THE REAL ESTATE GOLDMINE YOU ALREADY OWN

Turn your database into conversations, opportunities & closings

66% of sellers hire an agent they already knew: 37% by referral, 29% an agent they had worked with before. And 80% of them contact only one agent before they hire. That business did not come from a portal. It came out of somebody's database.

Source: National Association of REALTORS®, 2025 Profile of Home Buyers and Sellers.

The Lifetime Value Of One Client

They buy	**$10,000**
They sell that house	**$15,000**
They buy the next one	**$20,000**
They add an investment property	**$20,000**
They refer you once	**$20,000**
One relationship	**$85,000**

Every conversation in your database is an $85,000 conversation.

These do not all happen this year. That is the point. It is an annuity, not a transaction. Which means when you quit on a past client, you did not lose one commission. You walked away from the whole ladder.

Run your own numbers: put your average commission in each row and find your real number.

Step 1 · Sort: your database is four piles, not one list

Four piles, four different conversations. This is why one mass email to all of them converts nobody.

1. Past clients

CLOSED 12+ MONTHS AGO

Highest trust, most neglected. Sellers now own a median 11 years before moving, an all-time high, so equity and life changes are stacked up.

2. Dormant leads

6 TO 24 MONTHS OLD

Buyers and sellers who said "not right now." Most agents stop calling on day 90 and never find out when that changed.

3. Sphere, never asked

FRIENDS, FAMILY, PAST COWORKERS

87% of sellers would recommend their agent. Most of your people have never been handed the words to do it.

4. Orphans

SIGN-INS, SIGN CALLS, OLD PORTAL LEADS

Lowest conversion, highest volume, already paid for. Perfect for text-first outreach.

Step 1 · The segment map

The pile tells you how to open. The segment tells you what to say.

SEGMENT	WHAT YOU LEAD WITH
Current homeowner	Their equity position, the plan for the house, and the three different ways they could sell it.
Future buyer	What they would qualify for now versus last year, and the off-market inventory nobody else shows them.
Veteran	The benefit angle, including the part most of them do not know: it can be used more than once.
Business owner	Investment property, tax position, and lending built for self-employed income.
Investor	Your buy box, off-market deals, and creative finance structures.
Empty nester	Downsizing, accessing equity, and what the move actually nets them.

Step 1 · The Gold Score: three filters, no CRM project

Equity & time
Four or more years in the home, or an equity position big enough to move on.

Life trigger
New job, marriage, baby, divorce, death, empty nest, retirement, a remodel they cannot face.

Warmth
Would they take your call today, or do you need to text first to get back in the door?

2 of 3 → work it this month · **1 of 3** → nurture · **0 of 3** → that is a list, not a lead. Sort once, then pull **five names a day** out of it, forever.

Step 2 · Spark: the four-beat conversation

1. **Reconnect** "Hey [Name], it's [you] with [company]. I'm going through and updating my database, and I want to make sure I've got accurate information for you. I won't take much of your time."
2. **Confirm** Still at the same address? Is this still the best mobile? What's the best email for you? Anybody new in the house? Real questions, real answers, and it disarms them completely.
3. **Discover** Now the open one: "What's the plan for the house over the next couple of years?" Or for your sphere: "Tell me what you're doing these days."
4. **Advance or archive** Set the expectation and get the next date out loud. There is a yes, a no, and a date. There is no such thing as a maybe.

You are not calling to get business. You are calling to get current. The business is a byproduct.

Step 2 · Three messages you can send this afternoon

Text first. Call the ones who answer. Never open with a link, because a link is a broadcast and they can feel it.

Past client
THE VALUE CHECK

> *"Hey [Name], I was updating values on [street] this week and yours came up. Want me to send you what it's worth now? No strings, just making sure my information on you is current."*

Dormant buyer lead
THE HONEST RESET

> *"[Name], I'm updating my files and I'd rather ask than guess. Are you still thinking about buying at some point, or did you already find something? Either answer helps me."*

Sphere
THE CONNECTOR

> *"Quick one. I'm updating my database and realized I don't really know what you're doing these days. Tell me about your work. I know a lot of people and I'd rather be sending them to you."*

The sphere one is the sleeper. Ask what they do, then connect them to somebody who needs it. Now you are the person who gives first.

Step 3 · Set: end every call the same way

The close
SAY IT LIKE THIS

> *"I really appreciate you taking a minute. Let me do this. I'd love to keep you up to speed on what the market is actually doing. Is [email] still the best one for you? I'll send your home value every quarter, what's happening with rates, and anything I think actually matters to you. And if buying or selling ever comes up, for you or somebody you care about, give me twenty minutes and I'll walk you through your options."*

Every call ends one of two ways: a consultation on the calendar, or permission to stay in their world.

Step 4 · The cadence: 30 / 90 / Forever

First 30 days, the re-engagement sprint. Six touches, three channels, one answerable question every time.

DAY	CHANNEL	THE TOUCH
Day 1	**Text**	Segment-matched value question. No link, no market report, no pitch.
Day 3	**Call**	Reference the text, then run the four beats. Leave a voicemail if they miss it.
Day 7	**Text**	A second angle. Their street, a neighbor's sale, a program they qualify for.
Day 14	**Video text**	Thirty seconds, use their name out loud, no pitch. This is the one nobody else sends.
Day 21	**Call**	Different time of day than the first call. Most no-answers are timing, not rejection.
Day 30	**Text**	The honest reset. "Are you still thinking about it, or did that change?"

Day 90: the decision

Everyone lands in one of three places. **Active** and on your calendar. **Nurturing** on a quarterly rhythm. Or **archived with a date** you actually wrote down. Nobody stays a maybe.

Forever: the rhythm

Four calls a year. One segment-matched value touch a month. One annual equity review on their anniversary. Plus trigger touches any time something happens on their street or in their life.

Step 4 · Five conversations a day

5	25	100	1,200
a day	a week	a month	a year

Five conversations is not a lot in this business. It is one before your first showing and four after. **It is not hard, it is boring.** The discipline to do the boring thing every single day is the entire edge. How many real conversations did you have last year?

Two non-negotiables

1. Five conversations a day

Every day. Pulled out of the CRM, not out of your memory. Not when you have time and not when you feel like it. Five is the floor, not the goal.

2. Your CRM is the heartbeat

A living, breathing record of your business. Every call made from it. Every answer notated in it. Every profile updated on the way back out. It is not storage. It is the asset.

If you cannot get to five a day yourself: buy fifteen hours from a part-time ISA, pod your team on a weekly rotation, or automate the sorting and never the relationship. The function matters. The vendor does not.

Start tomorrow

- ☐ **Open the CRM first** — Not your contacts app, not your inbox. Pull today's five out of the piles you sorted.
- ☐ **Have five real conversations** — Reconnect. Confirm. Discover. Advance or archive. Four beats, five times.
- ☐ **Update every profile** — What changed, what they need, what segment they belong in, and the date of the next touch.
- ☐ **Do it again tomorrow** — Ninety days of that and you have a healthy, living asset that produces business you never had to buy.