



30 Steps &  
Strategies to  
Employ to

Have a  
Successful  
Side Business  
in Real  
Estate.

1. Get a planner and a calendar.
2. Schedule in your planner to contact everyone you know via telephone, email, or text that you are going into the real estate business to start developing trust.
3. Get business cards made by going to a print shop.
4. Schedule in your planner to research issues in real estate every other day. This will keep you up-to-date and knowledgeable about the market.
5. Let neighbors know you are doing real estate work so they can refer clients.
6. During the first 2 months, schedule to research website developing companies. Some are free, but most are paid services. See which route you want to take to create a website.
7. Come up with a social media posting schedule. You can visit sites like [ideasforrealestate.com](http://ideasforrealestate.com) or [angiezensler.com](http://angiezensler.com) to get ideas on what to share on social media to grow a following. There are even sites specific to social media marketing for real estate like [sellingonsocials.com](http://sellingonsocials.com).
8. In the first month of starting out, if you attend church, let people there know that you do real estate on the side.
9. Put in your calendar to send educational information out to your potential clients and followers on social media on topics related to real estate once every week.
10. Schedule to attend at least 1 conference related to real estate each year.
11. In the first month, figure out five ways you are going to market – cold calling, mailing postcards, bulletin boards, social media, etc. This will depend on how much money you want to invest in becoming known in your local area.
12. Create 2 Excel sheets. One is for leads with contact information on it to keep in touch, and the other is for book of business – actual clients you helped sell or buy.
13. Set a goal in this format: I will help \_\_\_\_ number of clients either buy or sell a home in the next 12 months.  
Fill in the blank with a realistic number.
14. In your planner/calendar, write down at the end of each month “monitor goal.” This will help remind you to keep going with the goal and do more if you do not think you are on track to meet it yet.
15. Remind yourself every day that it is not going to happen that day but will happen later down the year, so you do not get disappointed and give up.

16. Put in your planner/schedule to research 1 successful real estate person each week. Watch and read to learn what they did to help them become successful.
17. Schedule 1 hour each day to read social media posts and reply, answer emails related to real estate, and send emails.
18. Besides Google, Pinterest also has excellent ideas for real estate marketing. Schedule in your planner to check ideas on succeeding in real estate on Pinterest once each week.
19. Get help from coworkers by letting them know you do real estate on the side.
20. Contact by email or phone call at least 5 individuals or companies to ask if you can present at their staff meetings coming up. Let them know you are not going to sell, but rather, educate about real estate issues.
21. Write in your planner to research and find 10 to 25 publications where you can get information published that is educational and useful to the public about real estate.
22. Set in your calendar to email or call at least 5 people who are in some way connected to real estate to network with them (insurance agents, title insurance people, notary publics, home inspectors, and others). Instead of pushing them to refer clients, make sure each week you tell them something about you so they can get to know you more as a person.
23. Set in your calendar to contact every one of your leads and clients once every 3 months, or at least text/email just to see if they are doing well.
24. Send holiday cards.
25. Join organizations to get to know people more and network. Joining a local chamber of commerce is a good idea, but so is joining book clubs, tennis clubs, soccer clubs, movie clubs – anything else in life that interests you.
26. Visit theclose.com to get more ideas and technology resources, like apps, that can help generate leads for you.
27. Start an Excel sheet with as many people's birthdates as possible so you can text, or email, or call on their birthday.
28. Listen to 1 real estate podcast each week.
29. Schedule in your planner to check out hubstaff.com and other bloggers who write about apps to get ideas on the best real estate apps available within the first month in business.
30. Schedule in your planner to talk to other real estate agents or the broker with whom you are affiliated once each month to find out what 1 or 2 things they did to become successful.