

30-Day Brokerage Door Action Roadmap

Week-by-Week Execution Plan to Build Agent Partnerships and Authority

WEEK 1: IDENTIFY + PREPARE

Focus: Build your target list and prepare outreach assets

- Identify 10–15 new agents (LinkedIn, license lookup, broker sites)
- Add all contacts to Cultivation Tracker
- Customize your 20-minute presentation (Gamma slides)
- Prepare your outreach email + call script
- Identify 3–5 target brokerages

Goal: Have a clean list and be ready to reach out

WEEK 2: OUTREACH + BOOK PRESENTATIONS

Focus: Open doors and schedule meetings

- Contact 5 brokerages (calls + emails)
- Follow up with initial contacts within 48 hours
- Connect with 5–10 agents directly (email/LinkedIn)
- Offer 20-minute presentation to at least 2 offices

Goal: Book at least 1 presentation

WEEK 3: PRESENT + ENGAGE

Focus: Deliver value and build relationships

- Deliver your 20-minute presentation
- Collect emails and contact info from attendees
- Send same-day follow-up email + resource
- Log all interactions in tracker

Goal: Create engagement and position yourself as expert

WEEK 4: CONVERT + EXPAND

Focus: Turn interest into opportunities

- Follow up with agents (Email sequence days 2, 5, 10)
- Speak with broker about CE or in-office training

- Schedule 2–3 hour CE or workshop
- Identify 2nd brokerage to repeat process

Goal: Secure CE class or ongoing training relationship

KEY SUCCESS PRINCIPLES

- Consistency beats intensity
- Follow-up creates opportunities
- Track every interaction
- Focus on relationships, not transactions