

**UTAH LIFE**  
POWERED BY PLACE

**exp**  
REALTY

# 19 DAY FIX

- CHANGE YOUR BUSINESS -  
TAKE THE CHALLENGE

### 5 CALLS

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### Moment of Meditation:

Why are you doing this program? What do you hope to get out of this?

Really think about it for a few minutes. What is holding you back from going for it...all the way?

When you know why you are doing something, you can push through the tough times.

Write your thoughts here...

### SOCIAL MEDIA

☐

**Post & Engage:** Post to all your platforms. Then, engage with your account on at least 3 peoples posts (like, comment, or share).

**Charge Challenge Checklist:** Complete Challenge on Next Page

# 5 HANDWRITTEN NOTES



**Today's challenge** is to write five handwritten notes to clients, past leads, prospects, or even your own team. These notes should be personalized, warm, and genuine, whether it's a thank-you note, a check-in, or a congratulations on a milestone. Take a few minutes to think about who you're writing to and what will resonate most with them.

## **Why It Matters:**

1. **Strengthens Relationships:** A handwritten note shows you took the time to connect on a personal level. It's a thoughtful gesture that can turn a casual relationship into a meaningful one, which is the foundation of repeat business and referrals.
2. **Increases Referrals:** People are more likely to refer someone they have a personal connection with. Written notes are memorable and create a positive impression, making clients more inclined to recommend you to friends or family.
3. **Enhances Client Retention:** In a digital world, handwritten notes stand out and make clients feel valued, improving long-term retention. It's an effective way to stay top-of-mind.
4. **Builds Trust:** This simple act can break through the "salesperson" barrier, positioning you as a caring advisor. It's an organic way to showcase your dedication and authenticity.

## **How to Execute:**

- **Keep It Personal:** Use the recipient's name and mention something specific about them or your previous interactions.
- **Be Brief, Yet Impactful:** Two or three sentences are enough to make a lasting impression.
- **Use High-Quality Stationery:** It adds to the presentation and reinforces the quality of service you offer.

This task is all about creating meaningful connections that set you apart in your market. A little extra effort can lead to major results!

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### Moment of Meditation:

What would you do if you KNEW you could not fail?

How big are you REALLY dreaming? Finish this thought: It would be crazy awesome if \_\_\_\_\_ happened by this time next year.

Write your thoughts here...

### SOCIAL MEDIA

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# HIGHLIGHT A LOCAL BUSINESS



**Today's challenge** is to feature a local business that you love, whether it's a coffee shop, boutique, restaurant, or service provider. Create a social media post that not only highlights what makes this business special but also connects you with your community. This is a great way to build relationships while positioning yourself as the local expert.

## Why It Matters

1. **Strengthens Community Ties:** Supporting local businesses shows that you're engaged in the community and genuinely invested in its growth. It also helps you build credibility as a local real estate expert.
2. **Boosts Your Visibility:** Local business owners and their customers are often active on social media. By sharing their business, you increase your chances of getting noticed and engaging with a broader audience.
3. **Encourages Organic Engagement:** Posts that highlight local businesses often receive higher engagement because they resonate with followers' sense of community, encouraging likes, shares, and comments.
4. **Builds New Relationships:** This approach not only benefits the local business but also opens the door for potential collaborations. Business owners may return the favor by promoting your services to their customer base.

## Pro Tip: Maximize Your Impact

- **Tag the Business on Social Media:** Be sure to tag the local business on your posts, especially on Instagram and Facebook, to make it easy for your audience to find them.
- **Use Instagram's 'Collaborator' Feature:** On Instagram, invite the business to be a collaborator. This allows the post to appear on both of your profiles, expanding reach and engagement.
- **Include Relevant Hashtags:** Use location-based hashtags to increase visibility, such as #SupportLocal, #YourCityName, and #LocalBusinessSpotlight.

This challenge is about creating authentic connections that resonate with your audience while promoting local businesses—leading to stronger community relationships and increased local recognition.

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### Moment of Meditation:

Why is reaching out and contacting people so hard? What is it you are so afraid of?

What is the worst thing that could happen?

Write it here:\_\_\_\_\_ If that happened....is it really so bad?

How can you challenge yourself to work on this?

Write your thoughts here...

### SOCIAL MEDIA

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### Moment of Meditation:

What do you struggle with? We are talking business here, but it often flows easily into your personal life. Is it how to stay on task and use your time efficiently? Do you have trouble with the details of the processes? Are you slow to motivate for daily prospecting?

Or like many of us, its a blend of many things. Pick one thing that you will dedicate effort towards building a better habit. Name it here. \_\_\_\_\_

List 3 ways you plan to attack this skill building opportunity:

### SOCIAL MEDIA

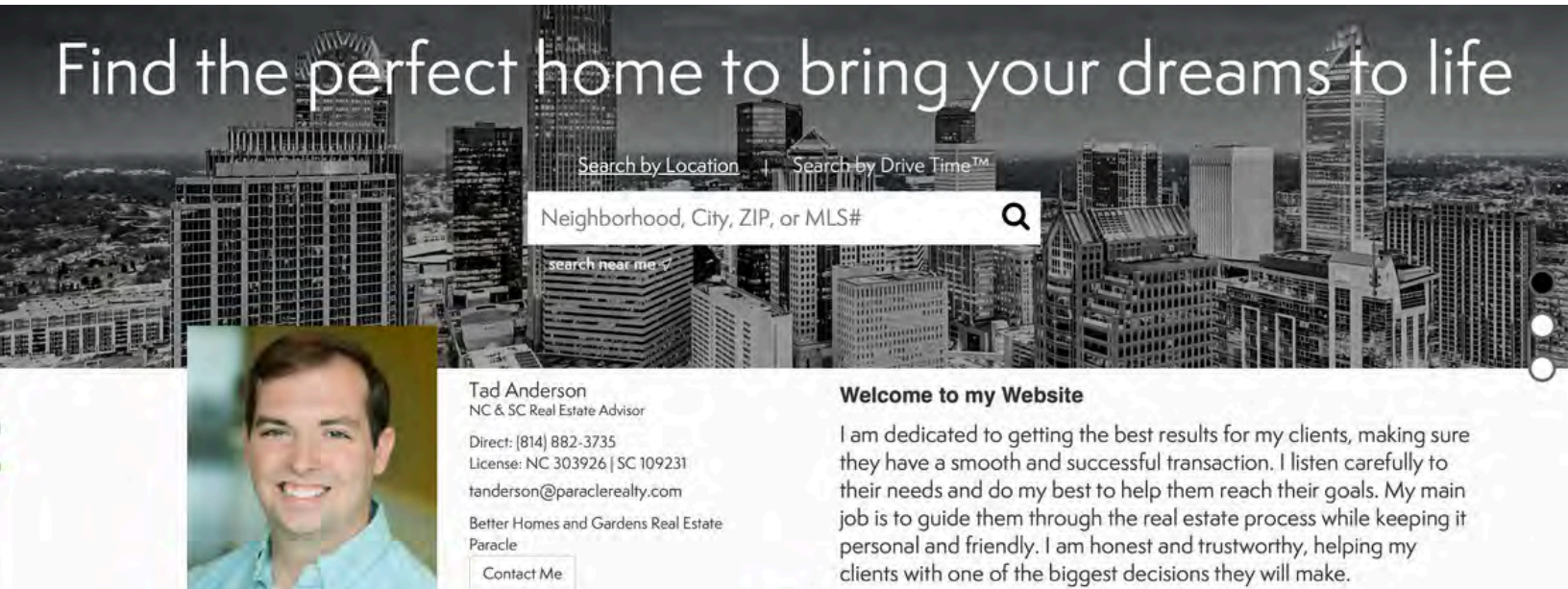
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# COMPLETE WEBSITE SETUP

Find the perfect home to bring your dreams to life



**Today's challenge** is to elevate your website by completing the setup process and optimizing it to be a valuable resource for your clients. This involves adding custom links, refreshing your bio, and including helpful resource links. Your website should position you as the local real estate expert and a go-to source for clients.

## Why It Matters

1. **Positions You as the Expert:** A well-organized, informative website with relevant links and resources solidifies your reputation as a knowledgeable and trusted real estate advisor in your community.
2. **Enhances Client Experience:** Providing easy access to valuable information—like lender contacts, school links, or community resources—adds immediate value to your site and improves the client experience.
3. **Increases Lead Conversion:** A professional and fully updated website instills confidence in potential clients, making it more likely they'll engage with you, schedule a consultation, or reach out with questions.
4. **Supports Your Branding:** Your website is a 24/7 reflection of your brand. A strong setup and well-crafted bio ensure that your expertise, personality, and services shine through, even when you're not online.

## How to Execute:

- **Add Custom Links:** Integrate useful links for buyers and sellers, like neighborhood guides, market reports, and mortgage calculators, to provide value to website visitors.
- **Refresh Your Bio:** Ensure your bio reflects your current expertise, unique selling points, and any recent achievements. Keep it warm, professional, and relatable.
- **Include Resource Links:** Add links to preferred lenders, school district info, home inspection contacts, and community highlights that can help clients make informed decisions.
- **Optimize Navigation:** Ensure all links are easy to find and logically organized, enhancing the user experience.

This challenge is all about maximizing your digital presence and providing meaningful resources that convert website visitors into engaged clients.



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### Moment of Meditation:

What will they THINK?!?!?

Think about the image you want to convey about your business. Does your marketing reflect that? Will your friends really know what you do?

How are you letting the BHG brand give you instant credibility?

### SOCIAL MEDIA

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# LAUNCH FARMING CAMPAIGN



**Today's challenge** is to launch your “Paint the Town Blue” farming campaign by distributing over 100 flyers throughout your target area.

This initiative will not only increase your visibility but also establish you as the go-to real estate advisor in the neighborhood.

## Why It Matters

1. **Increases Brand Awareness:** Consistent flyer distribution boosts your brand's visibility, making you a familiar presence in the community. The more people see your brand, the stronger your credibility becomes.
2. **Generates Local Leads:** Flyers tailored to local interests can drive inquiries from potential buyers or sellers, helping you capture leads that are more likely to convert.
3. **Builds Community Connections:** Sharing information about local events, market trends, or neighborhood updates adds value and reinforces your role as a committed community member.
4. **Ensures Regular Touchpoints:** Regular flyer campaigns provide consistent touchpoints, keeping you top-of-mind and sparking conversations with potential clients.

## Pro Tip: Maximize Your Impact with Social Media

- **Create a Social Media Reel:** Use the information from your flyer to create a quick, engaging reel for social media. This video format helps you expand your reach to your broader Sphere of Influence (SOI), attracting attention beyond your immediate farming area.
- **Highlight the Campaign:** Showcase your efforts in distributing flyers, highlight local insights, and include a call to action similar to the one on your flyer.
- **Tag Your Location:** Tagging your location in the reel boosts visibility in your target area, increasing engagement and helping you reach more people in your farm.

This challenge blends offline and online strategies to help you amplify your presence, foster trust, and generate leads in your community.

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### Moment of Meditation:

Who do you know that needs to hear from you today? Who needs your advice?

How can you offer what you know in an effective way to help someone? What information do you need to share with the world?

### SOCIAL MEDIA

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# DO VIDEO IN FRONT OF A LISTING



**Today's challenge** is to film a short, compelling video in front of one of your active listings. This video should highlight the property's key features while keeping it engaging and informative.

## Why It Matters:

Video content grabs attention faster and keeps viewers engaged longer than photos or text. Filming in front of the property creates a personal touch, showcasing both the listing and your personality. It establishes trust, making you more relatable to potential buyers and sellers.

## How to Execute:

### 1. Select the Right Listing:

- Choose one with strong curb appeal or a unique selling point visible from the exterior, like a grand entrance, spacious yard, or distinctive architecture.

### 2. Prepare a Script:

- Write a 30-60 second script that covers three parts:
  - Hook: Grab attention right away (e.g., "You have to see this amazing new listing!")
  - Highlight: Mention one or two key features of the property (e.g., "This home has a stunning backyard oasis and a newly renovated kitchen!")
  - Call to Action: Encourage viewers to take action (e.g., "Schedule a tour today by clicking the link below!").

### 3. Set the Scene:

- Dress professionally, yet authentically—like you would for a meeting with a client.
- Ensure you have good natural lighting (early morning or late afternoon is ideal).
- Keep the background tidy and clear of distractions.

### 4. Film the Video:

- Use your phone or a camera with a tripod to maintain a steady shot.
- Speak confidently, maintain eye contact, and smile.
- Record multiple takes to choose the best one. Aim for a friendly, upbeat tone.

### 5. Post-Production:

- Use basic editing tools to trim unnecessary pauses and add text overlays if needed (e.g., the property address or your contact info).

### 6. Upload & Share:

- Post the video on your social media channels within 24 hours.
- Use relevant hashtags like #JustListed, #NewHomeTour, or #YourAreaRealEstate.
- Tag your brokerage and any relevant partners.

**Pro Tip:** Use captions in the video to boost engagement and reach a wider audience (80% of viewers watch videos on mute!). Also, adding a sense of urgency to your call to action, like "This home won't last long!" can create excitement and drive leads.

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### Moment of Meditation:

What if you fail? Not every idea works. Embrace the fact that not everything works, and that is OK! Failure is simply learning one way not to do something. Talk to your coach this week about what failure means to you.

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# ASK FOR REFERRALS- VIDEO, EMAILS. GOAL IS 3



**Today's challenge** is to actively ask for referrals through video messages, emails, or phone calls. Your goal is to secure three referrals by the end of the day. Being proactive about requesting referrals is one of the most effective ways to grow your business, leveraging the power of your existing network.

## Why It Matters

1. **Drives Business Growth:** Referrals often convert at a higher rate, making them one of the most efficient ways to generate new leads and expand your client base.
2. **Builds Trust Quickly:** When a referral comes from a trusted source, potential clients are more likely to trust you from the start, shortening the sales cycle.
3. **Strengthens Client Relationships:** Asking for referrals shows confidence in your service and reinforces your relationship with existing clients, as they feel valued when you believe they can help your business grow.
4. **Increases Client Engagement:** Regularly requesting referrals keeps you top-of-mind for your clients, making them more likely to connect you with someone in need of real estate services.

## How to Execute:

- **Video Messages:** Record a short, personalized video asking past clients or contacts if they know anyone looking to buy, sell, or invest. Mention the importance of referrals to your business growth.
- **Emails:** Send a warm, straightforward email to recent clients thanking them for their support and requesting a referral. Be specific about how you can help their friends or family.
- **Phone Calls:** Call past clients to check in, provide any valuable updates, and end the call by asking if they know anyone who might need your real estate services.

This challenge focuses on taking initiative and engaging directly with your network, helping you secure new clients through trusted, warm leads. The more you ask, the more you'll receive!

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### Moment of Meditation:

*"People will forget what you said, they will forget what you did, but they will never forget how you made them feel"- Maya Angelou*

How do you make people feel? How do you WANT to make people feel?

How are you making a conscious effort in your everyday work to convey this?

### SOCIAL MEDIA

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# CRM MANAGEMENT AND COMMITMENT



**Today's challenge** is all about getting your Customer Relationship Management (CRM) system organized and committing to using it consistently moving forward. A well-maintained CRM is a critical tool for managing client relationships, tracking leads, and closing more deals. The goal is to set up your CRM in a way that enhances your workflow and supports your business growth.

Note: You're not limited to using any CRM, just use one: MOXI, FUB, Sierra Interactive, Etc.

## Why It Matters

1. **Improves Lead Management:** A well-organized CRM helps you track and manage leads more effectively, ensuring no potential client slips through the cracks.
2. **Enhances Client Follow-Up:** By keeping detailed records of client interactions, you can maintain personalized follow-ups that strengthen relationships and increase conversion rates.
3. **Saves Time:** A streamlined CRM centralizes all client information, making it easy to access data, plan outreach, and manage tasks efficiently.
4. **Supports Business Growth:** Consistent use of a CRM allows you to analyze performance metrics, refine strategies, and identify new opportunities to grow your business.

## How to Execute:

- **Audit Your Current CRM:** Review existing contacts, leads, and tasks to identify duplicates, outdated information, or missing details. Clean up and update your database as needed.
- **Segment Your Contacts:** Create specific categories (e.g., active clients, past clients, prospects, vendors) to better organize your outreach efforts.
- **Automate Reminders:** Set up automated reminders for follow-ups, birthdays, anniversaries, and other key client milestones to stay engaged.
- **Commit to Daily Use:** Set a daily routine to check your CRM, update records, add new leads, and schedule tasks. Consistency is key to getting the most out of your CRM.

This challenge is about building a solid foundation for your real estate business. An organized, actively used CRM keeps your pipeline full and helps you manage client relationships more effectively.

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### Moment of Meditation:

You are approaching the end of week 2. What activities have been the hardest for you to accomplish so far?

Why are these things tough for you? How can next week be different?

The last week of the program is where you leave it all on the table!

### SOCIAL MEDIA

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# CREATE A VIRTUAL BUSINESS CARD



**Today's challenge** is to create a virtual business card using a digital tool like HiHello, Linktree, or Linq. A virtual business card is a modern, convenient way to share your contact information, social links, and website instantly with prospects, clients, and colleagues. This tool enhances your professional presence and makes it easy for others to connect with you.

## Why It Matters

1. **Enhances Accessibility:** A virtual business card allows you to share your contact info quickly, whether in person or online, making it easier for prospects and clients to connect with you.
2. **Keeps You Organized:** Instead of juggling physical business cards, a virtual version consolidates your information into one easily accessible digital link.
3. **Boosts Your Professional Image:** Digital business cards present a modern, tech-savvy image, helping you make a strong impression in a digital-first world.
4. **Increases Engagement:** Virtual cards can include links to your social media, website, scheduling tools, and more—encouraging more engagement and interaction from recipients.

## How to Execute:

- **Choose Your Platform:** Select a virtual business card tool that suits your needs, such as HiHello, Linktree, or Linq.
- **Add Essential Details:** Include your name, title, phone number, email, website link, and social media profiles. You can also add links to your calendar for scheduling appointments.
- **Customize Your Design:** Add your headshot, logo, or brand colors to make it visually appealing and aligned with your branding.
- **Share Your Card:** Save the link to your phone and share it with contacts via text, email, or QR code during meetings and networking events.

This challenge is about making yourself more accessible, memorable, and tech-savvy—all essential traits for succeeding in today's digital real estate landscape.





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### Moment of Meditation:

What are you most grateful for?

Take a few minutes to make a list of the things that you are grateful for. Don't stop until you get 10. Text 3 of these to your partner. Tell others in your life what you are grateful for.

### SOCIAL MEDIA

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# CREATE, REFINE, OR REVIEW YOUR LISTING MARKETING PLAN



**Today's challenge** is to create, refine, or review your listing marketing plan. Your marketing plan is a key tool that demonstrates to sellers why they should work with you and outlines the strategies you use to market their home effectively. A well-defined plan sets you apart from competitors and gives potential sellers confidence in your ability to sell their property quickly and at the best possible price.

## Why It Matters

1. **Differentiates You from Competitors:** A comprehensive marketing plan clearly shows potential sellers why they should choose you over other agents. It highlights your unique strategies, expertise, and commitment to selling their home.
2. **Builds Seller Confidence:** When sellers understand your specific approach to marketing their property, they'll feel more confident in your ability to get results. This builds trust and can help you secure more listings.
3. **Ensures Consistent Results:** A well-structured plan serves as a roadmap for marketing each listing, helping you stay organized and ensuring you deliver high-quality service every time.
4. **Improves Conversion Rates:** A polished presentation of your marketing strategy not only attracts sellers but also increases your chances of converting listing appointments into signed agreements.

## How to Execute:

- **Outline Your Unique Selling Points:** Start by defining the unique benefits of working with you, such as your local market knowledge, professional network, or specialized marketing tactics.
- **Detail Your Marketing Strategy:** Include specific tactics you use to market homes, such as professional photography, staging consultations, virtual tours, open houses, targeted digital ads, social media promotion, and email marketing campaigns.
- **Incorporate Data & Results:** Include examples of past marketing successes, average days on market, and above-list price results to showcase your effectiveness.
- **Make It Seller-Focused:** Ensure your plan addresses the seller's needs, such as attracting the right buyers, maximizing exposure, and achieving the best possible sale price.

This challenge is about showcasing your expertise and commitment to sellers by demonstrating how you go above and beyond to market their home effectively. A strong listing marketing plan is your ticket to winning more listings and setting yourself up for success!

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### Moment of Meditation:

Distractions are everywhere....it only takes a second to get off track and sucked into an hour on Facebook. But distractions can come in so many shapes and sizes.

What is keeping you from showing up the way you want to? What is in your way?

Text or email

your coach today about what you think is your biggest distraction and how you want to face it.

### SOCIAL MEDIA

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# UPDATE PROFILES: ZILLOW/REALTOR/HOMES.COM, LINKEDIN, & ETC.



**Today's challenge** is to update your profiles on major real estate platforms such as Zillow, Realtor.com, Homes.com, LinkedIn, and any other relevant sites. Ensuring that your online presence is consistent, accurate, and compelling across all platforms is crucial for building trust with clients and prospects.

## Why It Matters

1. Builds Credibility: An updated, professional profile reassures clients that you are an active, reliable, and competent real estate advisor.
2. Increases Lead Conversion: Accurate and consistent information across platforms helps prospects trust you faster, leading to higher conversion rates.
3. Improves Online Visibility: Optimized profiles with relevant keywords and complete information increase your chances of appearing in search results, making it easier for potential clients to find you.
4. Enhances Professional Branding: Your profiles reflect your brand, so maintaining a cohesive, polished look across all channels helps establish you as a reputable and capable real estate professional.

## How to Execute:

- Ensure Consistency: Make sure your contact information, bio, and branding are consistent across all platforms.
- Update Your Bio: Refresh your bio to reflect your current experience, recent achievements, and any specialties you offer.
- Add Recent Client Reviews: Include the most recent and impactful reviews to boost your credibility and highlight your success.
- Include Current Listings: Add your current listings to real estate platforms to showcase your active work and demonstrate your market involvement.

This challenge is about refining your digital presence to ensure that clients see you as the trustworthy, knowledgeable real estate professional you are. Consistent, accurate profiles help you attract and convert more clients.

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### Moment of Meditation:

What does success look like to you? What do you want to accomplish this year, next year?

Think about the personal goals that fuel you.

What do you want to do/have by this time next year?

### SOCIAL MEDIA

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# ASK FOR GOOGLE REVIEW FOR ON THE COMPANY WEBSITE?



**Today's challenge** is to actively ask clients, past clients, and colleagues to leave a Google review for BHGRE Paracle on the corporate website. Positive online reviews are one of the most powerful tools to build your brand's credibility and attract new clients. Your goal is to secure as many genuine reviews as possible, helping to enhance the company's online reputation.

## Why It Matters

1. Builds Trust and Credibility: Google reviews provide social proof that reassures potential clients of your professionalism, reliability, and the quality of service they can expect.
2. Improves Search Rankings: More positive reviews can boost the visibility of BHGRE Paracle in Google search results, driving more traffic to the corporate website and increasing lead opportunities.
3. Strengthens Your Brand: As part of BHGRE Paracle, strong corporate reviews reflect positively on you as an advisor, reinforcing trust and confidence among your prospects.
4. Increases Conversion Rates: Prospective clients are more likely to choose an agent or company with a strong online reputation backed by genuine client testimonials.

## How to Execute:

- Identify Key Clients: Start by reaching out to clients who have had positive experiences with you and BHGRE Paracle.
- Send a Direct Request: Use email, text, or a personal call to ask for a review. Be specific about where you'd like them to leave it and why their feedback is valuable.
- Include a Link: Make it easy by sharing a direct link to the Google review page for BHGRE Paracle, ensuring there are no obstacles in the process.
- Express Gratitude: Thank clients for their support and emphasize how much you appreciate their feedback.

Using the corporate Google Business profile for reviews, rather than individual profiles, can offer several strategic benefits for agents affiliated with BHGRE Paracle: Stronger brand credibility, Enhanced SEO, Leads funnel back to agents, Centralized reputation building, & Marketing leverage for agents.

This challenge is focused on boosting your corporate brand's online presence while reinforcing your commitment to client satisfaction. More positive reviews mean more credibility and business growth!

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### Moment of Meditation:

How do you want your day to feel?

What do you have control over in your day that influences the feel of your day?

How are you leveraging systems to help you be more efficient?

What do you need to learn about/start using??

### SOCIAL MEDIA

☐

**Post & Engage:** Post to all your platforms. Then, engage with your account on at least 3 peoples posts (like, comment, or share).

**Charge Challenge Checklist:** Complete Challenge on Next Page

# WRITE A RELEVANT REAL ESTATE BLOG POST ON YOUR AGENT SITE



**Today's challenge** is to write a blog post about a timely and relevant real estate topic and publish it on your agent page or as a LinkedIn Article. Whether it's about new companies moving to town, upcoming communities, or innovative market trends, your post should aim to inform and engage your audience, positioning you as the go-to expert in your area.

## Why It Matters

1. Establishes You as a Local Expert: Sharing timely insights about new developments, companies moving in, or emerging real estate trends positions you as a knowledgeable resource in your community.
2. Increases Online Visibility: Regularly adding fresh content to your MOXI page or LinkedIn helps boost your search visibility, driving more traffic to your pages and increasing lead opportunities.
3. Enhances Client Engagement: Informative content encourages readers to interact with your post by commenting, sharing, or reaching out to you for more information, which can lead to more meaningful conversations.
4. Builds Your Professional Brand: Consistently publishing valuable, relevant content elevates your personal brand and reinforces your reputation as a proactive, well-informed real estate advisor.

## How to Execute:

- Choose a Relevant Topic: Focus on a trending topic, like new companies arriving in your market, upcoming communities, or innovative home-buying ideas.
- Keep It Engaging: Write in a friendly, informative tone, aiming for 300–500 words. Use bullet points, subheadings, or images to make it visually appealing.
- Add a Call to Action: At the end of the blog, encourage readers to reach out with questions, schedule a consultation, or subscribe for more local updates.
- Publish and Share: Once your blog is live, share it on your social media channels, email newsletters, and even in your real estate conversations to amplify its reach.

This challenge is about creating content that not only informs but also drives engagement, helping you stand out as an active and knowledgeable real estate professional.

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### Moment of Meditation:

How confident are you on your market knowledge?

What areas do you want to become more expert in? Basic mortgage? New construction?

How can you create a plan to gain what you need from the resources we provide?

### SOCIAL MEDIA

☐

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**Charge Challenge Checklist:** Complete Challenge on Next Page



# GO TO AN OUTSIDE AGENT EVENT



**Today's challenge** is to attend an event hosted by another agent, whether it's an open house, broker open, or builder event. This is an opportunity to network with other professionals, learn about new listings or developments, and potentially meet amazing contacts who could benefit your real estate business. Your goal is to connect meaningfully and report back to your leader if you meet someone exceptional.

## Why It Matters

1. **Expands Your Network:** Attending events hosted by other agents allows you to build relationships with fellow professionals, which can lead to valuable collaborations, referrals, and insights into the market.
2. **Increases Market Knowledge:** Seeing how other agents present their listings or conduct events gives you fresh perspectives and ideas that you can incorporate into your own strategies.
3. **Creates Referral Opportunities:** Building connections with other agents, builders, or attendees at these events opens up opportunities for potential referrals, whether it's from agents with buyers or builders looking to partner.
4. **Strengthens Team Dynamics:** Sharing your experiences with your leader reinforces communication, supports team collaboration, and helps identify strong potential partners for future business growth.

## How to Execute:

- **Select an Event:** Choose an open house, broker open, or builder event that aligns with your market focus or is in an area you want to learn more about.
- **Engage with Attendees:** Introduce yourself, ask questions about the event, and engage genuinely with other agents, builders, or attendees.
- **Be Open to New Ideas:** Observe how the event is run, take note of marketing materials, and be open to learning new approaches that can enhance your own events.
- **Share with Your Leader:** If you meet someone who stands out—whether a potential client, partner, or collaborator—share their information with your leader to explore potential opportunities.

This challenge is all about expanding your connections, gaining market insights, and bringing back fresh ideas and contacts to benefit your business and team.



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### Moment of Meditation:

Know that what you do is meaningful. You are moving through the world every day affecting people, how can you make someones day today?

It doesn't have to be about spending a dime. Share a smile, give a compliment, hold a door.

#SpreadJoy

### SOCIAL MEDIA

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**Charge Challenge Checklist:** Complete Challenge on Next Page

# ACTIVATE AND BUILD YOUR YOUTUBE CHANNEL



**Today's challenge** is to find and activate your YouTube account (you already have one!). Your goal is to create a channel that serves as a home for your real estate video content. Upload any existing videos you have and create at least one new video to start building your channel's presence.

## Why It Matters

1. Expands Your Digital Footprint: YouTube is the second largest search engine, making it a powerful platform to reach a wider audience and attract more potential clients.
2. Creates a Video Hub: Having a dedicated YouTube channel allows you to centralize all your video content, making it easier for viewers to find, explore, and engage with your videos.
3. Enhances Engagement: Video is one of the most engaging types of content. Creating and uploading videos regularly can lead to more comments, shares, and interactions with your audience.
4. Builds Your Personal Brand: Consistent video content builds trust and establishes you as an approachable, knowledgeable expert in your market. It's a great way to share insights, showcase listings, and connect with potential clients.

## How to Execute:

- **Locate Your YouTube Account:** Log into your YouTube account, or create one if needed, and navigate to the "Create Channel" option.
- **Set Up Your Channel:** Customize your channel with a clear name, description, and branding elements like a profile picture and banner image.
- **Upload Existing Videos:** Add any videos you already have, such as listing tours, market updates, or community highlights.
- **Create 1 New Video:** Record and upload a fresh video—this could be a quick market update, a neighborhood spotlight, or a "meet the agent" introduction.
- **Optimize for Search:** Add relevant titles, descriptions, tags, and thumbnails to help your videos rank higher and attract more views.

This challenge is focused on building your video presence, increasing your online visibility, and engaging your audience in a way that's personal, informative, and consistent.

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### Moment of Meditation:

Who are your biggest fans, the people who cheer for you relentlessly?

Is there anyone in your life that you should take some time to thank for their support or encouragement?

Give them a call, write them a note, shout it out on Facebook. Let them know that you appreciate them!

### SOCIAL MEDIA

☐

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**Charge Challenge Checklist:** Complete Challenge on Next Page

# THANK YOUR SUPPORT PERSON/PEOPLE + COMPLETE MULTI-PART TASKS



**Today's challenge** is all about acknowledging the people who support you in your real estate career while also completing a series of specific tasks that help grow your business and strengthen your digital presence. Real estate is a demanding field, and recognizing your "tribe" is just as important as the work you put into your business.

## Why It Matters

1. Builds Team Morale: Recognizing the people who support you—whether it's an assistant, partner, or family member—strengthens relationships and creates a positive environment that boosts productivity and motivation.
2. Reinforces Expertise: Completing tasks like creating a Comparative Market Analysis (CMA) and sharing insights about the market helps solidify your role as a knowledgeable and proactive real estate professional.
3. Expands Your Online Presence: Consistently sharing relevant content on platforms like TikTok or Instagram not only grows your audience but also educates potential clients, driving engagement and leads.
4. Targets New Opportunities: By identifying new construction communities and promoting them with a clear call to action, you can capture potential buyers and attract more business.

## How to Execute:

### Step 1: Show Appreciation to Your Support Team

- Acknowledge Them Directly: Take a moment to thank your support person or people, whether it's a personal note, a small gift, or a simple verbal acknowledgment. Let them know you appreciate their efforts and how they make your success possible.

### Step 2: Create a Comparative Market Analysis (CMA)

- Choose a Target Community: Use Moxie or RPR to create a CMA for a community your support person is farming in or for a neighbor in your network.
- Share the CMA: Provide it to your support person as a gesture of thanks or use it in marketing to generate more leads in that area.

### Step 3: Highlight 3 New Construction Communities

- Research and List: Identify at least three new construction communities in your area. Include details like starting prices, amenities, location advantages, and builder incentives.
- Add a Call to Action: Encourage potential buyers to schedule a tour, request more information, or contact you to learn about these new homes.

### Step 4: Create a TikTok or Instagram Video

- Pick a Relevant Topic: Choose an educational topic like the home-buying process, the impact of a 1% interest rate drop on mortgages, the value of signing an agency agreement, or a comparison between renting and buying.
- Keep It Engaging: Make the video short, informative, and visually appealing. Use captions and effects to enhance its reach and engagement.

This challenge is about balancing gratitude with business-building tasks that expand your knowledge, improve

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### Moment of Meditation:

You have likely done things WAAAAY outside your comfort zone in the last few weeks.

What have you done recently that you were skeptical about, that had a bigger impact on you and your business than you ever expected?

Talk to your partner about their unexpected successes as well!!

### SOCIAL MEDIA

☐

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### Moment of Meditation:

You have almost made it! It's the final stretch. Today's meditation is all about feeling proud of what you have accomplished.

Every effort you have made in this journey has had a positive impact on your business.

Bask in the glory of what you have done!!!!

### SOCIAL MEDIA

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**Charge Challenge Checklist:** Complete Challenge on Next Page

# CREATE AND SHARE A SUCCESS STORY



**Today's challenge** is to create and share a client success story that highlights your expertise and commitment to helping buyers or sellers achieve their real estate goals. This challenge is all about building trust and demonstrating your value through real-life examples.

## Why It Matters

1. **Builds Credibility:** Real-life success stories help demonstrate your ability to deliver results, reinforcing your expertise and trustworthiness.
2. **Attracts New Clients:** Prospective clients are more likely to reach out after seeing positive results from past clients, leading to more inquiries and potential conversions.
3. **Creates Engaging Content:** Stories are one of the most engaging forms of content, making it more likely that your audience will read, share, and comment.

## How to Execute:

- **Identify a Recent Success:** Choose a recent client transaction that resulted in a positive outcome, such as a fast sale, a competitive offer accepted, or a client finding their dream home.
- **Write a Compelling Post:** Use social media or your blog to share the story, including details of the challenge, your approach, and the successful outcome. Make it personal and relatable, while protecting client confidentiality.
- **Include a Call to Action:** Encourage readers to reach out to you if they are thinking about buying or selling, offering your expertise to achieve similar results.

## Pro Tip: Make It Visual

- **Add Photos or Video:** Use relevant photos of the home (with permission), neighborhood, or even a celebratory moment (like a closing day) to make the story more compelling and visually appealing.
- **Tag the Client:** If they're comfortable, tag the client in your post. It adds authenticity and encourages engagement from their network, which can expand your reach.

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### Moment of Meditation:

Why are you doing this program? What do you hope to get out of this?

Really think about it for a few minutes. What is holding you back from going for it...all the way?

When you know why you are doing something, you can push through the tough times.

Write your thoughts here...

### SOCIAL MEDIA

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**Charge Challenge Checklist:** Complete Challenge on Next Page

# CREATE A 7-DAY SOCIAL MEDIA CONTENT PLAN



**Today's challenge** is to develop a 7-day social media content plan that focuses on promoting your real estate business, engaging your audience, and providing valuable information. The goal is to have a consistent content strategy that builds momentum and drives more leads.

## Why It Matters

- 1.Ensures Consistent Visibility: Regular posting keeps you top-of-mind for your audience, increasing the likelihood of engagement and inquiries.
- 2.Establishes Expertise: Planning a mix of educational, promotional, and engaging content positions you as a knowledgeable and active real estate professional.
- 3.Boosts Lead Generation: A well-rounded content plan can attract more potential clients by addressing various aspects of real estate and engaging different audience segments.

## How to Execute:

- Identify Content Themes: Choose themes like buyer tips, market updates, new listings, local highlights, testimonials, behind-the-scenes looks, and personal stories.
- Plan Daily Posts: Create a content calendar with specific post ideas for each day of the week, varying the format (e.g., video, image, text).
- Schedule in Advance: Use a social media scheduling tool to automate posting, making it easier to stay consistent.
- Include CTAs: Ensure each post has a clear call to action, such as contacting you for a consultation, subscribing for updates, or commenting on the post.

## Pro Tip: Repurpose Content

- Leverage Previous Content: Repurpose past posts or blogs into new formats, like turning a blog into a video or an infographic, to save time while maintaining engagement.
- Use Analytics: Review past analytics to see which content performed best, then use that as inspiration for your new 7-day plan. Focus on posts that generated high engagement or inquiries.