

BONUS ACTION PLAN

30-Day Realtor Visibility Plan

A simple month of actions designed to create more recognition, conversations, and leads.

4

WEEKLY FOCUS
AREAS

16

CONCRETE
ACTIONS

30

DAYS TO BUILD
MOMENTUM



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Your 4-Week Roadmap

30-Day Realtor Visibility Plan

A simple month of actions designed to create more recognition, conversations, and leads.

WEEK 1 **Make Yourself Easy to Understand**

- ☐ Rewrite your one-sentence value proposition and social bios.
- ☐ Choose your specialty, three brand words, and primary call to action.
- ☐ Update your headshot, email signature, website contact path, and pinned posts.
- ☐ Reconnect personally with 10 people already in your network.

WEEK 2 **Get Seen**

- ☐ Publish 3 useful posts and record 1 short FAQ video.
- ☐ Leave thoughtful comments on 25 local or professional posts.
- ☐ Attend 1 community, business, networking, or professional event.
- ☐ Introduce yourself to at least 5 new people and follow up within 48 hours.

WEEK 3 **Build Referral Relationships**

- ☐ Contact 5 agents outside your market and learn what areas they serve.
- ☐ Reconnect with 5 local professionals or vendors who serve homeowners.
- ☐ Check in with 5 past clients or long-term contacts with no sales pitch.
- ☐ Make at least 1 useful introduction between two people in your network.

WEEK 4 **Create Inbound Traffic**

- ☐ Publish 1 searchable article or long-form video answering a real client question.
- ☐ Promote one useful free guide, event, or consultation CTA.
- ☐ Ask satisfied clients for honest reviews where appropriate.
- ☐ Review your month: which activities created conversations, appointments, referrals, and traffic?



Track Your Progress

Check In Every Day

Mark a box each day you take at least one action from this plan. Consistency beats intensity.

Week 1: Days 1–7 · **Week 2:** Days 8–14 · **Week 3:** Days 15–21 · **Week 4:** Days 22–30

1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	6 ☐	7 ☐	8 ☐	9 ☐	10 ☐
11 ☐	12 ☐	13 ☐	14 ☐	15 ☐	16 ☐	17 ☐	18 ☐	19 ☐	20 ☐
21 ☐	22 ☐	23 ☐	24 ☐	25 ☐	26 ☐	27 ☐	28 ☐	29 ☐	30 ☐

☐ Weeks 1 & 3 ☐ Weeks 2 & 4



READY TO PUT THIS PLAN TO WORK?

**Let's build your visibility system
and grow your real estate
business together.**

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