

12 Months to Realtor Success



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January

Set goals for the year and create a plan to achieve them. Update your website and social media profiles to reflect your goals.

February

Review your database and start reaching out to past clients. Offer helpful information, updates on the market, and ask for referrals.

March

Attend local networking events and meet new people. Follow up with any potential leads you meet.

April

Update your marketing materials and prepare for the busy spring season. Attend any necessary training sessions or classes to improve your skills.

May

Host an open house for a new listing and promote it to your database and social media followers. Offer refreshments and make the property look it's best.

June

Reach out to local businesses and offer to partner with them on marketing campaigns. Attend any community events and sponsor a local team or charity.

July

Attend a real estate conference or workshop to learn about new trends and strategies. Stay up-to-date with the latest industry technology and tools.

August

Offer free home evaluations to potential clients. Use this opportunity to build relationships and offer helpful advice.

September

Create a referral program and promote it to your database. Offer incentives for referrals and follow up with anyone who provides a lead.

October

Host a client appreciation event and invite past and present clients. Offer food, drinks, and entertainment to show your appreciation for their business.

November

Review your business finances and make any necessary adjustments. Plan for tax season and start gathering your documents.

December

Send holiday cards and gifts to your database and past clients. Plan for the next year and set new goals.