Breakthrough 120

kw UNIVERSITY

Part One: Session Five
Social Media

kw Where Entrepreneurs Thrive®

Participant Guide
Version 1.0

Telemarketing

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Warning! Buyer letters, videos and photographs may lead to Fair Housing violations. It is important to educate consumers about Fair Housing laws and talk with your broker before submitting buyer letters.

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Updated 03/2026

TCPA/Do Not Call Compliance Pointers

1. **Know the Law**

- The Telephone Consumer Protection Act (TCPA) regulates calls and text messages and includes the National Do Not Call (DNC) Registry.
- Several states have their own telemarketing laws. You must follow these laws too.
- For information about the TCPA and DNC laws, visit https://console.command.kw.com/connect/learning/topics/10471
- Consult your market center or a lawyer for help with your telemarketing compliance.

2. **Get Proper Consent**

- Obtain proper consent from all consumers you call or text.
- You need prior express written consent to make telemarketing calls and texts using (1) an artificial voice, (2) a prerecorded message, or (3) an automatic telephone dialing system (which may include a dialer).
- You need prior express written consent to make telemarketing calls and texts to numbers on the National DNC Registry.

3. **Document Consent**

- Keep a record of consent from consumers and when you obtained it.

4. **Subscribe to the National DNC Registry**

- The National DNC Registry is hosted on a dedicated website (https://telemarketing.donotcall.gov/).
- • Your market center should subscribe to the Registry and applicable state DNC lists and give you login credentials and/or you should subscribe and obtain your own login credentials.

5. **Maintain an Internal DNC List**

- Consumers have a right to request that you not call or text them.
- Consumers can revoke consent at any time in any reasonable way.
- Keep a record of Do Not Call requests you receive for 5 years.

6. **Check DNC Lists Before You Call or Text**

- Before making a call or text, check to see if the number is on: (1) the National DNC Registry; (2) a state DNC list; or (3) your internal DNC list or your market center's.
- Do not rely on lead lists from 3rd parties to be DNC compliant. It is your responsibility.

7. **Honor Do Not Call Requests**

- Don't call a number on the National DNC Registry or a state DNC list unless you have proper consent.
- Don't call someone who has asked to be on your internal DNC list.

8. **Honor Calling Time Restrictions**

- Never make a telemarketing call or text before 8 a.m. or after 9 p.m. local time at the consumer's location.
- Follow any additional state law restrictions regarding when you're allowed to contact consumers located in that state.

9. **Train Your Assistants, Including Virtual Assistants**

- You are responsible if your assistants do not comply with telemarketing laws. REV. 07/11/25

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Seven Compliance Tips for AI Use in Real Estate

1. The TCPA prohibits AI-voice calls unless you have received prior express written consent from the call recipient. You must follow the TCPA and other applicable federal, state, and local laws if you want to leverage AI for use with calls and texts. Contact your attorney to ensure your compliance with applicable law.
2. Use your images compliantly—including those you upload into an AI tool and AI generated ones! Don't upload images into an AI tool unless you have the copyright owner's permission to do so. Additionally, AI companies' terms and conditions may require you to disclose if an image or person is generated by AI or altered with AI (like virtual staging), so be sure to do so if required.
3. Do not use AI to create content you wish to protect with copyright: Under current U.S. law, only human-authored works can be copyrighted, so AI-generated content is generally not protected.
4. Protect client confidentiality: Obtain informed consent before uploading client personal data or any other confidential or sensitive information into AI tools, anonymize or de-identify information if possible, and review AI providers' terms and conditions and privacy policies.
5. AI can be unreliable. You can use AI to help create content, but it's important that all the content is checked for accuracy before publishing to avoid making misleading or deceptive statements.
6. Follow all applicable advertising laws. Even if you use AI, you still need to ensure that you're following all applicable advertising rules, like including your broker's name, DBA, license, etc.
7. Keep it ethical. Avoid misrepresenting the property and your clients with AI-generated content that isn't checked. You should thoroughly review all AI-generated output and confirm that such output is factually accurate, suitable for its intended use, and complies with all applicable laws and regulations as they pertain to your intended use.

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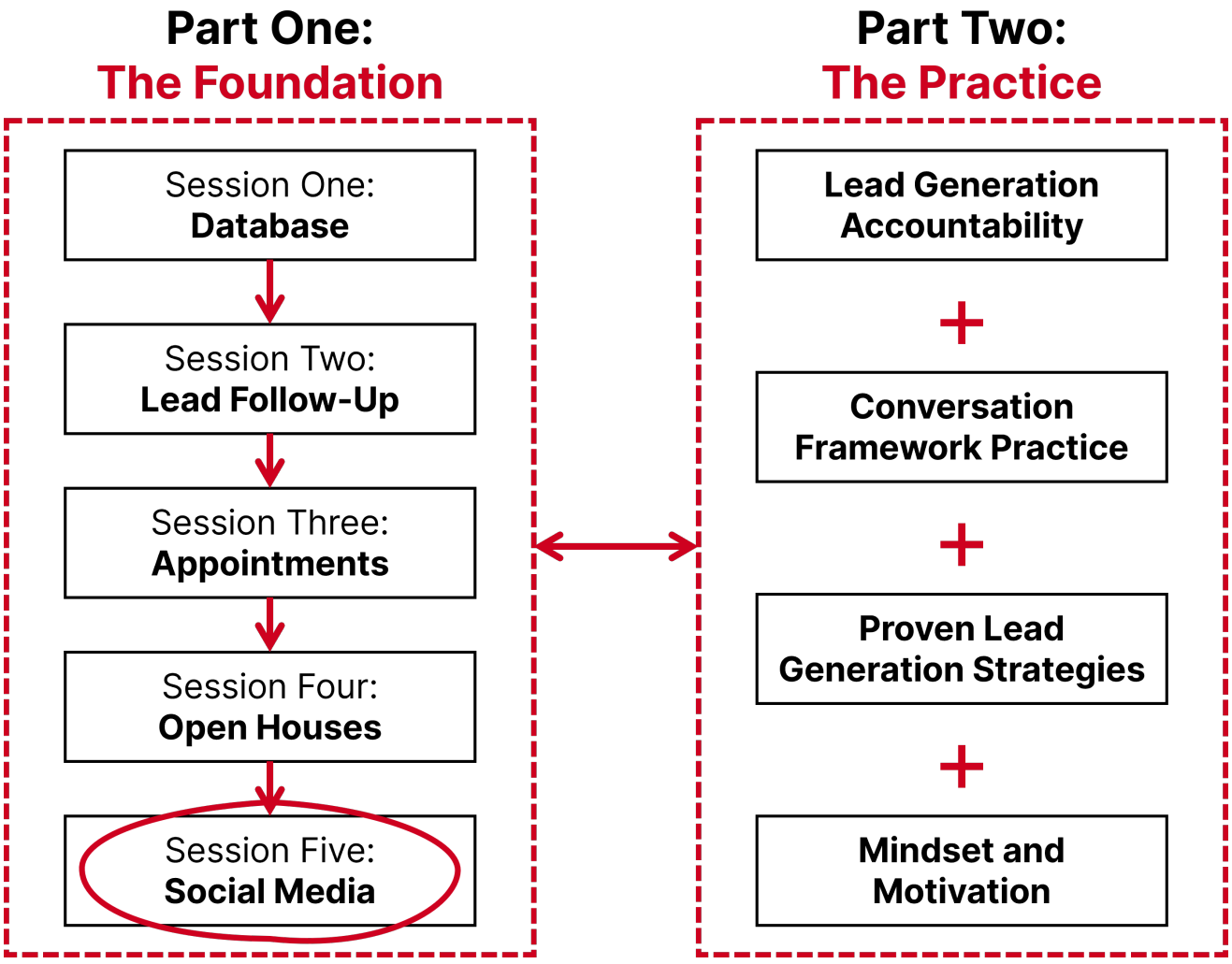
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Introduction

The goal of Breakthrough 120 is to have 10 real estate conversations, 5 days a week, for the next 120 days to set you up to net 9 agreements.



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Session Five: Social Media

Objectives

By the end of the fifth session of Breakthrough 120, you will be able to:

1. Implement the Social Media Engagement Plan.
2. Apply the LIKE model to create content to post on social media.
3. Learn how to use paid ads.

Progress Report

Number of Contacts Added to Your Database	
Number of TCPA-Compliant Calls You Made	
Number of Conversations You Had	
Real Estate Follow-Up Opportunities	
Challenges	
Aha's	

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Mindset Moment

I learned that courage was not the absence of fear, but the triumph over it.

—Nelson Mandela

Write down 2-3 fears you have about being a real estate agent promoting your business on social media and classify them as rational or irrational.

Rational	Irrational

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Mindset Moment (cont.)

Common fears that come up around using social media to lead generate might include:

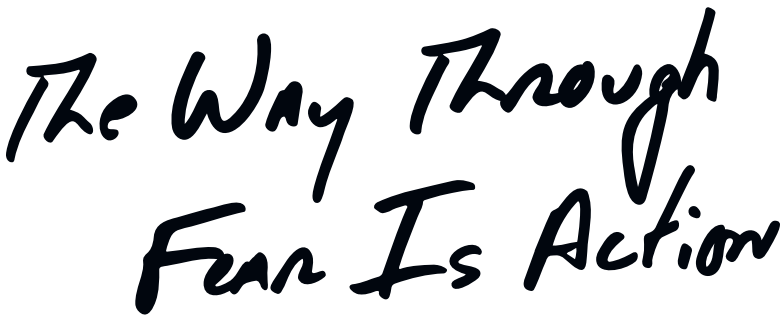
1. Fear of not knowing what to post

2. Fear of feeling exposed

3. Fear of a lack of engagement on posts

Focus on what you can control—your actions.

Habits That You Can Control



– Gary Keller

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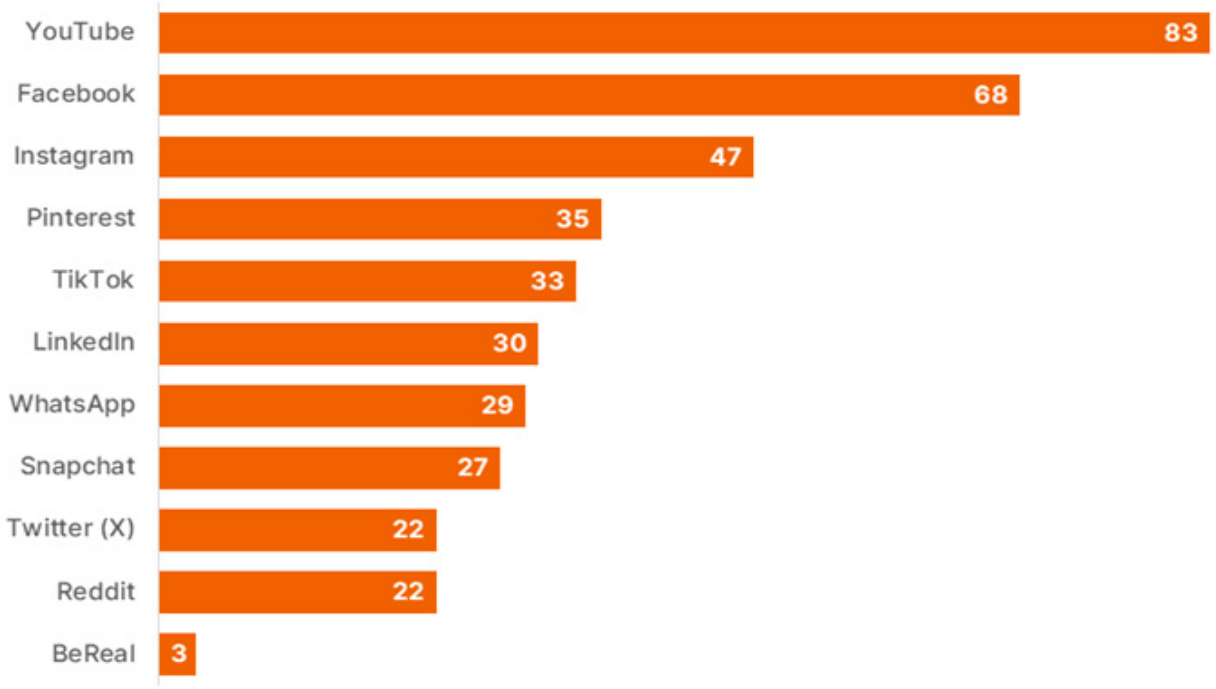
Skill Builder: Social Media

Social media is a no-cost/low-cost lead generation method.

Why Using Social Media Matters

1. **Reach** – according to United Nations research, 64.7% of the total world population uses social media. According to a survey conducted by Edison Research, 82% of the US population uses social media.

Percent of US adults who say they ever use …



Source: PEW RESEARCH CENTER

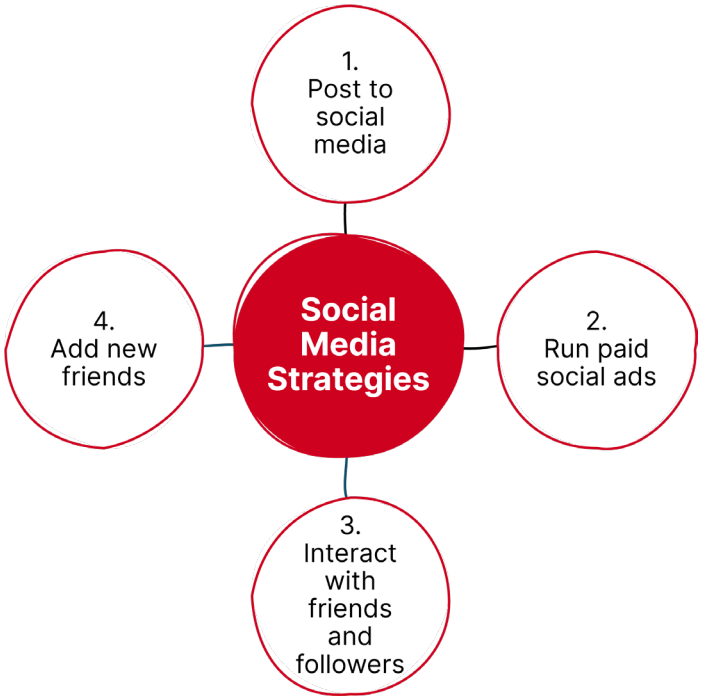
2. **Targeted Advertising** – Most social media platforms offer targeted advertising. You can promote your brand and your listings to the potential clients who are most likely to respond.
3. **Return on Investment** – Advertising on social media has some of the lowest costs per lead, and it's easy to track the results of your campaigns and posts.
4. **Engagement** – Social media platforms create the opportunity to interact with your audience and build relationships at scale.

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Boost Your Lead Gen: Four Ways to Leverage Social Media

There are four strategies you can use to incorporate social media into your lead generation plan.



Prompt: Scroll-Stopping Posts with AI

→ You are a social media copywriter for real estate agents. You will create three scroll-stopping posts for [TARGET AUDIENCE]. Keep sentences under 20 words. Use active voice and plain English. Avoid hashtags and emojis. Framework (use for each post):

1. Hook – pick one: Hacks, How I, Mistakes, Myth-Busting, Reality-Check, etc.
2. Trigger – weave in one: Desire, Fear, Question, Objection.
3. Angle – pick one: Educational, Industry Insight, Promotion, Case Study, Success Story.
4. Draft 3 distinct posts (≤120 words each). Format: Hook — Trigger — Angle — Body.
5. List the posts 1–3. No hashtags. No invented facts.
6. Offer quick edit options (shorter, punchier, new CTA, swap trigger, etc.).
7. If the user supplies a draft, give two tighter rewrites plus a brief feedback note.
8. Finish by asking precise follow-up questions to sharpen story, message, or CTA.

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1. Post to Social Media

The Daily Social Media Engagement Plan

- **10** Reactions
- **10** Comments
- **5** Direct Messages
- **5** Shared Posts
- **5** Adds
- **1** Post

The LIKE Model for Posts

L	Local Lowdown
I	Information
K	Know Me
E	Engage in Conversation

Get your brand established with your public profile and site. Go to answers.kw.com and search Get-Started-with-Your-KW-Agent-Site to get started.

And discover more with Designs and Canva by searching for Create-a-Social-Media-Marketing-Design on answers.kw.com.

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Local Lowdown

Examples of local lowdown posts:

Topic	Sample Posts
1. The history of your town or area	"Local Legends: The People Who Shaped Our Town" "The Story Behind [Neighborhood Name]"
2. Upcoming community events	"Your Weekend Guide to [Town]" "3 Reasons to Check Out [Festival/Market Name]"
3. School events or calendar	"Spotlight on [Student Group/Club]: Making [Town] Proud" "Don't Miss [School Play/Band Concert] This Week!"
4. Community service activities	"Join Us in Supporting [Cause/Organization]" "Celebrating [Organization Name]: The Impact of Your Donations"
5. Interviews with prominent community members	"Local Leader Spotlight: [Name] Shares Their Story" "Why [Name] Loves Living in [Town]"
6. School or college sports games and scores	"Game Recap: [Team Name] vs. [Opponent]" "Star Player of the Week: [Student Name]"

What type of community content would be the most fun or natural for you to post about?

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Information

Examples of real estate content that provide information include:

- Market updates about your area
- Industry news
- Tips for buying or selling
- Top reasons your service is important
- New listings or open houses
- Client success stories or closings

Market Updates

1. Inventory: the number of properties for sale within a market.
    - What is the inventory of your market?
    - What is the average number of days a home stays on the market?
    - What is the typical price a home in your market sells for?
2. Type of market
    - Buyers' Market – more than seven months of inventory.
    - Balanced Market – from five to seven months of inventory.
    - Sellers' Market – less than five months of inventory.
3. Interest rates and lender regulations
    - Interest rates and lender regulations play important roles in the status of your market. As interest rates rise, buying power starts to dip because affordability decreases. These rising interest rates will take some buyers out of the market. Another important number to know for your market is the average down payment percentage for home buyers in the area.
4. Economic factors
    - Employment/unemployment rate in your market.
    - Number of workers who are entering or exiting the workforce in your market.
    - Growth rate of your community.
    - Governmental changes to rules and regulations that might affect the housing market.
    - Any changes to major industries in your area.

You can find this information through resources like your local MLS or real estate board, city or state chambers of commerce, local university economics or business departments, and local news outlets.

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Know Me

Examples of Personal Content About You

1. **Hobbies:** Share what you love doing outside of work.

2. **Travels:** Post about trips you've taken or want to take.

3. **Books and Music:** Post about a book you've just read or a new favorite playlist.

4. **Gratitude:** Post about what you're grateful for.

5. **Quotes and Memes:** Share quotes you find inspiring and memes that make you laugh. Be sure your memes and quotes are universally relatable; your goal is likability!

6. **Holidays:** Create holiday posts throughout the year.

7. Post about what you've learned or love about real estate sparingly if it shows something about you or your character.

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Engage in Conversation

Polls	Questions
Which do you prefer: modern farmhouse or mid-century modern?	What's your favorite candy?
Competitions	**Giveaways**
Guess when this home was built—closest guess wins two movie tickets.	Tag a friend you'd share a latte with for a chance to win a coffee gift card.
This or That	**Storytelling**
Open floor plan or traditional rooms?	A client almost skipped this home until they saw the backyard—would you have given it a chance?
Prediction	**Interactive Challenge**
Do you think home prices here will rise or fall next year?	Post the view from your front porch in the comments!
Caption This	**Myth-Busting**
Photo of a tiny spiral staircase — Caption this!	You don't need 20% down to buy a home—did you think you did?
Fill-in-the-Blank	**Behind-the-Scenes**
The one thing I wish my home had is _____.	Would this detail from today's home tour be a deal-breaker for you?
Advice-Seeking	**Hot Take**
What advice would you give first-time home buyers?	Gas or electric stove—which team are you on?

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Engage in Conversation (cont.)

Listen to Laura's full story in episode 51 of the MREA **Podcast** and register for the podcast to access the one-pager that lays out her whole system.

Agent Success Story

Laura Gillott hired an assistant after her first year as a real estate agent, at a time when few real estate agents had them, to help her overcome the limitations of her dyslexia. That early leverage helped her scale her business quickly. By her third year, she was closing 75 units a year. Now, she's closing over 350 units a year due to another constraint, the Covid-19 pandemic. During the pandemic, Laura shifted her lead generation focus to hosting weekly giveaways on social media and discovered that offering experiences, rather than just items, generated the most powerful results. For example, one Mother's Day, Laura and her team purchased a giveaway in support of the Boys and Girls Club, thus giving to a great cause while procuring a valuable giveaway to build her database. After purchasing the package of brunch, a massage, and a cleaning from the Boys and Girls Club, they promoted the giveaway for five days on social media. To enter, people needed to engage the post with a like, comment, or share, and then they needed to fill out the online form. Over 200 people shared the post, over 300 people commented, and over 500 people entered to win. On the online form, Laura asked five simple questions with easy check box answers about their real estate plans over the next year. From those answers, she knew how to follow up with them from her CRM. Everyone who entered then went into Command® to be followed up with according to their answers. Among many other types of leads, Laura and her team got 20 referrals from those entries. Remember, the point isn't the giveaway, it's collecting information about people and adding it to your database. What could you give away?

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Generate Post Ideas Using AI

Prompt: Post Ideas for Local Lowdown with AI

- Give me 10 social media post ideas about interesting facts, hidden gems, and current events in [your city/area].
- List upcoming events in [your city/area] I could post about to connect with my community.

Prompt: Post Ideas for Information with AI

- What are 10 educational social media post ideas about buying, selling, or investing in real estate in [your market]?
- Suggest quick real estate tips that first-time home buyers in [your city/area] would find useful.

Prompt: Post Ideas for Know Me with AI

- Give me 10 post ideas that help my audience get to know me as a real estate agent and person.
- Suggest fun, relatable posts that share my daily life as an agent while staying authentic.

Prompt: Post Ideas for Engaging in Conversation with AI

- What are 10 conversation-starting social media post ideas for a real estate audience?
- Suggest open-ended question posts I can use to boost engagement with my followers.

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More Post Ideas Using AI

Example Prompts for Caption Ideas

Prompt: Seasonal Post with AI

Write five festive real estate-related captions for [holiday or season], tying it into homeownership or moving.

Prompt: Community Spotlight with AI

- Generate captions highlighting [local business, park, school, or neighborhood] that show my connection to the community.

Prompt: Behind-the-Scenes Post with AI

- Create three relatable captions for a photo of me working behind the scenes as a real estate agent. Keep them friendly and authentic.

You can make any prompt stronger by adding, “Take my prompt and rewrite it to be more clear, detailed, and effective to use with an LLM app like you.” or, “Before you begin your answer, ask me at least three clarifying questions to make the prompt better.” See the AI Playbook on Connect for more ideas to make your prompts more effective.

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Activity: Post to Social Media: LIKE

L - Local Lowdown	I - Information	K - Know Me	E - Engage in Conversation

Step 1: Fill in the Blanks + Examples.

Local Lowdown:

Example: "Did you know a new farmers' market just opened downtown?"

"Did you know _____ just happened/is happening in _____ ?"

Information:

Example: "Most people think you need 20% down to buy a home, but the truth is the average is closer to 6–7%."

"Most people think _____, but the truth is _____."

Know Me:

Example: "One thing I love about being a real estate agent is when I help my client feel confident about the process and their choices. It's like it was when I was a teacher. These moments are worth all of the work."

"One thing I love about being a real estate agent is _____."

Engage in Conversation:

Example: "If you could choose, would you rather have a huge backyard or a chef's kitchen?"

"If you could choose, would you rather _____ or _____ ?"

Step 2: Choose one of the above to post. Add a Call-to-Action.

Boost engagement with "Comment below," or "DM me if you want to know more."

Call to Action: _____

Step 3: Include a Quick Visual.

Take a photo of:

- Your coffee cup/workspace
- A selfie with a smile (people love faces!)
- Your notebook/planner with today's date circled
- Your pen and paper
- Shoes at the door or keys on a table

Add a royalty-free image:

- A front door or welcome mat
- A neighborhood street or park
- A cozy living room
- A kitchen or coffee cup
- A simple "This or That'" background for a poll

Use a Canva/text-only post:

- A fun background and your sentence in bold text
- A "This or That" style graphic for a question post

Step 4: Put It All Together and Post It!

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2. Run Paid Social Ads

Posting on Social Media

When you make a post on social media, it doesn't mean that everyone you are friends with will see the post. Social media companies use an algorithm to decide which users see what posts at which times. You can help your followers see your posts by engaging your SOI via social media ads.

Target Your Posts with Command®

1. With Command's integration with Facebook and Instagram, you can run ads that specifically target people in your database at an exceptionally low cost.
2. This is done using the "Target My Database" feature in Campaigns in Command®.
3. Targeting your database is a creative way to stay top-of-mind and promote your business.
4. Targeting your database is done by creating an audience of contacts based on the contact tags you've added to their contact record and/or the neighborhoods associated with the contacts.
5. Examples of targets could be:
    - Specific neighborhoods or zip codes
    - Clients with kids or pets
    - Hobbies (golf, tennis)
    - Clients who have referred business
    - Clients who have bought and sold more than once

Get started with paid ads using Command's integration with Facebook and Instagram. Go to answers.kw.com and search for Get-Started-with-Paid-Ads-in-Command.

This is another great place to use the Buyer Prediction Marketing AI Prompt from Session Four to create ads directed at the most likely buyers for a property.

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3. Interact with Friends and Followers

Commenting

When commenting on a friend's post or story, it's important to be genuine and show interest.

Reciprocally, you should always respond to comments from friends on your posts.

Commenting does not mean arguing or correcting; rather, you are deepening relationships.

Direct Messaging

Sending a direct message (DM) can also be a really valuable social media tool.

Choose a few people a week to DM and ask about something they've recently posted or just check in. This is an easy way to get your contacts in!

Remember to use the FORD model when creating questions.

Reacting and Sharing

In combination with commenting, react with and share your followers' posts. While it seems like a small thing, you are putting yourself top-of-mind again when they get a notification.

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Activity: Interact with Friends and Followers

1. Choose five social media friends whom you haven't connected with in a while on the platform of your choice.

2. Scroll through their recent posts that they made today or within the last few days and find something interesting to connect with them about.

3. Send a short and thoughtful DM that sparks a conversation based on one of their recent posts.

    - Keep it 2-3 sentences max.
    - Ask open-ended questions to spark conversation.
    - Keep it friendly, authentic, and relationship-focused.

4. Record what you learn from your DMs in your CRM so you can follow up effectively.

Example

You see that your friend Sarah posted pictures of her kids' first day at school, so you might send any of the following DMs:

- "Hi, Sarah! Seeing your kids start a new school year made me think about how fast they're growing. How are you feeling about this milestone?"
- "Sarah, your kids looked amazing in their school photos! You must be so proud. How did their first day go?"
- "I love the pictures you shared of your little ones starting school! Did they enjoy meeting their new teachers?"

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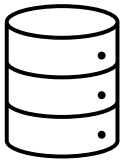
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4. Add New Friends

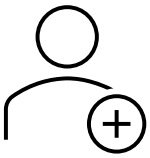
Be Purposeful



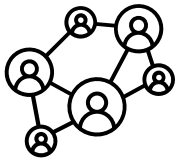
1. Add people you already know.



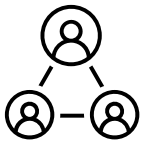
2. Add people from your database.



3. Add people you meet in real life.



4. Add people you interact with on local Facebook Groups and community pages.



5. Add people who are mutual connections.



6. Add local business accounts.

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Habit Builder: Time Block for Social Media Lead Generation

Your Daily Social Media Plan

During the week, follow the Social Media Engagement Plan. This includes at least:

1. **10 Reactions:** React to a post or comment with a thumbs up, heart, smile, etc.
2. **10 Comments:** Comment on a post made by someone you follow.
3. **5 Direct Messages:** Send a direct message to someone you follow.
4. **5 Shares:** Repost something interesting to your community or by a friend or follower.
5. **5 Adds:** Add friends or followers.
6. **1 Post:** 80% Personal / 20% Business and use the LIKE Model.



80% Personal Post Ideas

1. Why I love real estate
2. Daily routine
3. Behind-the-scenes
4. Favorite local small business
5. Inspirational quotes
6. Fun facts and trivia
7. Holiday or seasonal posts

20% Business Post Ideas

1. Local market updates
2. Just Listed/Just Sold announcements
3. Real estate myth busters
4. First-time buyer tips
5. Home maintenance reminders
6. Behind-the-scenes
7. Neighborhood spotlights
8. Client testimonial
9. Open house announcement

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Activity: Time Block Your Social Media

Use the Social Media Engagement Plan as your guide every day.

Create ideas for your LIKE posts below.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
LIKE Post Example:	LIKE Post Example:	LIKE Post Example:	LIKE Post Example:	LIKE Post Example:	LIKE Post Example:
Share a hidden talent and ask your followers to do the same.	Share tips on how to budget for a future mortgage.	Share an inspirational quote.	Remind followers to change their air filters and DM you for your home vendor list.	Share your favorite coffee spot and ask followers to share theirs.	Post updates about the open house you're holding.
Your turn:	Your turn:	Your turn:	Your turn:	Your turn:	Your turn:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	MREA Energy Plan	MREA Energy Plan	MREA Energy Plan	MREA Energy Plan	MREA Energy Plan		
Afternoon	Open House Plan **Social Media Engagement** 5 reactions 5 comments 5 direct messages 5 shares 5 adds 1 LIKE post	Open House Plan **Social Media Engagement** 5 reactions 5 comments 5 direct messages 5 shares 5 adds 1 LIKE post	Open House Plan **Social Media Engagement** 5 reactions 5 comments 5 direct messages 5 shares 5 adds 1 LIKE post	Open House Plan **Social Media Engagement** 5 reactions 5 comments 5 direct messages 5 shares 5 adds 1 LIKE post	Open House Plan **Social Media Engagement** 5 reactions 5 comments 5 direct messages 5 shares 5 adds 1 LIKE post	Open House Prep **Social Media Engagement** *Open house post	Open House Prep

Listen to the MREA and ONE Thing Podcasts

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More Social Media Ideas

Prompt: Instagram Reel Ideas with AI

→ Act as an Instagram marketing expert for real estate agents and provide 10 Instagram reel ideas that will:

- Drive engagement, shares, and followers.
- Position me as the go-to agent in [insert your city/neighborhood].

My Brand:

- Market focus: [insert city/neighborhood]
- Brand vibe/voice: [luxury/fun/approachable, etc.]
- On camera, I prefer: [face-to-camera/voiceover/clips/text overlays]

My Audience:

- I want to attract: [buyers/sellers/both]
- Ideal client: [first-time buyers/families/investors, etc.]
- Reel style: [educational/lifestyle-local/mix]

My Content:

- Current posting: [schedule or “not consistent yet”]
- Best content so far: [neighborhoods/tips/etc.]
- Reel format: [easy phone videos/trending audio/both]
- Calls-to-action I like: [DM/follow/save/comment/etc.]

Now, give me 10 creative reel ideas that will:

- Hook viewers in the first 3 seconds.
- Encourage shares + saves.
- Be realistic for me to film and post.

WARNING: Any text or materials generated by artificial intelligence (AI) should be reviewed for accuracy and reliability as there may be errors, omissions, or inaccuracies. The use of generative AI is subject to limitations, including the availability and quality of the training data used to train the AI model used. Users should exercise caution and independently verify any information or output generated by the AI system utilized and should apply their own judgment and critical thinking when interpreting and utilizing the outputs of generative AI.

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Activity: Review/Reflection

Breakthrough 120

Number of **Contacts** Added to Your Database	
Number of **Real Estate Conversations** You Had	
Open Houses—Number **Shadowed**	
Open Houses—Number **Held**	
Social Media—Number of **New Accounts** Added	
Social Media—Number of **Reactions** Made	
Social Media—Number of **Comments** Made	
Social Media—Number of **Direct Messages**	
Social Media—Number of **Posts**	
Number of **Appointments** Set	
Number of **Signed Agreements** Attained	

What else are you proud of?

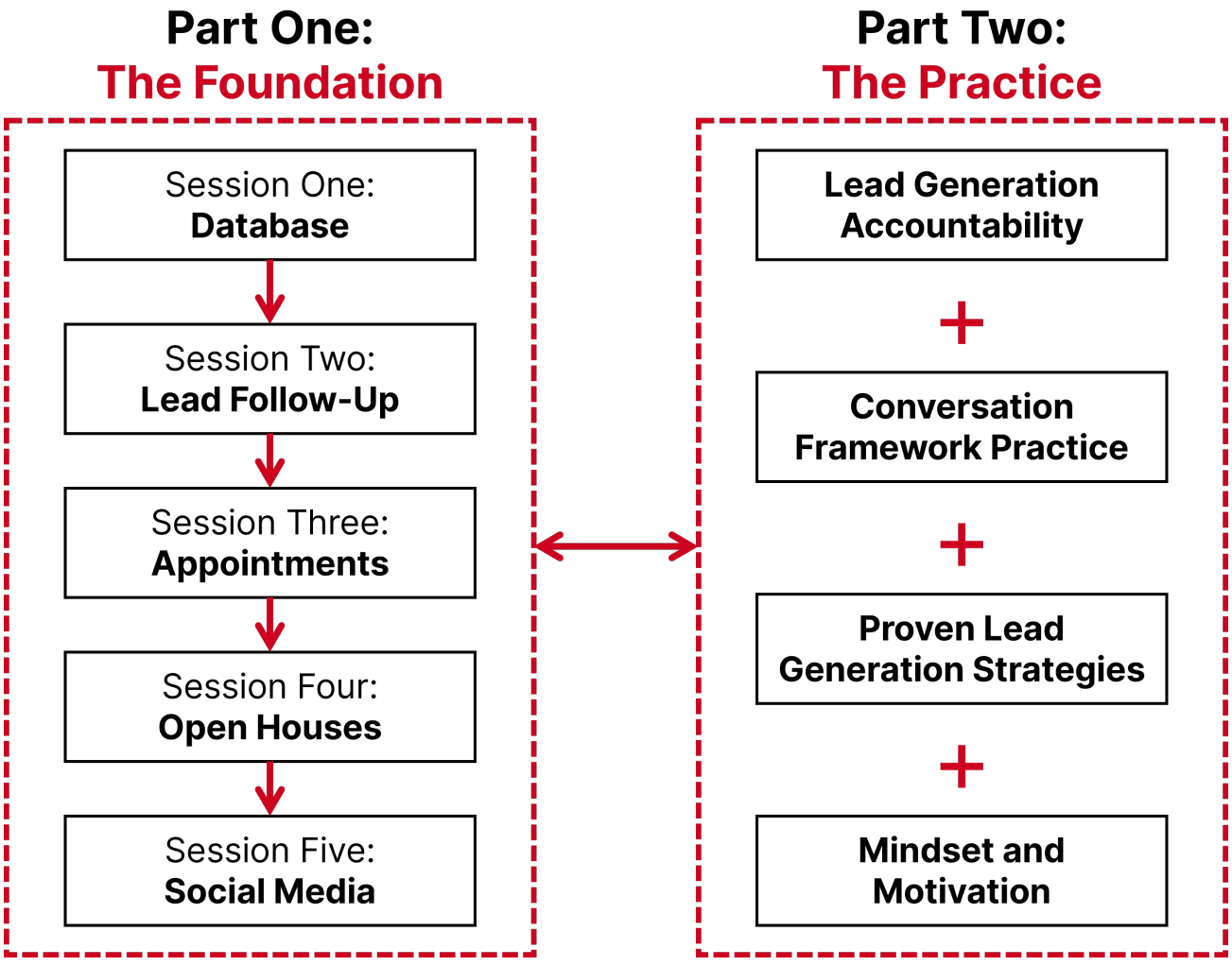
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Preview of Breakthrough 120 Part Two

Part Two of Breakthrough 120 continues with practical activities and the accountability needed to build your business over the next 120 days.

1. You'll consistently apply strategies to find potential clients every day, building a strong list of contacts that moves you closer to securing nine signed agreements.
2. You'll master effective conversation techniques with clients through daily practice. This means you'll learn to actively listen and ask the right questions to understand clients' needs better.
3. You'll use the Breakthrough 120 Success Tracker to review your daily results. This will help you see your progress and stay accountable to your goals.



No one succeeds alone.

—Gary Keller

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Your Personal Goals for Part Two

You're a business owner now, and your success depends on the actions you take each day. You determine your own goals.

Start with your income target and calculate the number of appointments and signed agreements you'll need to attain.

1	How much do you want to make in the next 12 months?	$
2	What is a potential per-deal earning?	$
3	How many closed deals are required to meet your goal in 12 months? **(Divide #1 by #2 and round up)**	
4	How many signed agreements are required? **(Divide #3 by .75*)**	
5	How many appointments are required? **(Divide #4 by .75*)**	

*75% is used here as an approximate conversion rate. That is, four appointments yield approximately three signed agreements, and four signed agreements yield approximately three closed deals. This rate comes from research done for The Millionaire Real Estate Agent. Your conversion rate may vary.

Logistics for Breakthrough 120 Part Two

1. Where: _____
2. What time: _____
3. Facilitator: _____
4. What to bring: _____

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Design Your Success

Agent Success Story

After moving her family of four to Oregon, **Aubrey Martin** started her real estate business with no sphere and no background in real estate. She now closes between 60–70 transactions a year—and then she calls it. For her, success means knowing when enough is enough. After losing her first child, she made a commitment that her One Thing would be never having to choose business over her children. They always come first. Each year, the number of transactions she takes on is determined not by market demand, but by her kids' schedules, including sports, events, and the moments she refuses to miss.

Because of Aubrey's amazing follow-up, her business is now 100% referral-based, so she has a lot of control over who she will work with and when. When she reaches her goal number of transactions for the year, she refers any additional business to other agents in her Market Center. This way, her clients are still well cared for, and she shares the wealth with other top Keller Williams® agents. In return, she earns passive income through referral fees.

Every September, she sets expectations with her database, asking if they know anyone looking to sell before the end of the year and to reach out if they know someone planning to sell in the next year. This forward-thinking approach sets up her pipeline for the year ahead.

Through this model, she has built her ideal business—one that provides for her family while giving her the freedom to be present for every important event in her children's lives.

Want to know how Aubrey gets all these referrals to fuel her business? Check out episode 58 of the MREA podcast where she details her Vendor Networking Model.

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Design Your Success

Agent Success Story

Adam Hammodat has built a $40M business as a solo agent. Like many of the agents you may know, and many featured in Breakthrough 120, he didn't initially set out to become a real estate agent. Adam was born into a highly educated family in Iraq. Despite war and massive instability in his home country, he managed to finish his college degree in IT. After he graduated, he took a vacation to Jordan, and never returned to Iraq. While on vacation, the situation in Iraq deteriorated to the point that his father told him not to come back. Suddenly, with no job and in a foreign country, Adam had to find a way to build a life. Over time, he built a successful career in radio and eventually met his wife. After some time in Jordan, he decided to leave and moved to California. There he took on a series of jobs, but he continued to find himself stuck. On the advice of a friend, he started doing real estate part-time. He found his breakthrough in real estate when he found his preferred form of lead generation—social media ads to his niche. He realized he could reach Arabic speakers via social media through 10-15 second ads in Arabic if he focused on solving a real estate problem for them. From mortgage hacks to building resources, he continued to reach the audience of Arabic speakers in his market and has now built a huge business that meets his need for a challenge and supports his family. He hasn't built a team, but his business volume is now equal to a team's, all by serving a specific segment of his community.

Tune into the MREA podcast episode 69 to hear more about Adam's story and lead generation system. What might your niche be?

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Design Your Success

Agent Success Story

For **Tiffany Fykes**, selling real estate was actually her third choice for a career. She chose to enter real estate in 2009 when the real estate market was terrible, but thought if she got licensed while the market was stalled, she'd be ready when it took off again. She read and reread The Millionaire Real Estate Agent and committed to following its models. When she first started in real estate, her husband was delivering pizzas to help make ends meet. Just four years later, they were running a business generating over a million dollars in revenue. However, even with that success, Tiffany realized she wasn't truly happy. She had built a thriving business with her husband and was serving clients well, yet she found herself trapped at a desk all day—her personal nightmare. Her original dream had been to spend more time with her kids and travel, but she wasn't living that vision. Tiffany then redefined what success meant to her. She wanted to travel the world and home-school her children. Soon after, Tiffany realized her dream. One year, she worked remotely for six months leading up to a three-month sabbatical where her business ran without her—all while she and her family traveled the world. She now spends half her time in her market in Nashville, Tennessee and half the year in New York City, with lots of travel in between. What Tiffany wants other agents to know is that your life doesn't have to look like you think it does. It could look like running a giant business in 20 cities, or working remotely and homeschooling your kids, or whatever matters to you. Don't wait until your life is perfect before living your dream. Surround yourself with people who define their lives more broadly to have not just a big business but a big life.

Your big career can look like anything you want it to. A successful career in real estate can be a way to start your own investment portfolio, a place to work with your spouse or family, a multi-million dollar enterprise, or even a combination. In real estate, agents determine their own success.

Hear Tiffany's entire story, her steps for changing her mindset to gain true success on her own terms, and her low-cost geographic farming technique called "Drinks in the Driveway" on the MREA Podcast Episode 34.

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Activity: Letter to Your Future Self

Date written: _____

To be opened on last day of Part Two:_____

Dear Me,

I DID IT! I am so proud of all that I have accomplished over the last 120 days in Breakthrough 120:

- I built a consistent daily lead generation habit and had _____ real estate conversations, which averaged _____ a weekday.
- I signed _____ buyer/seller listing agreements.
- I put _____ properties under contract.
- I closed _____ deals.

Along the way, I strengthened my skills by: (e.g., practicing and role-playing conversations with confidence, mastering the conversation templates that help me connect with leads, growing my database, and building lasting relationships).

_____

_____

My confidence has increased and now I can:

_____

I worked through my fear of _____ by _____

Every day, I make sure to complete these habits that built my success:

_____

_____

I am also so grateful for _____

_____

I remember those first days of Breakthrough 120 when I felt nervous, but my passion and drive pushed me through. I committed to showing up every single day, and that discipline ignited my success.

I now have momentum, confidence, and a clear plan for my real estate business. I know how to start conversations, sign agreements, and turn effort into results.

This is just the beginning. My 120 days proves I can set a standard of consistency and hit big goals, and I'm ready to do even more.

Keep going. Keep showing up. My business—and my future—are worth it.

With pride,

_____

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Closing

Summary

Social media engagement is a great way to deepen your relationships with those you already know and grow your network and business. By following the social media system, you can be sure to stay top-of-mind for everyone you're connected with.

Aha's

Learning Application

1. Time block your social media lead generation for the next month.
2. Complete the Social Media Engagement Plan.
3. Complete your open house work for the day.
4. Continue reaching out to the people who know, like, and trust you until you have had at least 10 real estate conversations.
5. Be sure all contacts you reached out to today are on in Command®—even if you didn't get to speak with them. Add tags, tasks, and SmartPlans to each contact. Make sure you have proper consent if your
6. Continue to track your progress daily.
    - 6.1 Number of contacts you added to your database
    - 6.2 Number of TCPA-compliant calls you made
    - 6.3 Number of real estate conversations you had
    - 6.4 Real estate follow-up opportunities
    - 6.5 Challenges
    - 6.6 Aha's
7. Get ready to take on the second part of Breakthrough 120!

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