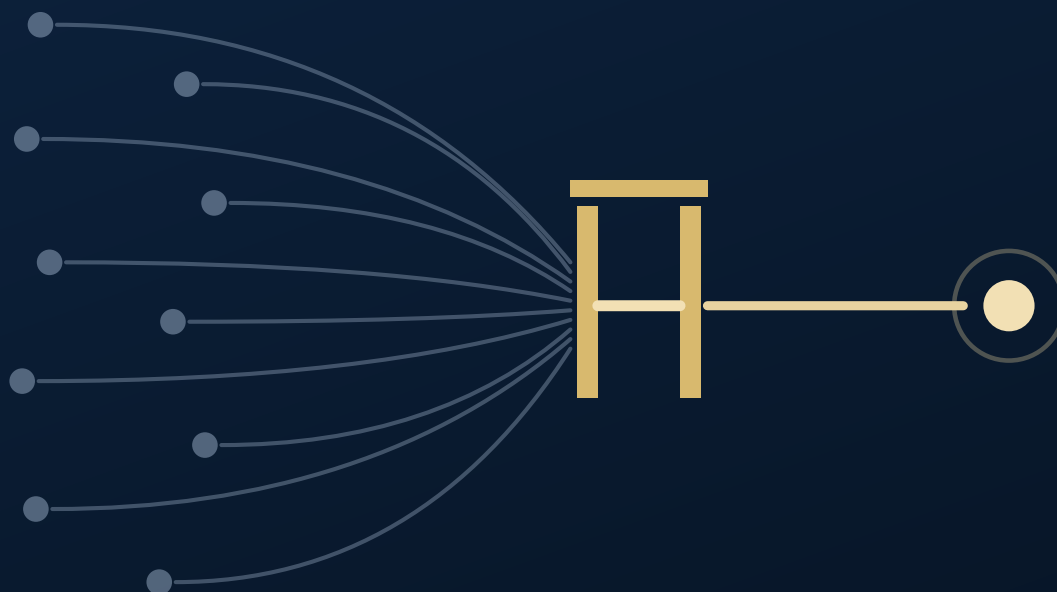




Before You Buy Another Lead

The 10-Point Lead Quality Checklist



POWERED BY **AllwazeAI**

BUYER'S GUIDE

The Real Cost of a Bad Lead

Lead price and lead value are not the same thing. Buying a name, inquiry, or prospect record at a low price can look efficient at first. The real test is whether the information is usable for your market, sales process, and team.

If it is not, the purchase price is only one part of the cost.

Poor-fit leads can consume sales time, follow-up effort, CRM capacity, and staff attention. They can also create opportunity cost when a team works the wrong records while better-fit prospects receive less attention.

Sales time

How many calls, emails, or text attempts will a record require before your team can decide whether it is usable?

Follow-up effort

Does the information provide enough context to begin a relevant conversation?

CRM resources

Will the purchase add clean, useful records or create duplicates and incomplete data that must be sorted later?

Opportunity cost

What does your team miss when attention is directed toward prospects that do not fit your target market?

The buyer's principle

Evaluate a lead source on relevance, usability, transparency, and economics—not just record count or the lowest price per lead.

This guide does not promise that any lead will convert. Its purpose is to help you ask better questions before you scale a purchase.

How to Use This Guide

Use this guide to evaluate your current lead source, compare two providers, score a provider before increasing spend, and use the ROI worksheet after a test period.

The 10-Point Lead Quality Checklist

Use these questions to compare a current provider, a prospective provider, or two different offers.

- 1 Is the contact information usable?**
Ask whether the information contains the details your team needs to make a meaningful first outreach attempt. Usable contactability is different from merely receiving a name.
- 2 Does the prospect fit your industry or service?**
The offer should align with the customer types, service categories, and buyer profiles your business can actually serve.
- 3 Is the geography appropriate?**
A lead can be relevant in general and still be unusable if it falls outside your service territory, licensing footprint, or preferred market.
- 4 What information is actually included?**
Understand the fields you are purchasing. Useful context may include contact details, company or property information, market area, and other information relevant to your outreach.
- 5 How current is the information?**
Data age can affect usefulness. Ask how current the information is described to be and whether that timing fits your sales cycle.

The 10-Point Lead Quality Checklist

6 How are duplicate records handled?

Duplicate awareness matters because repeated records can distort your evaluation, waste outreach capacity, and make it difficult to measure a provider fairly.

7 What happens when information is unusable?

Review a provider's stated expectations, terms, and any written policy before purchasing. Do not assume a replacement or refund policy unless it is explicitly provided.

8 What exactly are you purchasing?

Clarify whether an offer is prospect data, an inquiry, a shared lead, an exclusive opportunity, an appointment, or another lead type. These are not interchangeable.

9 Can you test the source at a manageable level?

A contained test can help you assess fit, workflow impact, and economics before you commit more budget or volume.

10 Can you measure the business result?

Track what happens after purchase. The right measures vary by industry, but the goal is the same: understand whether the source supports your business objectives.

Keep the definition clear

A lead is not automatically a sale. A good buying decision begins with a shared definition of the product and a realistic plan for measuring what happens after your team receives it.

What Good Looks Like

A sound lead source should make the important buying questions clear before you commit more budget or sales capacity. Look for the following fundamentals.

FUNDAMENTAL	WHAT GOOD LOOKS LIKE
Clear product definition	You can plainly understand what is being offered and what your business will receive.
Usable contact information	Your team has the information needed to make a meaningful first outreach attempt.
Appropriate geography	The opportunity fits your actual service territory, licensing footprint, or preferred market.
Transparent terms	Expectations, conditions, and relevant policies are available before you buy.
Measurable outcomes	Your business can track what happens after delivery using agreed definitions and practical measures.
Manageable test size	You can assess fit and economics before committing to a larger volume or budget.

Lead Source Red Flags

! The product description is unclear or changes when you ask what you are purchasing.

! Geography is poorly defined or does not map cleanly to your service area.

! Fields are missing, inconsistent, or insufficient for your sales process.

! Data age is unclear, or no one can explain how freshness is described.

! The term “lead” is used without a clear definition.

! The offer pressures you to buy a large quantity before you can assess fit.

! Conversion promises appear without a clear basis or business context.

! Terms, expectations, or policies are unavailable before payment.

Lead Vendor Scorecard

Score each criterion from 0 to 2. This scorecard is a practical way to identify unanswered questions before scaling. It is not a scientifically validated benchmark and does not guarantee lead performance.

NO.	CRITERION	NOTES / EVIDENCE	0-2
1	Contactability		
2	Industry fit		
3	Geographic fit		
4	Included fields		
5	Data currency		
6	Duplicate awareness		
7	Stated policies		
8	Product definition		
9	Testability		
10	Measurement readiness		

TOTAL SCORE (0-20): _____

0-7

Significant unanswered questions. Seek clarity before committing more spend.

8-14

Investigate important gaps before scaling.

15-20

Stronger fundamentals. Continue evaluating actual business performance.

Scoring: 0 = Poor/Unknown · 1 = Acceptable · 2 = Strong. A higher score reflects clearer fundamentals, not a promise of outcomes.

Questions to Ask Before Purchasing

- 01 What exactly am I purchasing?**
Ask for a plain-language definition of the product.
- 02 Which geographic areas are represented?**
Make sure they map to your actual service footprint.
- 03 What information is included?**
Confirm the fields your team will receive.
- 04 How current is the data?**
Ask how timing is described and whether it fits your buying cycle.
- 05 Are these shared, exclusive, or prospect records?**
Do not treat those categories as interchangeable.
- 06 What should I expect if information is unusable?**
Review stated expectations and written terms.
- 07 Are there minimum quantities?**
Understand the commitment before you purchase.
- 08 What terms should I understand?**
Ask for terms before payment, not after.
- 09 Can I test at a manageable level?**
A contained test can reveal workflow and fit issues.
- 10 How should I measure this source?**
Agree on the metrics your business will use to evaluate the purchase.

Useful habit

Save these questions and use them consistently. A repeatable buying process gives you a clearer basis for comparing offers over time.

Simple Lead ROI Worksheet

Use this worksheet after a reasonable follow-up period. It is designed to support your business judgment, not to forecast results.

1. Enter Your Results

Number of leads purchased
Total lead cost
Number successfully contacted
Number qualified
Number converted
Revenue attributable to converted customers
Approximate gross profit attributable to converted customers, if known

2. Calculate the Measures

Cost per lead

Total lead cost ÷ Leads purchased

Contact rate

Successfully contacted ÷ Leads purchased × 100

Qualification rate

Qualified ÷ Successfully contacted × 100

Conversion rate

Converted ÷ Qualified × 100

Cost per acquired customer

Total lead cost ÷ Converted

Revenue-to-lead-spend multiple

Revenue attributable ÷ Total lead cost

Approximate ROI on lead spend

(Approximate gross profit attributable – Total lead cost)
÷ Total lead cost × 100

Use consistent definitions

If a denominator is zero, leave the measure blank rather than forcing a calculation. If gross profit cannot be reasonably estimated, leave ROI blank and use the revenue-to-lead-spend multiple instead. Decide how your business defines "contacted," "qualified," and "converted" before comparing providers or time periods.

Before You Buy — Ask These 10 Questions

Print or save this page before your next conversation with a lead provider.

- | | |
|---|--|
| 1 Usable information?
Can my team make a real first outreach attempt? | 6 Duplicates?
Can we understand or identify repeated records? |
| 2 Industry fit?
Does this match what my business sells? | 7 Stated expectations?
Are terms and policies clear before purchase? |
| 3 Geographic fit?
Does this fit our service territory? | 8 Clear lead type?
Do we understand exactly what we are buying? |
| 4 Included fields?
Do I know what information I will receive? | 9 Manageable test?
Can we validate fit before scaling? |
| 5 Current enough?
Does the stated timing fit our sales cycle? | 10 Measured result?
Can we track what happens after purchase? |

Why Haus of Leads Exists

Haus of Leads was created to give businesses a clearer, more disciplined way to evaluate and purchase lead opportunities. The same principles in this guide—clear definitions, territory fit, usable information, transparent expectations, and measurable business value—shape how we approach lead quality. Explore available lead options at

leads.allwazeai.com

PUT THE CHECKLIST TO WORK

Ready to make your next lead purchase more informed?

Whether you are evaluating opportunities in real estate, roofing, HVAC, solar, or another market, start by reviewing the lead options available through Haus of Leads.

EXPLORE AVAILABLE LEADS

leads.allwazeai.com



Scan to explore available leads

Use your phone camera to open the current Haus of Leads page. The printed URL remains available if scanning is not convenient.

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