

7 DAY



7 DAY REALTOR KNOWLEDGE CHALLENGE

DAY 1 – KNOW YOUR MARKET LIKE A PRO

- Learn: Study your local market stats — average days on market, list-to-sold ratios, and price per square foot.
- Action: Create a 60-second video or Instagram story explaining “What’s happening in your city’s housing market right now.”
- Share: Post it with the caption:
“Knowledge creates trust. Here’s what buyers and sellers need to know this week.”
- Goal: Build credibility as the go-to local expert.

DAY 2 – MASTER THE MONEY TALK

- Learn: Review three financing options (FHA, VA, Conventional) and identify who each is best for.
- Action: Write a quick guide or post: “3 Loan Types Every Buyer Should Know.”
- Share: Tag a lender you partner with (like Robert Gaskins or Sarah Gibbs) and mention how teamwork helps clients win.
- Goal: Position yourself as financially savvy, not just a home finder.

DAY 3 – BUILD A RESOURCE ARSENAL

- Learn: List your top 10 go-to vendors — inspectors, contractors, title reps, stagers, cleaners, movers.
- Action: Create a Google Sheet or PDF titled “My Real Estate Dream Team.”
- Share: Offer it to your followers or clients:
“Need trusted local pros? Download my free list of vendors I personally use!”
- Goal: Be seen as the connector — a one-stop shop for everything real estate.



7 DAY REALTOR KNOWLEDGE CHALLENGE

DAY 4 – TEACH WHAT YOU KNOW

- Learn: Pick one topic new agents ask you about (open houses, scripts, objections, or time blocking).
- Action: Host a 10-minute Facebook or Instagram Live session teaching it.
- Share: Save the replay to your highlights: #LiquidKnowledgeSeries
- Goal: When you teach, you instantly become the authority.

DAY 5 – KNOW THE DATA BEHIND YOUR CLIENTS

- Learn: Study your last 10 deals. Where did those clients come from? What do they have in common?
- Action: Create a bar chart or spreadsheet showing referral vs. online vs. sphere business.
- Share: Post a story saying: “Data doesn’t lie. I track my business to better serve my clients and grow smarter each year.”
- Goal: Think like a CEO – not just a salesperson.

DAY 6 – BECOME A NEIGHBORHOOD STORYTELLER

- Learn: Pick one local neighborhood or condo building. Research its history, schools, amenities, and hidden gems.
- Action: Create a “Neighborhood Spotlight” video or carousel post.
- Share: Use a caption like: “Every street has a story. Here’s why people love living in [Neighborhood Name].”
- Goal: Attract both buyers and sellers with hyper-local expertise.



7 DAY REALTOR KNOWLEDGE CHALLENGE

DAY 7 – PACKAGE YOUR KNOWLEDGE

- Learn: Review everything you created this week – posts, videos, guides.
- Action: Organize them into one folder or landing page called “My Real Estate Knowledge Bank.”
- Share: Invite your audience to download it or schedule a consultation: “I help clients win because I never stop learning. Want to work with a knowledge-based agent? Let’s talk.”
- Goal: Turn knowledge into ongoing lead generation.

BONUS CHALLENGE – LIQUID KNOWLEDGE JOURNAL

Each night, write down:

- 1 thing you learned today
- 1 way you shared it
- 1 new opportunity it created
- You’ll see your confidence – and your business – start to flow.

