Welcome to Real Estate Prospecting - It’s all about how you connect with your leads



Tristan Ahumada
June 27, 2025
Howdy, my real estate friends,

Let’s kick off Real Estate Prospecting with a straightforward idea that’s been working for us all year. This one practice not only builds out fresh content for buyers and sellers, it also gives you something tangible to hand out and talk about whenever you’re prospecting. The whole point is to start by creating a single, solid piece of content.
First, pin down your core audience, *buyers, first-time buyers, sellers, move-up sellers, investors,* whoever you serve most.
With that audience in mind, sketch an outline around what they need most. Say you focus on first-time buyers; draft something like “*Tristan’s 10 Things Every First-Time Home Buyer in Los Angeles Must Know*.”
Next, open ChatGPT or Gemini and ask for an outline using that exact title. Take the output, drop it into a Google Doc, and edit until it sounds like you. When it feels right, turn it into a polished PDF, or dress it up in Canva if you prefer a bit of flair.
Now you’ve got one PDF you can text to curious buyers, hand out at open houses, or email anyone with questions.
And here’s where the real leverage kicks in: break those ten points apart and turn each one into a quick video, a social-media post, or a deeper blog entry. One piece of content suddenly becomes a full pipeline of material, and that’s how you turn ideas into business.
Turn One PDF into MULTIPLE Pieces of Content. Here are some examples.

1. Short Video (60 sec Reel)

Stand in front of the worksheet. Circle the biggest surprise cost and say, “Most buyers forget this line, don’t be that buyer.” Post on IG, TikTok, and YouTube Shorts. Do that for a few of the 10 points for first time home buyers.

2. Long Video (5-10 min YouTube / Facebook)

Screen share the full worksheet, walk through each section, explain how to tweak numbers for different down payments. Add a link to download the PDF in the description.

3. Static Post

Take the top section of the worksheet, blur the numbers, overlay text: “Swipe for the full cost breakdown.” Second slide = call-to-action with the download link.

4. Email your whole database

Even if your database isn’t looking to buy, this is valuable and they may save this for future reference. Don’t just put it in the newsletter in writing, make sure to grab the YouTube video you made and put it into the bottom of the email too. Subject: “Hidden cost #3 shocks most buyers.” In the body, share that one line item and invite readers to reply to the “worksheet” to get the full PDF and watch the full video below.

5. QR Code at Open Houses

Print a small sign: “Scan for full buying cost worksheet.” The code links to your landing page; visitors trade email for the download while they tour.

Now that you did it one time with one idea, do it multiple times with every type of buyer and situation. You can do this for the whole year and you will have a lot of content that will attract buyers and sellers.

Here are some other ideas I talked about in a podcast this last week:

The Three PDFs Every Buyer Should Get

1. Home-Buying Roadmap
   A one-page timeline from pre-approval to keys. Saves endless “what’s next?” texts. (*We built ours through Breakthrough Broker*)

2. Neighborhood + Market Snapshot
   Recent sold prices, days on market, school scores, walk times to coffee. Lets buyers compare areas without asking Google. (*We used ChatGPT to do this*)
3. Up-Front Cost Worksheet
   Down-payment choices, closing costs, and monthly payment estimates side by side. Ends sticker shock before it starts. (*Your local Title Company can supply you with this or you can go to Ai to build one*)

So what should you do this week?
Pick the PDF idea that you think fits your target audience first. Outline it and make a simple PDF from it. Film a 30-second tip, post it everywhere, and drop the QR code at your next open house (*use Bitly to make the QR code*). Watch how many new conversations open up from a single resource.
Tell me what you think about this email and let me know what you'll be building first!

Strategic Growth for the Ambitious Agent

Howdy, my real estate friends,

This is the second week of this Newsletter and we are now at 350 Subscribers! Happy 4th Of July Weekend and Thank You for joining the ride from the very beginning!
This week I had a big focus on reminding my team and brokerage that mixed ai relationships are the key to faster success. Let me expand on this. The most successful agents work systematically, not just harder. Sustainable growth comes from leveraging relationships, technology, and strategic positioning rather than increasing hours or marketing spend.

Your Sphere Is Your Superpower

Your sphere of influence represents your most valuable untapped resource. When you engage with past clients and contacts, lead with market insights relevant to their

situation rather than generic "*staying in touch*" or "*just touching base*." Create intentional touchpoints that position you as a trusted advisor.

Put your ego aside and offer to host open houses for top producing agents. You gain access to qualified buyers, build relationships with successful practitioners, and demonstrate serious commitment to growth.

Keep your online presence active with regular Google Business Profile updates, fresh property photos, neighborhood shots, behind-the-scenes content. But don't forget the human touch. Handwritten notes after showings, closings, or life milestones create emotional connections digital communication can't replicate. Remember: "you want to be a DOPAMINE DEALER!" Make people feel amazing.

Use AI Strategically

Use AI to eliminate time consuming tasks while maintaining personal quality. Let ChatGPT or Claude create listing descriptions, then add your local expertise. Use Perplexity and Gemini for market research with source verification. Use Grok for responsive social content when market conditions shift.

Build a library of refined prompts you can deploy repeatedly, turning technology into a personal assistant that works around the clock.

Scale Intelligently

I want to remember that it’s all about staying focused on what your speciality is. Not just your geographic expertise, but also your client type. Your job should be to get more knowledgeable about every neighborhood you cover and also about the client you are trying to attract. Once you have this outlined and in front of you, then you’ve got to choose technology based on actual business needs, not shiny objects (*I know a lot about shiny objects too, LOL*).

I want you to establish clear professional boundaries for how you work and who you work with. Remember that clients respect agents who manage their business professionally. The clearer this is to you the clearer it is to the people you work with and are trying to attract.

Next I need you to establish clear boundaries around your availability and communicate them professionally. Clients respect agents who manage their business professionally, and boundaries prevent the burnout that destroys long-term success.

Here's an example of a good framework that picks a priority per day so you stay ahead and move strategically closer to achieving the growth you want…

Monday: Reach out to five sphere contacts with personalized market insights or relevant property information rather than generic check ins. *It can be by text too!*

Tuesday: Create and share valuable content that demonstrates your market expertise, whether it's a brief video analysis of recent sales or a written market observation. *Remember that social media is how people search and where people find out more about local information, so use it towards your advantage.*

Wednesday: Deploy your professional resources strategically to qualified prospects who can benefit from your expertise. *Last week we went over creating a content folder so you can give out relevant content to consumers you talk to.*

Thursday: Follow up with recent prospects using specific market developments or property insights that relate to their situation. Just follow me on Facebook and Youtube to see how I do it. Facebook alone gets me about 10 Million views on graphics alone monthly.

Friday: Share sophisticated market analysis on professional platforms, positioning yourself as a knowledgeable market participant rather than just a salesperson.

Weekend: Use open houses and property previews as networking opportunities with both potential clients and industry professionals. It's all about connecting with people so keep going out to meet new people!

The Future Is Building Market Leadership

Sustainable success comes from being genuinely useful to your market rather than simply visible. Focus on developing real expertise, building sincere relationships, and providing value that justifies premium positioning. Not just in person, but on social media too!

Your goal isn't just increasing deal count, it's building a practice that attracts the right clients, commands appropriate compensation, and creates lasting market influence. Please, get clear on what this looks like to you!

One thing at a time

This week I want you to pick one idea from the list below and run with it. I've challenged every agent on my team to keep growing by testing small, value-first actions, and I'm passing that challenge to you.

Choose the item that feels right, block time on your calendar, and track the result. I have an index card on my desk that says, "***When you don't measure something, it will go unnoticed***."

Check in on past buyers

Dial five owners whose purchase anniversary lands this month. Ask how the roof, AC, and water heater are holding up. Offer a vendor if they need one and add a quick note about current prices on their street. They hear genuine care, you hear early hints about future moves.

Build your Local Legends directory

Call three people in your sphere and ask for one service pro they loved. Verify the vendor, add them to a simple PDF list, then send the updated file back to the homeowner. They get a helpful resource, the vendor meets a referral partner, and you become the hub that connects them.

Film a sixty-second market reel

Stand in front of a sold sign or a kitchen island, share last week's average sale price and days on market, then invite viewers to comment with their ZIP for a custom number. Post the same clip on Instagram, Facebook, TikTok, and YouTube Shorts. One video, four channels, zero ad spend.

Send the equity-check text

Grab Zillow and Redfin estimates for one past client, add your own local number, and text: "Zillow shows your place at $. Redfin says $. My take is closer to $____. Want the

full equity sheet?”

Quick value that often sparks deeper conversations.

Refresh your Google Business profile

Upload two new photos, answer one common buyer question, and respond to every review in your queue. These small updates help you edge up in local search without paying for ads.

Protect your energy zone

Draw a thirty-minute drive circle around your office or home. Work hard inside that boundary and refer leads outside it. You’ll save time, gas, and decision fatigue, which leaves more focus for higher value tasks.

Pick one move, give it a real shot for seven days, and let me know what happens. Small tests compound into big pipelines.

The Secret to getting one referral a day! Yes it’s possible.

In the next five minutes you will see three clear moves that can turn the names in your phone into loyal clients and steady commissions.

It’s time to grow and engage your database systematically so please save this email.

My H.O.P. The method gives you three clear pathways to turn your database into super fans *(See picture below)*. Start by auditing your existing contacts, past clients and your sphere of influence should be your foundation since they generate 70% of successful agents' business. Export all contacts from your phone, email, and social media, then categorize them by relationship strength. Your goal is to have 500+ contacts in your database, with 50-100 being your "inner circle" who receive more personal attention. You can call them your VIP list or whatever name you want to give them, the point is to identify them and start to treat them differently. ***Remember that not all your contacts are equally important!***

Path 1: You Meet Them at Home - Perfect for agents who prefer direct, personal outreach and want to dominate their VIP list. Send monthly postcards with market updates to 200-300 homes in your targeted sphere or past clients that are on your VIP list, write 5 handwritten notes weekly to this list mentioning specific memories or updates, and do door drop offs with valuable market reports to 20 homes monthly. Include your headshot, contact info, and how you would love to know of any amazing service providers they've used so you can include them in the directory you're expanding. This traditional approach builds deep local connections and positions you as the neighborhood expert. Budget $150-200 monthly for postage and materials, but expect a 2-3% response rate that converts to quality listings. If you want to add something a little extra for your VIP list you can always pop by and drop off a little gift or put them on ClientGiant and auto send them gifts.

Path 2: You Meet Them Online - Ideally I would love for you to start here. It's an easier lift and it's inexpensive to start. Post valuable content 3x weekly on Instagram and Facebook (market updates, home maintenance tips, local business spotlights), optimize your Google My Business profile with fresh photos and regular posts, host monthly "Market Minute" webinars for your database, and actively engage in 3-5 local Facebook groups without being salesy. Use scheduling tools like Hootsuite or Later to maintain consistency, but the key is going to be in the engagement with the people you follow and the people that follow you back. This digital approach lets you reach hundreds of potential clients efficiently while building your reputation as a knowledgeable resource. Please don't forget about a newsletter either, this has been one of our secret weapons for years, don't sleep on it! Always keep tracking and please track your open ratio, track your engagement rates and adjust content based on what resonates most with your audience.

Path 3: You Meet Them in Person - This is what brings it all together. People love connecting in person, especially your VIP list. Schedule 2 coffee meetings weekly with sphere contacts, rotating through your database every 6 months, volunteer at local charity events monthly (food banks, school fundraisers, community cleanups), host educational seminars on topics like "First-Time Home Buying" or "Downsizing After 50," and organize quarterly client appreciation events at local restaurants or your office.

Keep detailed notes about each conversation, family updates, and personal interests in your CRM. This pathway creates the strongest personal bonds and generates the highest quality referrals, with conversion rates often 3-5x higher than online methods. Do your best to connect in person with your VIP list because it makes all the difference!

Start Today: Choose ONE path that matches your strengths and personality - don't try to do all three at once. Commit to it for 30 days and track every interaction in a simple spreadsheet or CRM. Set a goal of adding 10-15 new contacts monthly while nurturing existing relationships through regular follow-up within 24 hours of any interaction. Remember, your database should work like a garden - consistent care and attention will yield a harvest of referrals and repeat business. Most successful agents see significant results within 90 days of consistent implementation.

Below is a snapshot of the different options you have for each of the HOP sections. If you need clarification on anything let me know. And please…use this stuff!



What’s Working Right Now

Tristan Ahumada

July 25, 2025

Hi ,

There’s a big difference between sounding like every other agent and actually standing out. One thing I’ve been focusing on is voice. Not scripts. Not templates. Voice. If your

pitch sounds like it could come from any agent on the block, you're losing attention before you even earn it. Try this instead: speak like you're already friends with the person. Use their name. Reference something local or personal. Cut the “Hi, I’m just checking in…” stuff. Toss it. Replace it with something that actually sounds human.

We’ve also been doubling down on Google reviews *after* closings. After losing our profile 2 years ago that had over 200 reviews we’re refocused, not just for SEO, but for social proof in our listing presentations. Here’s the move: right after closing, we send a short message asking how things went, then follow it with a review link if they say something positive. Bonus: turn that review into a post or short video with a screenshot and your face talking about it. That one review becomes 3–4 assets. And it makes your future clients more confident before they ever meet you.

On the content side, boring videos are still the biggest killer of good strategy. Everyone’s trying to look perfect or polished. What works better? Start with pain points, what people are really frustrated with, and talk about that right away. For example, one of my videos opens with: “buyers are getting crushed by high interest rates… so here’s how we’re still getting low rates.” You can do this in 15–30 seconds. No fluff, no fancy editing needed.

We’re also testing two big things on social media: short real estate news videos about what is happening in the national world, and using TikTok Search like Google to see what local people are actually looking up. If people in your town are searching “best brunch in [your city],” and you make a quick roundup video on that? You’ll pop up in their feed. That’s prospecting without the pitch.

Last thing: brand control. If your content is all over the place, you’re hard to trust. Start with one lane, maybe reviews, local tips, or “buyer questions answered”, and make 5–10 posts or videos that stick to that lane. Once it feels natural, add another. That’s how you create authority and stay consistent without burning out. One lane at a time.

Please choose one and hit it hard! Let’s continue growing your business next week!

What I Saw at Inman Will Shock You (Choose Your Side)



Tristan Ahumada
August 01, 2025
Hi ,

I just wrapped up Inman this week alongside the teams from *Homes.com* and Rocket Mortgage, and one thing became crystal clear: the real estate world is splitting into two distinct camps.

On one side, you've got agents lining up with companies like Zillow, chasing the promise of leads and momentum, but handing over massive chunks of their hard earned commissions in the process. They're choosing the path of dependency, where someone else controls their pipeline and their profit margins.

On the other side, there's the agent of the future. This agent grows through attraction, not extraction. They build their own systems, cultivate their own relationships, and refuse to work with many companies that slice away huge portions of their commission. They understand that real wealth in real estate comes from ownership, ownership of your data, your leads, your relationships, and your revenue.

Which camp are you choosing? Because the agents gaining ground right now aren't guessing, they're tracking. They're building systems that work for them, not against them. Set one hour a day for real prospecting, no multitasking, no checking email in between. Five conversations before noon, one handwritten note at lunch, one new face-to-face by 5 p.m. You don't need to feel ready. You just need to move.

About to list something? Don't ease it in, launch it. Photos at daylight and golden hour. One solid reel that works across IG, YouTube Shorts, and TikTok. Use a Matterport scan if you've got it. Drop it mid week for the MLS bump. Plan an open house with something memorable: iced coffee bar, sunset spritzes, fresh pastries. Print flyers with QR codes

and canvas the nearby streets. Then tighten the feedback loop, text agents same day, and send your seller a weekly dashboard that makes them feel informed and empowered.

Pick one thing today, just one, and lock it in. The handwritten note, the expired audit, the video, the vendor share. Because the only thing that builds confidence faster than clarity… is action.

This is how agents of the future separate themselves from the pack. They don't wait for leads to be delivered. They don't hand over control of their business to tech giants. They build, they attract, they own.

Steal my Ai Prompt and Post like a marketer, connect like a creator, and Grow your pipeline



Tristan Ahumada
August 08, 2025
Hi ,

This week pick one simple focus. Know your market and talk to your audience like a real person. Your market is not "the city." It is the streets you can name without a map. Set Google Alerts for those places so you always know what is happening before your competitors do. Use quotes and plain words: "open house" "{Neighborhood}", "new construction permit" "{City}", "price reduction" "{ZIP}". Set delivery to once a day so your inbox does not flood. When a useful alert hits, share it first and add your take in plain language.

Now post like a marketer. Every post needs a single outcome and a clear hook. *Example: "What 700k buys in Oak Ridge this week."* Keep the caption simple, use the

neighborhood name, and end with one call to action like “Comment your street for a custom number.” That is your ad. It is clean, tight, and built for discovery.

Then connect like a creator. As soon as the post goes live, answer comments, ask follow up questions, and drop a short voice note in DMs when it makes sense. People want to feel heard. If someone mentions a repair or a lender question, offer help on the spot. Share a vendor name or invite them to a quick call. Keep the tone friendly and short. This is how strangers become warm contacts.

Turn those moments into a small community. Track the names of people who comment or DM you in a simple sheet with three columns: name, topic, last touch. Invite the most engaged folks to a private group for your area like “Living in Oak Ridge” where you post weekly market notes, grant updates, and local events. You are not pitching. You are hosting. When you act like the host of your market, people remember you when it is time to move.

Your job is to connect with your community and your audience through attraction by providing consistent value. Keep at it and start attracting because most of your future business will come through attraction, not traditional prospecting.

Here’s the prompt I want you to use:

Act as my Local Attraction Strategist and help me show up better online and in person to attract [ideal clients] in [city and target neighborhoods]. First, ask me 12 quick questions about my exact neighborhoods or ZIPs, who I want to reach and their top 3 worries, my strengths (camera, writing, events), daily time, platforms I will use (IG, TikTok, YouTube, Facebook, LinkedIn, Google Business Profile), brand tone, value I can give today (equity check, vendor directory, buyer or seller PDFs, market mini report), local hooks (schools, trails, commute, grants), proof I can show (recent deals, case studies, testimonials), upcoming dates (open houses or community events), tools I already have (CRM, email, Canva, phone gear), and blockers (time, confidence, ideas). Then build a 30 day Local Attraction Plan in plain, practical language: a positioning line, three message pillars, two weekly series, a daily schedule, 12 ready to post hooks with full captions naming my neighborhoods, a comment and DM playbook with six replies, four follow up questions, and one move to call script, a community plan with a group name and description plus one monthly offline meet up and a vendor spotlight format,

eight exact Google Alert queries, the 5-20-1-1 daily rhythm tailored to me (five personal reach outs, twenty social comments, one handwritten note, one new person met), simple weekly KPIs to track (saves, comments, profile visits, DMs started, email signups, calls booked), and a seven day test plan with what to post and measure each day; also deliver a copy ready Week 1 checklist for each day with post, caption starter, CTA, and one real world touch, plus a Sunday review loop on what to keep, drop, and double; if I later paste links to my last ten posts, audit them and update the plan.

Many blessings,

Five simple ways to add real value this week (and grow your pipeline)



Tristan Ahumada
August 15, 2025
Hi ,

Listen up my prospecting agents, this week isn't about doing everything. It's about picking one thing and executing it well. Your reputation grows when you lead with value, not when you chase people with another sales pitch. The moves I'm sharing below are field tested by me and my agents, practical actions that open doors because they solve real problems. No fluff, no theory, just work that gets results.
The secret to great prospecting touches is making them feel nothing like prospecting at all. Instead of calling to "***check in***," call with something useful. Send property owners a tax appeal packet before the deadline hits. Create a quick insurance review guide with contact info for two solid agents who quote fast. Put together a local rebate cheat sheet for energy and water upgrades, make those links clickable and current. This is the type of stuff that takes work when putting it together, but that’s why it works!

One thing that you can also do that is more business oriented and feels a little less sincere is to build a simple three option equity analysis for homeowners: keep the house, rent it out, or sell it now. Drop a neighborhood update note highlighting new construction permits and recent sales that matter. Your approach stays consistent: "Interested? I'll send you the details." Although this one is more “businessy” it’s been connecting well with some of our clients.

This one has been working well for us for the last year, it’s something we did on a google doc and it’s super easy to build out. Create a home safety checklist specifically for older homeowners. This works beautifully with past clients and anyone who has aging parents living at home. Design a simple, room by room walkthrough on a doc covering grab bars, slip-resistant rugs, proper lighting, smoke detectors, carbon monoxide alarms, water heater temperature settings, and emergency contact information for the refrigerator.

Include your trusted vendor list for installations, cleaning services, and HVAC maintenance. You're not selling real estate here, you're protecting families. People never forget the agent who helped keep their loved ones safe.

Now let me pivot you into Ai. Specifically three ways to use AI this coming week that most agents aren't using yet: set up automated research for weekly permit filings and price reductions in your market, then have those findings organized in your tracking spreadsheet. Use AI to sort through your emails and calendar, creating a daily call list with response drafts written in your voice. Add advanced prompting to analyze pricing strategies and negotiation approaches for upcoming listings. The process stays simple: let AI create the draft, verify the facts yourself, then send it out. Less time typing means more time prospecting.

Keep all this momentum going with a straightforward newsletter approach, write for one person, make one clear promise. Start each issue with a local market insight explained in plain English. ***Provide something immediately useful like that tax appeal template I mentioned above, or the safety checklist that is working really well for us.***

Real Estate Prospecting - Your Real Estate Game Plan For August.



Tristan Ahumada
August 22, 2025
Hi ,

Before we dive into tactics and strategies, let's start with the truth that separates top producers from everyone else: your attitude determines your altitude. I am convinced that the greatest reason for your success will be your attitude (***I have this written on a 3x5 on my desk***).

When you approach your business from a place of gratitude, grateful for past clients, current opportunities, and even the challenges that make you stronger, you operate from abundance, not scarcity. This mindset shift changes everything about how you prospect, follow up, and serve your community. Gratitude isn't just feel good fluff; it's your competitive edge that makes interaction more sincere and every rejection less personal.

With this foundation of gratitude driving your daily actions, let's talk about turning expired listings into gold mines. Here's your Monday morning game plan: pull yesterday's expired listings and make this your opening line: *"Hi [Name], I noticed your home came off the market. Are you still open to selling if the right buyer came along?"*

Keep it calm, respectful, and conversational. But don't stop there. Fire up ChatGPT and rewrite their old listing description with three clear buyer hooks, then email it as a free sample of how you'd market their home differently. Follow up with a seller net sheet showing both conservative and optimistic scenarios and make the numbers real and

tangible. Cap it off with a 30-second video audit highlighting three immediate fixes: new photos, a fresh headline, and a day-seven price check (*get creative here, it doesn't have to be those 3*). Text them the video with *"Want the full plan?"* These aren't just leads; they're people who already tried to sell and need your expertise.

That same spirit of service should drive how you build your neighborhood empire through community connection. Stop thinking like a salesperson and start thinking like a community builder. Create a Facebook group with a clear flag: *"Living in [Your City]: Families, Parks, and Home Tips" or "Dog-Friendly [Your Neighborhood]: Walks, Events, and Homes."* Set five simple rules: be kind, no spam, no politics, local only, helpful first. Ask two "join questions" so you understand what your members actually want.

Your content rhythm should be 80% community value, 20% real estate wisdom. Post Monday events for families, Wednesday small-business spotlights, Friday *"What's new on your block?"* photo threads, and weekend outdoor activities. Drop one educational real estate post weekly that teaches without pitching, like property tax appeal templates or market insights.

When you take this community-first approach to social media, you'll need to master the art of hooks that stop the scroll in those critical first three seconds. ***Just watch some of my Instagram or TikTok videos to get some ideas***.

Your video content lives or dies in this moment, so use these proven formulas: *"Everyone thinks X, but actually..." for pattern interrupts, "I'm not supposed to tell you this, but..." for forbidden knowledge, "In 60 seconds, you'll know how to..." for immediate value,* or *"This mistake cost me $X..."* for personal stakes. Keep your hooks between 8-12 words delivered in 2-3 seconds max. Test different variations of your best hooks and track which ones drive the highest watch time. Your goal isn't just views; it's building trust and positioning yourself as the local expert who delivers value before asking for anything in return.

The magic happens when your community members start talking to each other, not just to you. Use engagement prompts like *"Fire pit or pergola for summer?"* and *"Favorite dog-walking loop?"* to spark conversations. ***Questions work really well in communities because people want to be heard, they want to feel like they are significant in the community group***. Every Sunday, shout out three helpful members and invite their tips for the following week because this small recognition builds massive loyalty.

Partner with local businesses for monthly member perks and host simple meetups like stroller walks or dog park mornings. Share recap reels and tag attendees to keep the momentum going. Remember, when you serve your community consistently and genuinely, the business follows naturally. Your attitude of gratitude, combined with these systematic approaches, creates a foundation where relationships flourish and referrals flow freely.

The real estate business isn't just about transactions; it's about transforming lives and communities, starting with your own grateful heart. When you show up every day with this mindset and these proven strategies, success isn't just possible, it's inevitable.

#10 RE Prospecting - Stop Chasing Every Lead and Start Converting the Right Ones



Tristan Ahumada
August 29, 2025
Here's what I learned after watching agents burn out trying to follow up with everyone who clicked a Facebook ad or filled out a form online. The problem isn't that you're not

working hard enough, it's that you're treating a warm lead from your neighbor's referral the same way you treat a cold click from someone browsing homes at 2 AM. *Your follow up system should match the temperature of the lead, and most agents get this backwards.*

When someone reaches out about a specific neighborhood or asks about market timing, they're giving you golden information about exactly what they need right now. Instead of sending them your generic buyer's guide, spend fifteen minutes creating something custom. If they asked about Maplewood Elementary's district, build them a quick PDF with school boundaries, recent sales on those streets, and what families love about that pocket. Use the Claude + Canva process I showed in coaching or just use ChatGPT, keep it three pages max, and deliver it within the hour they called.

The agents who close the most deals don't have the fanciest CRM or the biggest ad budget. They have the fastest response time with the most relevant value that sounds sincere. While everyone else is scheduling their follow up emails for next Tuesday, you're texting them a neighborhood report before they finish their morning coffee. Speed wins, but speed with the right information that sounds authentic wins almost every time.

Most agents think they need to be on Instagram, TikTok, Facebook, and LinkedIn to stay competitive. Wrong move. *Pick the ONE platform where your past clients actually spend time, master that space completely, then think about expanding.* I'd rather see you post valuable content three times a week on one platform than post randomly across four platforms. Your audience needs to see your name enough times that when their cousin mentions thinking about selling, you're the first agent they recommend.

Your database isn't just names and phone numbers, it's a collection of people with specific needs, timelines, and neighborhoods they care about. Start tagging every contact with their situation: first-time buyer, downsizing empty nester, investor, or just watching the market. Then when rates drop or inventory shifts in their area, you know exactly who to call first. *The agent who stays top of mind with relevant updates and meets clients where they are gets the listing call, not the agent who sends generic market reports to everyone.*

Solve problems they don’t know they have yet, that’s the key!

Now you know what to do next, grab this email and throw it into ChatGPT and have it outline a plan for the week for you. Thanks to one of our readers now we have this genius idea. Do it! And have a good Labor Day Weekend!

#11 RE Prospecting: Add more business to your pipeline this week!



Tristan Ahumada
September 12, 2025

You're Doing Better Than You Think You Are

With all the negativity that's happening around us right now you need to keep your focus and emotional stability in check more so please listen up.

Your brain is wired to spot problems before victories, and as real estate agents, we feel this more often than we'd like, and multiple times a day. That listing that didn't sell as fast as you hoped, the buyer who went with another agent, the lead that went cold, these stick in your mind like glue while the smooth transactions and happy clients fade into background noise. ***Psychologists call this negativity bias***, and it's why you can close three deals in a month and still feel like you're behind.

But here's what I know after years in this business: you're moving forward even when it doesn't feel like it. Your growth becomes invisible to you because you adapt to your own progress so quickly. Bad days don't mean you're failing as an agent, they're part of how you sharpen your skills. When a showing goes sideways or a deal falls through, your stress system goes into overdrive and that inner critic starts firing. What separates successful agents from those who burn out is self compassion combined with smart systems that keep you moving forward.

The agents who dominate their respective markets understand something crucial: high

end sellers are researching you online before you even know they exist. ***They're now asking ChatGPT and other AI tools to find the best agents*** in their area, and if your digital presence isn't sharp, you're invisible to them. Your online reputation isn't just about having a website anymore, it's about being the agent who shows up when someone searches for "best luxury real estate agent near me" or asks AI for recommendations. These sellers want proof that you understand their world, their timeline, and their expectations.

They're looking for an agent who can articulate a clear plan from pricing strategy to closing day, not someone who wings it with generic marketing. Do yourself a favor today and type in your name on Ai and see where you can start plugging in the holes. If you aren't appearing like you want to start writing down what you want your niche to be and make a plan to work with Ai to create content like that daily so you can modify it and make it your own. In ChatGPT I would recommend you type something like this, "***Create a task for me daily at 5am to send me community and local information in the form of a blog that showcases that I'm the local expert in the area, use natural language and make it so I can add my own flavor and style to it***".

Now let's talk about a weak spot a lot of agents have. Your follow up and review systems separate you from agents who chase every shiny object. Every week, sit down and review three wins, two challenges, and one lesson learned. Check if your actions matched your bigger goals or if you got pulled into busy work that doesn't generate income. ***Reset your top three priorities for the coming week and break each one into the next small step you can take in 48 hours.*** Write down one thing you will not do this week to keep focus. This isn't just productivity advice, this is how you build the consistency that luxury clients notice and respect. They want an agent who has their business together, not someone who's scrambling to catch up.

Here's what works when the market tests you: Write down three small wins from today, use the two-minute rule to build momentum, and focus on what you can control in the next hour. Say this out loud: "It's a bad moment, not a bad business. I can start again

right now." Aim for one percent better instead of perfect. The listing presentation that goes to another agent, the buyer who stops responding, the market shift that changes everything – these are moments, not verdicts on your career.

Every successful agent I know has felt exactly where you are today, and they kept going anyway. You're further along than you feel right now, and the ability to start fresh with a clear system is what separates the agents who make it from the ones who don't.

#12 RE Prospecting - The Separation; Busy Agents from Wealthy Agents



Tristan Ahumada
September 19, 2025

The busiest agents aren't always the wealthiest ones. The difference?

It's not about how many calls you make or how many open houses you host. It's about one simple thing that most agents completely miss, *ending every single conversation with value delivered, not promised.*

Here's what I mean. Last week, I watched an agent spend 45 minutes on the phone with a potential buyer, give great advice about neighborhoods and pricing, then end the call with "I'll get back to you soon." That's a missed opportunity worth thousands. Instead, that same agent could have said, "If I send you one thing today that would help most, what would it be?" Then delivered a custom market snapshot, school comparison, or vendor list within the hour.

That's the difference between hoping for a callback and guaranteeing one.

The magic happens when you flip your mindset from "I need to impress them" to "I need to help them right now." *Start building what I call your Value Menu, five simple deliverables you can create in under ten minutes using tools like ChatGPT*. Think

market snapshots, neighborhood comparisons, moving timelines, vendor mini-packs, or financing scenarios. When someone mentions they're worried about pricing, boom you've got a custom comparative market analysis heading their way before lunch. When they ask about schools, you're sending a walkable school map and rating summary by end of day.

But here's where most agents mess up, they try to be everything to everyone. Pick one topic you can own completely and build a micro-community around it. Maybe you become the "New to Phoenix" expert or the "Downsizing Done Right" specialist. Create a simple Facebook group, host monthly coffee meetups, and position yourself as the go-to resource. This isn't about posting listing photos all day. It's about solving real problems before people even know they need to hire an agent.

The agents winning right now aren't the ones with the fanciest marketing or the biggest teams. They're the ones who consistently deliver small pieces of value that compound over time.

Start tracking this stuff, log every value item you send, follow up in 24 hours to make sure they got it, then circle back in a week with the next helpful step. When you make helping people your default setting instead of selling them, everything else gets easier.

And if you ever need more help just email me back, happy to help. I actually read your emails.

#13 RE Prospecting - Stop Chasing Leads and Start Attracting...



Tristan Ahumada

September 26, 2025

Stop Chasing Leads and Attracting…

I wrote the book on prospecting for real estate and here's the thing most agents get wrong about prospecting: they think it's about finding people who want to buy or sell

right now. ***But the truth is, only 3% of people are actively in the market at any given time from my experience***. The other 97%?

They're living their lives, and if you approach them like they should care about real estate just because you do, you're going to get shut down every single time. The agents who consistently close 50, 75, even 100+ transactions a year understand this fundamental shift, they're not hunting for transactions, they're building sincere relationships that naturally convert over time.

The secret sauce isn't in your CRM or your fancy marketing automation, it's in your ability to enter someone's world first before inviting them into yours.

When you text someone asking about their opinion on the market, you're positioning them as the expert. When you share local events or ask for restaurant recommendations, you're showing up as a neighbor, not a salesperson. ***This psychological approach eliminates resistance because you're meeting people where they already are mentally and emotionally.*** They don't feel pressured or sold to; they feel heard and valued.

Think about your own database right now. How many of those contacts know you pay attention to their social media posts, remember their kids' achievements, or actually care about their weekend plans? Most agents treat their database like a list of potential commissions instead of real humans with real lives. Start monitoring what they're sharing online and use it as genuine conversation starters. Congratulate them on promotions, check in when they post about challenges, celebrate their wins. This isn't manipulation, it's basic human connection that builds trust over time.

Here's what I want you to do this week: pick five people from your database and reach out using one of these relationship-building approaches. Don't mention real estate unless they bring it up first. Ask for their market perspective, share a local event list, or get their restaurant recommendations. Have real conversations. ***Listen more than you talk***. I guarantee you'll have more meaningful interactions in these five conversations than you've had in your last fifty sales calls, because you're approaching them as a human being who cares about their world.

The agents who master this mindset shift don't worry about lead generation because their phone rings consistently from people who trust them and think of them first when

real estate comes up. They've built a reputation as someone who adds value to people's lives beyond just property transactions. That's the difference between building a real estate business and just hoping for the next deal. Stop chasing leads and start building relationships, your future self will thank you for making this shift today.
Answer this question today: *How are you actively offering value to people you want to attract daily?*

Many blessings,

#14 Your sphere is watching you (here's what they're looking for)



Tristan Ahumada
October 03, 2025

This week, I want to challenge you to pick one prospecting activity and commit to it for the next 30 days. Not three activities, not a complex system – just one thing. Maybe it's writing one handwritten note every morning before you check your phone. Maybe it's posting one piece of valuable content on social media at the same time each day. ***The magic isn't in doing everything perfectly; it's in doing one thing consistently until it becomes second nature***. I've watched agents transform their businesses by simply committing to 15 minutes of prospecting calls every morning at 9 AM, no exceptions, then it becomes 30 min, then 1 hour, then 2 hours…

Here's what I've learned from working with thousands of agents: your sphere of influence is watching you more than you realize. They're not just looking at your listings or your sales volume, they're watching how you show up. ***When you consistently share market insights, helpful tips, or even just check in to see how they're doing, you're building something more valuable than any marketing campaign could***

ever create. You're building trust. And trust, my friend, is the foundation of every referral you'll ever receive.

Let me give you something practical you can start this week. Create what I call your ***"Value Loop": a simple three-part message you can share regularly with your database***. First, share one thing you learned about the local market this week. Second, explain what it means for someone thinking about buying or selling. Third, give them one clear action step they can take. For example: "Three homes in Maplewood sold above asking this week. If you're thinking about selling, now might be the time to have that pricing conversation. Add a call to action like: Reply PRICE and I'll send you a quick market snapshot for your neighborhood."

Remember to keep it simple and valuable, because that gives people a clear next step.

Prospecting isn't about being pushy or salesy, it's about being helpful consistently over time. The agents who understand this are the ones who build businesses that work for them, not the other way around. Your database wants to hear from you, but they want to hear something useful. Give them value first, and the business will follow naturally. Trust the process, stay consistent, and watch what happens.

Keep prospecting with purpose,

#15 RE Prospecting - The One Thing Nobody Tells You About Building This Business



Tristan Ahumada
October 10, 2025

Hi ,

I've been in real estate for over 20 years, and here's what I wish someone had told me on day one: the agents who make it aren't the ones with the best scripts or the slickest marketing. ***They're the ones who can sit in the uncomfortable middle, the part where nothing's happening yet, but everything's being built.*** Most agents I've watched come and go couldn't handle the silence. The weeks where you work your tail off and hear crickets. The open houses where you're the only one who shows up. The posts that get two likes and one of them is your mom. That's not a sign you're doing it wrong.

That's just what the beginning looks like.

This business can take years to build, and most of those years will feel boring and slow. I'll tell you what separates the agents still standing after five years from the ones who quit: they stopped looking for shortcuts and started taking action. Even small actions. ***Every single day.***

And when you do take that action, you need to know what actually matters. Forget the stuff they taught you in licensing school for a second. The skills that will build your career are the ones nobody talks about. Like being genuinely easy to work with, for your clients, for lenders, for the agent on the other side of the deal. Like writing texts and emails in plain English instead of industry jargon that makes people's eyes glaze over. Like reading between the lines when a client says they want a four-bedroom but what they really mean is they need space for a home office and their aging parent. Like absorbing your client's stress during a tough inspection instead of adding to it. ***These aren't the sexy skills. But they're the ones that get you referrals.***

Speaking of follow-up, let's talk about those leads sitting in your CRM collecting dust. You know the ones, people who were hot six months ago and then went quiet. Most agents write them off. Big mistake. Sometimes all it takes is one real, human text to bring them back.

Try this: "***Hey [Name], real talk here, is buying still on your radar or should I stop bugging you?*** 😂" Or if you've got something valuable: "***Got a home hitting the market soon, not on Zillow yet. Want me to send it over to see if it fits what you're looking for?***"

The difference between a dead lead and a closing is often just an honest conversation.

At the end of the day, this business comes down to what you can control. You can't control the market, interest rates, or whether a buyer gets cold feet. But you can control your mindset, how many times you're willing to try after hearing no. You can control your actions, how you react when a deal falls apart, how you treat the client buying a $200K condo versus the one buying a $2M estate. You can control your boundaries, protecting your time so you don't burn out trying to be available 24/7. Focus there. Because when anxiety creeps in, it creates paralysis. But when you focus on action, even the small stuff, it creates momentum.

Keep pushing through. ***The hard work is where the good stuff gets built***. And if you're still here, still showing up, still making the calls when it would be easier to scroll Instagram, you're already ahead of most people who started when you did. The work compounds. Trust it.

#16 RE Prospecting - The Compound Effect of Showing Up



Tristan Ahumada

October 17, 2025

Hi ,

I was talking to an agent last week who told me she felt invisible. She's been licensed for two years, works hard, knows her stuff, but can't seem to break through. "I post on social media," she said. "I send emails. I network. But nothing's clicking." I asked her one question: "When was the last time you did something small and personal for someone who wasn't about to close?" Long pause. "I don't know. Nothing comes to mind." That's the gap.

We've become so obsessed with reach and visibility that we've forgotten about depth and presence. The truth is, the agents winning right now aren't choosing between

showing up online or showing up in person, they're doing both, consistently, in small ways that compound over time.

Here's what I've learned after years of prospecting, building teams, and now building a national brokerage called Y Realty: ***Visibility without connection is noise. Connection without visibility is a secret. You need both.*** But most agents burn out trying to do everything at once instead of building simple, repeatable systems that layer on top of each other. The goal isn't perfection. It's presence. It's showing up in your community's Google searches, at the local park with hot cocoa, in someone's mailbox with a handwritten note, and in your own journal reflecting on what's working. All of it matters. None of it works in isolation.

Let me give you four things you can start doing this week that will change how people experience you, and how you experience this business:

First, claim your space on Google. If you haven't optimized your Google Business Profile, you're leaving money on the table every single day. Add fresh photos, respond to every review, post weekly updates about your market or community events. Then take it further, start a simple YouTube channel answering the questions buyers and sellers actually ask you. **"What's my home worth in [your city]?" "What are the closing costs here?"** Google owns YouTube, and videos rank. This isn't about going viral. It's about being found when someone needs you. It’s the whole idea that Google calls Micro Moments.

Second, get back in front of people in real life. Pick one event idea and commit to it before the year ends. Host a Friendsgiving picnic at the park. Organize a Fill the Truck food drive for a local charity. Set up free holiday photos with Santa and hot cocoa. These events aren't about selling, they're about serving and showing up as a real human in your community. You'll capture emails, sure, but more importantly, you'll create memories and moments people associate with your name.

Third, start keeping a simple daily journal. I'm not talking about dear diary stuff. Track your prospecting calls, note what worked in your last appointment, write down one market insight you noticed, and log one win from the day, even if it's small. This practice does two things: it keeps you consistent when motivation fades, and it turns your daily experience into content gold. Those market insights become Instagram posts. Those

client stories become testimonials. That gratitude log keeps you from quitting on hard days. I talk about this in my recent podcast which you should *jump in and listen to*.

Fourth, write actual notecards this week. Not just emails. Not just texts. Handwritten notes. Thank someone who helped you. Encourage a friend going through something tough. Celebrate a past client's milestone. Reconnect with someone you lost touch with. Send one to your future self about what you're learning right now. This feels old school because it is, and that's exactly why it works. In a world of automation and AI, a real note in someone's mailbox is unforgettable.

And here's the part nobody tells you: None of these things will close a deal tomorrow. That's not the point. The point is that six months from now, when someone in your city thinks "I need a real estate agent," your name comes up because they've seen you on Google, met you at an event, gotten a note from you, or heard about you from someone who did. You didn't just market to them. You showed up for them. There's a difference, and people feel it.

So here's my challenge: Pick two things from this list and do them this week. Not next month. This week. Optimize your Google profile and write three notecards. Film one YouTube video and plan one community event. Journal for five minutes and respond to your reviews. Start small, stay consistent, and watch what compounds. The agents who win aren't the loudest or the flashiest, they're the ones who show up, over and over, in ways that matter. Be that agent.

Forward this to someone who needed to hear it today.

Let's build businesses we're actually proud of.