



K REAL ESTATE ACADEMY
FIELD GUIDE / AGENT EDITION

THE 90-DAY

Six-Figure Agent Blueprint

A direct, Marine-grade playbook for the agent
who is done with average and ready to operate.



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EDITION 01

A LETTER FROM DAVID

I spent ten years as a United States Marine. Then I spent the next twenty in real estate—through a recession, two market shifts, a personal collapse I wrote a whole book about, and over half a billion dollars in team production along the way.

Here is what nobody tells you when you get your license: the business does not reward talent. It rewards a small set of repeatable behaviors performed under pressure for long enough that the market has no choice but to pay you.

This blueprint is not motivation. It is the exact 90-day operating system I run with the agents on my team and inside K Real Estate Academy. It assumes you are coachable, you will do the work, and you are tired of guessing. If that is you, read this twice. Then start.

The next ninety days will either be a story you tell or another year you survive. You pick.

“

Most agents are not bad. They are just unmanaged. Become your own commanding officer.

David Adam Kurz

Founder, K Real Estate Academy / Kurz Team at LPT Realty
Host, Forged Into Man Podcast / Author, The Truth About Failure

The 3 Failure Patterns That Trap New Agents

Before I teach you what to do, you need to see what most agents are already doing wrong. Every stuck producer I have ever coached fits one of these three patterns. Identify yours honestly. That is step zero.

01 The Hopeful Waiter

Posts on social media. Tells family. Joins a brokerage. Then sits and waits for a lead to land. Mistakes activity in the CRM for activity in the market.

Symptom: under 10 daily prospecting conversations. Income unpredictable.

02 The Lead Junkie

Buys leads from three vendors. Spends more than they earn. Has no follow-up system, so 80% of paid leads die in the inbox. Confuses spending with strategy.

Symptom: high cost per closing, low conversion, constant cash anxiety.

03 The Forever Student

Buys every course. Watches every YouTube. Knows every script in theory. Has not had a real conversation about a real listing in a week. Confuses learning with earning.

Symptom: full notebook, empty pipeline, perpetual 'almost ready' state.

The 90-Day Operator Framework

Three thirty-day phases. One mission per phase.
No phase skipping. No exceptions.

DAYS 01-30

FOUNDATION

Build the base. Database, scripts, schedule, identity.

DAYS 31-60

EXECUTION

Apply pressure. Daily contacts, listing focus, conversion.

DAYS 61-90

COMPOUND

Stack the wins. Repeat referrals, listings, leverage.

Foundation

Mission: build the base nobody can blow over.

DAILY NON-NEGOTIABLES

- 60 minutes prospecting**
Live conversations only. Not posting, not scrolling.
- 25 contacts to your database**
Past clients, sphere, online connections, open-house leads.
- 1 hour in the field**
Preview a listing, walk a neighborhood, drop by a builder.
- Time-block tomorrow**
Calendar tomorrow before you close today.

30-DAY DELIVERABLES

- Database of 200 named contacts, tagged A / B / C.
- Personal value statement written and memorized.
- Five listing-presentation rehearsals on video.
- Five buyer-consultation rehearsals on video.
- Weekly tracking sheet running for four straight weeks.
- Two market-update videos posted, zero excuses.

DEFINITION OF DONE / DAY 30

You can run a full listing presentation cold. You speak to twenty-five people a day without flinching.

If those two are not true on day 30, you do not advance to Phase Two. You repeat. The framework only works if you tell yourself the truth.

Execution

Mission: turn activity into appointments, and appointments into contracts.

THE PHASE TWO STANDARD — DAILY MINIMUMS

40

CONVERSATIONS / DAY

3

APPOINTMENTS / WK

1

LISTING / 2 WKS

8h

FIELD TIME / WK

DAILY PRIORITY ORDER

- 01 Lead follow-up**
Old leads first. Today's leads second. Speed wins.
- 02 New prospecting**
Calls, DMs, in-person. Hit the daily count.
- 03 Appointment prep**
Pre-listing package, CMA, route plan.
- 04 Admin and content**
Last. Not first. Ever.

CONVERSION FOCUS

- Track ratios weekly**
Contacts > Appts > Signed > Closed. Numbers rule.
- Pre-frame every appointment**
Send the agenda. Eliminate 'we will think about it.'
- Ask for the business**
Every single appointment. No assumptions.
- Review one win and one miss**
Ten minutes daily. Adjust before the pattern sets.

DEFINITION OF DONE / DAY 60

At least one signed listing. At least three buyers in active contract conversations.

Income at this stage is a lagging indicator. Activity is the leading one. Trust the math.

Compound

Mission: stack wins so growth becomes self-funding.

THE THREE COMPOUND LEVERS

Referral Loops

Every closing produces three written reviews and five referral asks before key handoff. Zero exceptions.

Target: 30% of pipeline from past-client referrals by day 90.

Listing Inventory

Listings are leverage. One signed listing should produce two buyer leads and one follow-on listing.

Target: two active or under-contract listings by day 90.

Operating Leverage

Identify the lowest-value five hours of your week. Outsource them. Reinvest the time into prospecting.

Target: VA, ISA, or showing partner engaged before day 90.

DEFINITION OF DONE / DAY 90

Closed or under-contract pipeline that puts six figures within the next 12 months on autopilot.

If you ran the system, the math works. If the math is not working, the system was not run.

The 5-3-1 Daily Rhythm

Five hours of revenue work. Three appointments per week. One offer made every day.

5
REVENUE HOURS / DAY

3
APPOINTMENTS / WEEK

1
OFFER PER DAY

THE OPERATOR'S DAILY GRID

TIME	BLOCK	PURPOSE
06:00 - 06:30	Mind & Body	Movement, prayer or quiet, review yesterday's numbers.
06:30 - 07:30	Skill Reps	Script practice, role-play, listing-presentation walkthrough.
07:30 - 09:00	Lead Follow-Up	Yesterday's leads first. Speed wins.
09:00 - 11:00	Prospecting Block	Live calls, DMs, door knocks. Phone down between dials.
11:00 - 13:00	Appointments	Listing or buyer. Pre-frame, present, ask for business.
13:00 - 14:00	Field Time	Preview a listing, walk the farm, drop a handwritten note.
14:00 - 16:00	Admin & Content	Email, contracts, one piece of content shipped.
16:00 - 17:00	Plan Tomorrow	Time-block the next day. Close the loop.


Lead Source Allocation

Where your time and dollars go in the first 12 months.

40%

Sphere & Past Clients


Lowest cost, highest conversion. Five touches per quarter, minimum.



25%

Open Houses & Door-Farm

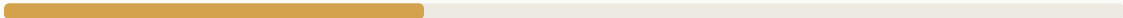
The most underrated lead source in modern real estate. Free.



15%

Online Leads & Paid Ads

Only after the first three sources are running. Discipline beats spend.



10%

Referral Partners

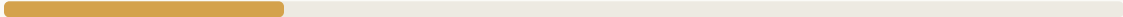
Lenders, title, builders, attorneys. Two breakfasts a week.



10%

Content & Personal Brand

Social proof, not lead gen. Keeps your name moving.



THE ALLOCATION RULE

Do not buy leads until your free sources are working.

Most stuck agents reverse this. They buy attention they cannot convert because they have not built the skill to convert the leads in their phone. Earn the free leads first. The paid ones become a multiplier instead of a crutch.

7 Scripts for Real Conversations

Memorize the structure. Make the words your own. Use them this week.

01 Sphere of Influence Reconnect

"Hey [Name], it's David. I'm re-engaging with the people who matter most to my business this year, and you're on that list. The market is shifting—rates, inventory, all of it. Whether you're thinking about a move or not, I want to be your real estate person if a question ever comes up. Quick one—who do you know that might be moving in the next 12 months?"

02 Past Client Check-In

"[Name], it's been [time] since we closed on [property]. I had your name come up while reviewing my client list and I just wanted to say thank you. While I have you—values in your area are up about [X%]. Want me to pull a quick number on what your home would sell for today, no pressure?"

03 Open House Visitor Follow-Up

"Hi [Name], David Adam Kurz. We met Sunday at the open house on [street]. I told you I'd send over the three other listings that match what you described. They're attached. Question for you—if the right home came up this month, would you be in a position to move on it, or are we still 60-90 days out?"

04 Expired Listing Approach

"[Name], my name is David Adam Kurz, and I noticed your listing came off the market. I'm not calling to pitch you. I'm calling to ask one question: are you done selling, or do you still need to move? Because if you still need to move, I'd like to come show you exactly why your home didn't sell and what I would do differently."

05 Internet Lead Speed-To-Lead

"[Name], David Adam Kurz returning your inquiry on [address]. I have one fast question so I do not waste your time—are you trying to be in a home in the next 30 days, the next 90, or are we further out than that? Whatever you say, I will tell you exactly what to do next."

06 Listing Appointment Pre-Frame

"Before Thursday, I'm going to send you a short pre-listing package and one video. When we sit down, I will walk you through three things: what your home is worth today, the exact plan I would run to sell it, and the price you walk away with. By the end of the meeting, you will know if I am the right person for the job. Sound fair?"

07 Direct Referral Ask

"[Name], I want to grow this year by referral, not by buying leads. So I am asking the people who already trust me. Who is the next person you know who is going to buy or sell in the next 12 months? Just one name. I will take it from there and treat them like I treated you."

THREE CLOSING ASKS THAT NEVER FAIL

1. "What questions do you have for me before we move forward?"
2. "Is there any reason you would not want me representing you on this?"
3. "If I do exactly what I just said, are we ready to sign today?"

Memorize all three. Pick one per appointment. Then stay quiet.

30 / 60 / 90 Tracking Sheet

Print this. Fill it in by hand. The act of writing the number is the discipline.

METRIC	DAY 30 TARGET	DAY 60 TARGET	DAY 90 TARGET
Conversations / day	25	40	50
Appointments / week	1	3	4
Listings signed	0-1	1-2	3-5
Buyers under contract	0-1	2-3	4-6
Closings YTD	0-1	2-4	6-10
Database size (named)	200	300	400
Past-client touches / qtr	5	5	5
Reviews collected	3	8	15
Referral asks made	10	30	60
Hours in field / week	5	8	10

WEEKLY SELF-AUDIT / 3 QUESTIONS

1. Did I hit my daily contact number every day this week? Y / N
2. Did I make a direct ask in every appointment? Y / N
3. What is the one habit I will install or remove next week?

WHAT NOW

Don't read this twice. Start it tomorrow.

Reading is how most agents stay broke. The agents I coach inside K Real Estate Academy do not read more—they execute faster, with a coach in their corner who has done it. If you are ready to compress 12 months of guessing into 90 days of structure, here are the two ways forward.

STEP ONE

Book a 60-minute Strategy Call

Bring your numbers. We will tell you exactly which phase you are in and what to fix this week.

[BOOK NOW](#)

STEP TWO

Join K Real Estate Academy

Coaching, scripts, accountability and the operator community where this blueprint becomes a closed deal.

[LEARN MORE](#)

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OPERATOR / AUTHOR / FOUNDER

Built by an operator. For operators.