



# Week 1 - Foundation

Days 1-7 | Set up the infrastructure that supports everything else.

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DAY

1

## Build Your Database

- Import every contact from your phone, email, and social media
- Target 150+ names minimum. Label each: sphere, acquaintance, or lead.
- Add every name to your CRM today. Empty pipelines cost commissions.

DAY

2

## Define Your Territory

- Choose 2 target neighborhoods or zip codes you will dominate
- Set up MLS auto-alerts for new listings, price changes, and solds
- Drive both areas this week. Know every street before you show it.

DAY

3

## Brand Your Presence

- Order business cards with headshot, phone, email, and license number
- Update Zillow, Realtor.com, Google, and LinkedIn profiles today
- Headshot matters. If yours is over 2 years old, book a new shoot.

DAY

4

## First Sphere Announcement

- Write a personal email/text announcing you are in real estate
- Send to 50 people from your database. Personal beats mass blast.
- Goal: 5+ conversations today. Ask who they know buying or selling.

DAY

5

## Schedule Your First Open Houses

- Ask team leader or a colleague to host their listing this weekend
- Prep 10 open house sign-in sheets and a follow-up sequence
- Bring comps for the neighborhood. Know 3 nearby listings cold.

DAY

6

## Launch on Social Media

- Post your new agent announcement on Instagram and Facebook
- Film a 60-second video: who you are, why real estate, who you serve
- Respond to every comment and DM within 2 hours.

DAY

7

## Week 1 Debrief

- Count: database size, sphere conversations had, open houses booked
- Set 3 specific goals for Week 2 and write them on paper
- Check in with your team leader or accountability partner today.

# Week 2 - Momentum

Days 8-14 | Start real conversations. Create your first appointments.

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DAY

8

## Master the Buyer Consult

- Study the buyer consultation presentation your team leader uses
- Practice it out loud twice: once alone, once with a colleague
- Know your value proposition cold. You are your own product.

DAY

9

## FSBO and Expired Prospecting

- Find 5 FSBO or expired listings in your target area on MLS/Zillow
- Write a personal outreach message for each. No templates.
- Goal: reach 3 of them by phone or door knock today.

DAY

10

## Sphere Follow-Up Round 2

- Follow up with every Week 1 contact who did not respond
- Different medium: if you emailed, call. If you texted, drop in.
- Add a value hook: share a market stat or neighborhood update.

DAY

11

## First Open House

- Host your first open house. Arrive 30 minutes early.
- Collect every sign-in. Have a "What is your home search situation?" question ready.
- Goal: 2+ quality conversations you can follow up on Monday.

DAY

12

## Open House Follow-Up

- Call every open house sign-in within 24 hours of the event
- Offer value first: "I found two homes similar to what you described..."
- Set at least one buyer consultation appointment this week.

DAY

13

## Publish a Local Market Update

- Pull last 30-day stats for your target zip: median price, DOM, list/sale ratio
- Write a 150-word summary and post to Facebook and Instagram
- Share with 10 sphere contacts as a text: "Thought you might find this useful."

DAY

14

## Week 2 Pipeline Review

- Count active leads: buyers, sellers, referrals. Grade each A/B/C.
- Appointments set this week? If zero, block 2 extra prospecting hours tomorrow.
- Review your Week 2 goals. Adjust Week 3 targets based on what you learned.

# Weeks 3 & 4 - Pipeline and Acceleration

Days 15-30 | Convert leads to appointments, appointments to contracts.

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**WEEK 3 - PIPELINE | Days 15-21 | First real appointments. Know your inventory. Build your reputation.**

DAY

**15**

## **First Buyer Appointment**

- Complete your first formal buyer consultation. Use your team's presentation.

DAY

**16**

## **Tour Active Inventory**

- Preview 5 active listings in your target price range without a buyer present.

DAY

**17**

## **Neighborhood Farming Drop**

- Deliver 50 market update flyers door-to-door in your target neighborhood.

DAY

**18**

## **Second Open House**

# 30-Day Scorecard

Track every activity. What gets measured gets done.

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Fill this out daily. Review with your team leader at end of each week. Bring it to your Day 30 debrief.

| ACTIVITY                         | WEEKLY TARGET     | WK 1                 | WK 2                 | WK 3                 | WK 4                 |
|----------------------------------|-------------------|----------------------|----------------------|----------------------|----------------------|
| Database contacts added          | 30+ new contacts  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Sphere conversations (calls/DMs) | 20 / week         | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| New leads entered in CRM         | 5+ per week       | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Open houses hosted               | 1 per week        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Open house sign-ins collected    | 5+ per open house | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Buyer appointments set           | 2+ total          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Buyer appointments completed     | 1+ total          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Listing appointments set         | 1 by Day 30       | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Properties previewed (no buyer)  | 5 per week        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| CMAs completed                   | 1 total           | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Social media posts published     | 3 per week        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Market updates sent to sphere    | 1 per week        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| FSBO/Expired contacts made       | 5 per week        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Referrals asked for              | 3 per week        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Referrals received               | 2+ total          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Mentor/team leader check-ins     | 1 per week        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

**Ready to execute this plan with a mentor in your corner?**

Book a confidential conversation with our team: [kwsuccess.com/book-a-call/](https://kwsuccess.com/book-a-call/)