INTELHOUSE / BUYER EDUCATION

Exclusive Lead Buying Scorecard

An evidence-first discussion aid for campaign planning.

Provider / campaign: _____ Review date: _____

Reviewer: _____ Territory / project type: _____

Use documented, agreement needed, not supported or not applicable. Record evidence, not a fabricated provider quality score.

Area	What to establish	Status / evidence
Distribution	Matched buyer count and scope	_____
Distribution	Resale/rejected-lead redistribution conditions	_____
Fit	Approved territory and exclusions	_____
Fit	Project categories and scope	_____
Qualification	Agreed checks and supplied fields	_____
Qualification	Duplicate definition and applicable window	_____
Delivery	System compatibility and tested method	_____
Delivery	Routing ownership,failure/retry process	_____
Acceptance	Invalid-lead evidence and review terms	_____
Commercial	Pricing unit,volume and all applicable fees	_____
Reporting	Source identifiers and outcome feedback	_____
Reporting	Appointment versus sold-job definitions	_____

Educational checklist, not a contract, compliance certification or promise of credit. One-buyer distribution does not guarantee a booked job.
intelhouse.net/resources/exclusive-lead-buying-scorecard/

Evidence and launch decisions

Record a source, date, campaign scope, owner and next action for unresolved requirements. Do not infer permanent resale restrictions, universal refunds or tested native integrations.

Distribution and resale conditions

Qualification and acceptance evidence

Delivery method and integration test

Pricing, fees and campaign terms

Outcome feedback and accountable owners

Launch dependencies and next actions