets nudged to book a showing, gets confirmed and reminded, gives feedback afterward, and either books an offer or gets carried on a long term re-engagement drip. Nothing manual, nothing dropped.

New lead nurture

A fresh inquiry needs an immediate warm welcome and a nudge toward booking, with a built in exit check so a lead who already booked never gets an unnecessary follow up.

Showing confirmation & reminders

A booked showing needs confirmation with the property address and agent details, then a layered reminder sequence timed against the actual appointment, not a fixed date.

Post-showing feedback

What happens right after a showing determines whether a buyer keeps looking with this agent or goes cold. A feedback touch and a similar-properties offer keep the conversation open.

Cold lead re-engagement

A buyer who goes quiet for weeks is not a dead lead. A long form drip of market updates and success stories keeps the door open for months, not days.

What I built

One pipeline with five stages tracking every buyer from first inquiry to outcome, a showing calendar configured for real agent availability, and four workflows covering welcome and nudge, showing confirmation and reminders, post-showing feedback, and a 65-plus day cold lead drip, each using real GoHighLevel triggers, wait steps, if/else branching and merge fielded messaging.

One pipeline, four workflows, every outcome covered

Every buyer enters the same pipeline and is carried by whichever workflow matches what actually happens to them: booked and shown, gone quiet after a showing, or never engaged and dripped for the long term.



System architecture: one calendar feeding one pipeline, worked by four purpose built workflows across the full buyer lifecycle.

Every buyer tracked from inquiry to outcome

A five stage pipeline gives the team a live view of where every buyer sits in the showing lifecycle, and gives every workflow a stage to move the opportunity into as the automation fires.

Opportunities & Pipelines

Opportunities & Pipelines

Pipelines

VE

Pipelines

+ Create pipeline

Use pipelines to track opportunities and sales progress across stages.

Q Search

	#	A Pipeline name	# Total stages	📅 Updated on	🔄 Ac...
⋮	1	Marketing Pipeline	9	Dec 11, 2025 / 8:53 PM	⋮

Harborview Realty - Buyer Leads pipeline settings, all five stages configured

Stage	Entered when
New Inquiry	Lead captured, not yet contacted
Showing Scheduled	Property showing booked, Workflow 2 fires
Showing Completed	Buyer attended the showing, Workflow 3 feedback sequence begins
Offer Submitted	Buyer made an offer on a property
Cold / Nurture	No showing booked or gone quiet after one, Workflow 4 drip begins

Harborview Realty - Buyer L...

5 opportunities



Import

+ Add opportunity

Open opportunities

+ List

Advanced filters (1)

Sort (1)

Search opportunities

Manage fields

New Inquiry

1 opportunities \$0.00

Showing Scheduled

1 opportunities \$0.00

Showing Completed

1 opportunities \$0.00

Jordan Ellis

Value: \$0.00



Priya Nair

Value: \$0.00



Marcus Bell

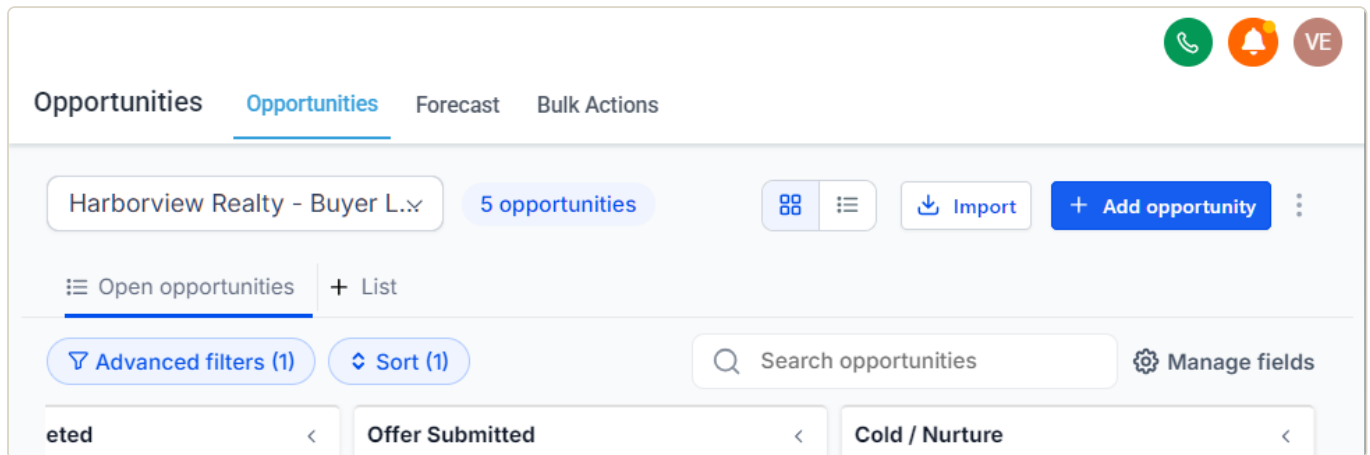
Value: \$0.00



Pipeline board view, live with a buyer opportunity moving through New Inquiry, Showing Scheduled and Showing Completed

Offer Submitted and Cold / Nurture stages

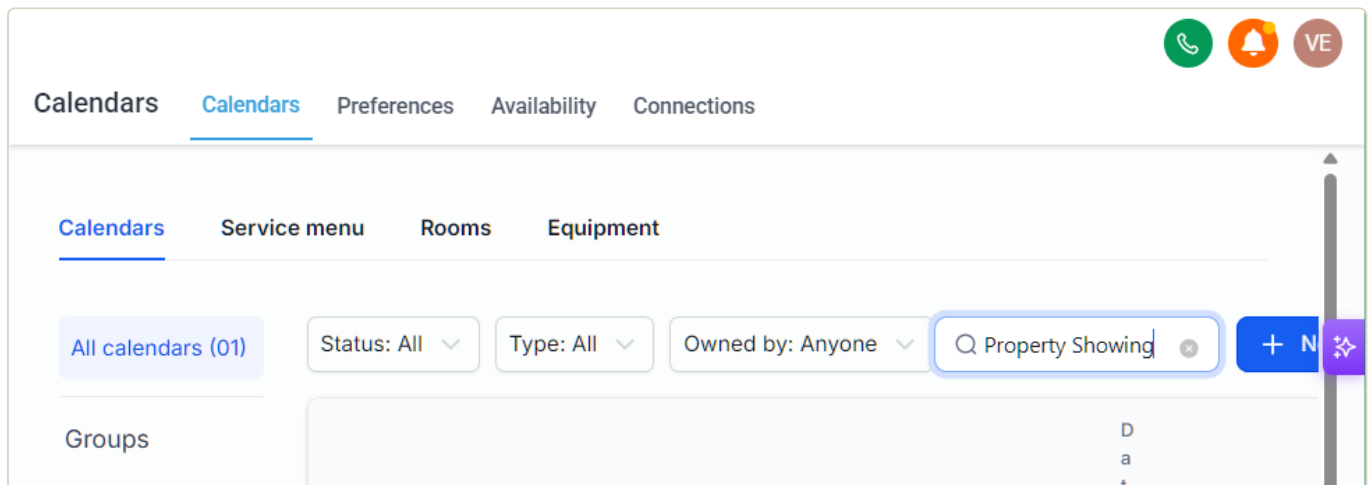
The final two stages of the pipeline: a buyer who has made an offer, and a buyer who has gone cold and is now being carried by the long term re-engagement drip.



Pipeline board, right side: Offer Submitted and Cold / Nurture with live opportunities

Showing calendar

A dedicated 45 minute Property Showing calendar, available Monday through Saturday, gives buyers a real booking window without agents having to coordinate manually.



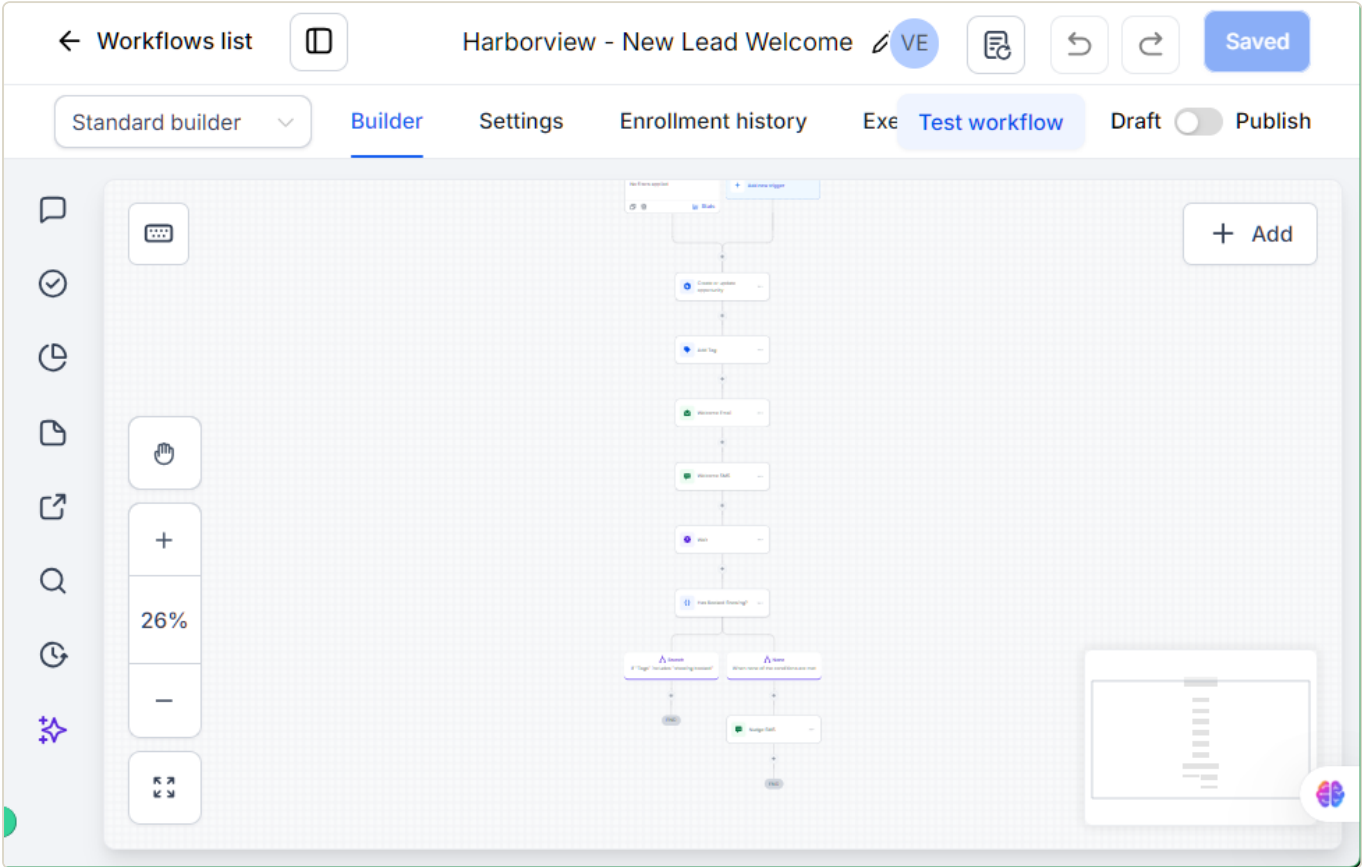
Property Showing calendar in the account's calendar settings, filtered to show the single build

Why stage movement is automated, not manual

Every workflow in this build updates the opportunity's pipeline stage as one of its own actions. Agents never have to remember to drag a card, and the pipeline stays an accurate live picture of the buyer book at all times.

Workflow 1 — New Lead Welcome

Trigger: Form Submitted (buyer inquiry form). Fires the instant a new buyer inquiry lands, with an if/else branch that checks whether a showing has already been booked before sending a nudge.

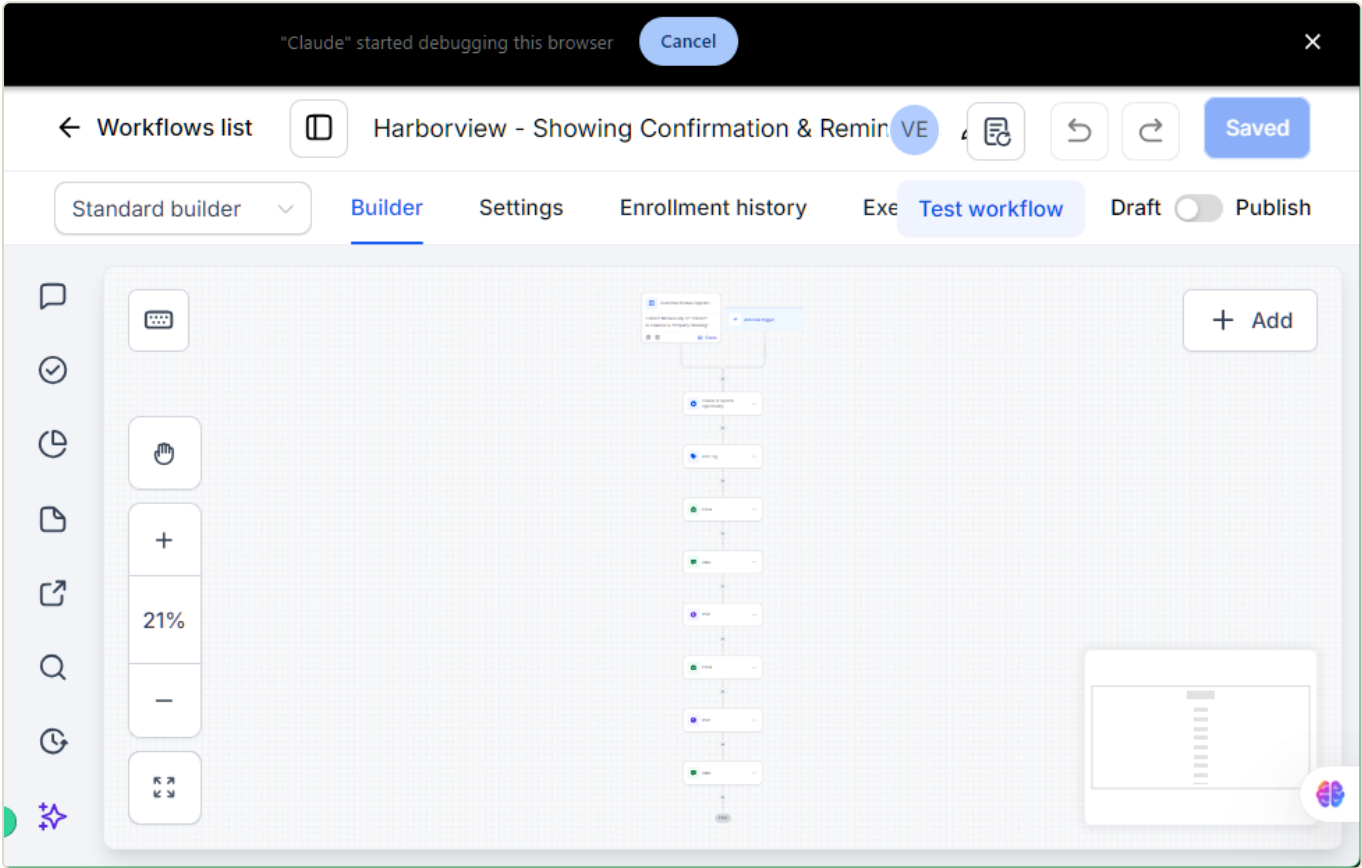


Full workflow canvas: opportunity update, tag, welcome email, welcome SMS, wait 2 hours, if/else exit check, nudge SMS on the "no" branch

Action	Configuration
Create/update opportunity	Moves the opportunity into the pipeline at the New Inquiry stage
Add contact tag	buyer lead applied on entry, building a permanent, filterable segment
Welcome email & SMS	Introduces the agent and includes a direct calendar booking link, both as live merge fields
Wait 2 hours, then if/else	Checks for the "showing booked" tag; if present the contact exits cleanly with no further messages
Nudge SMS	Only fires on the "no" branch, a soft reminder with the booking link for anyone who hasn't booked yet

Workflow 2 — Showing Confirmation & Reminders

Trigger: Customer Booked Appointment, filtered to the Property Showing calendar. A layered reminder sequence timed against the actual showing slot, not a fixed calendar date, so it holds regardless of when the booking was made.

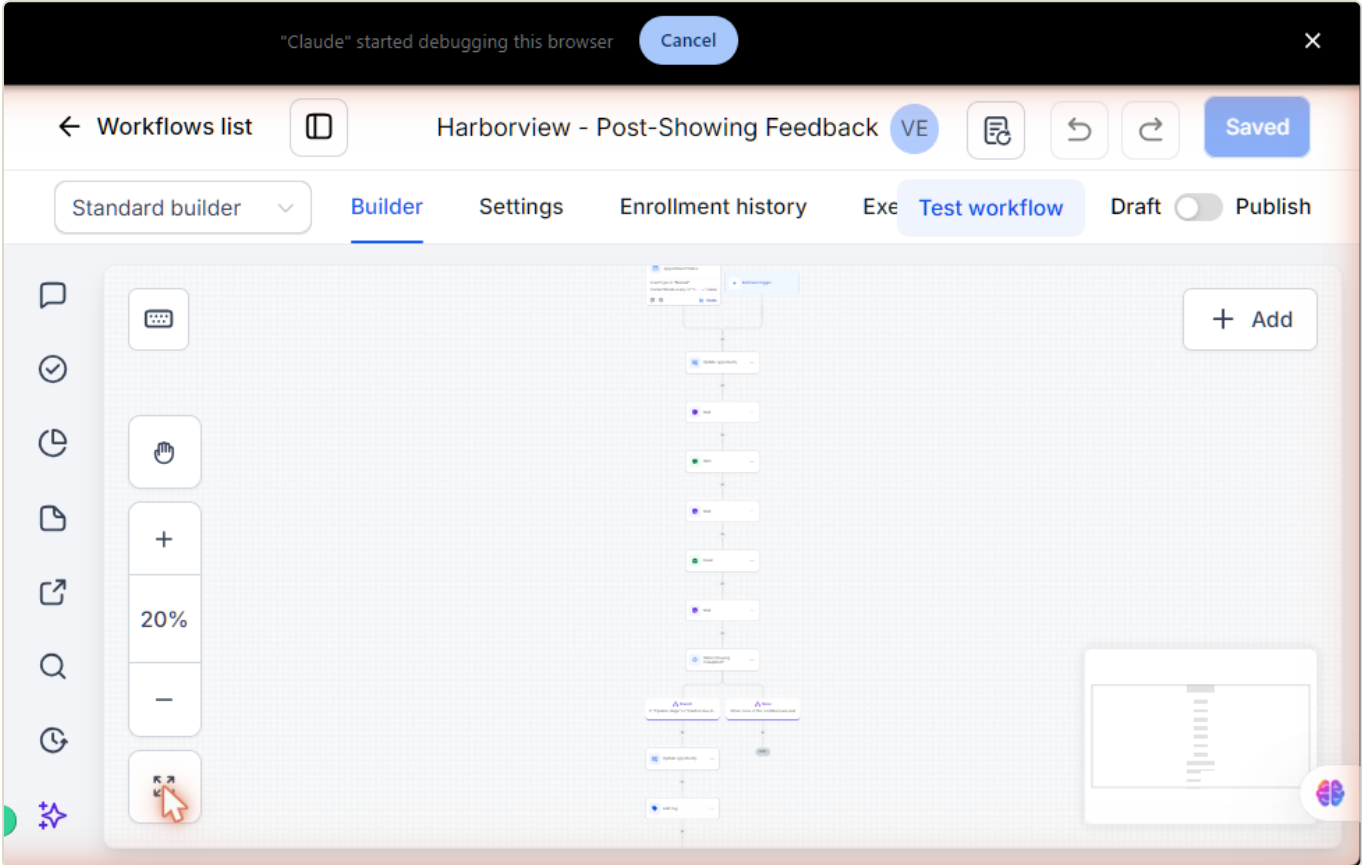


Full sequence: opportunity update, tag, confirmation email, confirmation SMS, wait to 24 hours before, reminder email, wait to 2 hours before, reminder SMS

Step	Configuration
Update opportunity & tag	Moves to Showing Scheduled stage, applies showing booked
Confirmation email & SMS	Includes property address, assigned agent and a reschedule link as live merge fields
Wait, 24 hours before	Dynamic wait tied to the appointment event from the trigger, not a static date
Email reminder	Confirms the time and gives prep tips ahead of the showing
Wait, 2 hours before	Second dynamic wait against the same appointment event

Workflow 3 — Post-Showing Feedback

Trigger: Appointment Status is Showed. Captures feedback while the showing is fresh, offers similar properties, then checks after four days whether the buyer has moved forward before deciding to route them into long term nurture.

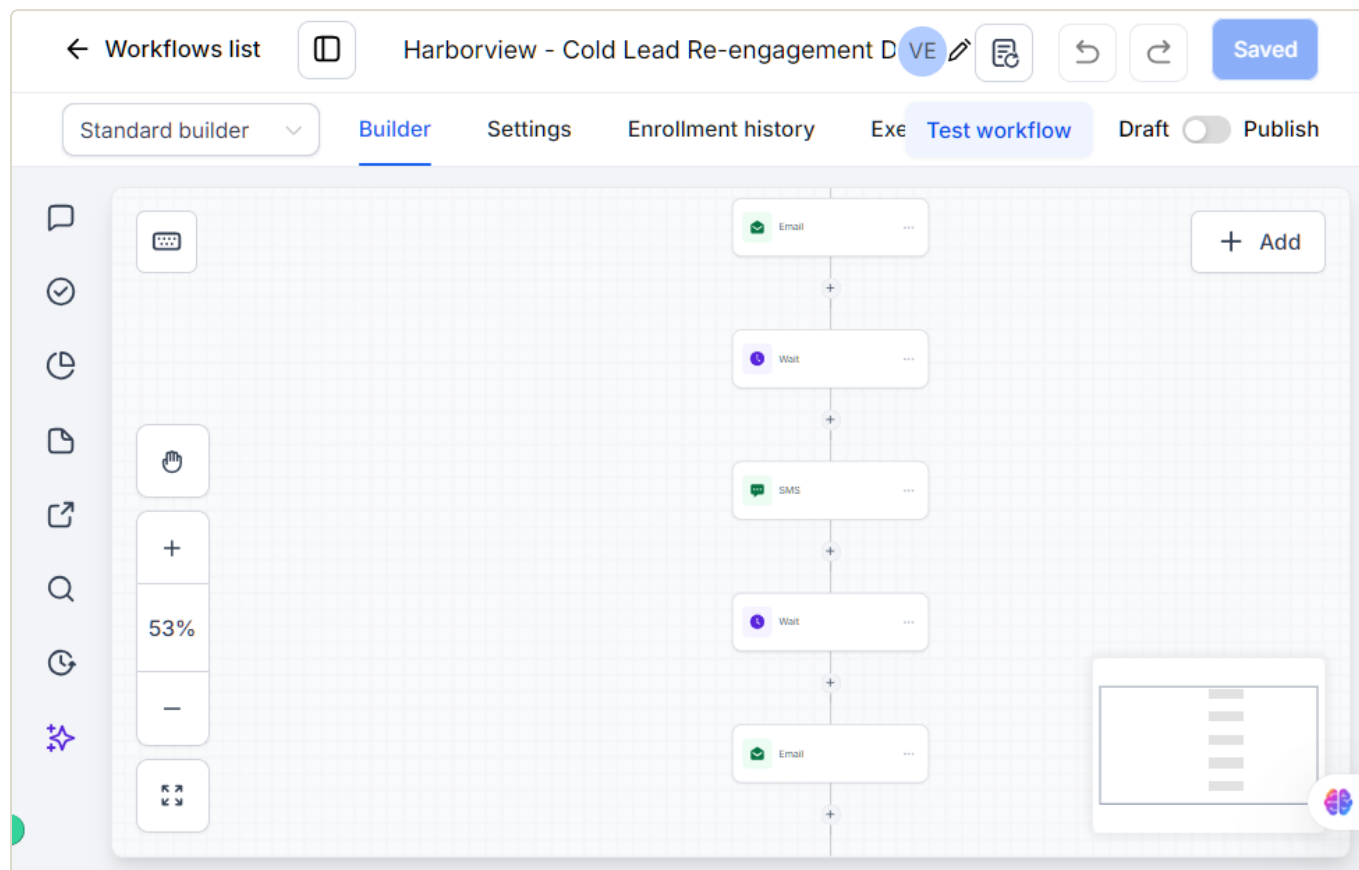


Full sequence: update opportunity, wait 3 hours, SMS feedback request, wait 1 day, similar-properties email, wait 4 days, if/else stage check routing into the nurture drip

Step	Configuration
Update opportunity	Moves the pipeline card to Showing Completed for accurate reporting
Wait 3 hours, SMS	Simple 1-to-5 reply-based feedback ask while the visit is still fresh in mind
Wait 1 day, email	Offers similar properties with a direct link to book a second showing
Wait 4 days, if/else	Checks whether the opportunity is still sitting in Showing Completed with no offer and no second showing; if so, it moves to Cold / Nurture, tags nurture , and hands off into Workflow 4

Workflow 4 — Cold Lead Re-engagement Drip

Trigger: Contact Tag is "nurture". A long form drip that keeps the relationship warm for over two months without ever feeling like a mass blast, each touch carrying real market and social proof value.

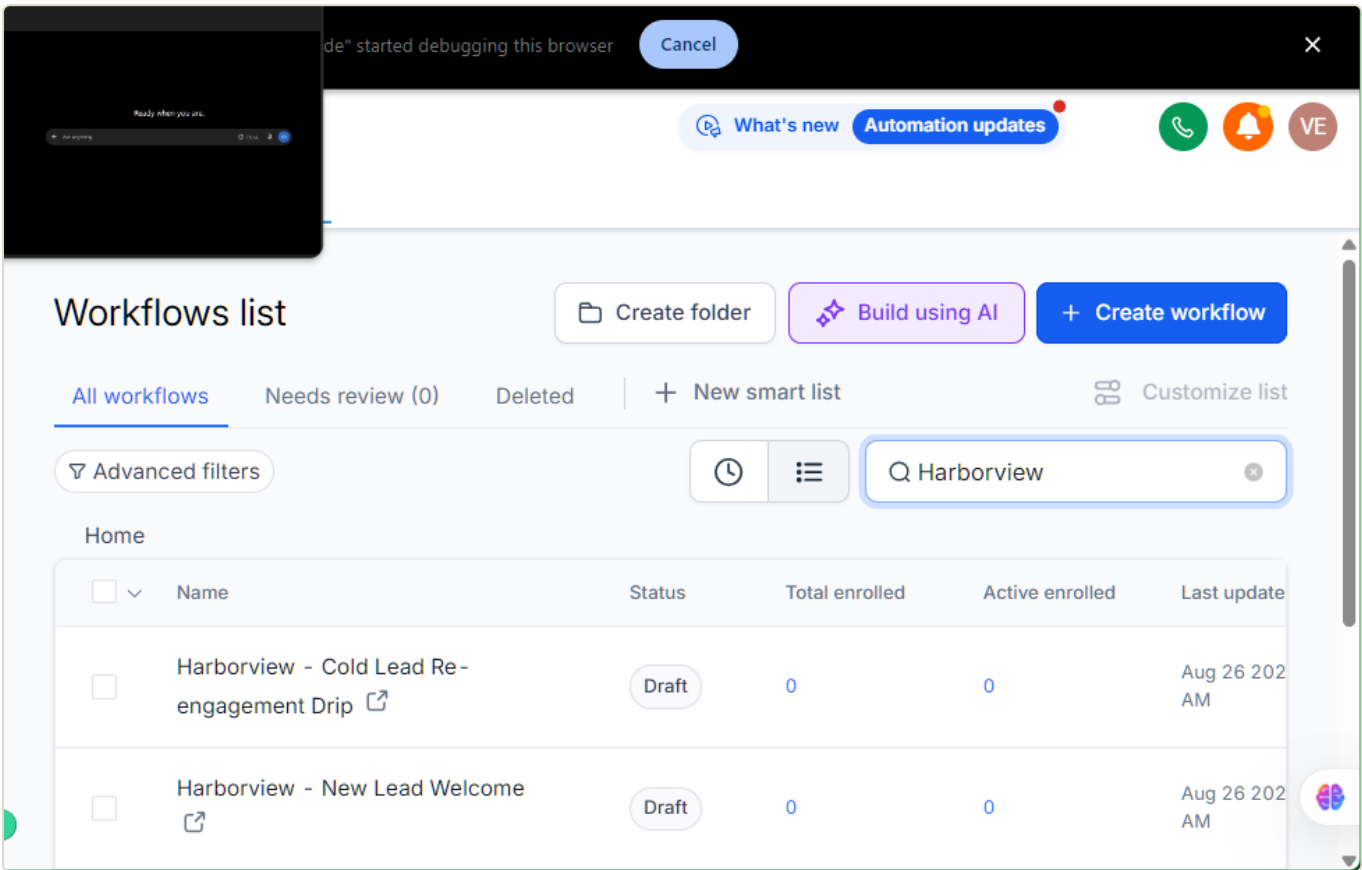


Full sequence: market update email at 7 days, check-in SMS at 14 days, success story email at 14 more days, final quarterly update email at 30 more days — 65 days total, tag-triggered entry

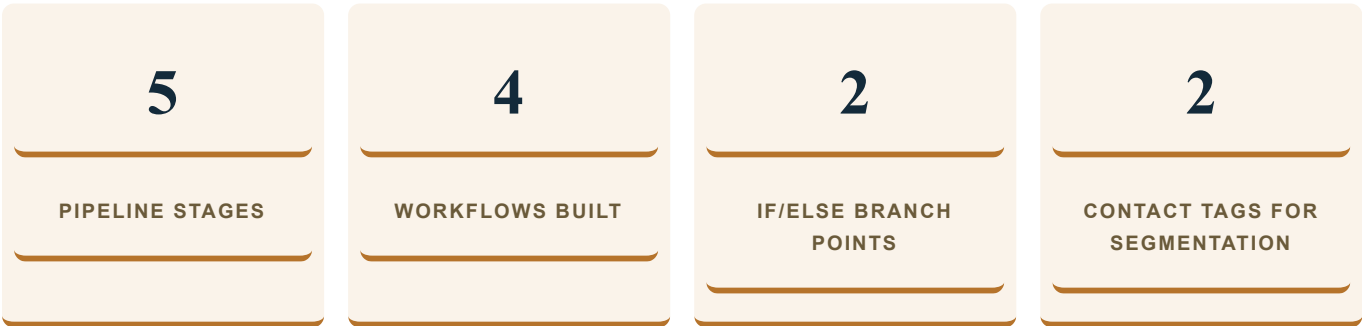
Step	Configuration
Wait 7 days, email	New listings matching the buyer's original criteria, with a booking link
Wait 14 days, SMS	Low pressure check-in asking if they're still on the hunt
Wait 14 days, email	A recent buyer success story to rebuild momentum
Wait 30 days, email	Final quarterly market update touch, no pressure, keeps the door open indefinitely

Four workflows, one account, fully organised

Named, scoped and visible as a set inside the account, each workflow doing one clearly defined job across the buyer journey, from first inquiry to long term nurture.



Workflows list, filtered to Harborview: all four automations, named and organised together



Segmentation model

Tag	What it unlocks
buyer lead	Confirms every inquiry as a tracked, filterable segment from day one
showing booked	Powers the exit check in Workflow 1, so a booked buyer never receives a redundant nudge

Mapped directly to the brief

Automated lead follow up

Form submission triggers Multi step nurture sequences If/else branch logic
Tag-triggered handoff between workflows

Customer communication

Branded email templates SMS with compliance language Merge field personalisation
Reply-based feedback capture

Appointment reminders

Calendar event triggers Appointment relative wait steps Layered reminder cadence

Pipeline management

Multi stage pipeline design Automated stage movement If/else driven stage transitions

Trigger and action configuration

Appointment status triggers Contact tag triggers Wait / until logic, both fixed and appointment relative
Create and update opportunity actions

CRM organisation

Contact tagging strategy Segmentation for re-marketing Named, organised workflow libraries

In one line

Built a complete GoHighLevel buyer lead automation system from a single trigger point, a new inquiry, out to every branch of what can happen next: booked and shown, gone quiet and re-engaged, or moved forward to an offer, with the pipeline staying an accurate live picture throughout.