

Your First 30 Days of Real Estate Lead Generation

A week-by-week action plan. Do the homework in order, each week builds on the last.

Week 1, Foundation

1. Set up (or clean up) your CRM. Import every contact you have.
2. List everyone in your sphere. Send a simple "I'm doing real estate now" message to 10 people a day.
3. Pick your niche/farm and write your one-sentence value proposition.
4. Set up an instant auto-response for new leads and a basic nurture sequence.

Homework: talk to 5 people in your sphere by phone. Ask who they know that's thinking of moving.

Week 2, Turn on two channels

1. Launch one **owned** channel: publish a neighborhood/market page, or start posting useful content 3x/week.
2. Launch one **active** channel: call 10 FSBO/expired listings a day, or start circle prospecting around a recent sale.
3. Add lead capture to your site (home valuation or listing alerts).

Homework: make 25 prospecting contacts. Track every conversation in your CRM.

Week 3, Capture & convert

1. Host or schedule an open house. Get every visitor's info into your CRM.
2. Review your follow-up: is every new lead getting a reply in under 5 minutes?
3. Ask two past clients or sphere contacts for a referral or a review.

Homework: follow up with every lead from Weeks 1 to 2. No one goes cold.

Week 4, Consistency & measurement

1. Lock in your weekly rhythm (daily follow-up, weekly prospecting, weekly value to your database).
2. Count your numbers: leads generated, conversations had, appointments set, by source.
3. Drop what's not working. Put more time into what is.

Homework: book at least one buyer or listing appointment. That's the whole point.

Remember: 30 days won't make you rich, it builds the habit. Agents who keep this rhythm for 6 to 12 months are the ones with a full pipeline.

