



THE 7-FIGURE FORMULA

SYSTEMS, SCRIPTS & SCALING STRATEGIES FOR AGENTS WHO ARE READY TO GROW A REAL BUSINESS

From Hustle & Grind to CEO

You're showing homes. Writing contracts. Posting on social media. You're busy.

But here's the truth: Busy doesn't equal profitable.

If your schedule is full but your bank account isn't, you don't need more hustle. You need systems.

The 7-Figure Formula is for agents who are done winging it and ready to build something sustainable. You don't need to be the hardest worker in the room, you need to be the most structured.

Part 1: The 3 Core Systems That Power Every 7-Figure Agent

These aren't theories. They're the backbone of every agent who's made the leap from solopreneur to business owner.

1. Lead Generation & Nurture System

- Source: Zillow, Organic, Referrals, Farming, Social
- Nurture Plan: Texts, Calls, Email Drip, Retargeting
- CRM Tags: Hot, Warm, Cold + Assigned Campaigns

2. Client Experience System

- Listing & Buyer Roadmap Templates
- Onboarding Packets (Digital & Physical)
- Transaction Milestone Communication

THE
SCOFIELD
GROUP



3. Operations & Delegation System

- VA or TC Checklist Templates
- Weekly Task Review: Admin vs. Income-Producing
- 90-Day KPI Tracker

"If you don't have systems, you are the system and that doesn't scale."

Part 2: Turn 1 Buyer Into 3 Deal

Lead Leveraging in 2026

Real growth comes when every client becomes a marketing channel.

Strategies:

- Ask every buyer: "Who else do you know looking in this area?"
- Use Closing Day Photos & Video Testimonials for Lead Gen Ads
- Create a "Move-In Checklist" branded to you with a shareable link

Every closed client should lead to 2+ new conversations.

Part 3: Templates That Make Delegating Easy

Stop trying to do everything yourself. Start delegating with clarity.

Downloadable Templates:

- Weekly Admin Task List
- Buyer & Seller Client Email Sequences
- Listing Prep Checklist
- Social Media Post Planner (30 Days)

Pro Tip:

Record a Loom video or screen recording walking through each task once, and never explain it again.

Part 4: Lead Gen + Conversion That Matches 2026 Behavior

The market has changed. Consumer behavior has evolved. Here's how to meet buyers and sellers where they are.

What Works Now:

- Video Text Follow-Ups Within 24 Hours
- Local Market Reels (90 sec max)
- Educational Series via Email or Stories
- Facebook Retargeting: \$2/Day Budget to Past Website Visitors

Why \$2/Day Works:

This budget may seem low, but it's intentionally lean and laser-focused. You're not targeting the masses—you're re-engaging warm leads: people who've already visited your site or interacted with your content.

- \$2/day keeps your brand top-of-mind 24/7 for just \$60/month.
- You're letting Facebook's algorithm do the heavy lifting, showing your ads to the highest-intent users.
- It complements your broader lead gen system—think of it as your digital follow-up shadow.

If your audience grows, scaling to \$5-10/day makes sense, but for most agents, \$2/day is a strategic starting point that delivers a high ROI.

Conversion Scripts:

"Would it be helpful if I broke down your buying power in this market?"

"Let's set a time to review comps and strategy. Even if you're not ready, you deserve clarity."

Part 5: Scalable Marketing (That You Can Actually Keep Up With)

Messaging, Marketing, and Mindset

Your brand is not your logo. It's what people say about you when you're not in the room.

Rebrand Checklist:

- New Headshots
- Updated Bio (make it client-focused, not resume-based)
- Social Media Refresh (Clear Highlights, Pinned Posts, CTA in Bio)
- Email Signature With Links + Reviews
- "Why Me" Statement: In one sentence, what makes you different?

Ask: If I landed on your Instagram or social media, would I know what market you serve, who you help, and how to hire you?

Bonus: How to Build a Rockstar Referral Pipeline

Referrals don't happen by accident.

Referral Builder Blueprint:

- Quarterly Client Love Touches (Gifts, Events, Drop-Bys)
- Monthly Database Check-Ins
- "Just Helped a Family" Campaigns
- Branded "Who Do You Know?" Scripts

Script:

"Hey [First Name], I just helped a great family move into [Area]. If anyone in your circle is thinking of buying or selling, I'd love to help them next."