FOR JUST-LICENSED + JUST-ONBOARDED AGENTS

The First 100 Days as a New Agent.

The on-ramp from license to first paycheck. A day-by-day playbook for the agents who want to be in production, not waiting for permission.

AUDIENCE

Agents in their first 120 days at any brokerage.

AARON HEARD · KW SUCCESS

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THE NORTH STAR

Leads. Listings. Leverage.

Your first 100 days are entirely about Leads. Listings come later — when you have enough leads to convert. Leverage (admin help, buyer agents) comes later still — when you have enough listings to feed it. Skip the order and you skip the income.

Gary Keller's MREA book frames the sequence well. What follows is how I coach the first hundred days inside it.

> The modern industry standard for new-agent production is 9 transactions in 120 days. That's the bar this playbook is calibrated to. Hit it and you are in the top quartile of new agents in any market in the country.

What this playbook covers:

Days 1–14	Foundation — CRM, sphere, contact rhythm.
Days 15–30	Database activation + social media setup.
Days 31–60	Lead gen rhythm, opens, social leverage.
Days 61–90	First listings, first contracts, social proof loop.
Days 91–100	Audit your first 90 + adjust.

DAYS 1 – 14

Foundation.

Two weeks to set up the systems your business will run on. If you skip this, every later step is harder and slower.

Set up your CRM.

Command if you're at KW; otherwise an alternative CRM you'll actually open every morning. The right CRM is the one you use, not the one with the best feature list.

Export your sphere.

Phone contacts + Gmail/Outlook contacts → cleaned spreadsheet. Tag each by relationship strength: A (close), B (warm), C (acquaintance). Aim for 150–250 names. If you have fewer, you have a database problem to solve before any of this works.

Build your 33-Touch list.

Your A and B contacts get 33 personal touches across the next 12 months — birthday call, market update, handwritten note, value-add piece, in-person coffee. Plan it now. Calendar it now.

Build your 8x8 list.

Your closest 50 — the people most likely to refer you in your first 90 days. They get 8 high-quality touches in your first 8 weeks.

Decide your tracked numbers.

Daily: contacts made, appointments set. Weekly: appointments held, contracts signed, listings taken, deals closed, GCI. These are the only five numbers that matter your first year. Track them.

DAYS 15 – 30

Database activation.

Two weeks to wake up your existing relationships. The agents who hit 9-in-120 do this on day 15. The agents who hit 4-in-120 do it on day 90.

Send your first mass announcement.

Email + text + 1:1 DM to your A list. The talk-track: short, personal, no asking. "I just got my real estate license and I wanted you to hear it from me. I'd love to be your agent when the time comes — and I'd love to be helpful in the meantime. If you ever have a real estate question, even a casual one, please ask." Adapt this to your voice.

Run the first 33-Touch send.

Whatever the touch is for the month — a market update, a value-add, a holiday note — get it out the door. Don't wait for it to be perfect. The cadence matters more than the content.

Practice your listing presentation.

Roleplay it three times this week with a coach or a peer. Out loud. Until you can deliver it without notes.

Practice your buyer consultation.

Same drill. Three reps minimum, with a coach or peer. The first one you do for real should be your fourth one ever, not your first.

DAYS 15 – 30 · PART TWO

Social media activation.

Your sphere will see your social media long before they remember to call you. Treat it as your second database — passive but always working.

Set up your professional Instagram + Facebook.

Switch IG to a Business or Creator account. Brand the bio: name, brokerage, market, one CTA. FB business page set up under your personal profile. Both linked to a single CRM intake email.

Set the first 30-day post cadence.

Three posts per week minimum. The mix: one market update (price points, days on market, neighborhood numbers), one personal/lifestyle (you in your market — coffee shops, neighborhoods, family), one educational (a buyer or seller question answered).

Daily DM and comment engagement.

Pick 5 local accounts you genuinely care about — restaurants, neighborhood pages, other small businesses. Comment, share, engage daily. Not transactional. You're building presence.

Plan your "first 100 announcements".

Make a list of the 100 events in your business that are worth posting about — license issued, first listing, first open house, first closed deal, first referral, first 5-star review. Each becomes 1 post. That's your year-one content arc, pre-planned.

DAYS 31 – 60

Lead generation rhythm.

Thirty days to lock in the daily and weekly rhythm that produces appointments. If you don't have a rhythm by day 60, you're going to have a slow year.

The daily 3-2-1.

Three hours of lead generation. Two hours of appointments + training. One hour of admin. Done before noon if possible. The agents in production guard this block like rent.

The 36:12:3 contact rhythm.

Thirty-six touches a year to your A and B sphere. Twelve of those personal (call, text, DM, handwritten). Three of those face-to-face (coffee, drop-by, event). Calendar it monthly so you don't have to think.

Open houses.

Run one a weekend. Plan it 7 days out: door-knock the block, post the open on Marketplace + IG + neighborhood groups, follow up every visitor within 4 hours. Treat each open as a mini-listing presentation.

FSBO + Expired protocols.

Pick one of the two and work it weekly. The talk-track: short, useful, no pressure. Your goal isn't the listing this week — it's to be the second person they think of when their plan stalls.

DAYS 31 – 60 · PART TWO

Social media leverage.

Now the foundation is set, social becomes a lead-multiplier. Every real-world action gets repurposed into 1 to 2 social pieces. Working harder offline + working smarter online is the unlock.

Repurpose every open house, every CMA, every neighborhood walk.

One real-world action → one social asset. Don't create content for content's sake. Document the work you're already doing.

Reels framework.

7 to 15 second hook + 30 to 45 second value + 5 second soft CTA. Three a week minimum. Hooks that work in our market: "Three things buyers don't know about [neighborhood]", "Why this house sold in 4 days", "The number every seller asks me first".

Daily story cadence.

Two to four stories a day. Your day in the market. A behind-the-scenes from a showing. A market screenshot you found interesting. Stories build familiarity faster than feed posts.

DM-to-conversation talk-track.

When someone replies to a story or comments on a post, take it to DM with one question that opens a real conversation: "Are you watching the market for yourself, or just curious?" Most replies are casual — and that's the point. You're warming the relationship.

DAYS 61 – 90

First contracts.

By day 60 you should be having appointments. By day 90 you should be writing contracts. If neither is happening, the issue is almost always a lead-gen rhythm gap, not a skill gap.

Listing presentation polish.

The pre-list package goes out 24 hours before the appointment. The CMA is dialed. Three objection-handling talk-tracks practiced cold: price, timing, commission. Walk in expecting to sign, not expecting to pitch.

Buyer agency agreements.

Post-2024 NAR rules: signed before the first showing, no exceptions. Practice the conversation that gets it signed without friction. The talk-track frames it as protection for the buyer, not paperwork for you.

Social proof loop.

Every signed listing → one announcement post + a story takeover the day it goes live. Every closed deal → one testimonial ask within 24 hours of closing. Every five-star review → permission to use it across IG + FB + your website.

DAYS 91 – 100

Audit and adjust.

Ten days to look at your numbers honestly. What's working gets doubled down on. What isn't gets cut. Most agents who plateau in year two skipped this audit in year one.

The Win-the-Day scorecard — the five numbers that matter:

1. Contacts per day — actual conversations, not impressions.
2. Appointments held per week — listing or buyer.
3. Contracts signed per month — buyer agency or listing agreement.
4. Closed transactions in the last 30 days.
5. GCI in the last 30 days.

The audit questions:

- Which lead source produced the most appointments? Double down.
- Which lead source produced effort but no appointments? Drop or restructure.
- Where am I leaking time? Calendar audit your last 14 days.
- What is one social media format I'll commit to for the next 30 days, exclusive?
- What is the one talk-track I need to practice ten more times before day 120?

WHAT TO DO NEXT

Three week-91 prompts.

Bring these to your team leader, broker, or coach in your week 13 one-on-one. If you don't have a coach yet, this is your sign to get one before day 120.

Prompt 1 — The number that surprised me.

"Looking at the five tracked numbers from days 1 through 90, the one that surprised me most is _____. Here's what I think it means and what I want to do about it. What am I missing?"

Prompt 2 — The lead source I want to commit to.

"Of everything I tried in the first 90, _____ produced the highest ratio of appointments per hour. I want to commit to it for the next 90 — what would you double down on if you were me?"

Prompt 3 — The one skill I need next.

"The skill that limited me most in days 60 through 90 was _____. What's the fastest way to get coached or roleplayed up to the next level on this specifically?"

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