



**SAY, HELLO! TO MORE CLOSING'S THIS SPRING**  
**THE APPOINTMENT-SETTING PLAYBOOK:**  
**DOMINATE SPRING SELLING SEASON**

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**The Next 5 Weeks Are Critical to Having a Strong 2026, It's Spring Selling Season!**

The real estate market is heating up, and the actions you take over the next five weeks will determine the strength of your pipeline for the rest of the year. To capitalize on the Spring Selling Season, you must focus on one key principle: CONSISTENCY.

**Success Comes from Consistency:**

On the Phone – Daily outreach is non-negotiable. Keep your pipeline full.

Opening the Mind of the Consumer – Educate and guide them through the process.

Providing Value – Position yourself as their go-to real estate expert.

**BE A LEAN, MEAN APPOINTMENT SETTING MACHINE!**

**Start Today and Connect with Your Clients**

The foundation of a strong business is built on proactive client engagement. Your job is to initiate conversations, understand your client's needs, and set appointments that lead to closed deals.

**The Appointment Setting Process**

**1. Establish a Routine**

- Set a Dedicated Calling Time: Block out uninterrupted time on your schedule every day to make calls.
- Consistency Wins: Repetition builds momentum and confidence. Even on slow days, make your calls.
- Track Your Activity: Log your daily calls, appointments set, and conversion rates. What gets measured, gets improved.

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## **2. Know Why People Do Business With You**

- Understand their motivations:
  - Buying a dream home
  - Selling a current home
  - Investing in real estate
  - Purchasing a vacation home
- Show them that you understand their concerns, goals, and aspirations.
- Share relevant market data and insights to reinforce their decision-making process.

## **3. Help Clients Achieve Their Goals**

- Be the bridge between where they are and where they want to be.
- Offer solutions that address their pain points:
  - Low inventory? Provide off-market listings.
  - Interest rate concerns? Share lender strategies for rate buy-downs.
  - Timing uncertainty? Explain the benefits of listing now vs. waiting.
- Position yourself as the expert who provides clarity and action steps.

## **Daily Commitment & Weekly Standard**

To succeed, you must commit to a measurable standard:

- Daily Goal: Set at least 4 qualified appointments.
- Weekly Standard: Close at least 1 transaction per week.

Strategies to Achieve This Goal:

- Follow-Up Relentlessly: Most deals happen in the follow-up, not the first call.
- Leverage Multiple Communication Channels: Phone calls, texts, emails, and social media DMs can all work together.
- Be Resourceful: If a lead isn't ready now, nurture them until they are.

## **Use Actionable Scripts: Words Matter!**

- Review your calls regularly and identify opportunities for improvement.
- Assume the win – don't be timid. Confidence closes deals.
- Adopt a mindset of certainty: People are looking for guidance, and they will follow the agent who sounds like they know what they're doing.

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## **The Perfect Call: Scheduling the Appointment**

- Always offer two available times.

## **Example Script:**

- "Let's pencil in Thursday at 3 PM or Friday at 10 AM. We can always adjust if needed."
- Be flexible but firm: Getting on their calendar is the priority.

**Remember: "*Timid Sales People Have Skinny Children*" – Confidence sells, hesitation loses.**

## **Commit to the Process & Dominate the Spring Selling Season!**

This business is a numbers game. The more people you talk to, the more appointments you set, and the more homes you sell. Make a decision today to be consistent, confident, and relentless in your pursuit of success.

- ✓ Take massive action.
- ✓ Stay accountable.
- ✓ Be the Lean Mean Appointment Setting Machine!

🚀 Let's Crush 2026 Together!