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New Agent Training Worksheet: Building Your Real Estate Career Through Relationships

Step 1: Understand Why Relationships Matter

- Real estate is a referral business.
- Your existing relationships are your greatest asset.
- Appreciation leads to multiplication — the more you value people, the more they will support you.

Step 2: Build Your "People List"

- Start with people you already know:
 - - Family and friends
 - - Past coworkers
 - - Your barber/hairdresser
 - - Car salesperson, dry cleaner, local businesses you frequent
- Your Starting Goal:
 - - List at least 50 to 200 contacts.
 - - Long-term goal: Grow to 600 contacts.

Step 3: Create a System of Communication

- Ideas for staying in touch:
 - - Call or text on birthdays
 - - Send handwritten thank-you notes
 - - Celebrate milestones (anniversaries, promotions)
 - - Give inexpensive "pop-by" gifts (pens, sunscreen, dog treats)
 - - Schedule monthly touchpoints
- Pick an approach that fits your personality.

Step 4: Action Plan

- Start your database today.
- Reach out to 5–10 contacts per week.
- Stay top-of-mind consistently.
- Ask for referrals: "If you know anyone buying or selling, I'd love to help!"
- Volume matters! One conversation won't be enough. Frequent, meaningful touches build trust over time.

Final Reminder

- Be authentic.
- Be consistent.

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- Be available.
- The relationships you build today will become the foundation of your career tomorrow.

Citation

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