

WIN MORE!

A STEP-BY-STEP SYSTEM FOR AGENTS SCALING IN 2026 (WITHOUT WORKING MORE HOURS)

# THE ANTI-BURNOUT BUSINESS PLAN

## Overview:

The 2025–2026 market is asking more of agents: shakier buyer confidence, slower decisions, and inventory that is not flooding the market. That increases follow-up time, creates more half-commitments, and drains momentum.

This system installs structure: a daily schedule, a lead routine, a follow-up cadence, and a weekly review so your business stays consistent without relying on motivation.

## Set-Up Checklist (30 minutes today)

- Block two daily windows on your calendar: Prime Hours (money work) and Admin Hours (everything else).
- Create a daily scorecard with 4 numbers: Outbound touches, Conversations, Appointments, Content.
- Save three reusable templates: (1) first-response text, (2) follow-up text, (3) appointment confirmation.
- Load the 10-day follow-up cadence into your CRM (or a simple checklist).
- Schedule your Weekly CEO Review (Friday, 30 minutes).

## 1) Prime Hours Plan (90–120 minutes)

Prime Hours are your daily money window. You run the same three-step sequence every weekday to keep lead flow steady and reduce the stress of “where is my next deal coming from?”

### Prime Hours sequence (run in order):

1. New Outreach (30 minutes): reach out to sphere, past clients, and warm homeowners.
2. Warm Follow-Up (30 minutes): follow up with active leads and recent conversations.
3. Appointment Push (30 minutes): confirm next steps and schedule consults (buyer or seller).

### Targets that make this work:

- 10 outbound touches per day (text/DM/call)
- 5 follow-ups per day (yesterday’s leads first)
- 1 appointment attempt per day (ask for a time)

### AI Prompt:

Act as my real estate productivity coach. Build a weekday schedule that includes Prime Hours, Admin Hours, content batching, and client care. Keep it under 8 hours/day. Output as a table.

## 2) The 45-Minute Daily Pipeline Routine (Minimum Effective Dose)

When buyer confidence is shaky, consistency wins. This routine creates daily momentum and ensures your pipeline does not rely on luck.

### Daily routine (45 minutes):

- 10 touches to homeowners and sphere (texts/DMs/calls)
- 5 follow-ups from CRM with a clear next step
- 1 conversation starter post or story CTA (poll, question box, keyword DM)

### Copy/paste conversation starters (use 2 per day):

- "Quick question are you still in the same home you were in 2022?"
- "If you could change one thing about your home in 2026, what would it be?"
- "If rates dipped even a little, would moving be back on the table?"
- "Want me to run a quick equity check? Takes 2 minutes."
- "Are you planning to stay put this year, or is a move still possible?"

### AI Prompt Pro Tip

Act as a lead generation coach. Write 25 short outbound texts for homeowners in [CITY] that spark replies. Keep under 160 characters. Make them natural and value-driven.

## 3) The Follow-Up Cadence (10 days)

Follow-up is where most income is won or lost. This cadence keeps you present without feeling pushy, and it gives prospects a clear path forward.

Day	Channel	Message focus
Day 0	Text + Call + Email	Confirm needs + set a next step
Day 1	Text	One question (timing, price, area, motivation)
Day 3	Email or Text	Value drop (list, guide, market insight)
Day 5	Call	Short call: confirm priorities + propose a time
Day 7	Text	Two options: move forward now or set a future check-in
Day 10	Email or Text	Decision: active plan or pause with next touch date

### 3) The Follow-Up Cadence (10 days) Continued

Micro-value options (keep a running list):

- 5-home shortlist that matches their criteria
- 60-second market update video
- Neighborhood guide or school snapshot
- Cost-of-waiting breakdown (monthly payment or equity impact)
- Simple checklist: buyer readiness or seller prep

Two quick follow-up scripts (copy/paste):

- "If I put together 5 options that match what you told me, would you prefer I text them or email them?"
- "I have two openings for a quick plan call: today at [TIME] or tomorrow at [TIME]. Which works better?"

#### AI Prompt Pro Tip

Act as a real estate conversion expert. Write a 10-day follow-up sequence (text + email) for a buyer lead who inquired online but has not booked a consult. Include subject lines and keep it confident and helpful.

### 4) The Follow-Up Cadence (10 days) Continued

Admin Hours are where you protect deals and reduce after-hours chaos. This block prevents the "always on" feeling because your business has a designated time to handle details.

#### Admin Hours checklist (run daily):

- Update CRM: set next-step dates for every active lead
- Send 2 proactive updates to active clients (what happened today + what happens next)
- Confirm tomorrow's appointments (text confirmation + agenda)
- Capture 1 piece of content from your day (photo, quick note, 30-sec video)
- Close loops: return messages that can be resolved in under 10 minutes

#### AI Prompt Pro Tip

Act as my transaction coordinator. Create a daily Admin Hours checklist tailored to a real estate agent. Keep it under 60 minutes and include CRM steps, client updates, and appointment confirmations.

### 5) Weekly CEO Review (Friday, 30 minutes)

Your week either gets reviewed or it gets repeated. This quick review keeps your pipeline predictable and prevents slow seasons from sneaking up on you.

Weekly review steps:

1. Count new leads and identify where they came from
2. Count conversations (real back-and-forth)
3. Count appointments set and held
4. Identify the single bottleneck (lead flow, follow-up, conversion, or time)
5. Choose one adjustment for next week and put it on your calendar

## 5) WEEKLY CEO REVIEW (FRIDAY, 30 MINUTES) CONTINUED

Metric	Target	Actual
Outbound touches	50	
Conversations	15	
Appointments set	5	
Appointments held	3	
Offers written / Listings signed	1+	

Burnout fades when your business stops relying on memory and motivation.

Install the schedule, run the cadence, and keep your scorecard. Consistency becomes your advantage in a market where many agents go quiet.