BUSINESS GROWTH PLAYBOOK

FROM SOLO HUSTLE TO SCALABLE ENTERPRISE



ANDREW PULINI
TEAM LEADER - KW EMPOWER
Philadelphia's #1 Real Estate Brokerage
215-805-7035

kw EMPOWER
KELLERWILLIAMS®

FROM SOLO AGENT TO SCALABLE ENTERPRISE

Part 1: Mindset Shift: From Salesperson to CEO

Focus on Your 20%
Models to Follow
Install Systems
Measure and Review
Hourly Rate

Part 2: Clarity Engine

Reverse Engineer Your Goal
Tracking Your Numbers

Part 3: Creating Demand

Become Obvious Choice to Consumers
Leverage Through Content

Part 4: Top 4 ROI Strategies Right Now

Open Houses
Database Gold
Social Media
Direct Mail

Part 5: Conversion and Client Experience

Consult Framework
Client Map Journey

Part 6: The Hiring Roadmap

Who to Hire and When

Part 7: Loyalty and Lifetime Value

Part 8: Actions Today

kw EMPOWER
KELLERWILLIAMS

PART 1: Mindset Shift: From Salesperson to CEO

The first and most important shift is mental. You must move from Entrepreneurial to Purposeful (E to P) ... from "winging it" each day to executing proven models and systems.

Most agents begin as entrepreneurs, relying on natural talent, hard work, and grit to get things done. This works up to a point, but eventually you hit a "ceiling of achievement" – there are only so many hours in a day you can trade for deals.

The CEO mindset means breaking through that ceiling by doing what doesn't come naturally at first: implementing systems, seeking better strategies, and mastering consistent habits.

Steps to Become Purposeful

5 Steps to go from a Salesperson mindset to a CEO mindset

Step 1: Focus on Your 20%

Clarify your goals and identify the 20% of activities that drive 80% of your results. Prioritize these high-impact tasks relentlessly:

- Lead generation
- Setting appointments

= 80% of your income

Step 2: Models to Follow

Don't reinvent the wheel. Seek out proven models, mentors, or training.

- Modeling will be very empowering... powerful models usually feel like cheating
- Stand on the shoulders of those who've done it successfully before

Step 3: Install Systems

Create checklists, scripts, and time-blocked schedules to systematize your business. For example:

- Time-block your prospecting hours
- Use checklists for transactions
- Automate where possible - use your CRM as a secret weapon
- Transaction management

Step 4: Measure and Review

Track key metrics religiously. What gets measured gets improved so keep score on leads, appointments, listings, and financial goals. Use a simple weekly scorecard (see Section 3 below) and review it in a standing meeting. Join a mastermind or hire a coach for outside accountability. Embracing a CEO identity means focusing on core numbers and letting data guide decisions

Step 5: Know Your Hourly Worth
Take your yearly income and divide it by 2,080 (hours worked per year). Delegate anything that is below your desired hourly rate.

- For instance, if your goal is $100/hr, a $50/hr task (like basic paperwork or social posts) should be delegated to an assistant or automated. Leads are your engine fuel … spending time on low-value tasks starves that engine

By embracing these steps, you'll transition from simply running in place to scaling up with purpose. As one coach put it, there may be 100 ways to succeed, but find the one way that's been proven most effective and commit to it.

Your CEO Identity Statement:
Example:
"I lead a (market / niche) firm known for (signature outcome) by (repeatable systems) that lets clients feel (emotion / results). We measure success by (metric trio)"

"I lead a Main Line team known for helping families upsize with zero stress by using our step-by-step 'Move-Up Method' for selling and buying simultaneously, letting clients feel peace of mind and excitement about their next chapter. We measure success by smooth dual closings, client referrals, and days-on-market below the county average."

PART 2: CLARITY ENGINE
Vision, Models, Metrics

Great businesses start with a big vision.

"Think big and aim for a life by design"

Define what you ultimately want your business to do for your life:
- Your income
- Lifestyle
- Freedom
- Impact goals.

Then work backwards to turn that vision into clear targets and a plan.

Step 1: Work Backwards from the Gaol
Start with your desired annual profit or income, then break it down into the activities required to get there. This is the essence of the MREA Economic Model.
- For example, if you know your goal Gross Commission Income (GCI)...
- You can calculate how many deals that represents, and thus how many listing and buyer appointments you need, based on your conversion ratios.
- In simple terms, desired income → deals needed → appointments → leads. By quantifying these, you turn an abstract goal into concrete weekly and daily targets.

$250,000 GOAL
Your average commission: $7,500
= 34 Transactions

Appointment Conversion: 50%
= 68 Appointments

60 / 40 Sellers to Buyers

41 Listing Appointments **27 Buyer Consults**

Breaking it down like this tells you exactly what workload and conversion improvements are necessary. Top agents use such models to set targets for lead generation and track progress.

Step 2: Track your Numbers
It's impossible to scale a business that doesn't keep track of numbers and metrics. By tracking below, we can identify opportunities to grow.

LEAD GENERATION METRICS
TOP OF FUNNEL

# of New Leads Generated
Source Breakdown - SOI, Referral, Online, Open House
Contacts Made per Day / Week - Calls, Texts, DMs
Conversations Held - Real Estate convos, not just dials
Lead to Appointment Conversion %

10:1
Strong Lead to Appt Ratio

APPOINTMENTS AND CONVERSIONS
MIDDLE OF FUNNEL

Appointments Set vs Held
Buyers vs Sellers Ratio
Appointments to Contracts
Average Follow Ups Before Conversion

Speed to Lead
Lead to Consult within 24 Hours will 3x conversion rate

CONTRACTS, LISTINGS, CLOSINGS
BOTTOM OF FUNNEL

Listings Taken This Week / This Month
Buyers Under Contract
Closings This Week / This Month
GCI Earned and Projected
DOM

Balanced Agent
60% Sellers
40% Buyers

PART 3: CREATING DEMAND
Branding, Content, 4 High ROI Plays

Step 1: Be the Obvious Choice to the Consumer

Define Your UVP & Story
Pinpoint your niche market and unique value proposition.

- Who do you serve best (e.g. first-time buyers, luxury sellers, condos downtown)?
- What special result can you guarantee (e.g. “sell in 30 days or fewer”)?
- Why you (experience, local ties, guarantees)? Sum this into a clear, compelling USP.
- A great example UVP: “I’ve sold more homes in [City]’s [neighborhood] in the last 5 years than any other agent, with houses selling 25% faster than area average.” Use specific numbers when possible to build credibility.

Consistency Builds Trust
Ensure your brand voice and visuals are the same everywhere:

- Website
- Social media
- Print
- Listing flyers
- Signage.

A consistent brand sends a message of professionalism. A customer who encounters consistent brand messaging across platforms is more likely to trust the brand. Trust encourages loyalty and referrals. For example, use the same color scheme, logo, tagline, and tone on all materials so your mailer, Instagram posts, and YouTube videos all feel unified.

Authenticity Scales
Let your personality shine. Building a personal brand means focus on content that builds trust and generates business through authentic storytelling. Show your opinions, values, and life behind-the-scenes (hobbies, community involvement) so prospects feel like they know you before meeting.

If you think about being authentic and truthful, don’t worry about posting to be perfect”

Authentic video (e.g. Facebook Lives or TikTok) in particular resonates strongly.

Invest in Branding Assets
Treat your brand like a real asset.

- Build a "brand kit" (template colors, fonts, logo variations).
- Have a simple video kit for shooting market updates or client stories. Hold a monthly "media day" to film content in bulk.
- These investments pay off:
  - Properties marketed with professional photos and staging sell significantly faster. (Studies show vacant homes sell for about $11,300 less and stay on market ~6 days longer than staged ones)
  - Similarly, polished agent portraits and videos help you stand out.

Social Proof Flywheel
Actively collect online reviews, then repurpose them into content.
A flow might be:

- Satisfied client reviews →
- Turn into short video testimonials →
- Edit clips into Instagram reels or Facebook ads →
- Use those ads to drive traffic back to your website or listing alerts.

Over time, glowing reviews and success stories become one of your strongest credibility builders. Leads are the fuel... you can never have enough good leads and referrals from delighted clients are often the highest-quality leads.

Quick Builds:
As immediate actions, create:

- a 30-sec Origin Story Reel (your "why real estate" video)
- a 90-sec "Why Sell with Us" video
- a series of 5 local "Best Of" posts (e.g. best parks, schools, restaurants)
- 10 client testimonial quotes or clips
- Ensure your Google Business Profile has 50+ positive reviews.

Step 2: Leverage Through Content
1/3: Personal Brand You, Team, Culture, Values, Behind the Scenes
1/3: Educational Market trends, Home buying tips, financing advice
1/3: Community Local News, Neighborhood Highlights, Business Spotlights

Content Flywheel on the next page:

Create 2 Long Form Videos Per Month

Break them down to short 30-60 clips

20 Videos
per month

Use transcript for blog, website linkedin

Weekly
blog posts

End EVERY post with a CTA

Allow people to raise their hand for your services or expertise

First Time home Buyer Guide
Philadelphia Neighborhood Guide
2026 Sellers Guide
Philadelphia Market Report
Weekly Newsletter

Repurposing content is a force multiplier. Repurposing ensures your core messages reach your audience across multiple channels and solidifying your identity as a real estate expert"porchlyte.com.

In other words, make each piece of valuable content work multiple times over (blogs → infographics, videos → reels/email/blog) to stay visible without reinventing the wheel.

Effective content:
Educates
Entertains
Endears

...so always aim for at least one of the "3 Es" in every post.

PART 4: 4 HIGHEST ROI PLAYS RIGHT NOW
Strategies working for Philadelphia Realtors

Strategy 1: OPEN HOUSES
Treat open houses as lead engines, especially for buyer and seller prospecting.

- Week of:
  - Send neighborhood invites to surrounding homes.
  - Create content focused on the lifestyle and neighborhood the home affords - people buy lifestyles, homes are just a by-product
- On Open Day:
  - Set up a digital sign-in to capture contacts quickly
  - On your sign-in sheet or app, include key qualifiers:
    - budget
    - timeline
    - working with agent
    - so you can distinguish serious buyers vs. curious neighbors or potential seller leads.
  - Set up a table with local mortgage rate info, and neighborhood market stats.
  - Script your greeting "Are you just looking or do you also have a home to sell?") to categorize visitors.
- Follow up:
  - Monday: call everyone who left info, and send relevant info by text/email that night.

Strategy 2: DATABASE CLEANUP & REACTIVATION
Export your CRM contacts and segment them
- Top referrers
- Past clients
- Sphere
- Warm leads
- Dormant

Remove duplicates and correct data. In each segment
- Run tailored campaigns:
  - a quarterly "Equity Update" newsletter (many teams use tools like Homebot or custom CMAs) to all past clients and homeownersreminding them of their home's changing value.
  - Implement a structured nurture cadence – popular options are:
  - 36 Touch annual plan
  - 9-to-Connect
  - 19-touch plan

36 Touch Example

- 52: Weekly Email (What's happening locally update - events, etc)
- 4: Quarterly Events (BBQ, Bowling, Picture Day, Thanksgiving Pies)
  - Each gets an 8 touch system (32 Touches Total)
- 1 Anniversary Card
- 1 Birthday Card
- 1 Neighborhood drop-in text
  - "Have you seen the listing down the street?"
- 4 Quarterly Calls

TOTAL: 91 Touches Total
Extra Touches:

- Social Media comments and DMs
- Relating text messages
- VIP Clients: 6 Touches per year
- Quarterly giveaways
- Charity events in community invitation

Consistent outreach pays off: top agents get 70% of their business from past clients and referrals so cleaning and working your database is literally money left on the table.

Strategy 3: SOCIAL MEDIA AND BRANDING

Post 3 engaging reels per week:

- Stories about your deals,
- Market tips
- Local events
- Success stories.

- Weekly: Do a short market update video.
- Monthly: create a "5 in 5" carousel (5 quick insights in 5 slides) for high engagement.
- Proactively comment on and like posts from 20 local community businesses or influencers each day – this builds awareness among their followers. Use a hybrid of organic posts and paid ads: for example, boost your testimonial reels to neighborhoods in your farm or run a mini Facebook ad highlighting a recent sale. Key: be ubiquitous (everyone sees you everywhere) rather than noisy.

Strategy 4: DIRECT MAIL

In your farm area (1,000–2,000 homes), send consistent mailers.
A typical cadence:

- Monthly market digest postcard
- Just Listed/Just Sold card every few weeks.
    - Include a QR code to a video market update or a free seller guide signup. Consider a quarterly mini-magazine or neighborhood market report to stand out. Direct mail works best when coordinated with online: e.g. mailers drive people to your website or social content.



PART 5: CONVERSION & CLIENT EXPERIENCE

Strategy 1 Consult Framework

Use structured discovery calls to convert clients quickly.

- Sellers: Use the SPICE framework:
  - Situation (what's the reason to move?)
  - Pain (what problems if they stay?)
  - Impact (what life improvements if sold?)
  - Capacity (finances, credit, contractors for prep)
  - Evidence (case studies or reviews to build trust)

- Buyers: Use MAP framework:
  - Must-haves (features they need)
  - Affordability (budget plan, financing)
  - Path (desired timeline/move date)

Introduce micro-commitments during consults:

- Small agreements that lead to bigger ones.
  - For example:
    - "If we can net you $X in [timeframe] with minimal stress, would you feel comfortable moving forward tonight?"
  - This approach often overcomes hesitation.

- Handle objections with the PACE method:
  - Pause when they object
  - Acknowledge their concern
  - Clarify with a question (to understand truly)
  - Provide a Case study or concrete data (e.g. another client's net sheet)
  - End with a choice:
    - "Which option feels right: adjusting timeline or negotiating repairs?" (giving them control). Skilled agents report that a structured consult dramatically increases contract rates.

Strategy 2 The Client Map Journey

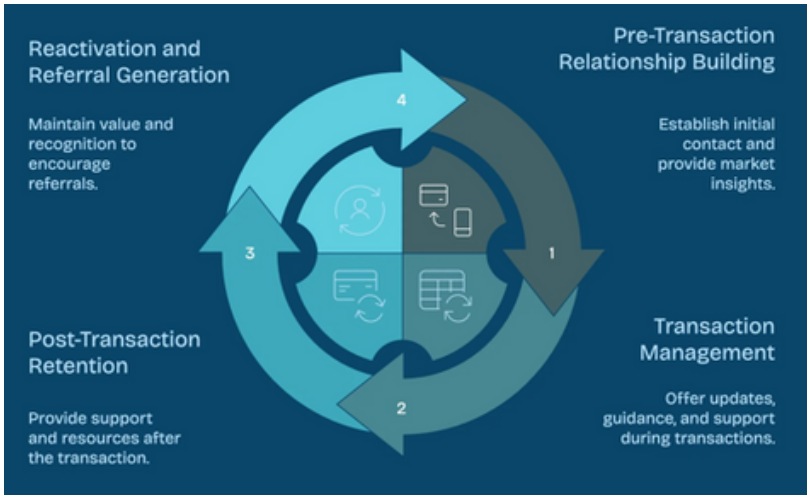
Design your entire client experience from first contact to loyalty. Think of it as swimlanes across stages:

- Attract (content, reviews, referrals)
- Engage (immediate response, needs analysis)
- Win (consult, plan, commitment)
- Execute(active marketing/showings, weekly updates, negotiation)
- Close (milestone checklists, clear-to-close communication, celebration)
- Delight for Life (anniversary gifts, equity updates, community events).

For each stage, define touches and owner:

- who contacts them
- how often
- by what medium (email, call, mailer)?
    - For example:
        - Set a Service-Level Agreement (SLA):
        - respond to new online leads in under 2 minutes
        - set listing appointments within 24 hours
        - send weekly email updates when under contract
        - A sample SLA:
            - Seller Update call every Friday
            - Buyer progress call every Tuesday
            - Lender/Broker updates mid-week
            - Email recap on Sundays
            - These cadences put clients at ease.

Include standout experience moments: surprises that delight, like a handwritten thank-you note after the listing consult, a “Congrats” video when an offer is accepted, a basket of local goodies after closing, or an annual planning call one year post-close. These create memorable goodwill and generate referrals. According to client-retention experts, clients love personalization and an emotional connection – so small gestures (house-warming, anniversary cards, check-in calls) go a long way.



Pre-Transaction Relationship Building
The relationship begins before a transaction takes place. Your CRM works with you to convert leads into clients by following up and providing value.

At this stage, the object should be to assess client needs and get a chance to demonstrate your expertise, while all interactions should be carefully tracked.

Set up “not pushy” auto check-ins that help keep consumers in the know about the market. A good CRM does this seamlessly.

Transaction Management
For those currently working with clients and managing real estate transactions, your CRM system becomes your “command center”. A central repository for all important deadlines, documentation, phone calls and emails.

This particular phase leaves the strongest impression on clients. It is also the stage at which they will be most critical of the quality of service you are providing them. By fully leveraging your CRM, you can make sure that nothing slips through the cracks.

Put automated check-ins and reminders in place both internally and for clients. This shows you’re organized and minimizes their stress.

Retaining Post-Transaction
Once the deal closes, most agents move on. This is one of the biggest mistakes costing future business. This is when your retention strategy truly begins.

Program immediate follow-up post closing into your CRM. Calendar check-ins at 30, 90 and 180 days to see if they have any questions or anything you can help with.

Create value-based touchpoints that aren't transactional. Share a neighborhood update, a maintenance tip or a market trend.

Reactivation and referral generation
The final phase of your top sales conversion funnel examples focuses on turning past clients into advocates and repeat customers. A proper CRM should be able to flag when past clients may become ready to move again.

Set anniversary reminders for home purchases. These check-ins often lead to a conversation about new real estate needs.

Create specific campaigns that make the referral ask natural and easy. Your CRM can automate these messages while still feeling personal.

PART 6: THE HIRING ROADMAP

Starting solo means doing everything yourself so you can scale without chaos.

- First build strong systems
  - CRM
  - SOPs for leads and transactions
  - Bookkeeping
  - Track metrics (leads, deals, hours)

Signs you're ready to grow?

- Closing 2–3+ deals/month
- 50–60+ hrs/week
- Turning down leads
- Spending 10+ hrs on admin
- At this stage, focus on revenue tasks and document every process.
- For example:
  - Schedule weekly reviews of your production and admin workload to pinpoint bottlenecks (an "energy audit")

Role of a Team Leader (You)
Stay the "rainmaker" - managing high-value tasks like:

- Lead generation
- Listing appointments
- Key negotiations
- Build your vision and clear goals so each hire knows the mission
- Lean structure means using technology (CRMs, transaction platforms) and part-time or virtual help whenever

Hire #1: Administrative Support (Assistant / Transaction Coordinator)

When? 30 Deals Per Year

Role Description: Hire an Admin/Assistant or Transaction Coordinator (TC) once admin tasks overwhelm you. They handle:

- Paperwork
- Scheduling
- Client communication
- Transaction details from contract through closing

An admin can be a jack-of-all-trades (scheduling, basic marketing, database updates), while a TC specializes in guiding each deal to closing (inspections, lender follow-ups, compliance)

KPI's: Sample metrics include number of transactions managed, on-time completion (meeting all deadlines), error-free paperwork, and reduction in the team leader's admin hours.

For a TC, track deals closed on schedule (versus blown deadlines) and compliance checklists completed.

For an assistant, track tasks done per week (calls/emails, appointments set) and time saved for the agent (e.g. how many hours of selling time freed).

When to Hire: Common triggers include:

- Consistently spending >10 hours/week on admin
- Seeing deals slip
- Suggest around 30 transactions per year is a rule-of-thumb to add admin help. If you're canceling clients or ignoring leads due to paperwork, it's time. Before hiring, fix disorganization: have a CRM, bookkeeping, and written SOPs in place

Common Pitfalls: Don't hire too soon or without direction. First master your own workflow, then delegate clear tasks. Provide written processes and training. A mistake is hiring an assistant without contracts or goals.. Ensure any hire (especially a TC who interacts with clients) has strong customer-service skills.

Hire #2: Buyers Agent

Role Description: A Buyer's Agent (licensed) works on your behalf to convert buyer leads. They do:

- Showings
- Open houses
- Cold calls (FSBO/expireds)
- Nurture leads
- This lets you focus on listings or big-picture growth
- You might also hire a Listing Specialist if you generate far more listings than you can handle.

KPIs: Track:

- Deals closed
- Buyer consultations conducted
- Appointments/showings held
- Conversion rates (e.g. percentage of buyer leads turned into signed contracts).
- Also monitor transaction volume and average days-to-close for buyers handled. Ensure each buyer agent has a clear closing target and lead quota.

When to Hire: Bring on a buyer's agent when buyer leads consistently exceed your capacity. If you're turning down buyers or spending time on buyer clients at the expense of listings or lead-gen, hire.

By contrast, if you're a listing specialist: You might hire a second agent for listing appointments. Make sure you have enough leads or referrals to keep a new agent busy.

Common Pitfalls: Don't hire a sales agent unless your lead flow or backlog justifies it. Poor training or unclear role expectations can cause overlap or confusion. Give clear territory or tasks (e.g. "you handle all farm-area buyer calls" or "you do first meetings") and set realistic production goals. Always use a written agreement (commission split, targets) to avoid misunderstandings.

Hire #3: Lead Generation and Marketing Support (ISA or Marketing Coordinator)

Role Description:
An Inside Sales Agent (ISA) or marketing hire manages and qualifies leads.

ISAs (often unlicensed):
- Answer inbound inquiries
- Cold-call expireds/FSBOs
- Nurture leads through calls/texts/email
- Set appointments for you or your agents.

A Marketing Coordinator:
- Builds your brand
- Runs ads
- Creates content (social media, email campaigns)
- In a lean team, these roles can overlap or be outsourced (e.g. a virtual assistant who handles basic lead follow-up and a contractor for digital ads).

KPIs: Key metrics include leads worked, contacts made, and appointments set.

For an ISA:
- track number of calls/emails per day
- appointment-setting rate
- lead conversion rate
- follow-up consistency

Marketing:
- track leads generated (calls or web inquiries per campaign)
- cost-per-lead
- social engagement (followers, clicks)
- how many marketing-sourced deals close

When to Hire: Add an ISA or marketing person when you have consistent lead volume exceeding what you or your agents can manage.

For example:

- If you're delivering 300+ internet or database leads per month, that justifies an ISA (Structurely suggests ~300 new leads/mo to keep an ISA busy)
- If leads are "gone cold" or response time is slow, hire help to ensure speed-to-lead.
- Also hire when you see marketing ROI opportunities: e.g. you've mastered basic lead sources and want to scale brand.

Common Pitfalls: Don't hire a fancy marketer until you understand your message.

- For ISAs, ensure they have good scripts and training - a bad script or unfocused follow-up wastes money. Track and hold them to KPIs; tie pay to performance whenever possible. Also beware of compliance: know what unlicensed ISAs can discuss in your state.

Hire #4 Advanced Roles

Once you have assistants, sales agents, and lead support in place, you can consider additional specialists only as needed:

- **Transaction Coordinator** (if not already hired): If your admin is not a full TC, you might hire a dedicated TC to handle complex closings. KPI: time-per-deal, zero missed deadlines.
- **Listing Specialist:** If you have many listing appointments, a part-time agent focused on listings can expand your inventory. KPI: listings taken, days on market, list-to-sale price.
- **Marketing/Creative:** A full-time marketing pro (copywriter, videographer) only if your brand or video production becomes a bottleneck.
- **Operations or Team Manager:** When team communication becomes hard, an office/ops manager can keep projects on track. They monitor budgets, systems, and team KPIs daily.

Keeping it Lean and Efficient

- Virtual Help & Part-Timers: Your first hires can be part-time virtual assistants or contractors handling routine tasks, freeing 10–30 hrs/week.
  - For a sub-$10M team, virtual admins and VAs are cost-effective. Only "level up" to full-time local staff when volume demands it.
- Systems Over Micromanagement: Use shared dashboards (CRM reports, Google Sheets) to track production, expenses and KPIs.
  - Weekly team meetings to align and answer questions keep everyone accountable without micromanaging.
- Culture and Communication: From the start, cultivate accountability. Set standards (e.g. response times, follow-up protocols) and recognize wins.
  - Avoid a "revolving door" by compensating and training good hires.

Meetings and Rhythms
Establish a weekly and monthly rhythm: short team meetings each day with a purpose.

- Example:
  - Monday: pipeline and pricing review (45m)
  - Tuesday: skills training/role-play (30m)
  - Wednesday: marketing huddle (content calendar check, 20m);
  - Thursday: deals desk (sticky file review, 30m)
  - Friday: wins and numbers (quick scoreboard update, 20m)
- Each month add meetings for financial reviews (P&L, lead ROI), one-on-ones, and a monthly media day.

PART 7: LOYALTY & LIFETIME VALUE

eep clients for life.
Segment your database and set a touch cadence:

- Top referrers and past clients:
  - 36-touch/year mix (calls, texts, mailers, events)
- Midtier:
  - Streamlined 19-to-Connect
  - Examples:
    - Monthly market newsletters
    - Quarterly phone check-ins
    - Home anniversary cards
    - Invitations to client-only workshops.
    - Financial checkups: send annual equity update videos or financing review offers (refinance, HELOC) to all homeowner clients — Homebot research shows clients love this recurring value.

Create a client community:
Example: a private Facebook group or yearly VIP event for recent clients and referrers.

This keeps you top-of-mind and fosters referrals. Implement a review system: ask for testimonials at key moments (after mutual commitment to work together, once under contract, and at closing).

3 “touch points” raised conversion rate for many teams. Use simple referral ask scripts: e.g. “Who in your circle would appreciate the plan we just executed?”

Retention pays: 7 out of 10 transactions for top agents come from past clients and referrals. Make it a formal engine - One of our top teams here:

- Send ~2 emails weekly
- Several yearly mailers to nurture their sphere
- Resulting in over 40% of business from referrals
- Every satisfied client becomes an advocate if you stay in touch.

PART 8: 90 Day Sprint

Pick a single quarter to focus and execute.
Choose a sprint goal:

- Add 12 listings to pipeline
- Launch your full content flywheel
- Implement the loyalty engine

Break into phases:

- Weeks 1–2 (Architect):
  - Decide on key decisions
  - Write SOPs
  - Set up tech/calendar
  - Finalize hiring job descriptions.
- Weeks 3–6 (Build):
  - Onboard new hires
  - Film content
  - Launch systems (drip campaigns, welcome packets).

- Weeks 7–10 (Run):
  - Execute marketing (post reels, hold open houses)
  - Conduct outreach cadence
  - Track KPIs daily
  - Identify bottlenecks

- Weeks 11–12 (Optimize):
  - Review progress
  - Fix issues
  - Plan doubling-down next quarter

Set weekly commitments:

- Each agent schedules 5–6 appointments
- Posts 3 reels
- Produce 1 long video
- Hosts 1 open house
- Sends 50 owner CMAs
- Requests 20 reviews.

Scripts, Checklists & Templates:
Provide crisp scripts and checklists to accelerate execution.

- Open House Greeting: “Welcome! Are you just starting the search or also considering a sale before you buy?”
- Equity Update CTA: “May I send you a 3-minute video showing how recent sales in your area affect your home’s equity?”
- Referral Ask (post-closing): “Who else do you know that would appreciate the same plan we executed for you?”
- Checklists: Listing Prep (photo scheduling, staging, property website), Buyer Onboarding (needs analysis, pre-approval collection, tour schedule), Open House (sign placements, social ads, sign-in, lender/broker present, same-day follow-up). Each ensures consistency.
- Cadences: Tier your outreach: A+ clients (best referrers) get monthly calls/texts + quarterly personal gifts; past clients get a mix of monthly newsletters and semiannual calls; general sphere gets a monthly market email and quarterly mailer.
- 30-60-90 Plans for New Hires: E.g. new admin: by Day 30 runs contract-to-close, Day 60 manages transaction dashboard, Day 90 audits and improves an SOP.

You don’t need a thousand tactics. You need the right few, executed consistently by a team and system that frees you to lead. Pick your 90-day focus (be it more listings, launching loyalty, hiring, or content), implement the systems above, and let your scoreboard guide relentless improvement. In time, you’ll build the business that funds your life and becomes a new market standard — one that stands strong even when you take time off.

ANDREW PULINI
TEAM LEADER, KW EMPOWER

215-805-7035
Andrew@kwempower.com

