

**Master Your Daily Prospecting—Don't Miss This Live Webinar!**

Looking to up your prospecting game and grow your real estate business? 🚀 Join us for an exclusive live webinar where we'll share the Daily Prospecting Blueprint—a proven strategy designed to help you connect with more potential clients and close more deals. 📞➡️📱

We'll show you how to:

- real value during your calls and texts to stand out.
- Deliver Leverage tools like open houses, new listings, or recent closings to spark meaningful conversations.
- Adapt the system to fit YOUR day—even if you don't have an open house!

This isn't just another prospecting tip—it's a roadmap to success that no agent should ignore. 🧳

Course taught by: Guy Elazar



RESIDENTIAL DAILY PROSPECTING

# ***BLUEPRINT***

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES

FLORIDA  
PROPERTIES  
GROUP



## MONDAY

*\*If you ultimately do not have an open house, do the tasks on each day that are applicable to you.*

- ☐ Pick your open house(s) for this coming weekend  
(arrange with listing agent if not your listing)
- ☐ Email your MLS #, DATE AND TIME to your Agent Ambassador so they can be input to MLS for you
- ☐ Add new sphere contacts (i.e. Open House guests) from the past week to Cab Corner
  1. Set up Open House contacts with Market Watch
  2. Send an email, text or card thanking each Open House Guests for visiting
- ☐ 5 Calls/Text/Messages to your SOI- Use F.O.R.D. prompts as conversation starters
- ☐ 20 interactions to Farming Neighborhood (Remine or TheRedX.com Geo List)
  - [See Farming a Neighborhood System](#)
- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).  
5 INTENTIONAL comments to friends on Social Media
- ☐ 2 Private Messages on a Social Media Platform
  - [Use the social scripts](#)
- ☐ Tour 2 newly listed homes

## TUESDAY

- ☐ Pull expired/cancelled/withdrawns for the past 12 months in the area/zip code of your open house this weekend  
(if you do not have an open house, you can pull for your farming neighborhood/area of choice)
  1. Print off "single line" list (sort by neighborhood)
  2. AND pull all FSBO (see FSBO System)
- ☐ Prepare CORE Present Buyer Presentation (1 page CMA) for each home in the neighborhood/surrounding area (Goal is about 20-25 homes)
- ☐ Attend a networking event or do your Business Farming System
- ☐ 5 Calls/Text/Messages to your SOI- Use F.O.R.D. prompts as conversation starters
- ☐ 20 interactions to Farming Neighborhood (Remine or TheRedX.com Geo List)
  - [See Farming a Neighborhood System](#)
- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- ☐ 5 INTENTIONAL comments to friends on Social Media Platforms
- ☐ 2 Private Messages on a Social Media Platform
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## WEDNESDAY

- ☐ Wear Your Name Tag  
(make sure they know who you are!)
- ☐ Route your homes from Tuesday's activity (withdrawns/cancels/expireds), then door knock each of them until you get face-to-face with each potential seller to invite to your open house (if you have one) AND ask if they are still interested in selling in the event you have a buyer who may be interested.
- ☐ Put your OPEN SATURDAY/SUNDAY rider on the sign
- ☐ 5 Calls/Text/Messages to your SOI- Use F.O.R.D. prompts as conversation starters
- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- ☐ Create a social media post using MADI for your social media channel(s)
  - If hosting an open house, create an Open House post to invite/make SOI aware (Resi Property Promo folder > Open House)
  - Market Statistics (Resi General Promo Folder > Market Statistics)
  - Real Estate Activity in the neighborhood/area (Resi General Promo Folder > Lead Generation > Farming)
  - Personal Promo social media (Resi General Promo Folder > Personal Promo)

## THURSDAY

- ☐ Hand written cards to the Door Knocks (withdrawns/cancels/expireds) from previous day
  - ☐ GET PREPARED for you Open House by becoming an area expert
    - Find other homes for sale that are similar in price and location using MLS
  - ☐ Make sure your Open House is on Zillow
    - If registered as an OH in MLS you are set!
    - If you are hosting for listing agent, make sure YOU ARE the person hosting in MLS
  - ☐ 40 calls to your 10-10-20 Open House Neighborhood (Remine\* or TheRedX.com Geo List)
  - ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
  - ☐ 5 INTENTIONAL comments to friends on Social Media Platforms
  - ☐ 2 Private Messages on a Social Media Platform
    - [Use the social scripts](#)
- Prepare and deliver 2 Real Estate Reviews to someone in your sphere who may sell or one of your door knocks
- [There is a helpsite article available here](#) OR you can go into MADI to create one here (RESI GENERAL PROMO > LEAD GENERATION > REAL ESTATE REVIEWS)

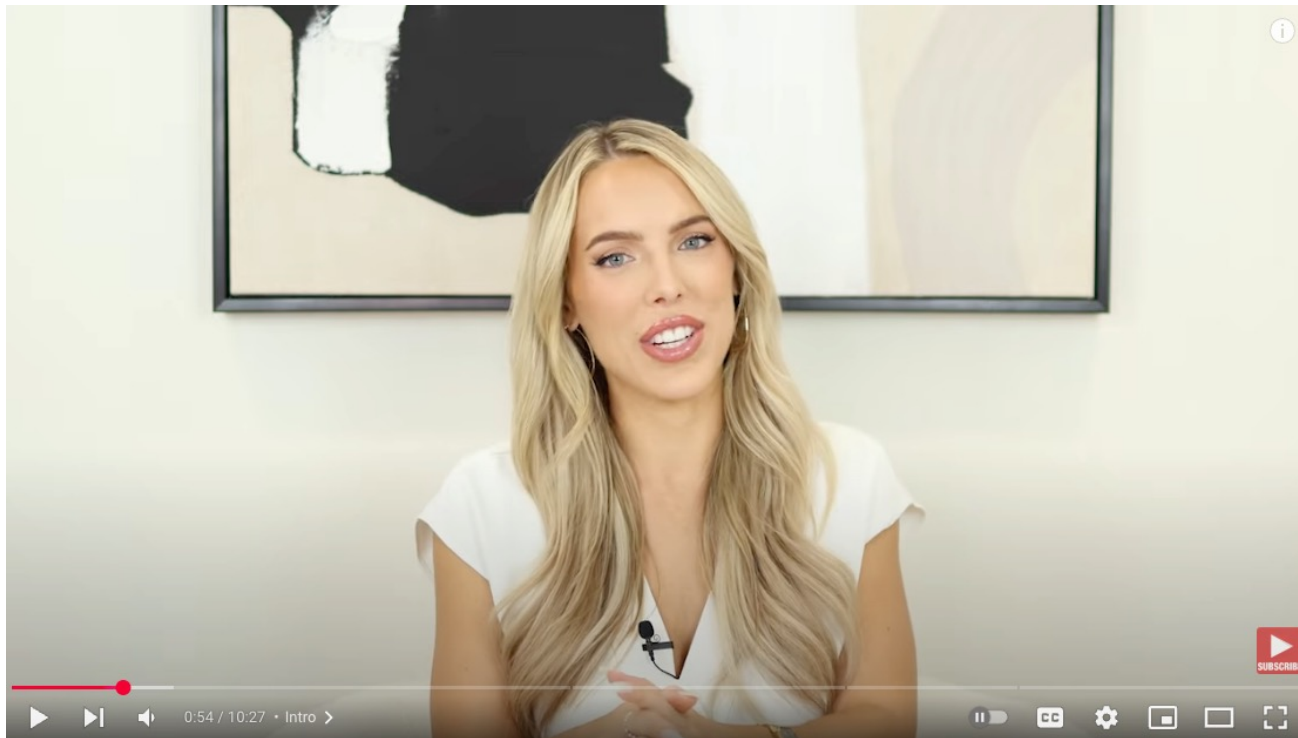


## **FRIDAY**

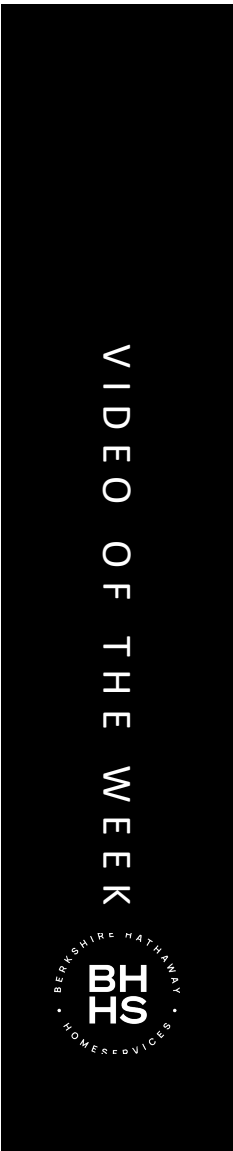
- ☐ Finish any items you did not finish on previous days
- ☐ Print 40 Open House/Just Listed Flyers (for 10-10-20 rule)
  - Use MADI or CORE Listing Machine to create, whichever platform you prefer!

## **WEEKEND**

- ☐ If hosting an open house, arrive early and put out balloons and directional signs.
- ☐ Visit 10-10-20 neighbors to invite them to your Open House or notify of new listing
  - Ask if they are potentially interested in selling in the event you have a buyer who may be interested.
  - Hand them one of the flyers you printed on Friday.
  - If not home, you can leave it in their door or right by their door mat.
- ☐ Create Video, Reel and/or TikTok of you at the open house or of the community! Activity breeds activity.
- ☐ Finish any items you did not finish on previous days



[https://youtu.be/PodjKH6ZbZ8?si=mOb096hW\\_6l4LZ3g](https://youtu.be/PodjKH6ZbZ8?si=mOb096hW_6l4LZ3g)



Prospecting is the lifeline of a successful real estate business. Without a steady stream of leads, agents risk stagnation and lost opportunities. Here's why consistent prospecting is essential

- **Ensures a Steady Flow of Business**
  - Keeps the pipeline full to maintain consistent transactions.
  - Reduces reliance on market fluctuations.
- **Increases Brand Awareness**
  - Positions agents as local market experts.
  - Builds long-term credibility and trust with potential clients.
- **Maximizes Earning Potential**
  - More leads mean more opportunities to close deals.
  - Higher volume of prospects increases the likelihood of high-value transactions.



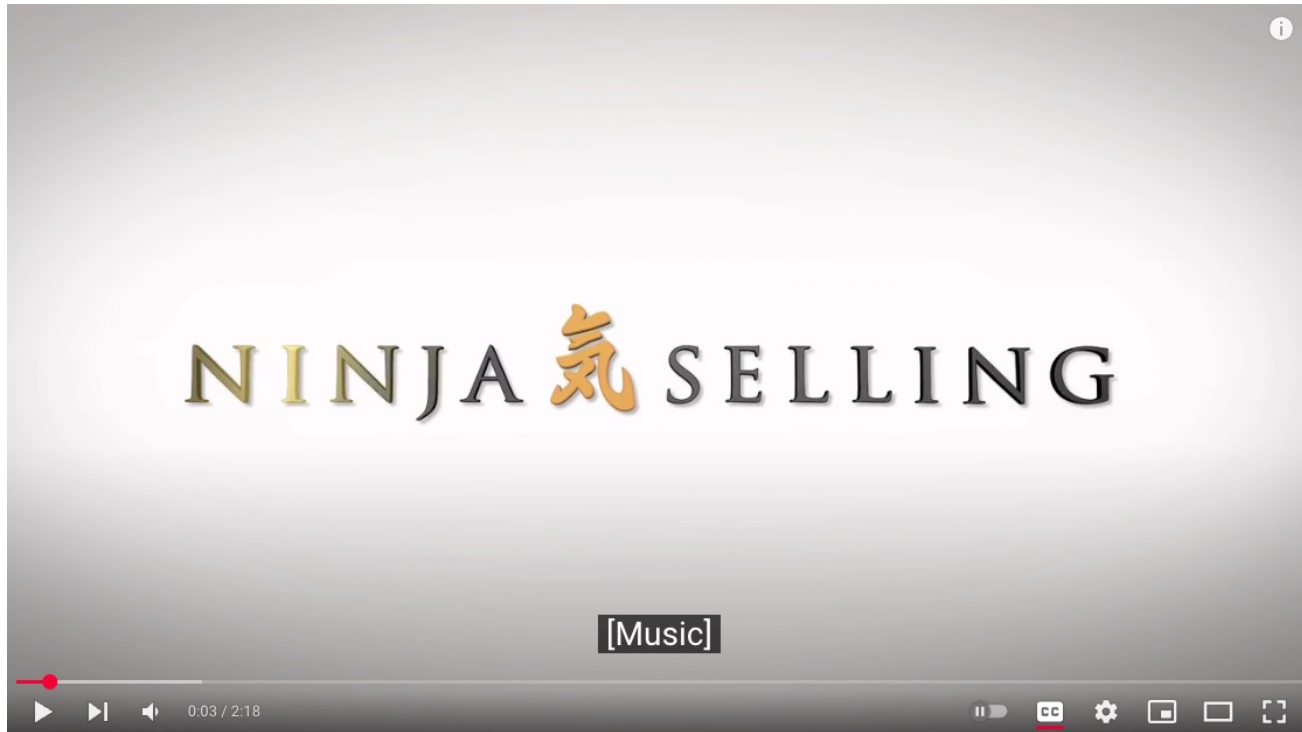
- **Strengthens Client Relationships**
  - Regular outreach fosters trust and rapport.
  - Provides an opportunity to offer value before clients are ready to buy or sell.
- **Beats the Competition**
  - Active prospecting ensures an agent stays top-of-mind.
  - Increases the chances of securing exclusive listings before competitors.
- **Diversifies Lead Sources**
  - Expands beyond referrals to include online marketing, networking, and cold outreach.
  - Reduces dependency on any single lead generation method.
- **Builds Long-Term Business Growth**
  - Consistent prospecting leads to repeat business and referrals.
  - Creates a sustainable career with a strong personal brand.





Successful real estate professionals treat prospecting as a non-negotiable daily activity. By consistently seeking new opportunities, agents can ensure continued growth and long-term success.





<https://youtu.be/0yQl3bcSrBo?si=v9DTRMFHiGlsUPvD>



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