

YEAR ONE AGENT

YOUR FIRST 30 DAYS

AS A LICENSED REAL ESTATE AGENT

A Step-by-Step Roadmap to Launch Your Career with Clarity and Confidence


Year One Agent Training Program — Cody Cooper, Sprout Realty

A NOTE BEFORE YOU START

You just got your real estate license. That's a big deal — but the license is just the key to the door. What you do in the next 30 days will determine whether this becomes a career or just a chapter. Most new agents fail because they don't have a roadmap. They drift. They get busy with things that feel productive but don't generate business. They wait until they feel "ready" — and that day never comes.

This guide removes the guesswork. It tells you exactly what to do — day by day, week by week — so you spend your first month building a real foundation instead of spinning your wheels.

Follow this plan. Trust the process. Show up every single day. That's it.

 **The One Rule:** *Your only job in the first 30 days is to build habits, systems, and pipeline. You are NOT expected to close a deal in your first 30 days. You ARE expected to lay the foundation that makes deals possible in days 31-90.*


YOUR DAILY TARGET: THE TWO-AND-TWO RULE

Starting in Week 2, every single day you must hit one of these two targets:

- 2 new conversations with potential buyers or sellers (a real phone call, Zoom, or face-to-face — not a text)
- 2 new people added to your pipeline (name, number, email, and context in your CRM with a follow-up task set)

That's it. Two and two. If you do this every single day, the math works in your favor:

- 2 conversations/day = 10/week = 40/month = 480/year
- At just a 5% conversion rate, that's 24 closings in year one
- At an average \$8,000 commission, that's \$192,000 in gross commission income

 **Remember:** *Consistency beats talent every time. You don't need to be the best agent in your market. You need to be the most consistent one.*

WEEK 1

— Days 1–7

This week is NOT about making money. It is about setting up everything you need to make money in weeks two, three, and four. Do not skip this week. Do not rush through it. Every item here is load-bearing.

DAY 1 — Choose Your Brokerage

Use the Five-Pillar Framework to make a smart decision. Evaluate every option through these five lenses:

- Culture — Are agents actually working? Are they collaborative and hungry, or coasting?

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- Systems — Does the brokerage provide a CRM, e-sign software, marketing tools, and dialers?
- Training — Is there a real mentor or broker who picks up the phone when you need help?
- Splits — Don't chase 100%. In Year One, resources matter more than split percentage.
- Leads — Does the brokerage provide leads? Is there a large company pipeline you can work?

⚠ Don't Make This Mistake: *Don't choose based on who recruited you hardest or who has the nicest office. Choose based on these five pillars.*

DAY 2 — Meet with Your Broker or Mentor

Now that you've chosen your brokerage, schedule your onboarding meeting. Come prepared with real questions:

- How accessible are you — can I call or text after hours if I'm stuck on a deal?
- What does mentorship actually look like — shadowing, role-plays, one-on-ones?
- What leads does the brokerage provide, and how do I access them?
- What systems and tools do I have access to, and who pays for them?
- What does a successful first 30, 60, and 90 days look like here?

💡 Key Insight: *You're not just joining a brokerage — you're buying access to a mentor. If they can't answer these questions clearly, that's a red flag.*

DAY 3 — Set Up Your CRM & Import Contacts

Your CRM is your business. Set it up right from day one.

- Get access to your brokerage's CRM (or set up your own if not provided)
- Import all contacts — phone, email, notes on how you know them
- Tag contacts by category: Sphere of Influence, Online Lead, Referral, Cold
- Set up your pipeline stages: New Lead, Contacted, Qualified, Appointment Set, Active, Under Contract, Closed, Nurture
- Set up your email signature with your name, license number, brokerage, phone, and headshot

DAY 4 — Design Your Daily Schedule

Your calendar is your business. If you don't design your day, your day designs itself — and it designs itself around distractions.

- Block 8 AM – 12 PM for prospecting and follow-up (NON-NEGOTIABLE)
- Reserve afternoons for showings, appointments, and contracts
- Batch your week: Mon/Wed/Fri = heavy prospecting. Tue/Thu = content, networking, relationship-building
- Set a daily alarm or reminder to hit your two-and-two target
- Block one hour at end of each week to review your pipeline and plan the following week


🔥 The One Exception: *The ONLY reason to leave your morning prospecting block is for a live showing or listing appointment. Everything else waits until noon.*

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DAY 5 — Practice Your Scripts

You will not feel ready. That's okay. Practice anyway. The only way to get good is to get reps.


- Print or pull up your Buyer Conversation Script and Quick Buyer Call Script
- Read through both out loud — alone, in your car, wherever
- Practice the opening with a friend or family member as the mock buyer
- Record yourself on your phone and listen back — it's uncomfortable but it works
- Practice your response to the most common objections until they feel natural

 **Mindset Note:** *You don't need to have the perfect script. You need to sound like a human who knows what they're talking about. Real beats robotic every time.*

DAY 6 — Set Up & Launch Your Social Media

Social media is your credibility engine. Set it up once and post consistently from here on out.

- Update your LinkedIn, Facebook, and Instagram profiles with your license info and professional photo
- Post your "I'm officially a licensed real estate agent" announcement — keep it warm, genuine, and personal
- Follow local real estate accounts, community groups, and neighborhood pages in your market
- Set a recurring reminder to post 3-5 times per week going forward

 **Important:** *Don't post desperate sales pitches. Post your activity, your learning, and your wins. Perception is reality — people who see you busy assume you're the agent to call.*

DAY 7 — Rest, Reflect & Prepare for Week 2

Seriously — rest. You cannot sprint indefinitely. Rest is not laziness; it's part of the system.

- Review everything you set up this week — CRM, calendar, scripts, social media
- Write down three things that feel solid and one thing that still feels uncertain
- Prepare your lead list for Week 2 — pull online leads from your brokerage, or map out which sources you'll work
- Set your intentions for Week 2 and visualize yourself making the first calls

WEEK 2

— Days 8–14

Foundation is done. Now you feed the pipeline. This week you start prospecting every single morning and hitting your two-and-two target. It will feel uncomfortable. That's normal. Push through it.

YOUR DAILY MORNING ROUTINE (Repeat Every Day This Week)


- Pull up your CRM and review the pipeline — who needs a follow-up today?
- Work your online leads first (brokerage-provided, Zillow, Realtor.com) — respond within 5 minutes of any new inquiry
- Make calls until you hit 2 new conversations or add 2 new people to your pipeline
- Log every call and contact in your CRM — notes, next steps, follow-up date

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- Post on social media — behind-the-scenes, market update, or activity post

LEAD SOURCES TO WORK THIS WEEK

- Brokerage online leads — Call every single one. Speed to lead wins. Call within 5 minutes of a new inquiry.
- Company lead pipeline — Ask your broker what cold leads or older leads you can work. These are gold.
- Preview properties — Schedule showings on homes in your market, even if you have no buyer. Post about it on social.
- Networking — Attend one event, open house, or community gathering this week and introduce yourself.

 **Sphere of Influence:** *Don't cold-call your sphere right now. Let your social media activity work for you. Post consistently and let them come to you — credibility-first beats begging every time.*


WHAT COUNTS AS A CONVERSATION

A conversation is a phone call, Zoom, coffee meeting, or face-to-face where you ask real questions and move someone closer to working with you. A text that says "Just checking in!" does NOT count.

- Ask about their situation — why they're thinking of buying or selling
- Ask about their timeline
- Ask about financing (buyers) or price expectations (sellers)
- End with a clear next step — a follow-up call, MLS search, or appointment

SOCIAL MEDIA CONTENT IDEAS FOR THIS WEEK

- "Just previewed 3 homes today in [neighborhood] — the market is moving fast."
- "Had a great buyer consultation this morning — excited to help this family find their next home."
- "What I learned about earnest money this week..." (share a quick tip)
- "Attending my first open house as an agent — here's what I noticed..."

 **Key Rule:** *Do NOT let social media replace prospecting. Social = visibility. Calls = business. You need both. Post first, then get on the phone.*

WEEK 3

— Days 15–21

By now your pipeline is starting to fill. This week you're still hitting the two-and-two target every morning, but you're also starting to schedule showings, consultations, and real appointments. You're getting reps. You're learning what works. Confidence starts to build this week — because you're in motion.

YOUR DAILY MORNING ROUTINE (Continue from Week 2)

- CRM review — complete all follow-up tasks due today
- Call new leads within 5 minutes of inquiry
- Hit your two-and-two target before noon
- Log everything — notes, outcomes, next steps
- Post on social media

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NEW ACTIVITIES TO ADD THIS WEEK

- Schedule your first showing (even if it's a soft showing for a buyer still getting pre-approved — the rep matters)
- Role-play your buyer and seller scripts with a colleague, mentor, or friend — get feedback
- Run comps on 3 properties in your market just for practice — use the +/- 200 sq ft framework
- Call the listing agent on a property you're curious about — practice asking intel questions
- Review your CRM pipeline — are your follow-up tasks current for everyone?

TRACK YOUR NUMBERS THIS WEEK

Start tracking weekly so you can see what's working. Log these every Friday:

- Calls made this week: _____
- New conversations: _____
- New pipeline additions: _____
- Showings scheduled: _____
- Appointments set: _____

 **Why This Matters:** *When you track inputs, you gain confidence because you can see the activity. When you feel stuck, your numbers will remind you that you are building — even when it doesn't feel like it yet.*

MINDSET CHECK FOR WEEK 3

You may be hearing a lot of "no's" right now. Or silence. Or leads that go cold. That's normal and expected. Here's how to stay in the right headspace:

- Every call — good, bad, or no answer — is a rep that makes you better
- Rejection is just redirection. The right clients are in your pipeline right now
- Your only job is to hit two-and-two today. Not close a deal. Not sign a listing. Just two conversations
- Go to bed every night asking: Did I hit my target? If yes — that's a win. Full stop

WEEK 4

— Days 22–30

Things are starting to click. Your pipeline is growing. You have follow-ups to make. Maybe you have showings scheduled. Maybe you're writing your first offer. This is the week where agents realize: "I can actually do this." Stay consistent. Double down on what's working. And start planning Month 2.

YOUR DAILY MORNING ROUTINE (Same As Always)

- CRM review — prioritize hottest leads and overdue follow-ups
- Respond to all new leads within 5 minutes
- Hit your two-and-two target before noon
- Log everything
- Post on social media

CONVERSION ACTIVITIES FOR THIS WEEK

- Follow up with everyone who went quiet in weeks 2 and 3 — try a different approach (call vs. text vs. email)


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- For warm leads: move toward setting an appointment — buyer consultation or listing appointment
- For buyers with pre-approval: start scheduling showings and actively working their criteria
- For sellers: begin pulling comps and prepare for a listing appointment if they're ready
- Write your first offer if the opportunity presents itself — your broker is there to guide you through it

END-OF-MONTH REVIEW

At the end of Day 30, sit down and honestly answer these questions:


- How many total conversations did I have this month? _____
- How many people are in my active pipeline? _____
- How many showings have I gone on? _____
- How many appointments (buyer or seller consultations) have I had? _____
- How many offers have I written? _____
- What lead source is producing the most activity for me? _____
- What's the #1 thing I need to get better at in Month 2? _____

 **What Success Looks Like at Day 30:** *You've chosen a brokerage, set up your systems, made hundreds of calls, had dozens of real conversations, built a growing pipeline, scheduled showings, and gained real confidence. That IS success. Deals follow from here.*

PLANNING YOUR MONTH 2

Don't let Day 30 be the finish line. Use what you've learned to build Month 2 with more precision.

- Double down on the lead source that produced the most conversations in Month 1
- Add a second lead generation channel if you've mastered your first one
- Focus on conversion — move warm leads to appointments, not just follow-up calls
- Start attending open houses as a hosting agent (ask your broker or a senior agent)
- Ask your broker about shadowing a listing appointment
- Keep hitting two-and-two every single day — this does not stop

 **The Big Picture:** *Month 1 plants seeds. Month 2 tends them. Month 3 is usually when your first deals close. The pipeline you build in these 90 days will define your career trajectory. Don't slow down.*

DAILY NON-NEGOTIABLES — EVERY SINGLE DAY

Put this on your wall. Read it every morning before you start your day.

- Morning prospecting block is protected — no showings, no errands, no favors until noon**
- 2 new conversations OR 2 new pipeline additions — every day, no exceptions**
- Every call, contact, and next step is logged in your CRM before end of day**
- Post on social media at least 3-5 times per week — show the work**
- End every call with a clear next step — never leave a conversation without one**
- Reply to every new online lead within 5 minutes**
- Go to bed knowing whether you hit your target — and plan tomorrow before you sleep**

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QUICK REFERENCE — WEEK BY WEEK

Day 1 | Choose Your Brokerage — Five-pillar framework evaluation

Day 2 | Meet Your Broker/Mentor — Onboarding, expectations, access

Day 3 | Set Up CRM — Import contacts, build pipeline stages

Day 4 | Design Your Schedule — Protect your morning prospecting block

Day 5 | Practice Scripts — Buyer & seller conversations out loud


Day 6 | Launch Social Media — Profiles updated, first post live

Day 7 | Rest & Prepare — Reflect, recharge, plan Week 2

Day 8–14 | Lead Generation Week — Hit two-and-two daily, work leads, post activity

Day 15–21 | Activity & Momentum Week — Schedule showings, get reps, track numbers weekly

Day 22–30 | Pipeline & Conversion Week — Follow up, set appointments, possibly write first offer

 **Final Word from Cody:** *I went from zero to 55 closings in eight months. Not because I was the most talented agent. Because I showed up every single day, had conversations, and let the pipeline build. You have everything you need. Now go execute.*