

July 15, 2026

July 15, 2026

Let's Get Into Action:

- ✓ **Warm Up-** 15th Protocol: Review your production and compare to the goals you set. Make changes to your activities as necessary.
- ✓ **Skills-** Write a short script and film a video about a local business or amenity in your target/farm area.
- ✓ **WOD-** Add the video to your social accounts and engage with anyone who interacts. DM to ask for appointments. GOAL: 1 appointment
- ✓ **Cool-Down-** Clear and clean your workspace for a more organized environment of productivity.

The middle of the month is a gift. We are far enough into the month to begin to see the fruits of our labor and far enough from the end that if we need to make changes, we can do that too. In fact, that is where the idea for the 15th protocol comes into play. Half way through each month you should take a few minutes, stop what you're doing, and reevaluated your production and progress toward your goals. This morning, start your day that way. Take a moment and ask yourself, "Am I where I wanted to be at this point in the month?" If the answer is yes, note what activities got you there. If the answer is no, identify ways you can increase productivity and move differently to get you closer to the goal.

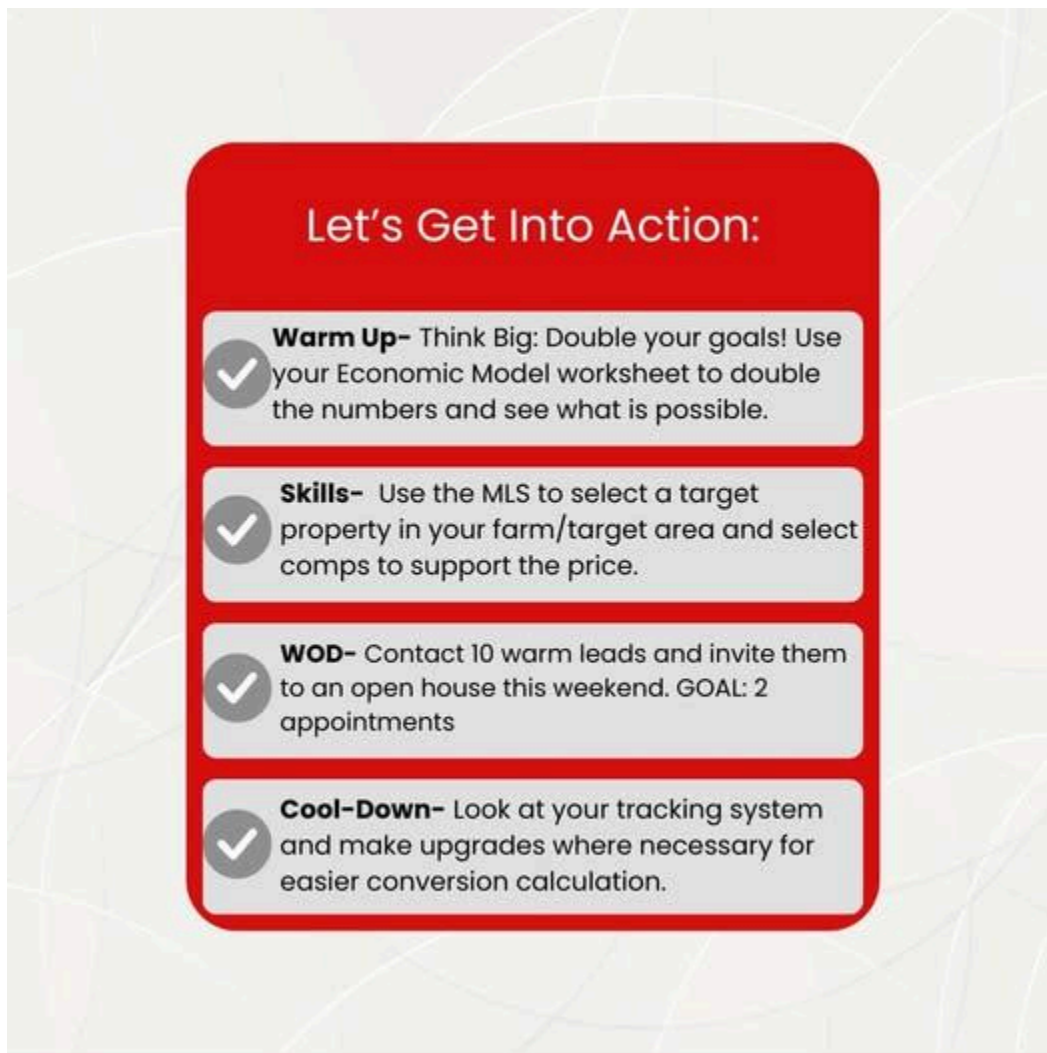
Today is also a great day to write a script about a small business or amenity in your target/farm area and then create a video about it. It doesn't have to be long. It doesn't have to be complicated. Content like this is more about quantity

than quality. Get it out there on those social platforms and then interact with anyone who engages. When they show interest in your content, thank them! Then head over to their DMs and ask for the appointment. This is how we make these videos go from being a marketing exercise into a prospecting exercise. Your goal for today is to book 1 appointment.

Wrap your day by cleaning, and clearing, your workspace. Cluttered environments often breed cluttered thoughts.
Clean space= Clean mind!

July 14, 2026

July 14, 2026



Hi. My Name is Beth and I am a Disney nerd 🏰🎢. There I said it. Those of you that know me well already know this. Those of you who are new here, will know this in due time. LOL There are many reasons why I find the rise of the Disney brand fascinating but the reason that always stands out the most to me is that it started as an idea between two brothers and, through hard work and a LOT of dreaming, became the world's largest media conglomerate. Walt and his brother Roy thought BIG. They dreamed BIG. They failed, got back up, almost threw in the towel a few times, and still pushed through to see what was possible. Often, it is our own thinking that puts a lid on our abilities. We don't dream big enough. Today, I'd like you to begin by imagining a really big world for yourself. Double your current goals and run the economic model. You may find that the numbers that are double what you thought you could do is NOT that scary. You may find that you were holding yourself back by not acting in a BIG way!

Next, sharpen one of your more valuable tools by practicing choosing comparable properties for the purpose of supporting the list price on a home. Being able to do a CMA quickly and accurately will become invaluable over time. Everytime you write a buyer offer, you should be doing a CMA to make sure the price your client is offering is fair market value. Everytime you list a home, getting the price right the first time could be the difference between a smooth transaction and a nightmare. Choose a home in your farm/target area and pull some comps that would support the price they chose to list at. See if you can determine the list agents strategies just by looking at it.

Then, contact 10 warm leads in your database. Invite them to an open house this weekend. It could be one you're hosting or even one you simply plan to visit. Either way, personal invites go a long way when the name of the game is building relationships. Your goals for today is 2 appointments.

End your day by taking a look at your tracking system. Does it still work for you? Do you need to make changes? Are there changes you could make that would make calculating your conversion rates easier? Help yourself achieve all you've dreamed of by using your numbers to create the path. After all, just like Walt Disney said, "If you can dream it, you can do it!"

July 13, 2026

July 13, 2026

Let's Get Into Action:

- ✓ **Warm Up-** Review Q3 goals. Update GPS to reflect any changes made.
- ✓ **Skills-** With a partner practice asking for referrals in everyday conversation.
- ✓ **WOD-** Contact 10 warm leads , ask for referrals.
GOAL: 2 appointments
- ✓ **Cool-Down-** Audit your database tags. Add tags where necessary. Consider DTD2 tags.

In the MREA (The Millionaire Real Estate Agent book) Gary Keller says that there are three stages of possibility thinking that people can either get stuck in or go through: (1) Nothing is possible, (2) Something is possible, or (3) Anything is possible. A lot of people's brains default to nothing is possible because they have never learned to think in terms of what is possible. Other's think that something is possible because they have been taught that if you believe something will happen it probably will. The truth is, very few people get to big things because they don't think big enough or put an action plan into place to make it happen. Your GPS is part of that action plan. This morning, begin your day by reviewing your Q3 goals. Update your GPS to reflect any changes you make and PLAN for huge success! If you want to read more on this topic you can find it on page 82 of MREA.

Next, find a partner to practice asking for referrals in every day conversations. A lot of us think that asking for referrals day-to-day and outside of our lead gen time is cringy. Truthfully, it can be if you haven't gotten used to doing it yet. Practice makes you more confident and that will lead to the results you want.

Then, dive into your lead gen by contacting 10 warm leads in your database. Ask for referrals and see if you can get each person to commit to a referral to you by the end of the month. Growing your business through the people you already know will help to cultivate a database of people who YOU want to work with. Your goal for today is set 2 appointments.

Audit your database tags so sorting your contacts becomes easier and less time consuming. Add and remove tags as necessary. Another option to consider is adding DTD2 (Do The Database Two) tags. The corresponding letters for calls and texts are already on your PC Success Calendar and the chart is attached in the file on this page. If you have more questions about this model, reach out!

July 10, 2026

July 10, 2026

Let's Get Into Action:

- ✓ **Warm Up-** (Gratitude Moment) Write down one contact in your database you're thankful for, One opportunity you're excited about, and One thing you've improved since you got your license.
- ✓ **Skills-** Write a short script and create a video on your favorite part of real estate so far. Edit as necessary
- ✓ **WOD-** Add the video to your social accounts and interact with anyone who engages. GOAL: 1 appointment
- ✓ **Cool-Down-** Review your 4-1-1 action goal worksheet for next week and update your goals.

It's easy to get lost in the hustle of real estate. There is always a new thing to learn, a new tool that could be a game changer if you only had a handle on it, a new open house to prep for, a new way to lead gen that other people have said works better than what you're doing, etc. I get it. It's all A LOT. A way to stop the spiral is to take a deep breath and feel a little gratitude. Begin your day today by doing just that, writing down some things your grateful for. Write down a contact in your database you are really glad is there. Single out an opportunity you're excited about. You're making things happen, take some time to soak all that in! Pin-point how you've improved since you got your license. You've experience so much growth, bask in how far it's brought you.

Now, bust out a note pad and write a short script about your favorite part of real estate so far. You're going to use it to shoot a short video for your social accounts. This is going to show your audience a little behind the scenes look at

who you are. Feel free to be very honest. This vulnerability will help people see you as a real person and begin to form a bond with you, even if it is para-social. You can edit the video but don't get crazy. People want to see your flaws. I promise.

Post the video to your social accounts and interact with anyone who engages. Remember to drop into their DM's and ask for business.

Before ending your workday, review your 4-1-1 action goal worksheet. Don't have one? Schedule a 1:1 with me. I'd love to help you refocus and update your goals.

July 9, 2026

July 9, 2026

Let's Get Into Action:

✓ **Warm Up-** Mindset & Motivation: Identify one high value activity and commit to doing it every day for 66 days.

✓ **Skills-** Practice Objection Handling for "We're interviewing other agents."

✓ **WOD-** Power Prospect: Set a timer for 45 minutes. Make as many contacts as you can in that time. GOAL: 2 appointments

✓ **Cool-Down-** Rate yourself on a scale of 1-10 on Lead Gen effort, Energy, Confidence, Listening skills, and Follow-up discipline.

You may have heard people around KW say the phrase "what you focus on expands." This is from our BOLD training materials and is known as a BOLD Law. The foundation of this particular law is that concerted effort, laser focused on a certain area of your business will garner the greatest results. However, what isn't so obvious is that this law also speaks to commitment. You can't just consistently do something without a commitment to the activity and the results it brings. A commitment to an activity over a long period of time becomes a habit and good habits are the backbone of any successful person. Today, Identify one high value activity in your business and commit to doing it for the next 66 days. This will solidify this activity as a habit and eventually it will feel unnatural to skip it even for a day.

Next, find a role-play partner and practice handling the objection "we're interviewing other agents." Not sure how to do that? I've included an example below.

"You absolutely should. Selling your home is one of the biggest financial decisions you'll make. My goal today isn't to pressure you- it's simply to show you how I'll help you maximize your home's value so you can make the best decision."

Now onto the fun part!

One of my favorite things to do is to make prospecting for new business a game. I've found over time that gamifying what can be mundane work brings out my competitive side and pushes me toward even greater results. Today, create a game out of your prospecting by "power prospecting". This means that you'll need to set a timer for minutes (no more and no less, trust me), then start making sales connections. It doesn't matter how you do it, it matters that you get as many connections as you can in the time allowed. For some of you that may mean calling people you already know and asking for referrals, for others it may mean knocking doors or even walking up to people in the grocery store. Regardless of how you decide is best to prospect the challenge is to get as many as you can and beat your last record! When it comes down to it, it's always you vs. you. Never you vs. anyone else. Your goal for today is to fill up your database with new business and to set two appointments.

When you sit down in front of your computer to conclude your day, take sometime to reflect on all the things you've been working on. You've come a LONG way from where you started. Now you need to ask yourself how far you have left to go.

Rate yourself on a scale of 1-10 (1 being "I have no idea what I'm doing" to 10 "I'm a master!") on the following topics:

Lead Gen Effort

Energy

Confidence

Listening Skills

Follow-up Discipline

Be honest. This is the only way your are going to pin point the places that need focus.

July 8, 2026

July 8, 2026

Let's Get Into Action:



Warm Up- Review your expenses. Identify one area where you can cut back.



Skills- With a partner practice asking questions using the onion model during a buyer consultation.



WOD- Call 10 warm leads. Ask "Did you see what sold in your neighborhood?" GOAL: 1 appointment



Cool-Down- Identify one non-sales task to delegate or leverage out.

Running a business isn't easy. There are many things we have to keep tabs on and we can't let any of them slip by without our oversight. One of the things people tend to let slip by is how much they spend. You can spend yourself right out of business if this gets away from you. Take some time this morning to review your expenses and identify one area you can cut back. Running a profitable business has to be the goal and leading with that profit is what we strive for.

Another thing we need to consistently work on is our ability to ask really great questions. Asking questions that help determine motivation early can make the entire buying process easier. Today, find a partner to practice asking buyer

consultation questions to. Don't forget to use the onion method and ask questions four layers deep to get to the actual heart of the buyers thinking.

Use MLS data to bring value to your warm leads today. Identify some just sold properties in your customers neighborhoods and then pick up that phone. Call at least 10 warm leads and use the framework, "Did you see what just sold in your neighborhood?" This is an excellent conversation starter and also a great way to ask them if they would like to be on a neighborhood nurture SmartPlan. Your goal for today is one appointment.

Before you slam that laptop shut for today, look at your tasks. What is one non-sales thing you do that you shouldn't be spending your time doing? Determine who you can delegate that task to or if it can be leveraged out. Streamlining your systems and staying in your 20% will buy you the time you need to really live your life by design.

June 30, 2026

June 30, 2026

Let's Get Into Action:

- ✓ **Warm Up-** (Self-Care/Recharge): Focus on one key relationship in your life. Identify 3 ways to strengthen the bond.
- ✓ **Skills-** Practice Objection Handling techniques. Use AEIOU method (Skill Mastery).
- ✓ **WOD-** Contact 10 leads in your database tagged as "Cultivate". Ask them about their July 4th plans. Goal: 1 Appointment
- ✓ **Cool-Down-** Write three handwritten notes to prospective clients.

With the holiday weekend approach and summer calendars in full swing, its more apparent now than ever the effort needed to make adult relationships work. How many times have you seen a friend, tried to plan a time to actually hang out, only to realize that neither of you can align calendars for the near future? I have a running joke with my best friends in our group chat that it would probably take a miracle for us all to see each other in one place at one time before 2030. The fact of the matter is, life just gets in the way. However, adult Americans are reporting more frequently how lonely they feel. All the social media, constant connection via text, and seeming barrage of information about them we can access via the internet has not replaced human connection. Spend some time this morning focusing on one of these key relationships. Identify 3 ways you can strengthen the bond and SCHEDULE

THE HANG OUT. This slice of work/life balance may be just what you need to feel refreshed and ready to tackle the rest of the summer.

Next, rely on the AEIOU framework to help you practice objection handling. The AEIOU (Ask, Empathize, Identify, Offer, Urge agreement) framework is tailored specifically to naturally and comfortably be able to overcome any concern. Today work on overcoming the objection "*To be honest, you seem great, but I'm worried you don't have enough experience yet.*"

Then, dive into your lead gen by calling 10 people you've identified to cultivate. Think about relationship building. Ask them about their weekend plans. Keep it low pressure. Build the rapport necessary to build trust. Your goal for today is 1 appointment.

Wrap up your day by writing some hand written thank you notes. Three personalized notes can make a huge impact.

June 29, 2026

June 29, 2026

Let's Get Into Action:

✓ **Warm Up-** Conduct a Quarterly Goal Review (Q2 to Q3 Planning).

✓ **Skills-** Write a short script and film a video for your farm/target area about upcoming holiday events. Edit as necessary.

✓ **WOD-** Add the video to your socials. Interact with anyone who engages. GOAL: 1 appointment

✓ **Cool-Down-** Review timeblocks for the week. Take the holiday into account.

Holidays are a gift to the real estate industry. July 4th is no exception to this rule. It may not look like it from a distance but the truth is, when people have time off work, they have time to look for a new house. Also, when they throw a big party for a holiday they often realize their home doesn't work for the entertaining they like doing. What this means is that we often find ourselves working constantly during a holiday weekend. If you find yourself busier than ever, conduct a quarterly goal review. Are you on track now, the end of Q2? If yes, you may be willing to skip out on every business opportunity that comes your way. If no, then this may be the time to lean into the business. Look at your progress toward your goals. Do you like what you see? Make the changes now that will let you view this as a business worth owning and a career worth having.

Take advantage of the July 4th holiday ahead and write a short script for a video about upcoming events. This is an excellent, low pressure, way to get in front of your customers and bring an item of value. Do it today so it gives them time to plan their weekend. Consider where people who live in your target/farm area may go for the holiday. Target locations they may frequent.

Post the video to your social accounts and interact with anyone who engages. Drop into their DM's to thank them for supporting your business and ask them to meet. Once again, the purpose of any lead generation is to get the appointment. Don't be afraid to ask.

Wrap up your day by looking over your time blocks for the week. Consider your priorities and growth goals. Now may not be the time to take a class that can be taken later. Focus on learning for the sake of doing not just the sake of learning. Keep in mind most places will be closed on Friday in order to observe the holiday that lands on a Saturday. This means a lot of people will have time to scroll their socials. Schedule time to create content and schedule the posts to go out on Friday.

June 26, 2026

June 26, 2026



As we age our birthdays begin to hold different weight. When we are children our birthdays are all about cake, ice cream, fun, and friends! As young adults our birthdays revolve around our friends with a great party sprinkled in. When we get later into adulthood our birthdays become just another day to go to work, take care of our families, and if we're lucky we have someone special in our lives who might take us to a decent dinner. However, if you're married to that person, you share money and you kind of just bought yourself dinner. As solo entrepreneurs if we can find ways to make an adults birthday even a dash more special and less about renewing their vehicle registration, we're winning on a big level. Today, listen to The MREA Podcast Ep. 104. Jason Abrams interviews Flor de maria McNally (an agent here in the Ohio Valley Region) about how she doubled down on systems to make her customers birthday extra special. By doing that, she's able to earn 750 referrals each year! That is a buisness worth owning!

Next, scour social media for your customers birthdays! Most people have them somewhere on their public facing profiles. Add those birthdays to your Command database. Create tasks to call the customers on their birthdays! It will take you 5 minutes or less but it could mean everything to them! Win their birthday and you very well could win with them for the whole year!

Next, conduct 15 care calls. Don't know what a care call is? Thats ok. It is exactly what it sounds like. It's an opportunity to call someone and tell them you care about them. Remember our F.O.R.D. framework and just chat. People often forget what we do but they will always remember how we made them feel. 🥰

Your goal for today is to set 1 appointment.

Wrap up your Friday by focusing on the week ahead. Take a look at your calendar and ensure your BIG WHY & Big Rocks have been scheduled and take priority. Balance in this business it tough and will only happen if we commit concerted effort to making it happen.

Have a fantastic weekend everyone!

June 25, 2026

June 25, 2026

Let's Get Into Action:

✓ **Warm Up-** Review the MREA Organizational Model. Look at the chart on p. 197 of MREA and read the summary on p. 214-215.

✓ **Skills-** Identify 5 leads who do now have Opportunities created. Create the Opportunities and tag as necessary.

✓ **WOD-** Targeted calls to the Hottest leads in your database. Focus on conversion. GOAL: 2 appointments

✓ **Cool-Down-** Review your Big Why(Alignment check). Use attached worksheet for guidance.

We often don't know we need help until it's too late. The need for leverage doesn't sneak up on us though. There are clue along the way. Those clues look the same in most people, the stress is more prevalent, the quality of work is going down, our mental health begins to suffer. And yet, making the leap to leverage can be SCARY. This morning I'd like you to take a few minutes to review the organizational model in the MREA (The Millionaire Real Estate Agent), you'll find a graph on page 197 that will show you the levels of leverage you can aspire to. However, don't get ahead of yourself. The only thing worse than waiting too long to leverage your work is making the wrong hire. Read a summary of the org model on pages 214-215. This will give you the clues you need to know if you're ready for that next step.

When time gets tight and stress levels rise it becomes easy to push administrative work to the side. Administrative work like creating the Opportunities in Command for your customers that you need to keep track of where they are in their real estate journey. Take the time today to identify 5 leads you are cultivating that need an Opportunity. Tag them as necessary to keep track of important factors that distinguish each one from the next.

Focus today's calls on the hottest leads in your database. You know which ones they are. These are the people who are so close to signing a contract and getting started you can almost taste it. The name of the game today is conversion. Convert them into the business they are and get an appointment to do it. Your goal for day is at least 2 appointments set.

Wrap up your day by thinking back to why you started down this real estate rabbit hole. Realign yourself by digging deep on your BIG WHY. If you are still struggling with your BIG WHY, its ok. A lot of people work in this industry for years without knowing why they do it. I've added a video above to help you discover yours!

June 24, 2026

June 24, 2026

Let's Get Into Action:

- ✓ **Warm Up-** Listen to Empire Building Podcast Ep.329- *Stop Waiting For The Tap On The Shoulder*. Identify ways Heather took control of her future.
- ✓ **Skills-** Write a short script and film a video about what a customer can expect from you after closing.
- ✓ **WOD-** Upload the video to your social media accounts. Interact with anyone who engages. GOAL: 1 appointment
- ✓ **Cool-Down-** Send a thank-you note or appreciation gift to a referral source. Update referral tags.

I'm sure you've experienced things not going how you've planned for regardless of the preparation and effort you've put into them. For some of us that even means the plans about our futures. I took some time this morning and listened to the Empire Building podcast. On it they had an agent by the name of Heather Hope. Heather's story resonated with me as I am sure it will you. In the 30 minute long podcast she speaks about her plans to be an elementary school educator. Having come from a family of generations of educators, it only made sense for her to step into the role as well. However, life through her curved balls and now she runs is successful real estate Team that includes her husband and her mother as well as a coaching and training program. This isn't where Heather saw herself and yet she can't imagine herself anywhere else. Begin your morning by listening to the podcast yourself.

You'll find more about Heather's story on Empire Building ep.329- Stop Waiting for the Tap on the Shoulder. Identify ways that Heather took control of her future.

Next, write a short script and film a video about what a customer can expect from you after closing. This week's focus has been all about the closing experience and setting expectations is an important part of that. Use video editing software as necessary and don't feel as though you need to go overboard. Your customers appreciate the authenticity that comes with a video that isn't heavily edited.

Upload the video to your social media accounts. Interact with anyone who engages. Remember to head over to their direct messages and ask for the appointment. Your goal for today is just that one appointment.

Wrap up your day by sending a thank you note or appreciation gift to a Referral source. Building a gratitude based business will really pay off in the future. Update the tags in your database to reflect anyone who has given you a referral.

June 22, 2026

June 22, 2026



There are likely a lot of books on your summer reading list. It can be overwhelming to feel like you have to take in all of that information all at once. However, there are many ways you can take bite-size pieces of the information and make them more easy to digest. One way to do that is to listen to the books. In fact for some listening to the information allows it to cement in their brains more easily than reading. For others, I encourage "active reading". This is where you take notes in the margins, actively highlight as you go, and designate excerpts with sticky notes to revisit later. And for some the only way to really intake, the information is in small pieces. Challenge yourself to read even just a few pages a day to get you closer to your goal. A great place to start is with the foundational concepts of the MREA foundational model. These concepts are think, earn, net, and receive. Gary goes more in depth on pages 44 and 45. It's just two pages to take in these concepts. It doesn't have to be overwhelming.

Today, find a partner and practice Referral request dialogues. Focus on frameworks designed for use at closing. Over the next few days we will be laser, focusing on the closing experience. One way to elevate that experience is to turn every closing into another piece of business. The best way to do that is to ask for referrals when the consumer is happy and having a peak experience in the transaction.

For lead generation today, call 10 warm leads in your database with a market update. Use the MLS hot sheet as source data. Your goal for today is to set one appointment.

Before you wrap up your day, review your current systems and tools consider adding additional leverage were needed. If you're feeling overwhelmed now is the time to unload some of those 80% tasks that take up the bulk of our time. Focus on the things that are important.

January 27, 2026

January 27, 2026



When life throws us lemons (or in this case a ton of snow and ice), we make lemonade. Yesterday may have been a day of digging out and I hope there was some progress made as well. If you find yourself in a position where you didn't get as much accomplished as you committed to, now is the time to redirect.

Review your time blocking. Are you still on track to reach your goals for the week? If the answer is NO, now is the time to make the needed changes.

Next, focus on what we can impact the most. We can build our database by driving attendance to the first time homebuyer seminar. Identify who you want to target to invite. And write a short script reminding them that you've saved them a seat for Saturday!

Invite 25 people and drive to get 5 confirmations.

Create tags for the people who said they'd join us and for those who can make it! Document your conversations.

Each RSVP is will solidify that persons place in your databank!

Details for Saturday:

Where- here at the market center

When- 11am- 1pm

Why- to answer questions and help people new to the industry understand the home buying process.

January 26, 2026

January 26, 2026

Let's Get Into Action:

- ✓ **Warm Up**– Social Media Audit! Check all platforms for consistent branding and messaging. Respond to any neglected comments or DM's.
- ✓ **Skills**– Practice an SOI check-in script. Compile a list of resources your SOI may need into an easily sharable email.
- ✓ **WOD**– Contact 25 SOI. Provide or offer resources. GOAL: 10 2-way communications.
- ✓ **Cool-Down**– Document interactions. Send resources list as promised. Set a task for follow-up in the next 2 days.

Wow! That storm packed one heck of a punch. 🍷

Now is the perfect time to connect with our SOI (sphere of influence) and be the community connectors that we are. However, before we jump into that, take a quick audit of your socials. Has anyone already reached out to you? Do you have unread DM's? Did someone leave a comment on a previous post you haven't connected with? After ensuring your branding and messaging is on point, take the time to respond to those who have taken the time to interact with your social media. They are all part of your SOI, show them the love they deserve.

Next, practice an SOI check-in script like the example below:

"Hi (customer name), this is (your name) from KW Commonwealth. How are you doing? Did everyone fair ok during the storm at your house? Do you need any help with anything? I've compiled a list of resources for the area that I'm happy to share with you."

The list doesn't need to be super complicated. Add a plumber, a handyman, electrician, etc. Do you know a neighborhood kid who is looking to make a few extra dollars through snow removal? If not, find a community page to post and ask. I bet the resources are easier to find than you think. Share the list with anyone who needs it. Remember we don't need to be able to fix every problem. Yet, we should be able to connect our customers with the people who CAN fix the problem. Call 25 people in your SOI and don't stop until you've had 10 2-way communications.

Document your interactions and set tasks to remember to reconnect in a couple of days. Make sure their problems are resolved. They just want to know you care!

Stay off the roads and keep warm! ❄️

January 23, 2026

January 23, 2026



Sir Isaac Newton is known for identifying 3 laws of physics. Today's workout brings his first law to the top of my mind. An object (in this case you) at rest stays at rest, and an object in motion (still you 😊) stays in motion with the same speed and in the same direction (toward your lead gen goal), unless acted upon by an unbalanced external force (the power of social media). What I'm getting at here is the greatest way for you to pick up the pace of your lead gen efforts is to hack into the brute force of social media algorithms. Today we're going to do that by giving our raving fans, social media "friends", and just curious onlookers a behind the scenes look at a day in your life.

First start with an easy warm up, skim through your databank and identify anyone who doesn't have a complete contact card. Are you missing their home address? How about a social media handle? Tag them so you can easily sort later to focus on gathering all the data you can.

Next, write a short script. It seriously doesn't need to be more than 1 minute. Just make it fun and show the internet what it like to be you in real estate.

Now, create a video and post it to social media. Communicate with anyone who interacts with your content. If they comment, like their comment and respond. It's really that easy.

Then, hop into their DMs and thank them for supporting your business. Don't forget to also invite them to our upcoming events! KEEP THEM ENGAGED! Document your conversations if they are in your contacts and if they aren't take a moment to add them!

Have a great day showing the world what it's like to be YOU!

January 22, 2026

January 22, 2026



It's easy to lose steam in this business. Nearing the end of the week we get tired. When this occurs we often skip steps necessary to secure business for our pipeline. Today, reset your mind and charge ahead by beginning your day with the affirmation "My business is strong because I am strong". Say it out loud and repeat it 5 times. Retrain your brain about who you are!

Next find a partner and practice asking for referrals. I've added a sample script below. Remember that referrals are the best way to keep your business growing and when it's not growing, it's dying.

"Hi (customer name), this is (your name) from KW Commonwealth. I know we've talked a lot about your real estate goals and yet, I've forgotten to ask you if you know of anyone else that could use a realtor like me? Even if they aren't ready right now to transact, I'd love to set them up for success for when the day comes. Who do you know that I could reach out to?"

Direct this conversation to HOT leads in your databank. HOT leads are people who are going to transact in the next 30 days and are likely the people you talk with the most.

Now, document who have you the referral and create a new contact for each referral you received. Don't forget to set a task to contact those referrals ASAP! Speed to lead gets you the deal almost every time!

January 21, 2026

January 21, 2026

Let's Get Into Action:



Warm Up- Identify warm leads in your databank. Make a list of who has potential to move up to a HOT lead.



Skills- Practice a "care call" with a partner 5x.



WOD- Call 15 people in your database using your care call script. Goal: Move 3 people to a HOT lead category.



Cool-Down- Document interactions. Update tags as necessary and Don't forget to help with anything you promised while on your call.

The sky's outside are getting dark and smart Lexintonians are preparing for a bear of a winter storm that is headed our way. Now is a great time to show those in your database that you're there for more than just helping them navigate the buying and selling process. As their Realtor, you're there to help them simply as a member of their community.

Identify warm leads in your databank. These are people who are likely tagged 3-6 months out from being ready to transaction. Reach out to them and conduct a care call. I've added an example script below:

"Hi (customer name), This is (your name) from KW Commonwealth. How're you doing? Are you prepared for this winter storm? Is there anything you need or is there anything I can help with? If you think of something, don't hesitate to reach out. I want to make sure everyone I know makes it through this thing safe and comfortable."

Call 15 people in your database. Remember your goal is to earn business by showing people how much you care. Don't forget to follow up with these folks after the storm too.

Document your interactions and update your tags. As a reminder, the way we earn trust is by doing what we say we will. So if you promise a customer you'll help them, make sure you follow through! Keep safe and warm everyone!

January 20, 2026

January 20, 2026

Let's Get Into Action:



Warm Up- Put your follow up in motion.

Handwrite thank you cards to anyone who attended your open house this weekend or for any appointments held.



Skills- Use Command to add customers the the appropriate SmartPlans to automate follow-up.

Utilize the SmartPlan library to identify new plans as necessary.



WOD- POWER PROSPECT!! Call anyone with last names beginning with D & O, Text anyone with last names beginning with the latter P.



Cool-Down- Document interactions. Review your calendar for the week ensuring you have a focus on lead generation.

Good Morning Team!

Happy first day of IGNITE. I sincerely hope you're spending your time this morning focusing on being present (mind, body, and energy) so you can absorb all of the knowledge being thrown at you. When taken seriously, IGNITE can transform how you do business and consequently change your whole life. Give it your all and bet on YOU!

With that being said, the growth of our business should still be top of mind. Today's workout of the day is focused on going back to the basics. Doing all the things we know we should be doing yet, have let lapse.

Begin your lead gen by following up with a classic hand written note card! Yes, I said hand written. Not a text. Not an email. Actual pen to paper is what will make an impact!

Next add any new customers to a SmartPlan to make your follow up easier. You don't have to reinvent the wheel. Use the SmartPlan library to find new ways to stay in touch.

Now, pick up the phone and Power Prospect!! This means create a barrier around your time and being and see how many connection you can make in 1 hour. Try to keep calls to 3 minutes or less with a goal of setting a face to face appointment. Don't know who to call? Use the DTD2 letters as highlighted on your PC Success Calendar!

Then review your calendar and ask yourself the tough question, Does my calendar show my commitment to grow my business? Am I failing to plan or planning to fail based on how I've allocated my time.

Get at it! Build the business and life you dream of!

January 16, 2026

January 16, 2026

Let's Get Into Action:

- ✓ **Warm Up-** Follow Up Friday! Identify leads in your databank whom you haven't contacted, or connected with, in 1 month.
- ✓ **Skills-** Use the MLS to identify an interesting fact about where they live. (Remember to use the 'Stats' tab in Quick Search). Create a short script to engage the leads.
- ✓ **WOD-** Follow Up with 10 people in your databank using the script you wrote. GOAL: 2 appointments next week
- ✓ **Cool-Down-** Update any tags in Command. Document conversations and create invites for any appointments. Create a task to remember to follow up again.

In any type of sales, persistence is the unsung hero. Follow up can feel like we are bothering people and we tell ourselves the story that the consumer doesn't want to hear from us. When the truth is we give up long before the average person is ready to commit. In fact, 60% of customers say "no" four times before they finally say yes. So today is all about that follow up! It's the secret sauce to success!

Jump into your database and identify people you haven't contacted, or connected with, in the last month. After the holidays their outlook may be different and you're missing the opportunity!

Now go over to FLEX MLS and do a quick search of your target area. Using the stats tab, find a fun fact. Maybe its price per square foot has gone up since you last spoke or that the average sales price in the area has changed. It

doesn't matter what the fact is, it matters that you're providing them with information they didn't have before when you reached out. Sample:

"Hi, (customer name). This is (your name) from KW Commonwealth. It's been about a month since we last spoke. How was your holiday season? Great to hear. I just wanted to connect with you to see how you were doing and to let you know that I noticed a cool new fact about your (neighborhood, city, area of town). Did you know that (insert fact here)? No. Well, I actually came across a lot more information like that in my deep dive into (neighborhood, city, area of town). I'd love to take you to coffee and tell you about everything I learned. Do you have time Monday at 10:00 or Wednesday at noon?"

Now that you know what to say, hop on the phone! Reconnected the people w you on have fallen off your radar. Your goal is 2 appointments for next week!

Next, you know the drill. Update your tags, document your conversations, create your invites, and create a new task to remember to follow up. You can do this!

January 14, 2026

January 14, 2026

Let's Get Into Action:

- ✓ **Warm Up-** Time Block Review! Confirm your calendar is in alignment with your business goals.
- ✓ **Skills-** Using the FORD/FROG conversation structure. Practice directing conversation to setting an appointment or inviting your database to the First Time Homebuyer Seminar.
- ✓ **WOD-** Contact 15 people in your database . GOAL: 2 appointments & 3 confirmations for the seminar
- ✓ **Cool-Down-** Document any interactions and send calendar invites for any appointments set. Also, send additional information about the seminar to anyone interested!

What we focus on expands. That is a BOLD Law. What it means is that we cannot expect growth without consistent and concentrated efforts. Today, spend a few minutes looking over your calendar. Does it reflect your goals? Are you spending time in a way that helps you grow into the person you need to be to reach your goals? Ask yourself the tough questions and get real about what's going to help push you to the next level!

We've talked in depth about the FORD/FROG conversation models and now we have an opportunity to put them into action. Below is an overview of the models for a memory jog!

Contact 15 people on your database, use the models to direct the conversations to setting appointments or to inviting your databank to the First Time Homebuyer Seminar!

Don't forget to document your conversations and send calendar invites for appointment set. Also, send anyone interested more information about the seminar. Have a great day growing your business!!

F- Family

O- Occupation

R- Recreation

D- Dreams

F- Family

R- Recreation

O- Occupation

G- Goals

January 13, 2026

January 13, 2026

Let's Get Into Action:

- ✓ **Warm Up-** MINDSET RESET!! Repeat the following affirmation 5x. "People like me and they want to hear from me!"
- ✓ **Skills-** Write a short script inviting people to the First Time Homebuyer Seminar. Remember to tell them the value!
- ✓ **WOD-** Create and post to social media a video post. Respond to anyone who interacts.
- ✓ **Cool-Down-** DM anyone who interacted asking if they plan to attend and ask if you can register them. Get their phone number and email address. Add them to your databank as necessary.

There are still a lot of limiting beliefs about the power of social media despite it being our first stop when WE are looking for information. When value is provided, consumers don't care how they receive it. They just want it. We also know that current algorithms are programmed to boost video content over written content. With that in mind, do a mindset reset! Repeat "People like me and they want to hear from me".

Next, create a script for a short video inviting people to our First Time Homebuyer Seminar! Remember, it is January, 31 from 11-1 here are the market center!

Create the video and post it to your social media! Interact with, and respond to, anyone who comments.

Then, go over to their DM's and ask them if they plan to attend and if you can register them. Get their contact info and add them to your databank! You can do this!

January 12, 2026

January 12, 2026

Let's Get Into Action:



Warm Up- Identify first time home buyers in your databank. Tag each corresponding contact.



Skills- Use KW Connect to locate the Seminars Playbook. Find the marketing plan and apply the tactics to your business.



WOD- Contact anyone tagged 'First Time Home Buyer' and invite them to the Seminar on January 31.



Cool-Down- Create a task to remind anyone who said they plan to attend. Create task to send live stream link to anyone who can't make it.

"If you always do what you always did, you'll always get what you always got." That's a famous quote that I'm sure we've all heard. What's interesting about it to me is that it's a roundabout way of saying 'get outside your comfort zone!' Well that is exactly what we intend to do this year. Make different move for different results. The first thing we're going to do differently is engage our databanks at a high level and the second thing is show up for our customers in a way that consistently exceeds expectations!

We're going to do that by hosting a First Time Home Buyer seminar. It will take place at the market center on January 31 from 11-1. However, in order to make it successful, we have to have a plan. Luckily we work for a company that created a literal playbook for us to follow!

Go into Command and access KW Connect. From there search for the Seminar Playbook.

It's a step by step guide with proven systems. Identify who you'll want to invite by making sure your databank is labeled correctly. This will make using SmartPlans for marketing much easier.

Contact those folks you tagged and invite them to the event. Don't forget to create a task to remind yourself to confirm their attendance. If they can't make it, that's ok. We'll have a livestream link we can send them! Let's get to making this the best seminar ever!!

January 9, 2026

January 9, 2026

Let's Get Into Action:

- ✓ **Warm Up**- Mindset Reset! Spend 10 minutes on social media watching videos by other agents. If they can, so can you!
- ✓ **Skills**- Create and practice a script (30 sec.- 1 min.) about your farm area or targeted area.
- ✓ **WOD**- Film the short video using the script you just created. Post it on your social media platforms. Interact with anyone engaging.
- ✓ **Cool-Down**- Send DM's thanking people for supporting your business and document the interactions.

Being a local expert is about much more than just knowing real estate. It's about building the trust of the customer because they can see that you are a part of their community. Today is the day that you get to show your customers your favorite parts of the community/farm you're targeting!

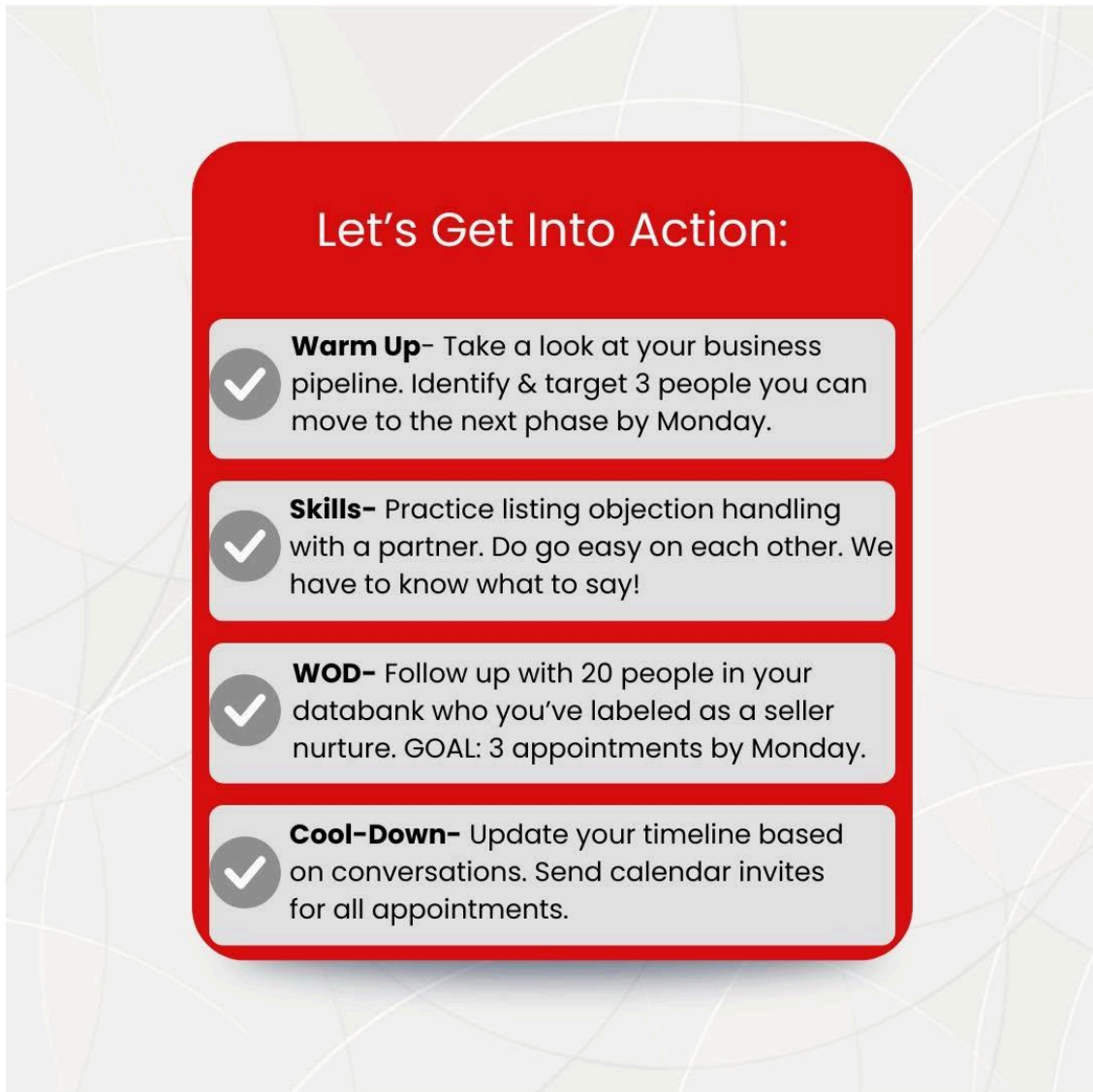
Take some time to get in the right headspace. It's easy to get intimidated by videos that are over edited or highly produced. Scroll through social media and you will find agents JUST LIKE YOU who are creating perfectly imperfect content. Remember, your customers trust you because they like YOU. Don't stress about being someone you're not.

Create a short script, 30 seconds to 1 minute tops, talking about your favorite parts of the area you've chose to focus on. It could be a spotlight on your favorite restaurant/coffee shop or even tips on great ways to enjoy the community, ie: walking trails, scenic routes, etc. Don't overthink it. You know what you like.

Post it to your socials and interact with the people engaging. Then jump over to their DMs to thank them for supporting your business. Ask them if there's anyone they know that you can help! It's a great way to engage with customers and meet them where they are!

January 8, 2026

January 8, 2026



Your business pipeline is like the reading of a heart monitor. It may just look like a bunch of ups and downs but it is also the most comprehensive look at the overall health of your business. Today we are going to start by taking a good look at the pipeline. Ask yourself these questions:

Are you constantly adding people to the pipeline?

Are the people in the pipeline moving through it at a reasonable pace?

Are there people in your pipeline that don't belong there and can be inflating the view of your business?

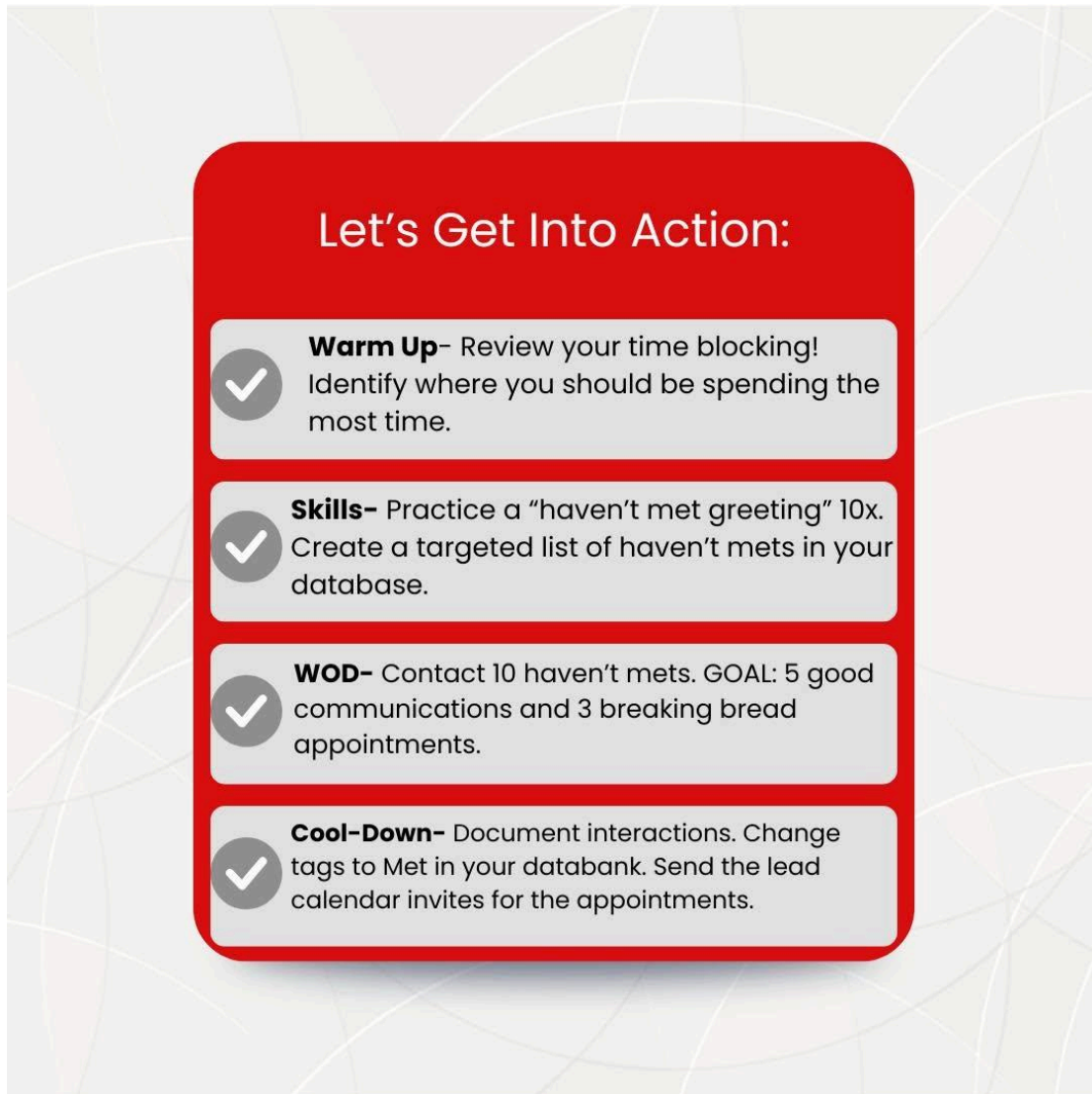
Identify and target 3 people you are committed to moving to the next phase by Monday.

Now find a good script partner and practice listing objections handling. Think of all the reasons people have given you for not wanting to list. Do you have a script to combat that objection? If the answer is No, I have objection handlers I'm happy to share with you. Just let me know!

The follow up with 20 people in your databank who you've tagged as a seller nurture. Use your objection handlers to set at least 3 appointments by Monday. Don't forget to then update your pipeline based on the conversations you had and also document any information that can be helpful about the customer. Send calendar invites for the appointments too!

January 7, 2026

January 7, 2026



Let's Get Into Action:

- ✓ **Warm Up-** Review your time blocking! Identify where you should be spending the most time.
- ✓ **Skills-** Practice a "haven't met greeting" 10x. Create a targeted list of haven't mets in your database.
- ✓ **WOD-** Contact 10 haven't mets. GOAL: 5 good communications and 3 breaking bread appointments.
- ✓ **Cool-Down-** Document interactions. Change tags to Met in your databank. Send the lead calendar invites for the appointments.

How we spend our time matters. We all know the saying "time is money", there's no place it's more true than real estate sales. Review your time blocks and make sure that the way you're spending your time aligns with your goals. For instance, if your goal was to prioritize Open Houses for lead generation and there is no Open House Prep Time on your calendar, you may need to rethink the way you're spending your time.

Next, dive into your databank looking for "haven't mets." Who are those leads? They are names of people you've probably collected from online lead sources, geographic farming neighborhood lists, or rosters of groups your associated with. People you've collected the information of but you've never met face to face.

Today is the day to introduce yourself to those "haven't mets." Practice a greeting like the example below:

"Hi (customer name), my name is (your name) from KW Commonwealth. I'm reaching out today to introduce myself. I got your information from (lead source or reason) and I'd love to be your resource for all questions real estate related. Do you have time to meet with me this week so I can learn more about you and how I can help you?"

Now contact 10 of those identified as "haven't mets". Understand your goal is to have at least 5 good 2 way communications and set at least 3 breaking bread appointments.

When you're done, log your interactions, change tags as necessary, and send the calendar invites for the appointments. It can be really fun to get to know new people!

January 6, 2026

January 6, 2026

Let's Get Into Action:



Warm Up- MINDSET RESET! Repeat the affirmation "Sellers trust me because I am trustworthy" 5x.



Skills- Use FLEX MLS to target expired listings. Complete a quick CMA on 5 of them.



WOD- Contact 5 expired listings. GOAL: Set 1 listing appointment



Cool-Down- Email or hand deliver each seller a copy of the CMA you completed with a pre-listing packet. Document responses.

Imposter syndrome is a real thing that can impact our ability to fully show up for our customers and our business. It's also something that even the best agents struggle with. It's normal to not feel like you're worthy of taking a listing, or even getting the appointment for that matter, regardless of how prepared you are. It's because the story we've told ourselves is that we don't know what we're doing, we're too new, too... much and not enough all at once. Today, that changes. Today we like remind ourselves that we deserve to have the opportunities and deserve the life we're building because we are worthy of it.

Repeat the affirmation "Sellers trust me because I am trust worthy" 5 times. Get the good energy flowing. Now make your way to the MLS and find 5 expired listings you're going to target. Complete a quick CMA to see if pricing is why they didn't sell.

Now contact the sellers and get those appointments you deserve. Start your year strong by emailing or hand delivering that CMA to the sellers with a complete pre-listing packet. Don't know what goes in a pre-listing packet? No problem. I'll be emailing that out today! Check your mail!

January 5, 2026

January 5, 2026

Let's Get Into Action:



Warm Up- Use your Contacts applet in Command to identify potential sellers in 2026.



Skills- Write a value proposition for meeting to discuss listing now, regardless of timeline.



WOD- Call 10 potential sellers. GOAL: 4 appointments set



Cool-Down- Create and add timeline tags. Document interactions. Create and send calendar invites for appointments.

New year, New Focus! 2026 is going to be the year you list more homes than you ever have. And for that to happen we know we need to readjust our focus. What you focus on expands after all!

Today, identify who exists in your databank that is a potential seller for 2026. Even if they've briefly mentioned it in passing, or they've expressed they have no intention of considering selling until the end of year, isolate those leads.

Write a value proposition as to WHY they should meet with you now, regardless of their timeline. Remember that the world is an uncertain place but what is for certain is that they won't love their home anymore later than they do right now. If it's not working for them, let's get them moving!

Call 10 people with the goal of setting appointments to discuss listing. When you're done don't forget to create updated timeline tags and document your conversations. Also, create the calendar invites right away for those appointments. If it's not on your calendar, it doesn't exist!

January 2, 2026

January 2, 2026

Let's Get Into Action:



Warm Up- Update SOI contacts with any new information and identify missing info.



Skills- Practice "FORD/FROG" models 5xs.



WOD- Contact SOI (min. 7 people) using aforementioned models. Gather data about goals for 2026. GOAL: Set 3 appointments



Cool-Down- Document conversations and create task reminders to check-in about their goals.

You woke up this morning to the Christmas tree begging to come down, the confetti on the floor from the holiday in desperate need of vacuuming, and a list of about 85 other things that need to be downsized/de-cluttered. I get it. When your environment feels in disarray, your mind can also feel scrambled. Take a moment to refocus. Remember that this new year is a new opportunity to change lives. It's our responsibility to do that if we can!

Begin your day by sorting your contacts by your SOI tag in Command. Take a look at those folks who are tagged, did you collect any new info on them over the holidays? Did cousin Becky tell you all about her potential move out of state? Did Uncle Teddy introduce you to his new girlfriend? Make sure all of their contact cards are updated and that any new ones are created.

Next, take some time to practice the FORD & FROG models. We've talked about these before but it's a great time to dust them off!

F: family

O: occupation

R: recreation

D: dreams

Or as an alternative:

F: family

R: recreation

O: occupation

G: goals

Either model serves as the bones to a great conversation with your SOI to find out what lies ahead for them in the coming months. Example:

“Hey Aunt Becky, It’s (your name). Did you and the family have a great holiday season? Great to hear. Anything fun planned for January? Is Billy still playing basketball? How’s work looking for you and uncle Jim?

Works going great for me and I’ve set some lofty goals for 2026 for my business. I plan to help (your transaction goal) people buy or sell houses this year. Do you guys plan to buy, sell, or invest? If you come across anyone who does send them my way. I’ll take special care of any of your friends. I promise.”

Contact at least 7 people using these models. Gather as much data as you can and document it all.

Create tasks to remind yourself to follow up on goals they’ve set for themselves. When you make them feel cared for by remembering what important to them, you’ll create a customer for life!

December 30, 2025

December 30, 2025



New Year's Eve is a special kind of holiday. It's not something we celebrate all day. In fact, in most cases it is a day of sitting around waiting for that last few minutes to celebrate. And if I know anything about people, it's that if they're bored they are going to be interacting with their phones. This is a great opportunity to capture the undivided attention of your customers. Today, identify 15 warm leads in your databank. Do they have tags? If not, rectify the issue.

Next, dive into FLEX, use the stats feature, and identify 3 market trends in a targeted area. This area could be a geographic farm, or it could be a larger snapshot of our market by looking at the entire of a town or city.

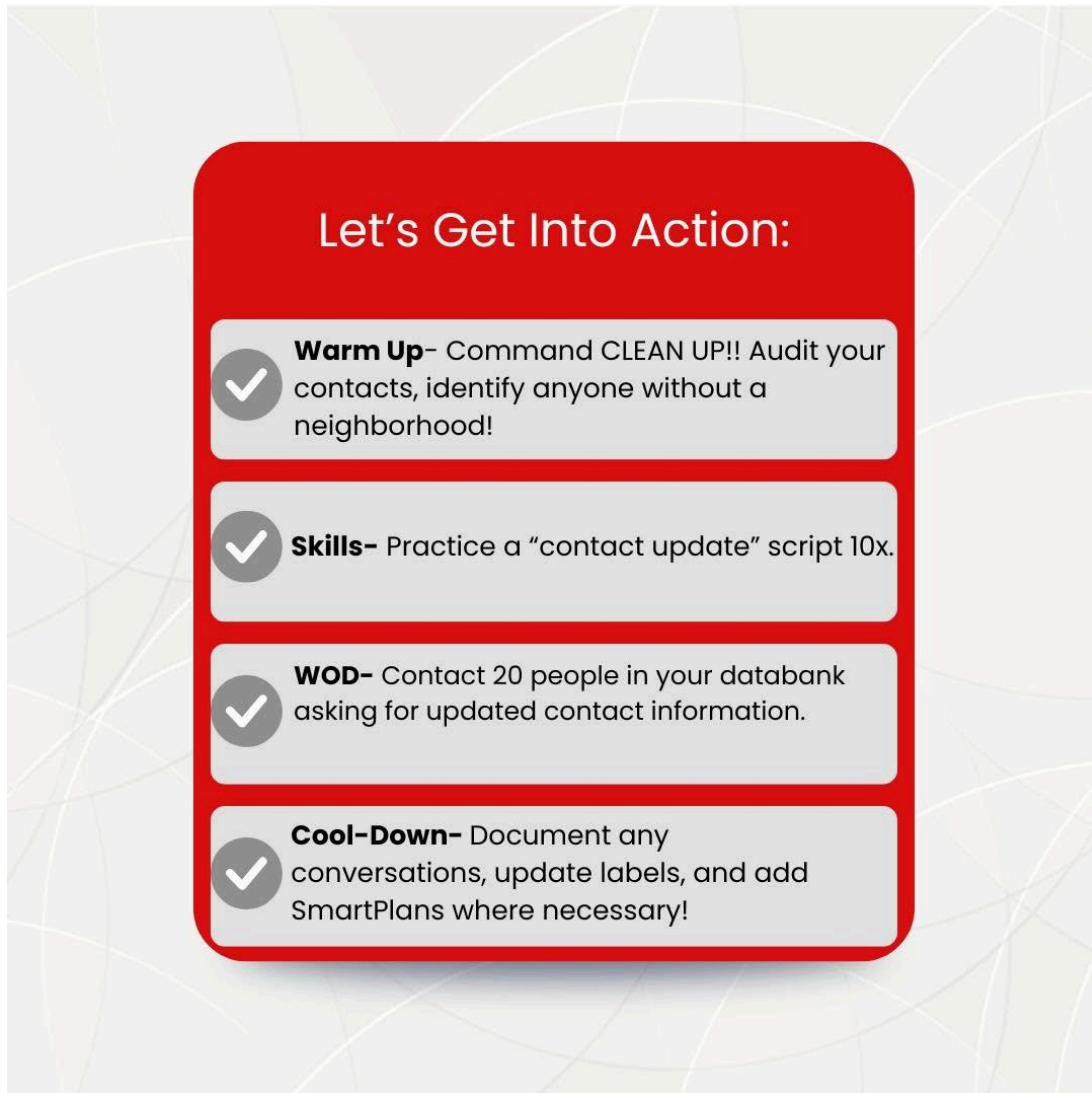
Create a short video (30 seconds or less) to update your warm leads about those market stats. Now text the video to those leads!

Document any interactions. Work toward setting a breaking bread appointment with each interaction.

This is an easy, and personal, way to communicate with your customers!

December 29, 2025

December 29, 2025



As we emerge from the sugar coma we've lived in for the last week it's becoming more and more clear that it's time to get organized and get moving toward the business we want and deserve!

Put down the cookies and candy canes and open up your Command. Do all of your contacts have a neighborhood associated? Is their contact information correct? Do you have at least 3 ways you can contact each person (email, phone number, physical address)? If the answer is 'No' to any of these, it's time to get moving!

Practice a script asking your customers for updated contact information like the one below.

"Hi (their name),

This is (your name) from KW Commonwealth. I'm updating my contacts for the new year and I wanted to make sure I had all the most up to date information for you. Do you still live at (their address)? Is (their email) still the best email for you? And is this number still the number you prefer me to contact you on? Would you rather I call, text, or email you to get ahold of you?"

Contact 20 people in your databank today and get the clean up started. You'll be surprised at the new information you get!

Document your conversations, update any tags, and add them to SmartPlans where necessary.

The best place to start the year is where there is a clean slate!

December 23, 2025

December 23, 2025



It's the last day most of you will work this week and truly, that's the way it should be. We got into business with KW because of the values the company stands by: God, Family, and then Business. This is simply a display of that. And today's workout will be a simple one for most of you, and harder for others. Today is all about doing good, for the sake of others feeling seen. This may, or may not, bring business to you, and yet, it will definitely bring joy to those who have spent this season hustling in a way that often goes unappreciated.

Today, identify 3 types of service workers you'd like to honor. Who has really show up for you? Who has stood out? Who could you have not made it through the holidays without (I'm looking at you Starbucks Baristas ☺️☕)? It's time to say thank you to them.

Create a small holiday greeting. It can be on a cheap holiday card from Dollar Tree or it can be whipped up in Canva easily. It's doesn't have to be elaborate. Any show of gratitude will go miles. Attach your business card and then attach it to a small token of thanks. Maybe that token is a candy cane, maybe it is a cookie you baked this week, it honestly doesn't matter. However, when you're out and about today, pass out 30 of them. You'll be amazed how much this small token will change the faces, and feelings, of those working so hard this holiday.

Create contacts with any information received during this excursion, and of course, tag for follow up. Yet, the most important piece I challenge you to today, write down 5 things you're grateful for. We live blessed lives regardless of circumstance. The fact that most of us are consuming this information on a smartphone highlights that. Let's reflect on how we're so wildly blessed in this life and then spend the next few days loving on, and celebrating, our friends, families, and faith.

I hope you all have a relaxed and joyous holiday! I am truly the lucky one that gets to grow with each of you. 🙏

December 22, 2025

December 22, 2025



WORKOUT OF THE DAY!!

It's Christmas week, we've all got so many things left on the list of things to do. And, to quote The ONE Thing by Gary Keller, "Achievers always work from a clear sense of priority." We all know that the highest and best use of our time is feeding the perfect life we're building for ourselves. Today, remember that even an hour of uninterrupted focus could make the difference between helping someone reach their goal of homeownership and using the excuse of mental clutter to not achieve all we know is possible.

Begin your day by repeating the following affirmation 5x:

"I am comfortable making calls daily because I know I am helping people!"

Next, pop open the laptop and dive into FLEX. Do a search and use the stats tab to find out 3 interesting facts about the Lexington housing market. (Think about Days on Market, Homes Sold in the last 7 days, Price Reductions, etc.)

Contact 10 leads you've tagged for follow-up and share the information you learned. Remember that your goal of any interaction is to set an appointment. Today focus on setting 2 appointments!

Document what you've done, send the calendar invite, and set the tasks so you can live up to your word!

December 19, 2025

December 19, 2025



Let's Get Into Action:

- ✓ **Warm Up**– Look over your social media accounts. Ensure that there is cohesive marketing and messaging.
- ✓ **Skills**– Practice a holiday reminder script and record yourself. Make changes as necessary.
- ✓ **WOD**– Create a 15–30 second holiday reminder video. Post to social media. Interact with any commenters. GOAL: 10 interactions
- ✓ **Cool-Down**– Document interactions. Leave a DM for each commenter wishing them a happy holiday and reminding them your still open for business!

The next two weeks will feel like a ghost town in the real estate industry. Most Realtors clock out today and we won't hear a peep from them until January 2. Here is your opportunity to serve your customers at a higher level. Let them know that you're still open for business!

Today, do a quick audit of your social media accounts. Ensure they are cohesively branded and that the messaging being presented is actually sending the message you want it to send.

Now, curate a script for your customers to remind them that while they are enjoying time with family, if real estate should come up, you're ready to help. See the example script below:

"Hi Friends! It's (your name) here from KW Commonwealth. I hope you have a safe, happy, and healthy holiday. And should you find yourself talking about your goals for 2026 and someone mentions they're interested in buying, selling, or investing. Send me a quick message. I'll be taking new customers throughout the next two weeks! Helping the friends and family of my friends is such an honor."

Use a script like this one to create a 15-30 second video and post it to your social accounts. Your goal is 10 interactions.

Document those interactions and send each commenter a DM thanking them for their support of your business and reminding them that you're open for business this holiday season!

December 18, 2025

December 18, 2025



Let's Get Into Action:

- ✓ **Warm Up**– Look at your goals for 2026. Identify what can be reached with the help of referrals in your business.
- ✓ **Skills**– Practice a referral request script 10x.
- ✓ **WOD**– Contact 15 past contacts. Tell them what your goals are for 2026, ask for referrals! GOAL: 3 referrals!
- ✓ **Cool-Down**– Document interactions. Note who said yes and who said they would think about it. Set tasks for follow up with those people.

WORKOUT OF THE DAY!

Reaching out to ask for help is a struggle for most people. However, studies show that people love to help others! The sheer act of helping someone else can actually even have health benefits. Today, we're going to ask for the help of people in our databank to help us fill our pipeline for 2026!

Review your 2026 goals. Identify what can be reached with the help of referrals. It could be your GCI goals, transaction goals, or even a goal you've set around the impact of your business.

Practice a referral request script like the one below 10x.

"Hi! This is (your name) from KW Commonwealth. As you know, I started my real estate business and have been reviewing all the things I'd like to accomplish in 2026. Do you know of anyone looking for real estate help within the next year? I can assist with everything from buyers and sellers, to helping people find the right investment properties."

Contact 15 past contacts. Your goal is to get 3 referrals!

Don't forget to document your interactions, note who said yes and who said they would think about it. Then schedule follow up for those who are still thinking!

December 17, 2025

December 17, 2025

Let's Get Into Action:

- ✓ **Warm Up**– Review a CMA, whether completed by yourself or someone else. Identify comparables.
- ✓ **Skills**– Do a quick CMA on a sample home. Share it with a partner for feedback. No more than 15 minutes.
- ✓ **WOD**– Contact 5 sellers tagged in your database. Goal: 1 listing appointment
- ✓ **Cool-Down**– Document interactions. Send calendar invites for any appointments. Create tasks for any deliverables promised.

Rather than our focus being on the end of the year, today we're going to focus on the future. Sellers are going to be the key to a successful 2026 and we're going to work toward getting our listing agreements signed BEFORE we step on the solid of the next year.

Take some time today to look over a CMA. Whether you've completed it or you're able to get your hands on one that someone else has done in the past, take to FLEX and identify comparables. The market is ever changing and what you find today could very well differ from what was viable when the report was created. Next choose a sample home (could be your own, a friends, etc.) and complete a QUICK CMA. This should take no longer than 15 minutes. Share this with a partner and provide feedback to each other. How can we get better?

Next reach out to people tagged as sellers in your databank. Work toward a listing appointment so you step into the new year with a pipeline you're proud of.

Don't forget to document your conversations and make tasks to follow up!

December 16, 2025

December 16, 2025

Let's Get Into Action:



Warm Up- Repeat the affirmation "My activities this quarter will pay next quarter." 5x. Identify one tag group to target.



Skills- Practice holiday care calls with a partner.



WOD- Contact 10 targeted people. Goal: 4 connections with reason to follow-up.



Cool-Down- Document interactions. Send calendar invites for any appointments set and create tasks for any deliverables promised.

The words we tell ourselves matter as much, if not more, than the words we use with others. It's easy this time of year to lose momentum. Begin today with positive messages. Repeat the affirmation

"My activities this quarter will pay next quarter."

This simple reminder may be all you need to push through the next two weeks.

Today, we're also going to spend some time loving on our customers.

Choose a tag group to focus on and then begin making calls.

Say, "Hi, this is (your name) from KW Commonwealth. I just wanted to reach out and wish you a happy holiday season, if I don't get to see you before then, and ask you how you're holding up. Is there anything I can do to help make your holidays easier?"

Your goal of these conversations is to make 10 total connections with 4 of them leading to something you can do for follow up.

Document your interactions. Have genuine conversations with your customers and hear them out.

If you promised to help them, make good on your promises. Set yourself tasks in Command to remember to follow through!

December 15, 2025

December 15, 2025



This is a great time of year to say “out with the old and in with the new”. Whether that be old energy, a mindset that was meant for a time that is past, or even customers you’ve chased for a year and it’s no longer serving you or your business. Today, we’re going to focus on re-engagement.

Look through your databank, who have you lost contact with? Tag them for re-engagement. This makes sorting easier and allows us to focus easier.

Practice a simple script, like the one below 10x.

“Hi, (customer name)

This is (your name) from KW Commonwealth. It’s been a while since we last connected. I’d love to touch base with you and catch up before the end of the year. Let me know when and how we can best reconnect.”

Call them and leave this voicemail first, then text them that you left them a voicemail, and then email them that you’ve called and texted. I know it seems redundant and yet reconnection often takes max effort.

Do this with 20 customers you’ve tagged. Your goal is reconnection with 3 people.

Document interactions you have in Command and move contacts from a “lead” status to “nurture” if your reconnection efforts come up short.

Update tags as necessary.

December 12, 2025

December 12, 2025

Let's Get Into Action:



Warm Up– Watch the attached “Holiday Productivity Hacks” video.



Skills– Practice the script that they demonstrate between minutes 1:30 and 2:30 in video.



WOD– Reach out to 15 past contacts. It can be via phone, text, or even creating a short video. GOAL: 4 appointments before 12/31



Cool-Down– Send calendar invites for appointments and document conversations.

Yesterday was a success! 🎉 Not because we ate great food, laughed a lot, and made some great pop-bys for our customers, even though all of that was WONDERFUL! It was a success because walls came down, our minds opened, and we were introduced to new tools that can help make this holiday season and 2026 better.

Today, I'd like you to watch the attached video. It's going to give you some great insight into what you can be doing this time of year to give yourself a leg up after the new year.

Pay special attention to the script they highlight from 1:30-2:30. Practice that script out loud. Remember that how your practice is how you'll deliver it. Muscle memory always kicks in. Practice like you mean it.

Then contact 15 people you've been communicating with. Likely, you've heard “we're going to wait” come from some of them lately. Now is the time to show them that preparation now can help them reach their goals. Your goal is to set 4 appointments between now and the end of the year. It may seem like a steep number AND I wouldn't give you a task I didn't think you were prepared to handle.

Don't forget to do the crucial follow up work! Document your conversations and send calendar invites. You've got this!

https://youtu.be/Hhf-p_FwTH8?si=BMxGrm1Rg7ux2flr

Copy and paste the link if you're having issues or go to YouTube and type in “holiday productivity hacks agents need”. You'll find what you're looking for!

December 11, 2025

December 11, 2025

Let's Get Into Action:

- ✓ **Warm Up**– Review your value moments from the last few weeks.
- ✓ **Skills**– Practice your “Here’s how I help” script.
- ✓ **WOD**– Create a 10-15 second video highlighting your value. Ask an engaging question.
- ✓ **Cool-Down**– Engage with any responses and send them a direct message.

Growth only happens when we stop doing the easy and the comfortable and we begin to explore the things that make us step outside that comfort zone. I know that social media is uncomfortable for a lot of you and yet, it's a necessary tool for marketing. One way to make the process less painful is to be authentic and to highlight the things you are already doing that bring value.

Today, create a 10-15 second (real short, quick) video that highlights your value AND asks an impactful, engaging question. See the example below:

“Hi everyone! It's (insert your name here) from KW commonwealth. Does your realtor do a comparative market analysis for you when you want to put an offer on a home so you know your offering the right price? I do. And that's a basic thing I do in my business. If this is something you'd find valuable, I'd love to talk to you about how I can help you.”

Make sure you engage with any responses to the video and then send them all direct messages thanking them for supporting your business. Also, ask them who they know that you can help in 2026!

Happy filming! 🎬

December 10, 2025

December 10, 2025

Let's Get Into Action:

- ✓ **Warm Up**– Review and add seller tags!
- ✓ **Skills**– Partner up and review sold property stats in MLS. Practice creating a sense of urgency for sale.
- ✓ **WOD**– Call 10 people who may have a home to sell. GOAL: 2 CMAs
- ✓ **Cool-Down**– Track responses. Create tasks for deliverables promised!

Today we are creating a driving force to take LISTINGS! This is the perfect time of year to get a listing agreement signed so you can start your 2026 with business in your pipeline!

Review the people in your databank and tag those that have already sold a home with you or those that are buyers with a home to sell. They all should be communicated to like a seller!

Partner up and deep dive into the MLS. Review properties that have sold in your target area. What are the list to sale price ratio? What are the average days on market?

How can you use those stats to create a sense of urgency for listing before the new year?

Call 10 people with a goal of 2 of them agreeing to a CMA.

Track their responses in your notes in Command and create tasks for any deliverables!

December 9, 2025

December 9, 2025

Let's Get Into Action:



Warm Up- Visit DoNotCall.gov and create a profile. Once registered review the list and zip codes in your area.



Skills- Practice your "value first" FSBO/expired script. Target 10 homes using MLS or other means.



WOD- Call/Message 10 FSBO/Expireds in your farm. GOAL: set 2 appointments



Cool-Down- Note Objections. Add to contacts and note interactions. Create tasks for deliverables.

TCPA requirements can be a mental block that holds an agent back from reaching their full potential. Calling doesn't have to be scary. Visit DoNotCall.gov and register as a telemarketer to get started. Select zip codes that are concurrent with your farm or business area.

Practice your "value first" FSBO/expired scripts. Remember that offering a person in this position something of value will help to build rapport and break down walls. Offering a home valuation (CMA) is a good place to start!

Call or message 10 FSBO/expireds. The goal for today is 2 appointments!

Be sure to note any objections you face after adding the homeowner as a contact. Make thorough notes about your interactions and then make a task for any deliverables. The best way to lose a customer's trust is to not do what you say you will when you say you will do it!

December 8, 2025

December 8, 2025

Let's Get Into Action:



Warm Up- Identify 3 WINS from last week.
What went well? Why? How do you repeat it?



Skills- Practice value proposition elevator pitch. Highlight what you do differently. This is usually personal values based.



WOD- Contact a customer/friend/allied resource and create a testimonial social post about their experience with you.



Cool-Down- Log interactions and send hand written thank you note to the person who helped you.

December 5, 2025

December 5, 2025

Let's Get Into Action:



Warm Up– Review “Hot” customer lead notes.



Skills– Role play any three scripts from the last two weeks. Rapid fire each 10x.



WOD– POWER PROSPECT!! Set a timer for 35 minutes and see how many connections you can make!



Cool-Down– Log interactions and celebrate with metrics! Where have you see the greatest improvement?

Happy Friday!

Some people think that Friday is a day to ease into the weekend, I see Friday as the last opportunity to reach your goals for the week! Now is not the time to ease up, now is the time to put your foot on the gas!

Today's workout is a last ditch effort to reach out and grab that piece of market share that is yours. That piece of market share that could go to an open house this weekend and meet a competitor.

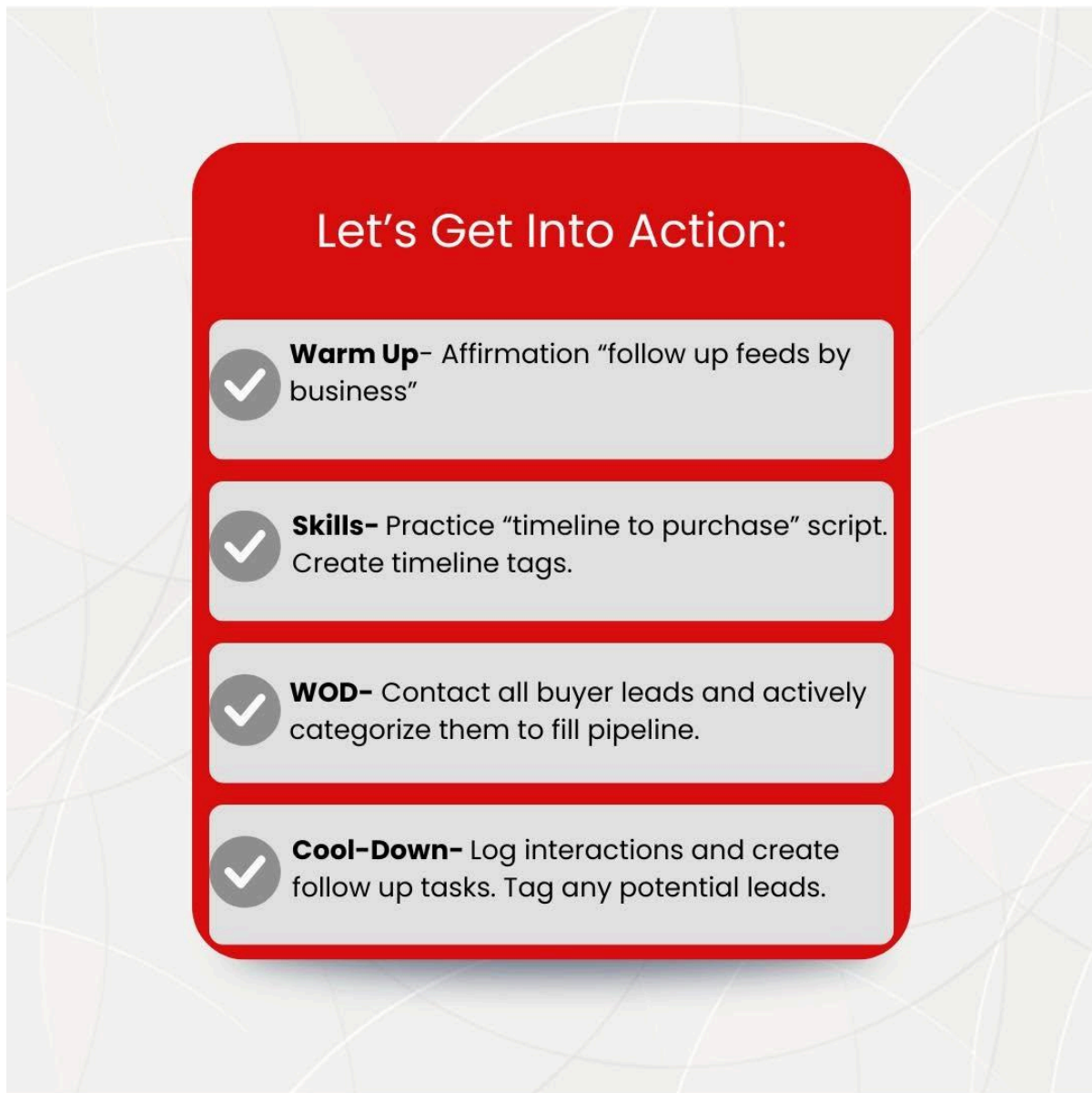
We've focused on scripting and relationships for weeks... now is your time to solidify it all!

Sort your tags by the “Hot” leads you've identified and see how many appointments you can set for next week. Work will expand to the time you allow, so give yourself a short amount of time (35 minutes) and set a goal of how many connections you WILL make. When you're done, take a moment to celebrate your success by looking at the story your numbers tell. Celebrate your progress! You're doing

great! 📅 🔥 🚀 🏆

December 4, 2025

December 4, 2025



You've spent the last few weeks working hard to fill your buyer pipeline, whether that be from cultivating your database, hosting open houses, or braving the weather to door knock. Now the most important part must happen; follow up! In this business you will often hear it said that "the fortune is in the follow up" and that is no joke.

Today practice a script with a partner like the example below:

"Hi (insert buyer name),

Last time we spoke you let me know that you're interested in making a purchase and I'm trying to get an idea of timeline for that. You see I have a few customers that I'm working with and I want to make sure that I am able to prioritize you when the time comes. So do you think you'll move forward with a purchase in the next 0-3 months, 3-6, or 6+ months?"

Work now to tag everyone you've connected with. Create new tags for 0-3, 3-6, 6+ or make cultivate, warm, and hot tags. However you choose to do it, simply knowing how to project your business will be a game changer.

December 3, 2025

December 3, 2025

Let's Get Into Action:

- ✓ **Warm Up**– Scroll social media for ideas for social posts. Identify 3 target ideas.
- ✓ **Skills**– Use FLEX to find a relevant talking point to your farm.
- ✓ **WOD**– Create a video (30 seconds– 1 min.) and post it to all social media platforms. DM 10 people who interact with the video.
- ✓ **Cool-Down**– Log interactions and create follow up tasks. Tag any potential leads.

Wednesdays are often a day where motivation to keep mining for leads begins to wear thin. In today's exercise, we will take inspiration from our peers and create a post that will garner organic lead generation!

Use the MLS to find a unique facts about the current market and create a video highlighting that fact, with a call to action.

Use direct messages to create open discussion with your viewers and log those interactions in Command. Don't forget to create follow-up tasks and tag any potential leads! Happy filming! 🎥 😊

December 2, 2025

December 2, 2025

Let's Get Into Action:

- ✓ **Warm Up-** Identify and confirm SOI tags
- ✓ **Skills-** Role-play "check-in" script with a partner 20x.
- ✓ **WOD-** Call 15 SOI & text 15 SOI to "check-in".
- ✓ **Cool-Down-** Update database with connection notes. Identify 2 changes that could be made to your "check-in" Script.

The weather is less than ideal and that makes this the perfect time to genuinely connect with your sphere of influence.

First, are you able to easily identify them in your databank?

Next, work with a partner and practice checking on them... example:

"Hi Mr. SOI,

This is Beth from KW Commonwealth. I just wanted to check on you this morning. This weather is crazy. Is there anything you need or anything I could help you with? I'm already out and about. If there's something I can help with it would keep you off the roads until things clear up."

Call and text your SOI to "check-in". Keep notes from your conversations and make sure you update your database with that information.

When you're done, ask yourself "what could I have done better? How could I have improved engagement?" And remember, follow through on the things you said you'd help with. The quickest way to lose trust is to not do what we said we would!

Stay safe out there today! 🍷

December 1, 2025

December 1, 2025

Let's Get Into Action:

- ✓ **Warm Up-** Review 411 for Dec. and repeat affirmation "leads are the lifeblood of my business and relationships are the soul." 5x
- ✓ **Skills-** Role-play business to business intro script. 30 seconds or less elevator pitch.
- ✓ **WOD-** Identify and call 12 entrepreneurs/small business owners in your databank.
- ✓ **Cool-Down-** Tag small businesses and log conversations. Identify top 3 connections.

Start your morning with a statement to reaffirm your focus for December. Repeat 5 times:

Leads are the lifeblood of my business and relationships are the soul.

Make sure your 411 monthly business plan is up to date. Post it somewhere that you will be able to reference it throughout the month.

Use today as a way to connect with small business owners in your databank. Ask yourself how you can help each other achieve your goals in 2026!

November 26, 2025

November 26, 2025

Let's Get Into Action:

- ✓ **Warm Up-** Review Smart Plan for holiday communication. Use the Smart Plan library as resource.
- ✓ **Skills-** Role-play business to business holiday business reminder script.
- ✓ **WOD-** Contact 10 businesses/Allied Business Patnrs. Goal: 5 after holiday breaking bread appointments.
- ✓ **Cool-Down-** Log any interactions, create appointments, and send appointment invites.

It's easy to forget about our business partners when we are busy heading into a holiday. However, they are also in a busy season and reaching out can be just the reminder they need to keep you top of mind around their dinner tables this Thanksgiving.

Make sure you have a Smart Plan in place to easily email your whole databank a holiday greeting, first and foremost. Checkout the Smart Plan library so you don't find yourself reinventing the wheel.

Reach out to local businesses/Allied Business Partners with a heartfelt holiday greeting and reminding them that you're available to help their friends and family.

Example:

"Hi (customer name), this is (your name) from KW Commonwealth. I wanted to reach out and let you know how grateful I am for you and your support of my business. If you interact with the snyone this holiday who mentions being ready to jump into the real estate market, keep me in mind. I'd love to provide the great service to them that you've provided to me."

Remember that the purpose of any communication is to set an appointment. Get at least 5 "breaking bread" appointments on the calendar for December!

November 25, 2025

November 25, 2025

Let's Get Into Action:

- ✓ **Warm Up**- Review tags in Command for accuracy. Focus on SOI.
- ✓ **Skills**- Role-play a "care call" conversation.
- ✓ **WOD**- Create a 30 second gratitude video, text it to SOI tags. Goal: 25 sent- 10 connections.
- ✓ **Cool-Down**- Log any interactions & create after holiday follow up tasks.

Just before a holiday, especially Thanksgiving, is a great time to remind those people who we care about that we are so grateful for them. Today our workout will be lead gen based on that gratitude!

Role play care call conversations- care calls are brief check-ins (3 minutes or less) to let people tell us how they are doing and remind them we care.

The 30 second or less gratitude video should be generic yet heartfelt. This is a form of lead gen where 'something is better than nothing'. Don't overthink it. Be authentic. It's doesn't have to be perfect to let people know you care! The goal to to engage with our database.

November 24, 2025

November 24, 2025

Let's Get Into Action:



Warm Up- Review / Create follow up sequence for leads from the weekend. (Open Houses, Events, Showings, Etc.)



Skills- Practice the four questions to qualify a buyer lead.



WOD- Spend 35 Minutes following up on all NEW leads from the weekend. Goal: 5 New - 5 Warm



Cool-Down- Log all attempts & status changes. Write 5 hand written thank you notes!

This exercise is based on the book *The Rookie Real Estate Agent*. If you haven't read it, or don't consider yourself a rookie, I highly suggest reading it. It will open up a whole new way to approach launching, or relaunching, your business. This is the formula I will use for each days activities.

The four questions to practice for today are:

1. Why are you looking to buy a home and when do you hope to move?
2. Have you been pre-approved and what is your budget?
3. What type of property are you looking for and where do you want I live?
4. Are you currently working with an agent?