

90-Day Realtor® Startup Guide



Welcome to the wonderful world of

REAL ESTATE!

This guide is to help you jumpstart your business to help create quicker success as an agent. You will soon learn (if you haven't already) that buying and selling real estate is more than showing houses and putting in offers.

There are three main sections to help you get started:

1. Pre-business development activities
2. Marketing activities
3. Usable checklists for client interaction



1

Pre Business-Development Activities

- ☐ Get licensed in your home state/hang your license with KC Realty Services, LLC
- ☐ Pay KC Regional Association of Realtors/Heartland MLS dues for access to MLS, Dotloop, Centralized Showing Service, RPR Property Data, Realist, and more
- ☐ Create the social media pages you choose: Facebook Business, Instagram, Google Business (for maps)
- ☐ Create your Zillow and Realtor.com profiles
- ☐ Email your bio and social links to sarah@kansascityrealty.net

2

Marketing

There are three marketing buckets I have found that work best:

1. Social Media and Online Marketing
2. Sphere of Influence/Referrals
3. FSBOs, 'Make me Moves', Expired Listings and Farm



2

Social Media and Online Marketing

Follow this guide for 9 weeks to start building your followers:



TOP SECRET

Don't be a 'secret agent'!

WEEK	FB LIVE 2X'S A WEEK	POST 2X'S A DAY ON FB	POST 1X A DAY ON IG	WEEKLY CHALLENGE
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				
Week 7				
Week 8				
Week 9				



2

Sphere of Influence and Referral Base

Who do you know? More people than you think!



NAME WHO SOLD YOU YOUR ...

Air Conditioner:
Appliances:
Bicycle:
Boat:
Business Cards:
Camper:
Car:
Carpet:
Clothing:
Firewood:
Furniture:
Glasses/Contacts:
Health Equipment:
Health Food:
House:
Kitchen Appliances:
Luggage:
Motorcycle:
Musical Instrument:
Refrigerator:
Shoes:
Sports Gear:
TV/Stereo:
Vacuum Cleaner:
Vitamins:
Wedding Ring:

NAME YOUR CHILDREN'S/GRANDCHILDREN'S ...

Teacher:
Coach:
Principal:
Tutor:
Dentist:
Doctor:
Optometrist:
Hair dresser/barber:
PTA board:
Sunday school teacher:
Counselor:
Friends' parents:

NAME YOUR ...

Accountant:
Apartment Manager:
Appliance Repair Tech:
Auto Mechanic: Babysitter:
Bank Teller:
Barber:
Bicycle Buddy:
Boss:
Bowling Partner:
Building Contractor:
Carpool Member:
Chiropractor:
Close Friend:
Computer Service Tech:
Counselor/Therapist:
Co-Worker:
Co-Worker's Spouse:
Customer:
Decorator:
Dental Hygienist:
Dentist:
Doctor:
Dry Cleaner:
Electrician:
Employee:
Family Photographer:
FedEx Delivery Person:
Financial Planner:
Florist:
Friend's Co-Worker:
Friend's Spouse:
Friend's Children:
Gardener:
Hair Dresser:
Handyman:
Hiking Buddy:
Home Repairer:
House Cleaner:
House Sitter:
Insurance Agent:

Investment Counselor:	Travel Agent:
Landlord:	TV Repair Tech:
Landscaper:	UPS Delivery Person:
Lawyer:	Veterinarian:
Mail Carrier:	Work Associate:
Manicurist:	Armed Forces Friend:
Milkman:	Best Man:
Minister:	Bridesmaid:
Neighbor:	Buyer Sold a House to:
Neighbor's Co-Worker:	Childhood Friend:
Newspaper Deliverer:	Children's Past Teacher:
Obstetrician:	Client From Past Career:
Optometrist:	College Contact:
Orthodontist:	Friend in Yearbook:
Pet Sitter:	Fraternity Brother:
Pharmacist:	High School Contact:
Physical Therapist:	Maid of Honor:
Plumber:	Midwife or Labor Coach:
Podiatrist:	Mortgage Loan Agent:
Psychologist:	Old Friend Who Moved:
Rabbi:	Past Co-Worker:
Recreational Buddy:	Past Owner of House:
Relative's Co-Workers:	Past Student:
Retail Clerks You Know:	Past Teacher:
Roofer:	Postal Carrier:
Show Repairer:	Previous Friend:
Sports Teammate:	Previous Neighbor:
Spouse's Boss:	Sorority Sister:
Spouse's Co-Worker:	Wedding Usher:
Stock Broker:	
Store Clerk:	
Surgeon:	
Tailor:	
Telephone Repair Tech:	
Tenant:	

NAME SOMEONE YOU MET AT THE ...	NAME YOUR RELATIVES:
Bank:	Aunts:
Business Convention:	Brothers:
Business Group:	Brothers-in-Law:
Business Travels:	Cousins:
Church:	Daughters:
Class:	Daughters-in-Law:
Club:	Ex-Spouse's Relatives:
Conference:	Father:
Dance Class:	Father-in-Law:
Favorite Bakery/Deli:	Grandfathers:
Favorite Bar/Club:	Mother:
Gym or Health Club:	Mother-in-Law:
Infant/Childbirth Class:	Nephews:
Local Store:	Nieces:
Men's/Women's Group:	Sisters:
Mom's Group:	Sons:
Owners Association:	Sisters-in-Law:
Print or Copy Shop:	Uncles:
Professional Group:	
PTA:	
Religious Event:	
Seminar or Workshop:	
Service Org:	
Sporting Event:	
Sports Team Practice:	
Trade Association:	
Traffic School: Vacation:	
Volunteer Org:	
Walk:	
Run:	
Bike Ride:	
Work Project:	

2

FSBOs, 'Make me Moves', Expired Listings and Farm

Start thinking about what area or specialty you would like to focus on and use online resources to start targeting them.

FSBOs & "Make Me Move": Zillow, FSBO.com, ForSaleByOwner.com and many other sites have people who are motivated to sell, but haven't signed with an agent. Do some research and find those people in your 'farm' to schedule a listing presentation.

Expired Listings: When listings expire, they haven't sold for one reason or another. There are ways to use tools available through your KCRAR/HMLS membership to target these listings.

Farm: Your 'farm' is an area in which you would like to concentrate your work. Realist and RPR can help you pull lists of people to target via direct mail, door knocking, community events, etc.



2

Helpful Marketing Websites

Promotional Items & Printing

Vistaprint.com

4Imprint.com

CornerLotMarketing.com

Marketing Ideas and Business Development

BreakthroughBroker.com

AgentSuccessToolbox.com

Podcasts/Blogs

Real Estate Rockstars with Pat Hiban

Iman Online



3

Checklists to Use in Your Day-to-Day Activities

1. Listing Checklists
2. Buyer's Checklists