

THE COMEBACK BLUEPRINT

IF YOU'VE LOST MOMENTUM & STUCK IN
SURVIVAL MODE THIS IS FOR YOU



FOR
SALE

Ready for a Comeback?

There's a good chance your real estate business isn't where it should be in 2026. Maybe you've lost momentum, feel stuck in survival mode, or are watching the months pass without results. You're not alone. But more importantly you're not done. This is your comeback moment.

The Comeback Blueprint is designed to help you reset your habits, realign your brand, and reignite your pipeline using clear, daily actions. It's tough love paired with tactical clarity—and it starts now.

Phase 1: Reboot Your Pipeline

The 5-Day Reset Plan: Each day in the next 5 days, your mission is to take focused, high-impact action to jumpstart your momentum.

Day 1: Reconnect with Past Clients: Video Text or call 10 people in your database. Ask how they're doing. Don't pitch. Rebuild connection.

Day 2: Audit Your Lead Sources: List out what sources you've used in the last 6 months. Eliminate what's draining you. Double down on what's producing.

Day 3: Market Check-In: Review 3 active listings, 3 pendings, and 3 solds in your target area. Film a 60-second market update video and post it.

Day 4: Prospecting Power Hour: Block one hour. Call expireds, FSBOs, or your hot leads.

Your only goal: Set one appointment.

Day 5: Build a Win List : Write down your 5 biggest wins in real estate so far. You need to remember that you can win.

THE
SCOFIELD
GROUP



Phase 2: Rebuild Your Daily Discipline

Daily Habits of Agents Who Went From 0 to 6 Closings

Success isn't built on talent. It's built on rhythm.

Daily Habits to Steal:

- 10 Conversations per Day
- 1 Hour of Focused Prospecting
- 2 Social Media Posts per Week
- Weekly Open House or Community Touch Point
- Weekly CRM Check + Follow-Ups

"You don't rise to the level of your goals. You fall to the level of your systems."

Phase 3: Time Blocking for Impact

Busy doesn't pay—productive does.

Time Block

Focused Activity

8:00–9:00 AM

Mindset + Market Review

9:00–11:00 AM

Prospecting/Lead Follow-Up

11:00–12:00 PM

Appointment Setting/CRM Clean-Up

1:00–3:00 PM

Showings, Listing Appointments

3:00–4:00 PM

Content/Marketing Tasks

4:00–5:00 PM

Reflection + Set Up for Next Day

Start with ONE focused day. Stack the wins.

Phase 4: Rebrand to Reignite

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?

Phase 5: Scripts That Rebuild Confidence

Words matter. These are the phrases that shift you from scared to sold:

Reactivation Script:

"Hey [Name], I was thinking about you! Just checking in to see if you're still considering making a move this year. No pressure, just wanted to make sure you have everything you need to make a smart decision."

Listing Script:

"Here's what I do differently: I bring a full-market strategy, not just a sign in your yard. Want to hear how we'll stand out in this market?"

Buyer Close:

"Based on what you've shared, I suggest we write the offer. Worst case, it opens the conversation. Best case, we get the home."



Win the Week:

Need structure? Here's a 30-Day Tracker to hold yourself accountable.

Weekly Targets:

- 4 Appointments Set
- 1 Listing/Buyer Signed
- 1 Offer/Contract Written
- 10 Conversations per Day

Check off your weekly wins. Small wins compound.