

CENTURY 21
The Harrelson Group

EXECUTIVE SUMMARY

BY GREG HARRELSON



📞 843-457-7816

✉️ greg@c21harrelson.com

🌐 C21TheHarrelsonGroup.com

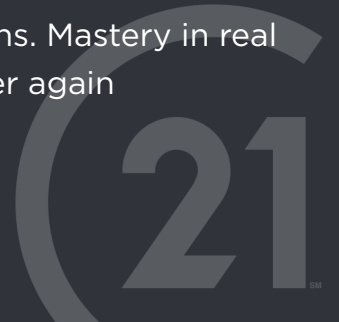
THE DAILY FIVE: THE SIMPLE DISCIPLINE BEHIND EXTRAORDINARY REAL ESTATE RESULTS

Greg Harrelson is deeply committed to helping real estate agents grow thriving, sustainable businesses, and this framework reflects that mission. His contribution to the industry centers on simplifying success—focusing agents on what truly drives results rather than chasing distractions. The approach outlined here is built to create consistency, momentum, and long-term production in any market.



CORE PRINCIPLE: CONSISTENCY OVER TALENT

The gap between top producers and average agents is not talent—it is consistency. Elite agents execute the right activities every day regardless of how they feel. Success is not built on occasional intensity, but on disciplined repetition of key actions. Mastery in real estate comes from doing a few things exceptionally well, over and over again



1. COMMAND YOUR MORNING



Winning the day starts with winning the morning. A structured, intentional start creates clarity, focus, and control

Key elements:

- Wake up earlier to eliminate chaos and create calm instead of rushing.
- Move your body to boost energy, focus, and mood at the start of the day.
- Complete a quick “4F” mental check-in: Family, Fitness, Finance, Faith.
- Review your pipeline and decide who you will list, move forward, or close today.
- Arrive at the office early, review market data, and prepare 2-3 talking points.
- Be fully ready so that you start prospecting exactly on time, not “around” the start time.

An agent who consistently starts the morning prepared and centered sets in motion a calmer, more productive day where opportunities are easier to recognize and convert.

2. GENERATE WITH DISCIPLINE



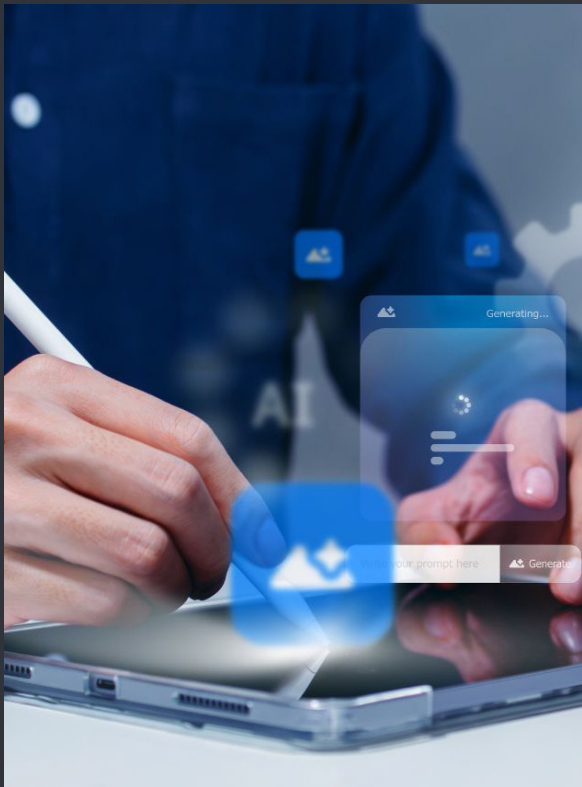
Lead generation is the lifeblood of a real estate business and must be treated as a sacred, non-negotiable block of time.

Key elements:

- Build your day around conversations, not around busywork.
- Time block lead generation (for example, 8:00–11:00 AM) and treat it like a listing appointment with yourself.
- Eliminate distractions completely: silence your phone, close browsers and email, and avoid social media.
- Follow a predetermined lead progression (e.g., expires, old expires, FSBOs, circle prospecting) so there is no hesitation or decision fatigue during call time.

The rule is simple: no conversations equals no deals. The more focused conversations you have, the more contracts you write and closings you create.

3. NURTURE WHAT YOU BUILD



Consistent prospecting creates a growing database, but that database only becomes valuable when it's nurtured with intention.

Key elements:

- Treat your database like a “data bank,” not just a list of names.
- Make sure every contact hears from you regularly, with a minimum of quarterly touches for non-hot leads.
- Use a mix of phone calls, texts, emails, and video to stay present and relevant.
- Send at least one market-based video each month to position yourself as the local expert and keep your face and voice familiar.
- Use available tools (CRM, market reports, seller valuation tools, custom audiences, etc.) to increase impressions and build mindshare.

An agent who nurtures consistently is far more likely to be the one clients remember and choose when it's time to list or buy.

4. FOLLOW UP WITH PRECISION



Most agents don't need more leads; they need better timing and more strategic follow up.

Key elements:

- Accept that not all leads are equal; stop treating them the same.
- Segment leads by urgency (for example: A = next 30 days, B = 30 days-12 months, C = 12-24 months, D = unsure or no timeline).
- Match follow-up frequency to urgency (daily, weekly, monthly, or quarterly) instead of using a one-size-fits-all schedule.
- Track last contact, notes, and next steps so each follow-up is a continuation, not a cold restart.
- Always have a reason to reach out—new comps, market changes, new listings, rate movement—rather than “just checking in.”

Precision follow up turns a CRM into a predictable pipeline, allowing you to tap the right people at the right time with the right

5. SHARPEN YOUR SWORD



You don't rise to the level of your goals; you fall to the level of your skills. The market, consumers, and competition are constantly evolving, so your skills must evolve too.

Key elements:

- Make skill development a daily discipline, not an occasional event.
- Focus on core skills that move the needle: objection handling, listing presentation, communication, and conversation control.
- Role play consistently, especially around your weakest areas.
- Treat the entire listing experience—from pulling into the driveway to leaving the property—as a scripted, intentional process, not something you “wing.”

When strong skills are layered on top of consistent daily disciplines, production often jumps sharply, and opportunities that used to be lost are now converted.

TAKE ACTION

If you are ready to take your business to the next level, now is the time to implement these five disciplines with intention and consistency. If you would like support building a clearer strategy, improving your daily execution, or mapping out a customized business growth plan, reach out to Greg Harrelson to start the conversation or schedule a focused business planning session together.



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