

NEW AGENT?

HOW TO GET YOUR FIRST LISTING

A practical 7-day starter plan to create conversations and opportunities.

DON'T WAIT FOR LEADS. GIVE PEOPLE A REASON TO THINK OF YOU.

1 START WITH PEOPLE WHO KNOW YOU

Make a list of 25 people you already know. Tell them you are actively building your real estate business and ask them to keep you in mind when someone mentions moving.

2 BORROW OTHER AGENTS' TRAFFIC

Ask busy agents if you can host an open house for them. It gives you real buyer conversations, neighborhood exposure, and a reason to follow up.

3 BECOME USEFUL LOCALLY

Post simple local information people can use: neighborhood updates, new listings, open houses, buyer tips, seller tips, or a quick market observation.

TRY THIS WITH YOUR SPHERE

"Hey [Name] - I wanted to let you know I am building my real estate business. If you hear someone mention buying, selling, or even just wondering what their home might be worth, I would really appreciate an introduction."

ASK TO HOST AN OPEN HOUSE

"If you have a listing that needs an open house, I would love to host it for you. I am working on building my business and I will treat your listing professionally."

YOUR 7-DAY FIRST-LISTING ACTION PLAN

DAY 1 Write down 25 people you know.

DAY 2 Personally contact 5 of them.

DAY 3 Ask 5 active agents about hosting an open house.

DAY 4 Post one useful local real estate tip or market update.

DAY 5 Follow up with every conversation from Days 1-4.

DAY 6 Attend or host an open house and talk to people.

DAY 7 Review what created conversations - then repeat it.

REMEMBER: You do not need hundreds of leads. You need real conversations.

Start small. Follow up. Be useful. Ask for the opportunity.