PRODUCING AGENT PLAYBOOK

THE $60K–$100K PLAYBOOK

3 Lead Generation Systems for Producing Agents

WHAT'S INSIDE

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INTRODUCTION

How to Use This Guide

This guide is the execution layer for the three lead generation strategies outlined on TheAgentWhoAnswers.com. If you read the overview and thought "okay, but how exactly do I do this?" — you're in the right place.

Each strategy section follows the same structure: a step-by-step setup sequence, a documented management cadence, and a data-driven optimization framework. Work through the strategies in order on your first pass. After 90 days, your performance data will tell you where to invest more energy.

> Who this is for: This guide is built for agents already earning $60K+ GCI. The tactics here assume you have closed transactions, a real past-client base, and enough market experience to speak credibly about your area. If you're still in your first year, bookmark this and revisit it when you hit that threshold.

Your companion worksheets (WS1–WS4) are designed to work alongside each section. References are called out throughout.

WORKSHEET	COVERS	USE IT WHEN
WS1	SOI Audit & Referral Activation Planner	Starting Strategy 1
WS2	Farm Area Selection & Campaign Tracker	Starting Strategy 2
WS3	Content Calendar & GBP Checklist	Starting Strategy 3
WS4	Master 90-Day Action Planner	Day 1 — and every 30 days after

STRATEGY 1 OF 3 · RELATIONAL FOUNDATION

Past Client Activation & Referral Engine

Your past clients are the highest-converting, lowest-cost lead source available to you. The only reason most agents don't get more from them is the absence of a system. This section gives you that system.

1.1 Database Audit & Contact Segmentation

Before you can nurture a database, you need to know what's in it. Most agents have 150–400 contactable people across their phone, email, and CRM — and have never organized them with any intentionality.

Step-by-step setup:

STEP	ACTION	TIME
1	Export all contacts from your phone, email, and any existing CRM into a single spreadsheet.	60 min
2	Remove duplicates. Standardize names, email addresses, and phone numbers.	30 min
3	Add a "Relationship" column: Past Client / Referral Source / Warm Contact / Cold Contact.	45 min
4	Add a "Last Contact" column. Note when you last spoke or communicated meaningfully.	30 min
5	Segment into three tiers using the framework below.	30 min
6	Import cleaned list into your CRM. Apply tier tags. This is your working database.	45 min

The Three-Tier Segmentation Model

TIER	WHO THEY ARE	SIZE TARGET	CONTACT FREQUENCY
A — Champions	Past clients who referred you, left a review, or explicitly said they'd refer you. Your advocates.	25–50 people	Monthly — treat as VIPs
B — Warm Circle	People who know you well and trust you but haven't transacted or referred yet.	75–150 people	Every 4–6 weeks

C — Re-Engagement	Contacts who know of you but haven't engaged recently. Need a reason to reconnect.	100–250 people	Quarterly

Don't overthink the segmentation. A rough sort into these three buckets takes 30 minutes and is infinitely better than treating your entire database as one undifferentiated mass. You can refine as you go.

Worksheet 1: SOI Audit & Referral Activation Planner — use Part 1 and Part 2 now

1.2 The 12-Month Touchpoint System

A touchpoint is any intentional, value-first contact with someone in your database. The word "intentional" is doing a lot of work in that sentence. A mass email blast is not a touchpoint. A handwritten card to a specific client on their home anniversary is a touchpoint.

The framework below gives you a proven 12-month rhythm. Customize the content — keep the cadence.

MONTH	TIER A TOUCH	TIER B TOUCH	TIER C TOUCH	NOTES
Jan	Personal call — year ahead check-in	Market update email	Market update email	No ask. Pure value.
Feb	Handwritten card	Local market stats text	Email newsletter	
Mar	Home anniversary CMA offer	Home anniversary email	Seasonal home tip	Strong ask moment for Tier A
Apr	Personal call — spring market	Spring market update	Market email	Referral ask — Tier A
May	Local event invite or info	Community spotlight	Email newsletter	
Jun	Mid-year market review call	Mid-year stats email	Market email	
Jul	Personal check-in text/call	Summer market update	Email newsletter	
Aug	Back-to-school / local area content	Back-to-school email	Seasonal email	

Sep	Home maintenance reminder + call	Home maintenance email	Seasonal tip	Referral ask — Tier A
Oct	Fall market update call	Fall market stats	Market email	
Nov	Holiday card — handwritten	Holiday email	Holiday email	Personal touch matters here
Dec	Year-in-review call + thank you	Year-in-review email	Year-end email	No ask. Express gratitude.

Referral ask timing: The months are your two approved referral ask windows per year. These land in months where you've already delivered value (spring market update, home maintenance). Never lead with an ask. Always deliver first. The ask should feel like a natural continuation of the conversation, not a transaction.

1.3 Referral Ask Framework

Most agents either never ask for referrals or ask in a way that feels transactional and makes both parties uncomfortable. The framework below eliminates both problems.

The Three Conditions for a Strong Ask

- You have just delivered something of genuine value — a CMA, market data, a useful article, a call that was about them, not you.
- The client has responded positively — replied to an email, thanked you, commented on something you sent.
- It has been at least 4–6 weeks since your last ask (if you made one at all).

Referral Ask Language — Use These as Starting Points

CONTEXT	LANGUAGE
Post-close (within 2 weeks of closing)	"Working with you was genuinely fun. If you hear of anyone thinking about making a move — buying or selling — I'd love the chance to help them the same way I helped you. A quick introduction is all it takes."
Mid-relationship value touch	"By the way — are you hearing of anyone thinking about buying or selling? I'd much rather work with people who know someone I've helped than chase leads I don't know."
Home anniversary outreach	"A year in — congratulations. If anyone in your world is curious what their home might be worth right now, I'm happy to pull a quick report. No pressure, just good information."

What's missing from every example above: urgency, pressure, incentives. A referral from your database is built on trust. Anything that feels like pressure corrodes that trust permanently. The ask should sound like something a trusted friend would say — because that's exactly what you are to these clients.

1.4 Ongoing Management & Optimization

CADENCE	ACTIVITY	WHAT TO LOOK FOR
Weekly	Log all outbound touches and inbound replies in CRM. Flag anyone who engaged positively for next-step action.	Response rate by tier

Monthly	Review referral tracking log. Did any Tier C contacts engage? Promote them to Tier B. Pull referral count vs. prior month.	Referrals received vs. prior month
Quarterly	Audit your database size. Are you adding new warm contacts from closed deals? Is your Tier A list growing?	Database growth rate
Annually	Full 12-month review. Calculate GCI attributable to referrals vs. other sources. Adjust tier assignments.	% of GCI from referrals

Optimization trigger: If referrals = 0 after 60 days of consistent touches, the quality of your touchpoints is the problem — not the volume. Upgrade content, increase personalization, and add phone calls to your Tier A cadence.

Worksheet 1: SOI Audit & Referral Activation Planner — use Parts 3, 4, and 5 for ongoing tracking

STRATEGY 2 OF 3 · PROACTIVE OUTBOUND

Geographic Farming: Neighborhood Domination

Geographic farming is a long-term equity play. You are buying name recognition and trust in a defined neighborhood the same way a local business builds brand loyalty over years. The compounding is slow at first — and then it isn't. Commit to 12–18 months before drawing conclusions.

2.1 Farm Area Selection Framework

Farm selection is the single most important decision in this strategy. A perfectly executed campaign in the wrong neighborhood will produce nothing. Work through these five criteria before committing to any area.

CRITERIA	MINIMUM THRESHOLD	HOW TO FIND THE DATA	YOUR NOTES
1. Farm Size	300–800 homes	County tax records, Google Maps polygon, MLS boundary search	
2. Turnover Rate	5–8% annually (15–60 homes/yr)	MLS: pull sold listings in the area for the last 12 months. Divide by total homes.	
3. Agent Dominance	No single agent holds >20% of listings	MLS: run sold listings by agent for the past 24 months in the target area.	
4. Avg. Price Point	Commission per transaction viable for your income goal	MLS average sold price x your avg. commission rate = commission per deal.	
5. Your Familiarity	You know the neighborhood or can learn it quickly	Live nearby, have closed deals there, or have a strong reason to be present.	

The Income Math

Run this calculation for each candidate area before selecting:

VARIABLE	YOUR FARM (fill in)

Total homes in farm area	
Annual turnover rate (%)	
Projected annual transactions	
Your target market share (%)	
Projected transactions you capture	
Average commission per transaction ($)	
Projected annual GCI from farm ($)	

Worksheet 2: Farm Area Selection & Campaign Tracker — use Part 1 for the full evaluation matrix

2.2 Multi-Channel Campaign Setup

One channel is not a farm. It's a mailer. The compounding effect of farming comes from multiple channels reinforcing each other — so homeowners see you in their mailbox, at their door, in their social feed, and at local events. That repetition builds the familiarity that converts to listings.

1 **Direct Mail — Monthly Cadence**
Mail to your entire farm every month without exception. Rotate content themes: Just Listed, Just Sold, Market Update, Local Resource Guide, Community Spotlight, and seasonal content. Your mail piece should always include your photo, your name, a specific data point about the neighborhood, and one clear call to action (free home valuation, QR code to your website, or a direct phone number). Budget: $0.50–$0.80 per piece including postage. At 500 homes, that's $250–$400/month.

2 **Door Knocking — Bi-Weekly**
Target 25–50 homes per door-knock session. Introduce yourself personally to every home you can reach. Script: "Hi — I'm [Name], I specialize in this neighborhood and I wanted to introduce myself. I send out monthly market updates for [neighborhood name]. Would it be alright if I added you to my list?" Bring a leave-behind: a printed neighborhood market report with your contact information. Log every interaction in your CRM — note names, any indication of timeline, and any referrals mentioned.

3 **Hyperlocal Social Content — 2–3x Per Week**
Create content specifically about your farm area: recent sales ("Just sold 3 blocks from you — here's what it means for your home value"), neighborhood spotlights, local business features, school news, and community events. The goal is to become the social media voice of that neighborhood. Post to Facebook, Instagram, and Nextdoor. Never use generic content templates. Everything should be specific enough that a resident immediately recognizes their own neighborhood.

4 **Community Presence — Monthly**

Sponsor or attend at least one neighborhood event per month. Options: HOA meetings, local sports team sponsorships, block parties, school fundraisers, shredding events, food drives at a local business. You don't need to be the headliner — you need to be consistently present. A branded table, a sponsored banner, or simply showing up and introducing yourself compounds over time.

2.3 The Door-Knock System

Door knocking is the highest-conversion channel in a farm because it creates personal connection that mail and social content cannot replicate. Most agents avoid it because it feels awkward. That awkwardness disappears after the first 10 doors — and your comfort becomes your competitive advantage.

The Pre-Knock Preparation Checklist

- Pull MLS data for the farm: recent sales, active listings, expired listings, and price per sq ft.
- Print a one-page neighborhood market report (your data, your branding, your contact info).
- Prepare a brief business card with your photo, name, specialty, and phone number.
- Know your script cold. Practice it out loud at least 5 times before your first door.
- Plan your route: map the 25–50 homes you'll visit. Walk-able clusters are most efficient.
- Target Saturday mornings or weekday late afternoons — highest at-home rates.

Door-Knock Scripts

SCENARIO	SCRIPT
Cold introduction (first visit)	"Hi — I'm [Name] with [Brokerage]. I specialize in this neighborhood and wanted to introduce myself personally. I send monthly market updates for [Neighborhood] — would it be alright if I made sure you're on my list? It's just local sold data and what's happening with home values — no sales pitch." [Hand them the market report.]
Follow-up visit (2nd or 3rd time)	"Hi again — I'm [Name], I was here a few months ago. Just wanted to drop off the latest numbers for [Neighborhood]. Values have [moved/held steady] — it's an interesting time. Do you have any questions about what's happening with homes around here?"
Someone mentions they're thinking of selling	"That's actually great timing. The market in [Neighborhood] right now is [brief honest assessment]. Would you be open to a quick, no-obligation conversation about what your home might be worth? I can pull the numbers and walk you through them — takes about 20 minutes."

2.4 Ongoing Management & Optimization

CADENCE	ACTIVITY	KEY METRIC
Monthly	Deploy mail piece. Complete door-knock session. Post 8–12 social content pieces. Log all farm contacts in CRM.	# of new contacts added

Quarterly	Calculate your market share: your listings / total listings in farm. Compare to prior quarter. Identify which channel generated the most farm inquiries.	Market share % trend
6 Months	Assess dominance. Are homeowners starting to recognize you? Are you getting any inbound inquiries without outbound effort? If not, diagnose (see pivot triggers in WS4).	Inbound inquiry rate
Annually	Full ROI calculation. Total spent on farm (mail + time + events) vs. GCI generated from farm transactions. Adjust farm boundaries if needed.	Farm ROI ($)

Worksheet 2: Farm Area Selection & Campaign Tracker — Parts 2, 3, and 4 for tracking

STRATEGY 3 OF 3 · INBOUND ENGINE

Local Content Marketing & Google Business Profile

This strategy builds infrastructure that works while you're at a showing, in a negotiation, or asleep. Done right, a single neighborhood guide you publish this month could generate inbound leads three years from now. That's the compounding return that makes content marketing one of the highest long-term ROI channels available to a self-managed agent.

3.1 Google Business Profile — Full Optimization

Your Google Business Profile is the single highest-leverage free tool in real estate. A fully optimized GBP places you in the "Local Pack" — the three map listings that appear at the top of local search results and capture the majority of clicks. The agents in those spots aren't the best agents. They're the most active and complete ones.

1 **Claim and Verify Your Profile**
Go to business.google.com. Search your name. If your profile exists, claim it. If not, create it. Complete the verification process (postcard or phone). This is your foundation — nothing else matters until this is done.

2 **Complete Every Section to 100%**
Business name (matches your license exactly — no keyword stuffing), primary category (Real Estate Agent), secondary categories (Real Estate Agency), service area (all zip codes you serve), business description (750 characters — keyword-rich, client-focused, specific to your market), phone number, website URL, hours of operation.

3 **Upload a Minimum of 10 Photos**
Include: professional headshot, team photo (if applicable), exterior shots of sold homes in your farm, interior shots of featured listings, and community/neighborhood photos. Profiles with photos receive significantly more direction requests and website clicks than those without.

4 **Populate the Q&A; Section**
Don't wait for clients to ask questions — ask and answer them yourself. Write 5–8 questions your ideal client would ask ("How do I get a free home valuation?", "What areas do you specialize in?", "How quickly do homes sell in [your neighborhood]?") and answer them with keyword-rich, genuinely helpful responses.

5 **Set Up a Recurring Google Posts Schedule**
Post at least once per week. Content types: Just Listed, Just Sold, market update, neighborhood spotlight, educational tip, or community event. Posts expire after 7 days — consistency is the signal Google reads. Each post should have a photo, 150–300 words, and a call to action.

6 **Enable and Monitor Messaging**
Turn on GBP messaging. Set an auto-reply that confirms you'll respond within a few hours. Check messages daily. A fast response time is tracked by Google and factors into your local ranking.

Worksheet 3: Content Calendar & GBP Checklist — use Part 1 for the full 16-point optimization checklist

3.2 Local Content Marketing System

Local content means content so specific to a neighborhood or market that national portals like Zillow and Realtor.com simply cannot replicate it. A guide titled "Living in [Your Neighborhood]: What Buyers and Sellers Need to Know in 2026" — written by someone who actually shows homes there — will outrank a generic portal page every time.

Your Content Hierarchy

CONTENT TYPE	FREQUENCY	PURPOSE	EXAMPLE TITLE
Neighborhood Guide	1 new guide per month	Long-term SEO asset. Ranks for years.	"Living in [Neighborhood]: The 2026 Insider Guide"
Market Update	Monthly	Demonstrates expertise. Drives GBP traffic.	"[Neighborhood] Real Estate: April 2026 Market Report"
Just Sold Story	Every closing	Social proof. Triggers neighbor curiosity.	"Sold in 6 Days — Here's What [Street] Taught Us"
Educational Post	2x per month	Builds trust. Answers buyer/seller questions.	"5 Things Sellers in [City] Get Wrong About Pricing"
Community Spotlight	Monthly	Builds goodwill. Attracts local backlinks.	"Best Coffee Shops Near [Neighborhood] — A Local's Guide"

Neighborhood Guide Template — What to Include

- Market data: Active listings, average days on market, median sold price, price per sq ft — sourced from MLS, updated quarterly.
- School information: District name, school ratings, proximity — link to GreatSchools.org.
- Walkability and lifestyle: Grocery stores, restaurants, coffee shops, parks, transit — be specific.
- Community character: What's the vibe? Young families? Professionals? Retirees? Write honestly.
- Recent sold data: 3–5 specific recent sales with brief commentary. "This 3/2 on Oak Street sold at 102% of list in 4 days — here's why."

• Local business spotlight: Feature one or two local businesses. They'll often share your content — earning backlinks and reach.

• Your contact information and a clear CTA: "Thinking about buying or selling in [Neighborhood]? Let's talk."

3.3 Review Generation Strategy

Google reviews are a direct ranking factor for local search. More importantly, they're what a homeowner reads before deciding to call you. An agent with 4 reviews and an agent with 47 reviews are not competing on equal footing — regardless of who is actually better.

The ask itself is simpler than most agents make it:

> "You've been fantastic to work with and I'm so glad we got you to [outcome]. Would you be willing to share your experience in a quick Google review? It's the single biggest thing that helps other families find me. I'll send you the direct link — takes about 90 seconds." Then send the link immediately. Don't wait.

TIMING	METHOD	NOTES
Day of closing	Verbal ask — warm moment. Confirm they're willing.	Highest satisfaction moment. Best conversion.
3 days post-close	Text with direct GBP review link.	While experience is fresh. Make the link clickable.
10 days post-close	Follow-up text if no review yet.	One follow-up only. Don't over-ask.
30 days post-close	Check-in call. Mention review again if still outstanding.	Folded into your regular follow-up cadence.

Target: 2 new reviews per closed transaction. One from the buyer or seller. One from a referral source if applicable. At 10 transactions per year, that's 20 new reviews annually — enough to build serious local search authority within 2–3 years.

3.4 Ongoing Management & Optimization

CADENCE	ACTIVITY	KEY METRIC
Weekly	Publish 1 Google Post. Reply to any new reviews. Check GBP messages. Promote latest content on social.	GBP views week-over-week
Monthly	Publish 1 neighborhood guide or major content piece. Review GBP search query report (what terms are driving views). Add new photos from recent transactions.	GBP website clicks, calls
Quarterly	Audit all published guides — update any stale data. Review keyword rankings for primary search terms. Check review count vs. target pace.	Organic search impressions

Annually	Full content audit. Which guides drove the most leads? Double down on that format and topic area. Retire or update guides with no traffic.	Leads from content vs. other channels

Worksheet 3: Content Calendar & GBP Checklist — Parts 2, 3, and 4 for all tracking

THE SYSTEM THAT CLOSES THE LOOP

The Follow-Up System Every Producing Agent Needs

Three lead generation strategies working in parallel will fill your pipeline. But a pipeline without a follow-up system is just a list of people who called you once and never heard back. This is where most agents at the $60K–$100K threshold are silently bleeding the most income — not in lead generation, but in lead response.

The 5-Minute Window: Research consistently shows that agents who respond to an inbound lead within 5 minutes are 100 times more likely to connect than agents who respond 30 minutes later. That window is not forgiving — and it does not care whether you're in a showing, negotiating a contract, or at your kid's recital.

The Four Failure Points in a Solo Agent's Follow-Up System

FAILURE POINT	WHAT HAPPENS	THE FIX
Missed inbound call	Lead hangs up. Calls the next agent on Google. You never know the opportunity existed.	A system that answers every call, captures intent, and immediately notifies you — even at 9pm.
Slow response to web/form leads	Lead goes cold within 15 minutes. By the time you call back, they've already spoken to two competitors.	Automated immediate response via text or email, followed by a personal call within the hour.
Inconsistent nurture	Lead says "not ready yet." You follow up once. Then never again. 6 months later they close with someone else.	A documented long-term nurture sequence in your CRM — at least 8 touchpoints over 90 days for every new lead.
No system for after-hours leads	35–40% of real estate inquiries come outside business hours. Without a system, that's dead pipeline.	After-hours coverage through AI-powered inbound call answering — the lead is engaged, qualified, and flagged for you by morning.

The Minimum Viable Follow-Up Stack

You don't need an enterprise tech stack. You need these four things working together:

1 **A CRM That Tracks Every Lead**
Every inbound lead — from any source — enters your CRM immediately with a source tag. No lead lives only in your phone's recent calls list. Recommended: GoHighLevel for agents who want automation built in, or Follow Up Boss for simplicity.

2 **An Immediate Response Sequence**
The moment a lead fills out a form or makes contact, an automated text fires within 60 seconds: "Hi [Name], this is [Agent]. Got your message — I'll call you shortly. In the meantime, is there a specific address or neighborhood you're focused on?" This buys you time and signals responsiveness before you've even picked up the phone.

3 **A Minimum 8-Touch Nurture Sequence**
For every new lead who doesn't convert immediately, build a 90-day nurture sequence: Day 1 (immediate text), Day 2 (personal call), Day 5 (value email — market data), Day 10 (text check-in), Day 21 (email), Day 30 (call), Day 60 (email), Day 90 (call). Most agents give up after 2 touches. The data shows the majority of conversions happen between touch 5 and 8.

4 **Inbound Call Coverage — Including After Hours**
This is the gap that produces the biggest returns for solo agents. A new category of AI-powered inbound call answering technology now exists that answers every call in your name, engages the caller with natural conversation, qualifies their needs, and notifies you immediately with a full summary. The lead is never lost to voicemail. The opportunity is never missed because you were unavailable. For a solo agent generating 10–30 inbound calls per month, this single addition can recover 3–5 previously lost opportunities per quarter. At an average commission of $8,000–$12,000, that math is significant.

Want to close this gap? The technology that handles this — always-on, AI-powered inbound call answering built specifically for residential real estate agents — is exactly what TheAgentWhoAnswers.com is built around. If you want to see how it works for agents at your production level, visit TheAgentWhoAnswers.com.

PERFORMANCE FRAMEWORK

Data Tracking & Monthly Optimization

The agents who crack $100K aren't necessarily working harder than agents at $60K. They're working with better information. Every strategy in this guide produces measurable signals — if you track them. This section tells you exactly what to track, how often, and what to do with the data.

Your Monthly Dashboard — 12 Numbers That Matter

#	METRIC	SOURCE	TARGET RANGE	MONTH 1	MONTH 2	MONTH 3
1	New leads — Referral/SOI	CRM	3–8/mo			
2	New leads — Farm area	CRM	2–5/mo			
3	New leads — Content/GBP	CRM	2–6/mo			
4	Total active pipeline	CRM	15–40			
5	Appointments set	CRM	4–10/mo			
6	Contracts written	CRM	1–3/mo			
7	GCI closed ($)	CRM	Goal ÷ 12			
8	SOI touches sent	CRM/Cal	20+/mo			
9	Farm mailers deployed	Vendor	1 drop/mo			
10	GBP views (monthly)	GBP Insights	200+			
11	New Google reviews	GBP	2+/mo			
12	Avg. lead response (min)	CRM	< 5 min			

Monthly Review Protocol — 30 Minutes, Once a Month

STEP	QUESTION TO ANSWER	ACTION IF OFF TRACK

1	Which channel produced the most leads this month?	Note it. Invest proportionally more energy next month.
2	What is my lead-to-appointment conversion rate?	If below 20%, your follow-up speed or sequence needs work.
3	How many referrals did I receive vs. prior month?	If declining, increase Tier A touch frequency and quality.
4	Is my farm market share trending up quarter-over-quarter?	If flat after 6 months, diagnose: channel frequency or farm selection.
5	Is my GBP driving more clicks and calls than last month?	If not, increase post frequency and actively generate reviews.
6	What is my average lead response time?	If over 5 minutes, implement an inbound call answering solution immediately.

The 90-day rule: Three consecutive months of data is the minimum before drawing conclusions about any channel. One slow month is noise. Three slow months is a signal. Don't make channel decisions based on a single bad week — but don't ignore a sustained pattern either.

Worksheet 4: Master 90-Day Action Planner — Parts 4, 5, and 6 align directly with this framework

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You now have everything you need to install a lead generation engine that doesn't depend on luck, referral timing, or any single channel having a good month. The gap between $60K and $100K is not a talent gap. It's a systems gap — and you've just closed it.

Work the plan. Track the numbers. Adjust with data, not gut feelings. And make sure every lead you generate actually gets answered.