

Atomic Agents | Fearless Follow-Up

Stay engaged. Stay consistent. Stay top of mind.

Follow-up is often misunderstood. It's not about chasing people or memorizing scripts. It's about maintaining momentum in relationships that already exist. Most opportunities in real estate don't disappear. They simply go to the professional who stayed present long enough for timing to align.

Momentum Reflection

Consistent small actions build long-term business momentum.

Think about your own experiences as a consumer.

What makes you remember a service provider?

Was it one big moment or repeated small interactions?

When Follow-Up Feels Uncomfortable

Silence often creates stories in our heads. But silence usually means something much simpler.

People get busy. They forget to reply. They are still thinking. They aren't ready yet.

Where does follow-up feel most uncomfortable for you?

Past clients you haven't spoken to in a while

Leads that went quiet

Buyers who paused their search

Other _____

What might change if you viewed follow-up as **continuity instead of interruption**?

Recognizing Signals

Clients often show signs they're thinking about moving long before they act.

Common signals include:

- asking a casual market question
- sending a listing link
- mentioning interest rates
- talking about a friend who moved
- browsing homes online

What signals have you noticed from clients before they eventually decided to move?

Follow-Up During Transactions

Communication during the quiet stages of a transaction builds trust.

Where are the "waiting periods" in a transaction?

- inspections
- repairs
- appraisal
- underwriting
- closing preparation

Where could a simple check-in reduce client anxiety?

Example quick update:

"Just a quick update - everything is moving exactly as expected and we're still on track."

The Visibility Gap

People tend to remember the professional they interacted with **most recently**.

Small moments of visibility keep relationships active.

Examples of simple visibility:

- occasional check-ins
- a handwritten note
- commenting on a milestone
- sharing a helpful article
- seasonal pop-bys

Where might a visibility gap exist in your network?

The 2-Minute Follow-Up Habit

Many effective follow-up actions take less than two minutes.

Quick ideas:

- send a congratulations message
- comment on a life update
- share a relevant article
- send a listing that reminded you of someone
- check in after a major life event

What are three two-minute follow-up actions you could do this week?

1. _____
2. _____
3. _____

Thoughtful Touchpoints

The best follow-up doesn't feel like marketing.

It feels like **thoughtfulness**.

Ideas to stay visible without being salesy:

- small seasonal pop-by gifts
- sharing helpful home tips
- celebrating milestones
- dropping off a handwritten note
- remembering birthdays or anniversaries

What type of thoughtful touchpoint fits your personality best?

This Week's Action

Who will you deliver your seed packet pop-by to?

Name: _____

Why them?

When will you deliver it?

Final Reflection

Fearless follow-up is not about pushing conversations.

It's about staying present long enough for timing to align.

Who is one person you should reconnect with this week?

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