



Top 10 Non-Negotiables for Real Estate Agents in 2026

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1. Visibility is the new credibility

If they can't find you online, they won't trust you offline. Post, share, film, repeat. 3-5 x Daily 🚀

2. Your follow-up game = your income💰

Speed and consistency 🏆 WIN! The agent who follows up first and best gets the deal, every time.

3. If you're not on video, you're invisible

Reels. Stories. YouTube Shorts. Your face builds trust faster than any postcard ever could.

These bring people into your ecosystem more than anything else right now.

4. Branding isn't a luxury, it's survival

Inventory isn't the problem, and there's more competition. What sets you apart? Your message, voice, and presence.

5. Database = DataBank

Work your CRM like it's your 401K. Nurture it. Clean it. Talk to it. The fortune is in the follow-up and the frequency.

6. Learn to market like a marketer

You're not just selling homes you're creating attention. And attention is the currency of conversion. The agent that captures attention wins.

7. Your calendar tells the truth

Not your vision board, Not your journal, Not your excuses.

If your income isn't growing, your schedule probably isn't showing it.

Do daily actions in your CRM to nurture appointments... oh, and Ask for the appointment!

"Timid, sales people have skinny children"

8. AI isn't replacing you... it's scaling you

Agents using AI will outperform those who ignore it. Use it to scale your message, automate your touchpoints, and deepen relationships.

9. Accountability is your unfair advantage

Every top producer has someone watching the scoreboard. Success isn't solo anymore, it's structured.

10. Reputation is earned in the DMs

Relationships are built 1-on-1. You want more deals? Start more conversations.

Use your DMs to reverse prospect future clients and create conversations from silent viewership.

Take this resource, Use it, and make it your own!



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