

Career Starter Kit: First 90 Days as a New Real Estate Agent

Welcome to Your New Career!

Your first 90 days as a real estate agent are crucial for laying the foundation for long-term success. Whether you're just starting or transitioning into real estate, this Career Starter Kit will guide you through the essential steps to make a strong impact and set yourself up for growth in the industry.

First 30 Days: Build Your Foundation

1. Understand Your Local Market

- **Get familiar with the neighborhoods** you'll be serving. Take time to research different communities, local amenities, school systems, and recent sales trends.
- **Attend local open houses** and networking events to understand the market better.

2. Set Up Your Business

- **Create your business plan:** Define your goals, marketing strategy, and timelines.
- **Set up your office:** Organize your workspace and set up tools like your CRM, website, and email signature.

3. Learn Your Brokerage's Tools and Processes

- **Familiarize yourself with your brokerage's systems, tools, and procedures.**
- **Meet with your mentor or team leader** to clarify your responsibilities and expectations.

4. Complete Mandatory Trainings

- **Take advantage of any company-specific training** programs and industry certifications available.
- **Understand your state's real estate laws** and ethics codes to stay compliant.

30 to 60 Days: Develop Relationships and Network

1. Build Your Professional Network

- **Introduce yourself to industry professionals** like mortgage brokers, inspectors, and title agents.
- **Connect with fellow agents** in your brokerage—collaborating with others can lead to referrals and shared knowledge.

2. Start Building Your Client Base

- **Work on prospecting techniques:** Start by calling leads from your personal database, brokerage, creating social media content, and attending community events.
- **Ask for referrals:** Don't be afraid to reach out to your friends, family, and acquaintances to let them know you're in real estate.

3. Start Marketing Yourself

- **Create an engaging social media presence** by sharing relevant content about your market and real estate tips.
- **Launch your website and business cards** to look professional and make it easy for clients to contact you.

4. Master Your Listings and Showings

- **Attend as many open houses as possible** to observe seasoned agents and learn how they conduct showings.
- **Work on presenting listings well:** Take high-quality photos, write engaging descriptions, and keep listings updated.

60 to 90 Days: Start Making Your Mark

1. Refine Your Sales Process

- **Take your first listing** and focus on selling it with confidence. Prepare for listing presentations by practicing your pitch.
- **Focus on follow-ups:** Use a CRM to manage your leads and follow up with them regularly.

2. Track Your Progress

- **Review your activities regularly:** Make sure you're meeting your goals and adjusting your strategies as needed.
- **Stay accountable** by having regular check-ins with your mentor or manager.

3. Build Trust with Clients

- **Stay in constant communication:** Whether by phone, email, or text, ensure clients always feel in the loop.
- **Offer exceptional customer service** by being reliable, proactive, and responsive.

4. Stay Educated

- **Take additional courses or certifications** to boost your knowledge and skills.
- **Stay updated on market trends** by reading industry blogs, attending webinars, and networking.

Your Daily Routine: Stay on Track

- **Morning:**
 - Check emails and respond to urgent messages.
 - Review your schedule for the day and confirm meetings.
 - Spend time prospecting for new clients.
- **Afternoon:**
 - Attend showings, meetings with clients, or property tours.
 - Follow up with any leads from emails, calls, or open houses.
 - Work on marketing materials or social media posts.
- **Evening:**
 - Review the day's accomplishments and make a to-do list for tomorrow.
 - Keep in touch with your mentor or team leader for guidance.

Bonus Tips for Success in Your First 90 Days

- **Stay Organized:** Time management is key—create a schedule to help you balance tasks effectively.
- **Be Patient:** Real estate can take time, but persistence pays off. Stay consistent with your efforts.
- **Stay Positive:** The first 90 days will be challenging, but they're also an opportunity to learn and grow quickly. Stay positive and focused on your goals.

After 90 Days: Build Momentum

By the end of your first 90 days, you should have a clear understanding of how the real estate business works, a solid client base, and a marketing strategy to grow your business. Continue building relationships, refining your skills, and growing your business with the knowledge you've gained.

Good luck on your journey to success as a real estate agent! You've got this.