

REAL ESTATE LAUNCH BLUEPRINT

Your Complete Guide to Launching a Successful Real Estate Career

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INTRODUCTION FROM WILLIAM

I got my real estate license 39 years ago with no contacts, no experience and no idea what I was doing. I made every mistake possible in year one.

This blueprint is what I wish I had on Day 1. It is the exact roadmap that would have saved me 18 months of trial and error and put me on the path to success immediately.

If you are new to real estate — or restarting your career — this is your foundation.

CHAPTER 1: THE BUSINESS OF REAL ESTATE

Understanding What You Actually Do

Most new agents think their job is selling houses. Wrong. Your job is: 1. **Lead generation** — finding people who want to buy or sell 2. **Lead conversion** — turning leads into clients 3. **Transaction management** — guiding the process to closing 4. **Referral cultivation** — turning clients into a referral machine

The agent who masters lead generation will always outsell the agent who masters contracts.

Setting Up Your Real Estate Business

Step 1 — Choose Your Brokerage Wisely

Not all brokerages are equal. Evaluate on: - Commission split (you keep what % of each deal?) - Training and mentorship programs - Brand recognition in your market - Culture and support - Technology tools provided

Questions to Ask Every Brokerage: - What is the average GCI of your agents? - What training do you provide new agents? - What is your transaction support system? - What does the first 90 days look like?

Step 2 — Set Up Your Business Infrastructure

Tool	Purpose	Cost
CRM (database)	Track all contacts	\$0-\$75/mo
Professional email	Credibility	\$6/mo
Business cards	First impressions	\$30-\$50
Headshot	Professional image	\$100-\$200
Business bank account	Financial organization	Free
E&O Insurance	Legal protection	Provided by brokerage

CHAPTER 2: YOUR FIRST 30 DAYS

The Contact Database — Your Most Valuable Asset

Every person you know is a potential client or referral source. Start your database on Day 1.

Your Initial Database Categories: - Family (immediate and extended) - Close friends - Work colleagues (current and former) - Neighbors (current and former) - Service providers (doctor, dentist, accountant) - Organizations (church, clubs, gym) - Social media connections

Your First 30-Day Contact Goal: 200 people minimum

Your Introduction Script: "Hi [Name], I just got my real estate license and I'm excited to start helping people buy and sell homes. I wanted to reach out because I value our relationship and I'd love to be your resource for all things real estate. Would you mind keeping me in mind when you or anyone you know has real estate needs?"

Simple. Honest. Effective.

CHAPTER 3: LEAD GENERATION SYSTEMS

The 5 Lead Sources That Build Careers

Source 1 — Sphere of Influence (SOI) Your existing network is your most powerful asset. Research shows new agents get 60-70% of their first year business from people they know.

Annual SOI Contact Plan: - Monthly: Email newsletter with market updates - Quarterly: Personal phone call - Annually: Handwritten note or small gift - Trigger events: Birthdays, anniversaries, life changes

Source 2 — Open Houses Open houses are not just for selling the listed property. They are lead generation events.

Open House Lead Conversion System: 1. Sign-in sheet with name, email, phone 2. Ask: "Are you working with an agent?" 3. Ask: "Are you pre-approved for financing?" 4. Follow up within 24 hours — every single time

Source 3 — Online Presence 87% of buyers start their home search online. You must be visible.

Minimum Online Presence: - Google Business Profile (free) - Zillow profile (free) - Facebook business page (free) - LinkedIn profile (free) - Instagram (free)

Source 4 — Geographic Farming Pick one neighborhood and own it. Mail consistently, attend community events, become the known expert.

Farming Formula: - Choose a neighborhood of 200-500 homes - Mail every home monthly for 12 months minimum - Track who is selling (they will see your consistency) - After 12-18 months you will dominate listing share

Source 5 — Referral Partners Build relationships with professionals who interact with buyers and sellers.

Your Referral Partner List: - Mortgage lenders (most important) - Divorce attorneys - Estate attorneys - CPAs and financial planners - Relocation specialists - Insurance agents

CHAPTER 4: CONVERTING LEADS TO CLIENTS

The Buyer Consultation Framework

Never skip the buyer consultation. It is where you establish authority and commitment.

The Buyer Consultation Agenda: 1. Understand their wants vs needs (15 min) 2. Explain the buying process step by step (10 min) 3. Discuss financing — are they pre-approved? (10 min) 4. Review buyer representation agreement (10 min) 5. Set expectations for communication and timing (5 min)

The Pre-Approval Question: "Before we start looking at homes, I want to make sure we're looking in the right price range. Have you spoken with a lender about pre-approval?"

Never show homes to an unqualified buyer. It wastes everyone's time.

The Listing Appointment Framework

Pre-Appointment Preparation: - Research the property (tax records, history, comparables) - Prepare your CMA (Comparative Market Analysis) - Know the neighborhood statistics - Prepare your marketing plan presentation

The Listing Appointment Structure: 1. Build rapport and understand their motivation (15 min) 2. Tour the property and assess condition (15 min) 3. Present your CMA and recommended price (20 min) 4. Present your marketing plan (15 min) 5. Address objections (10 min) 6. Ask for the listing (5 min)

The Close: "Based on everything we've discussed, I'm confident in our pricing strategy and marketing plan. Are you ready to move forward?"

CHAPTER 5: YOUR FIRST YEAR BUSINESS PLAN

Income Projections

Scenario	Transactions	Avg Commission	Annual GCI
Conservative	6	\$5,000	\$30,000
Moderate	12	\$6,000	\$72,000
Aggressive	20	\$7,000	\$140,000

Activity Metrics (What to Track Daily)

Activity	Daily Goal	Weekly Goal
New contacts added to database	5	25
Phone calls to sphere	5	25
Emails sent	10	50
Social media posts	1	7
Follow-up calls	10	50

The 3-3-3 Rule: Every day: 3 calls, 3 emails, 3 social media touches. Non-negotiable.

YOUR LAUNCH CHECKLIST

Week 1: - ☐ Choose brokerage - ☐ Order business cards - ☐ Get professional headshot - ☐ Set up Google Business Profile - ☐ Build initial contact database (100 names minimum) - ☐ Set up CRM

Week 2-4: - ☐ Contact every person in your database - ☐ Schedule first open house - ☐ Meet 3 mortgage lenders - ☐ Complete all brokerage training - ☐ Write your 12-month business plan

Month 2-3: - ☐ First buyer consultation - ☐ First listing appointment - ☐ First transaction under contract - ☐ First closing

"The agents who succeed are not the most talented. They are the most consistent. Show up every day, do the activities, and the business will come."
— William DeShon

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