

# The Ultimate New Real Estate Agent Checklist

## Step 1: Set Up Your Essentials

- Choose a brokerage and get to know them
- Set up your business essentials (email, phone number, business cards, social media accounts, etc.)
- Get familiar with the market
- Start building your database
- Set realistic goals

## Step 2: Start Your Lead Generation

- Aim to have 50 real estate conversations per week
- Host open houses
- Make cold calls
- Purchase leads from a lead generation company
- Reach out to your sphere of influence

## Step 3: Utilize Your Brokerage Tools

- Join training programs
- Find a mentor
- Use marketing and support tools
- Attend brokerage events



## Step 4: Put Yourself Out There

- Write a great bio
- Get a professional headshot
- Build your online presence
- Network online and offline
- Share valuable and relatable content
- Use client testimonials
- Be active in your community

## Step 5: Build Your Tech Stack

- Customer relationship management (CRM) software
- Transaction management software
- Cloud storage and electronic signature software
- Social media marketing tools
- Virtual meeting and video tools
- Virtual tour and virtual staging software
- Dialers and communication tools
- Open house tech tools
- Referral and lead generation tools
- Must-have apps for agents on-the-go

## Step 6: Navigate Your First Deals

- Lean on your mentor
- Double-check everything
- Communicate and stay organized
- Stay calm under pressure
- Learn and grow



## Step 7: Be Aware of Bumps in the Road

- Deals will fall through, and that commission you were counting on might disappear, leaving you wondering how you'll manage until the next one closes.
- There will be tough clients who make you question why you got into this business in the first place.
- The market will have its ups and downs, with high highs and even lower lows. Staying informed about the latest trends will help you navigate through any season.
- Life doesn't slow down, and neither does business. Balancing your time and maintaining a work-life balance will be challenging.
- Rejection is a part of the business. Get used to hearing "no," but always learn from it.

## Step 8: Keep Growing

- Invest in continuing education
- Seek out mentorship
- Embrace technology and innovation
- Focus on personal development
- Set goals and learn from your experiences

## Step 9: Set Your Sights High

- Start with a vision
- Break down goals
- Plan your path
- Monitor and adjust
- Get support
- Celebrate along the way

