



# REAL ESTATE AGENT VOICE-TO-VOICE SALES "THEME" GUIDE



Every top-producing Realtor should dedicate structured time each week to prospecting, relationship building, database follow-up, and active client conversion through a multi-channel approach: **Screen-to-Screen**, **Voice-to-Voice**, **Face-to-Face**.

This guide is designed to help agents create consistency, build pipeline predictability, and avoid reactive business habits.

## MONDAY



### SPHERE & DATABASE DAY

Past Clients, SOI, Warm Relationships

#### PHONE:

1. Call past clients and sphere
2. Check in on recent closings
3. Reach out to referrals and family/friends
4. Schedule coffee/lunch meetings
5. **Goal: 15+ quality conversations**

#### ★ PRO TIPS:

- Start the week with warm conversations
- Focus on relationships, not selling
- Ask about life updates before real estate
- Create opportunities naturally

#### OTHER:

- Social engagement on Facebook/Instagram
- Handwritten notes
- Client appreciation planning
- Review pipeline and active deals

## TUESDAY



### LISTING AGENT DAY

Expireds, FSBOs, Listing Leads

#### PHONE:

1. Call Expired listings
2. Prospect FSBOs
3. Circle prospect around active/pending listings
4. Follow up with seller leads
5. **Goal: Set listing appointments**

#### ★ PRO TIPS:

- Focus on confidence and energy
- Don't "pitch", diagnose problems
- Use market knowledge heavily
- Ask strong discovery questions

#### OTHER:

- Create listing content/videos
- Post market updates
- Prepare CMAs
- Door knock neighborhoods if local

## WEDNESDAY



### BUYER PIPELINE DAY

Buyers & Active Prospects

#### PHONE:

1. Follow up with internet leads
2. Check in with active buyers
3. Review financing/preapproval status
4. Coordinate with lenders
5. **Goal: Move buyers toward appointments/showings**

#### ★ PRO TIPS:

- Control the process early
- Don't let buyers drift without direction
- Create urgency through strategy
- Focus on next steps every call

#### OTHER:

- Send property matches
- Film buyer education content
- CRM organization
- Update pipeline tracker

## THURSDAY



### REFERRAL & PARTNERSHIP DAY

Business Growth Relationships

#### PHONE:

1. Call lenders
2. Connect with financial advisors/attorneys
3. Recruit referral partners
4. Follow up with builders/investors
5. **Goal: 3+ strategic conversations**

#### ★ PRO TIPS:

- Focus on long-term relationships
- Learn their business first
- Offer value before asking for anything
- Think partnership, not transactions

#### OTHER:

- Coffee meetings/lunches
- Co-marketing planning
- Networking events
- Social media collaboration

## FRIDAY



### FOLLOW-UP & DEAL MANAGEMENT DAY

Cleanup, Contracts, Conversion

#### PHONE:

1. Revisit old leads
2. Follow up no-responses
3. Touch active contracts
4. Confirm weekend showings/open houses
5. **Goal: No loose ends entering weekend**

#### ★ PRO TIPS:

- Fortune is in the follow-up
- Old leads often become easiest deals
- Friday urgency creates weekend action
- Keep pipeline clean and organized

#### OTHER:

- Update CRM
- Review transaction timelines
- Send weekend property lists
- Team meetings/accountability review

## GLOSSARY

**SOI:** Sphere of Influence

**CMA:** Comparative Market Analysis

**Screen-to-Screen:** Social media engagement, DMs, commenting, content

**FSBO:** For Sale By Owner

**Circle Prospecting:** Calling around listings to find buyers/sellers

**Voice-to-Voice:** Live phone conversations

**Face-to-Face:** Coffee meetings, appointments, networking, events

## SATURDAY



### PROSPECTING POWER HOUR

Extra Conversations = Extra Closings

#### PHONE:

1. Open house follow-up
2. New sign calls
3. Internet lead follow-up
4. Weekend nurture calls

#### ★ PRO TIPS:

- Most agents stop working weekends
- High contact rates on Saturdays
- Great day for relationship building
- Even 1-2 hours compounds massively



CONSISTENT ACTION. MEANINGFUL CONVERSATIONS. MORE CLIENTS. MORE CLOSINGS.



Build Relationships.  
Build Your Business.

# CENTURY 21 HOMESTAR FOLLOW-UP SYSTEM

## SLIDE 1 — FOLLOW-UP SYSTEM The Fortune Is In The Follow-Up

- How Top Agents Convert More Leads
- Systems That Turn Conversations Into Closings
- Consistency Beats Talent

### Talking Points:

- Most agents lose deals because they stop following up too soon
- Consumers usually work with the agent who follows up consistently
- A great follow-up system creates predictable income

## SLIDE 2 — WHY FOLLOW-UP MATTERS Statistics Every Agent Should Know

### Key Facts:

- Most leads do NOT convert immediately
- Many buyers and sellers take 3–12 months before moving
- Most agents stop after 1–2 attempts
- Top agents follow up 10–15+ times
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### Important Message:

“Speed gets attention. Consistency gets clients.”

### Discuss:

- People are busy
- Timing matters
- Trust is built over time
- Follow-up keeps you top of mind

## SLIDE 3 — THE BIGGEST FOLLOW-UP MISTAKES Common Agent Mistakes

### Mistakes:

- ✗ Waiting too long to respond
- ✗ Only calling once
- ✗ Sounding robotic or salesy
- ✗ Not using a CRM

- ✗ Forgetting past conversations
- ✗ No system or schedule
- ✗ Giving up too early

Teaching Point:

“Without a system, follow-up becomes random.”

## SLIDE 4 — THE PERFECT FOLLOW-UP SYSTEM

### The 5-Part Follow-Up Formula

Every Agent Should Have:

1. CRM Database
2. Phone Calls
3. Text Messages
4. Email Campaigns
5. Social Media Touches
- 6.

Explain:

- Multiple touch points create familiarity
- Consumers respond differently to different communication methods
- Consistency creates trust
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Quote:

“People work with agents they remember.”

## SLIDE 5 — SPEED TO LEAD

### The First 5 Minutes Matter

Best Practices:

- ✓ Call immediately
- ✓ Send text immediately
- ✓ Use automation when possible
- ✓ Multiple attempts in first 24 hours

Example Text:

“Hi John! This is Tony with Century 21 HomeStar. I saw you were looking at homes online and wanted to see how I could help.”

Teaching Point:

The faster you respond, the higher the conversion rate.

## SLIDE 6 — THE 7-DAY FOLLOW-UP PLAN

### Example New Lead Schedule

Day 1: Call - Text - Email  
Day 2: Follow-up text  
Day 3: Phone call  
Day 4: Send helpful information  
Day 5: Social media engagement  
Day 6: Another text/check-in  
Day 7: Phone call with value

Message:  
Consistency without pressure.

## SLIDE 7 — FOLLOW-UP SCRIPTS

### What To Actually Say

Buyer Example:  
“Just checking in to see if you found any homes you liked this week.”

Seller Example:  
“Wanted to see if you are still considering making a move this year.”

Sphere Example:  
“Hey! Just wanted to check in and see how everything is going.”

Teaching Point:  
Keep it conversational and helpful.

## SLIDE 8 — USING A CRM THE RIGHT WAY

### Your CRM Should Work FOR You

CRM Uses:

- Lead organization
- Automated reminders
- Smart campaigns
- Notes and conversations
- Drip marketing
- Pipeline tracking

Important Rule:  
“If it’s not in your CRM... it doesn’t exist.”

Discuss:

- Automation saves time
- Organization creates consistency
- Systems reduce stress

## SLIDE 9 — LONG-TERM FOLLOW-UP Most Deals Happen Later

Long-Term Strategy:

- Monthly check-ins
- Market updates
- Holiday messages
- Home anniversary texts
- Social media engagement
- Educational content
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Teaching Point:

The goal is relationship building — not chasing.

Quote:

“Top agents stay in touch forever.”

## SLIDE 10 — DAILY FOLLOW-UP ROUTINE Daily Non-Negotiables

Every Day:

- ✓ Respond to all new leads
- ✓ Make follow-up calls
- ✓ Send follow-up texts
- ✓ Update CRM notes
- ✓ Check hot leads
- ✓ Schedule tomorrow's follow-up

Suggested Time Block:

- 1-2 hours daily minimum
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Message:

Follow-up should happen EVERY day.

## SLIDE 11 — FINAL MESSAGE / CLOSING GREAT AGENTS DON'T STOP FOLLOWING UP

### Key Takeaways:

- Speed matters
- Consistency wins
- Systems create income
- Relationships build businesses
- The fortune is in the follow-up
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### Final Quote:

“Most agents give up too early. Successful agents don’t.”

### Closing Discussion:

- What follow-up system are you currently using?
- What can you improve immediately?
- What automation tools could help you scale?