

Real Estate Reset

50 Questions, Straight Answers

Practical, no-nonsense coaching for the questions that stall real estate careers — leads, listings, follow-up, and focus.

50

COACHING Q&AS

5

BUSINESS-
BUILDING
SECTIONS

1

WEEKLY
SCORECARD



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Keep this guide close — revisit a section any time you feel stuck at that stage of your business.



Section 1

Get More Conversations

Lead generation, outreach, referrals, and follow-up basics.

01 Why am I not getting any clients?

THE ANSWER

Usually because too few people know you are actively working in real estate, or your follow-up is inconsistent.

GAME PLAN

Contact 10 people every weekday. Mix past contacts, friends, old leads, local business owners, open-house visitors, and social-media connections. Track every conversation and schedule the next follow-up immediately.

02 I have almost no leads. What should I do first?

THE ANSWER

Stop trying to build five lead-generation systems at once. Pick two and work them consistently.

GAME PLAN

Start with your personal network plus open houses. Spend one hour daily contacting your sphere and host or assist with at least one open house every weekend.

03 I post on social media but nobody contacts me. Why?

THE ANSWER

Posting creates visibility, but visibility alone does not automatically create conversations or clients.

GAME PLAN

For every post you publish, engage directly. Comment meaningfully on 10 local posts, message 3 people, and follow up with anyone who interacts with your content.

04 What should I say when I contact someone I haven't spoken to in years?

THE ANSWER

Do not immediately ask for business. Reconnect first and make the conversation about them.

GAME PLAN

Try: 'Hey Mike, it's been forever. I saw your post about moving jobs and wanted to say congratulations. How have you been?' Let the conversation develop naturally before mentioning real estate.

05 How do I ask for referrals without sounding desperate?

THE ANSWER

Position yourself as a helpful resource rather than asking people to rescue your business.

GAME PLAN

Try: 'If you ever hear someone talking about moving, buying, selling, or needing an agent somewhere else, feel free to connect us. I'm always happy to help.'



SECTION 1 Get More Conversations — *continued***06 I'm afraid of calling people. Can I succeed without cold calling?****THE ANSWER**

Yes, but you still need conversations. Avoiding cold calls cannot mean avoiding people.

GAME PLAN

Replace cold calling with open houses, networking, direct messages, community groups, video, referrals, local business relationships, and warm outreach. Keep a daily conversation goal.

07 How many people should I talk to every day?**THE ANSWER**

Enough to consistently create opportunities. The exact number matters less than doing it every week.

GAME PLAN

Start with 10 meaningful real-estate-related conversations per weekday. Track conversations, appointments, referrals, and follow-ups, not just dials.

08 I get leads, but they disappear. What am I doing wrong?**THE ANSWER**

You may be following up too slowly, too vaguely, or giving up too soon.

GAME PLAN

Respond quickly to new inquiries, then create a structured follow-up sequence over several weeks. Mix calls, texts, emails, market updates, and useful information.

09 How often should I follow up without annoying people?**THE ANSWER**

Match the follow-up frequency to the person's timeline and preferences.

GAME PLAN

Ask directly: 'When would it be helpful for me to check back?' Someone moving in 30 days needs more attention than someone considering a move next year.

10 What should I talk about during follow-up?**THE ANSWER**

Stop sending 'just checking in.' Give the person a useful reason to hear from you.

GAME PLAN

Send relevant listings, neighborhood information, price changes, mortgage updates, comparable sales, vendor recommendations, or answers to questions they previously mentioned.



Section 2

Convert More Leads

Turn conversations into appointments and working relationships.

11 Why do buyers keep using another agent after talking to me?

THE ANSWER

You may not be establishing a clear working relationship or showing what working with you looks like.

GAME PLAN

Conduct a buyer consultation. Explain your process, communication style, availability, agency relationship, financing steps, and what happens from search to closing.

12 How do I convert an online lead?

THE ANSWER

Focus less on immediately selling and more on discovering the person's intent.

GAME PLAN

Ask: 'What caught your attention about this property?' Then uncover location, budget, financing, timeline, motivation, current housing situation, and whether they are already represented.

13 Nobody answers my calls. What should I do?

THE ANSWER

Use multiple channels and vary the timing of your outreach.

GAME PLAN

Call, leave a short voicemail, send a text, and follow with an email. Try different times of day instead of repeatedly calling at the same hour.

14 Should I buy leads?

THE ANSWER

Buying leads will not fix weak follow-up or weak conversion skills.

GAME PLAN

First prove you can consistently convert free or inexpensive leads. Once your process works, test paid leads with a controlled monthly budget and track return on investment.

15 Why am I spending money on marketing but getting nothing?

THE ANSWER

Marketing without tracking becomes expensive guessing.

GAME PLAN

Track each source: social media, referrals, portals, postcards, open houses, networking, Google, paid advertising, and past clients. Measure conversations, appointments, contracts, closings, and revenue.



SECTION 2 Convert More Leads — *continued***16** Should I focus on buyers or sellers?🔗 **THE ANSWER**

Early in your career, work with the opportunities you can competently serve while gradually developing a specialty.

🔗 **GAME PLAN**

Track which clients you attract naturally. After several months, invest more heavily in the segment producing the strongest relationships and results.

17 How do I get my first listing?🔗 **THE ANSWER**

Listing opportunities often come from conversations long before the actual appointment.

🔗 **GAME PLAN**

Contact homeowners in your network, attend community events, talk with neighbors around open houses, build relationships with past clients, and offer useful homeowner information instead of constantly asking if they want to sell.

18 How can I compete with agents who have hundreds of listings?🔗 **THE ANSWER**

You do not need to look bigger. You need to look useful, prepared, and dependable.

🔗 **GAME PLAN**

Compete on responsiveness, preparation, local knowledge, communication, follow-up, personal attention, and a clearly explained process.

19 What if I don't know the answer to a client's question?🔗 **THE ANSWER**

Never bluff. Trust is more valuable than pretending to know everything.

🔗 **GAME PLAN**

Say: 'I want to make sure I give you accurate information. Let me confirm that and get back to you.' Then follow up promptly with a reliable answer.

20 How do I become more confident?🔗 **THE ANSWER**

Confidence usually grows from preparation and repetition, not motivational speeches.

🔗 **GAME PLAN**

Practice buyer consultations, listing presentations, objection handling, contracts, neighborhood knowledge, and market statistics every week. Role-play the situations that make you nervous.



Section 3

Win More Listings

Handle objections, prepare better, and improve seller conversations.

21 Clients keep asking how long I've been in real estate. What should I say?

THE ANSWER

Answer truthfully, then redirect toward how you will help them.

GAME PLAN

Explain your experience honestly and immediately discuss your brokerage resources, preparation, responsiveness, process, and support network. Do not invent experience you do not have.

22 How do I handle someone who says, 'I already know an agent'?

THE ANSWER

Do not attack or undermine their existing relationship.

GAME PLAN

Say: 'Absolutely. It's good to have someone you trust. If you ever need a second opinion or an agent in another market, I'd be happy to help.' Stay gracious and memorable.

23 What do I say when someone says commission is too high?

THE ANSWER

Avoid getting defensive. First understand what they value and what they believe they are paying for.

GAME PLAN

Ask: 'What would you need to see from an agent for the service to feel worthwhile?' Then discuss your services and compensation clearly, consistent with applicable rules and brokerage policies.

24 How do I stop lowering my commission just to win listings?

THE ANSWER

Build a stronger value presentation so the conversation is not only about price.

GAME PLAN

Show your pricing process, marketing plan, communication schedule, showing strategy, negotiation approach, transaction management, and how you will measure activity.

25 I keep losing listing appointments. What should I change?

THE ANSWER

Review each appointment like game footage instead of simply blaming the seller or competitor.

GAME PLAN

After every presentation, record what they asked, what objections came up, where they hesitated, which competitors they mentioned, and what you could explain more clearly next time.



SECTION 3 Win More Listings — *continued***26** How should I prepare for a listing appointment? **THE ANSWER**

Know the property, the competition, and the seller's likely decision points.

 GAME PLAN

Prepare comparable sales, active competition, price trends, average market time, probable buyer profile, marketing ideas, showing strategy, and questions about the seller's goals.

27 What's the biggest mistake agents make during listing presentations? **THE ANSWER**

Talking too much and learning too little about the seller.

 GAME PLAN

Spend the first portion asking questions: Why are they moving? Where are they going? What is their timeline? What worries them? What matters most in choosing an agent?

28 How do I handle unrealistic sellers? **THE ANSWER**

Use evidence rather than arguing about what the home 'should' be worth.

 GAME PLAN

Show recent comparable sales, competing listings, buyer behavior, market time, and price reductions. Agree in advance on when pricing should be reviewed.

29 My listing isn't selling. What should I do? **THE ANSWER**

Diagnose the problem systematically instead of changing random things.

 GAME PLAN

Review price, presentation, photography, condition, showing access, feedback, online activity, competition, marketing reach, and buyer objections. Present the seller with data and specific changes.

30 How do I get more people to my open houses? **THE ANSWER**

Promotion should begin before the event, not when you put the sign outside.

 GAME PLAN

Promote locally online, invite neighbors, contact database leads, use directional signage where permitted, personally invite nearby residents, and follow up with every visitor afterward.



Section 4

Be Seen and Stay Productive

Open houses, content, video, metrics, and daily priorities.

31 Open-house visitors never become clients. Why?

THE ANSWER

You may be treating registration as the goal instead of starting useful conversations.

GAME PLAN

Ask visitors what they liked, what they disliked, what they are currently looking for, where they live now, and what needs to happen before they move.

32 How do I find sellers at an open house?

THE ANSWER

Neighbors are often future sellers or referral sources.

GAME PLAN

Invite nearby homeowners personally. Ask what they think of the asking price and whether they have ever wondered what their own property might sell for.

33 What content should I post if I want clients?

THE ANSWER

Answer the questions clients already ask you instead of only posting 'Just Listed' graphics.

GAME PLAN

Create posts about neighborhoods, inspections, financing, mistakes, closing costs, moving, pricing, property preparation, market conditions, and real client situations without revealing confidential information.

34 Should I make videos even if I'm uncomfortable on camera?

THE ANSWER

Video can be useful, but perfection is unnecessary. Useful beats polished.

GAME PLAN

Begin with 30-second answers to one common question. Record five videos in one session rather than trying to create one from scratch every day.

35 Why does nobody watch my real estate videos?

THE ANSWER

They may sound more like advertisements than helpful content.

GAME PLAN

Start with a specific problem: 'Three things first-time buyers misunderstand about closing costs.' Deliver the useful information quickly and keep branding secondary.



SECTION 4 Be Seen and Stay Productive — *continued***36 Do I need thousands of social-media followers?****THE ANSWER**

No. A smaller relevant audience can create more business than a large unrelated audience.

GAME PLAN

Focus on local homeowners, renters, buyers, professionals, past clients, business owners, and referral partners instead of chasing follower count.

37 What should I do when I have no transactions?**THE ANSWER**

Treat your prospecting pipeline as your business, not as something you do after administrative work.

GAME PLAN

Divide your workday into prospecting, follow-up, appointments, market education, content, and networking. Do not spend the entire day redesigning logos or browsing listings.

38 How do I know whether I'm actually working or just staying busy?**THE ANSWER**

Measure activities connected to revenue and relationships.

GAME PLAN

Track daily conversations, follow-ups, appointments set, appointments held, signed clients, contracts, referrals, closings, and commission generated.

39 What numbers should I track every week?**THE ANSWER**

Track the stages that lead to transactions, not vanity metrics alone.

GAME PLAN

Use a simple dashboard: new contacts, conversations, leads, appointments, signed clients, active transactions, closed transactions, referrals, marketing spend, and gross commission income.

40 I work all day but nothing happens. What am I doing wrong?**THE ANSWER**

Your highest-value work may be getting postponed by easy administrative tasks.

GAME PLAN

Do prospecting and follow-up before low-priority admin work. Make revenue-producing activities the first significant block of the workday.



Section 5

Build a Business That Compounds

Database, referrals, niches, partnerships, and your 30-day reset.

41 How do I build a database from scratch?

THE ANSWER

Start with everyone you legitimately know and organize them so you can stay in touch.

GAME PLAN

Add friends, relatives, former coworkers, neighbors, school contacts, community connections, past clients, vendors, business owners, and people you meet through networking. Organize by relationship and follow-up priority.

42 What should I put in my CRM?

THE ANSWER

Record enough information to make future conversations relevant and timely.

GAME PLAN

Track contact information, relationship, property situation, preferred neighborhoods, timeline, last conversation, next follow-up date, useful notes, and lead source.

43 My database is huge but nobody refers me. Why?

THE ANSWER

A database is not the same thing as a relationship.

GAME PLAN

Personally reconnect with people instead of relying only on newsletters. Aim for genuine one-to-one conversations throughout the year.

44 How do I get more referrals from past clients?

THE ANSWER

Stay useful after closing so the relationship does not end at the transaction.

GAME PLAN

Check in periodically, send homeownership information, recommend trusted vendors, celebrate home anniversaries, provide market updates, and remind clients that introductions are appreciated.

45 How do I build relationships with other agents?

THE ANSWER

Be useful before asking them for referrals.

GAME PLAN

Attend association events, comment thoughtfully on agents' posts, tour listings, share appropriate opportunities, refer business outside your area, and follow up after meeting them.



SECTION 5 Build a Business That Compounds — *continued***46 Can agent-to-agent referrals really become a business?****THE ANSWER**

They can be an important lead source when relationships are genuine and referral arrangements comply with applicable rules.

GAME PLAN

Build relationships with agents in markets where your contacts frequently move. Stay visible, communicate professionally, and provide excellent follow-through whenever you receive an introduction.

47 How do I choose a niche?**THE ANSWER**

Choose one based on access, interest, knowledge, and real market opportunity.

GAME PLAN

Consider first-time buyers, seniors, investors, healthcare professionals, relocation, condos, veterans, luxury, downsizers, new construction, or a specific neighborhood. Test the niche for 90 days before judging it.

48 Should I specialize if I desperately need business?**THE ANSWER**

Specialization does not mean rejecting every other client.

GAME PLAN

Market yourself heavily around one audience while continuing to accept other appropriate opportunities. A niche gives people an easier reason to remember and refer you.

49 At what point should I admit my strategy isn't working?**THE ANSWER**

Do not judge based on feelings alone. Judge based on measurable activity and where the pipeline breaks.

GAME PLAN

Review your numbers every 30 days. Many conversations but few appointments means conversion needs work. Appointments but few signed clients means consultations need work. Very few conversations means prospecting needs work.

50 If my real estate business is failing, what should I do for the next 30 days?**THE ANSWER**

Simplify everything and focus on conversations, follow-up, appointments, and skill development.

GAME PLAN

For 30 days, aim for 10 real conversations each weekday, 5 meaningful follow-ups daily, 2 face-to-face networking activities weekly, 1 open house each weekend, 3 useful social posts weekly, and one weekly review of your numbers. Fix the stage where people are dropping out.



Bonus Printable

Weekly Realtor Scorecard

Do not guess whether the week was productive. Write down the numbers.

METRIC	MON	TUE	WED	THU	FRI
New contacts added					
Meaningful conversations					
Follow-ups completed					
Appointments set					
Appointments held					
Signed clients					
Offers / listing agreements					
Contracts pending					
Closings					
Referrals asked for					
Referrals received					
Useful social posts / videos					

Where did most opportunities drop off this week?

What should I repeat next week?

What one skill or stage needs work next week?

REMEMBER

Conversation → Lead → Follow-up → Appointment → Client → Transaction → Referral

This guide is for general business coaching and educational use. Real estate laws, agency rules, advertising requirements, compensation practices, and brokerage policies vary by jurisdiction and company. Follow applicable law, licensing rules, ethics requirements, and your brokerage guidance.

READY TO RESET YOUR BUSINESS?

Let's build a plan that actually moves your pipeline.

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