

The Ultimate New Realtor Checklist

You've got your real estate license...now what? Before you can start dominating your local market, you need to make sure you have the communications, marketing, and client acquisition systems in place to effectively grow your business.

- Website:** The real estate business is a digital operation, and the website is the hub of any successful agent's efforts online. Custom websites can be very effective, but also very pricey, so before new agents make the leap into purchasing or building a custom website, they should start by customizing their broker-provided site with their correct information.

You can start driving traffic here until you're ready to make a long term decision on a custom website. When you're ready to take the leap into a custom website, check out The Close's guide ["The 6 Best Real Estate Website Builders of 2020."](#)

- CRM:** You're going to need some way to nurture all the new contacts your website will generate, which is why a CRM is your next step. A CRM, or customer relationship management system, helps you keep track of who you're talking to, where the contact came from, what their needs are, and provides you with ways to automate regular communication with them to move them from prospect to client.

The most basic CRM is a notebook where you can manually write down the interactions you have with each prospect, but there are technology solutions that can do a much better job. If your brokerage doesn't provide you with a CRM, start shopping for one by visiting our guide, ["The Best Real Estate CRM for 2020: In-Depth Reviews & Pricing."](#)

- Email Marketing:** Most real estate CRMs will provide you with the tools you need to do effective email marketing, but you still need a strategy to get it done. Are you going to be sending a monthly newsletter? To whom? How are you going to segment your list so that the right people get the right message at the right time?

Email marketing is a great way to drive people who you already have a connection with back to your website to consume content, search for property, and move down the lead funnel. As your strategy is starting to come together, visit our article ["13 Real Estate Email Marketing Tips & Scripts That Actually Work in 2020"](#) to get the inside track on effective email messaging.

If your CRM is great for individual client communication but the mass email communication options aren't meeting your needs, there are email marketing companies like [MailChimp](#) and [Constant Contact](#) that can help fill in that gap.

- Snail Mail Marketing:** Though most of real estate marketing is now done digitally, you are still going to have clients and prospects who should be marketed to at their mailbox. A great way to start with these marketing efforts is with postcards.

Using online postcard services like [Vistaprint](#) or [ProspectsPLUS!](#) will help you create your postcards online and even mail them for you if you upload your address lists. If you need some help deciding what to send when, make sure to read through our guide [“15 Eye-Catching Real Estate Postcards That Actually Work.”](#)

- Zillow:** We know that most consumers spend at least some time on [Zillow](#) during the first stages of the home buying or selling process, often before they've chosen an agent. Since we know our prospects are spending time on this platform, it makes sense to have a completed and updated profile here so potential clients can find you in their search for an agent.

Setting up a profile on Zillow is totally free; you can claim your listings and past sales, collect reviews, and connect with prospects by listing your contact information. If you want to take advantage of all that Zillow has to offer, consider signing up for the [Zillow Premier Agent Program](#) where you can pay to have your contact information displayed next to the listings in the areas that matter most to your business.

If you're on the fence about whether the Zillow Premier Agent program is right for you, check out our top-to-bottom review, [“Is Zillow Premier Agent Worth the Cost?”](#)

- Social Media Accounts:** Social media is a great way to connect with your clients, prospects, and sphere of influence to share what you're up to, insights into your business and personal journey, and provide some social proof that you're the kind of person that people want to do business with.

Real estate agents should have professional social media presences on the networks where they can commit having a regular presence. Some of the most popular networks for real estate agents include Facebook, Instagram, Twitter, Pinterest, LinkedIn, and YouTube.

Social media marketing can be a time consuming and challenging, especially when you're first starting out, so if you need some tips on how to get your efforts off the ground, check out some wisdom from agents who've been doing it right for a long time, [“15 Real Estate Social Media Marketing Tips From Top Agents.”](#)

- **Paid Lead Generation:** Until you're advanced in your career, it's tough to maintain a full time business solely on the back of referrals and clients via social media, which is why investing in paid lead generation makes a lot of sense. Remember, paying for leads from a lead generation company is just another marketing expense, similar to buying stamps for your postcard campaign or paying for a boost on a social post to get it in front of more prospects.

There are a lot of paid lead generation options out there, so if you need some help choosing which one is best for your business, check out ["The Top 6 Real Estate Lead Generation Companies 2020."](#)

- **Prospecting Strategy:** Prospecting is the natural partner to paid lead generation. With paid lead generation, you are paying for a company or service to provide you with contact information for people who have indicated that they're interested in buying or selling a home, whereas, with prospecting, you are doing the outreach yourself, not waiting for someone to raise their hand and initiate contact with you.

Prospecting is a powerful strategy for new real estate agents because you are ultimately in control of your own success. You control how many phone calls you make, how many doors you knock on, how many letters you send. But, cold outreach can be a challenge for Realtors without a lot of sales experience, which is why having a solid prospecting strategy is a must.

Some great places to start are tools like [REDX](#); providing you with contact information for expired or FSBO property owners, or [SmartZip](#); using predictive analytics to provide you with a list of property owners who've been identified as likely sellers in the next year. As you're building your strategy, make sure to review our article, ["13 Clever Real Estate Prospecting Ideas to Boost Your GCI"](#) to give yourself some extra insight into what could set you apart from your competitors.

Bringing It All Together

Creating a successful infrastructure for your real estate business to run on will set you up for a steady stream of clients and closed transactions for years to come. Got questions about these systems? Visit the articles linked in each item on this list and leave us a comment, we'll get back to you there as soon as possible.