


CENTURY 21[®]
The Harrelson Group

EXECUTIVE SUMMARY

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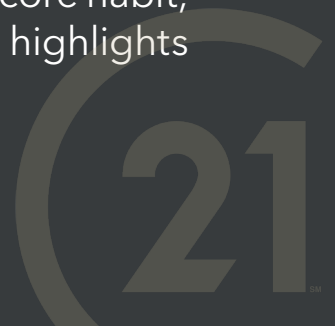
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10 THINGS YOU SHOULD BE CONSISTENTLY DOING BY NOW



» Introduction

This detailed executive summary distills the key lessons from the Greg Harrelson's coaching call transcript, aiming to equip any real estate agent—from new licensee to seasoned producer—with the frameworks and routines necessary for sustainable growth and competitive advantage. Each section below addresses a core habit, explains its “why,” offers implementation strategies, and highlights potential pitfalls to avoid.



1 STICK TO A DAILY ROUTINE



Consistency is non-negotiable in real estate. Agents with solid routines outperform inconsistent peers because actions compound over time. A daily routine creates structure and automates productivity, reducing the mental energy spent deciding what to do next.

- **Morning kick-off:** Many top agents start with lead follow-up, prospecting, and review of appointments.
- **Time blocking:** Set fixed times for lead generation, client appointments, and follow-up, protecting these blocks as immovable in the calendar.
- **Evening review:** Finish with a quick daily reflection—what worked today? What didn't? What is tomorrow's most important task?
- **Avoid multitasking:** Group similar activities together (calls, emails, CMAs).
- **Pitfall:** "Winging it" daily leads to wasted time, fewer contacts, and lost deals.

Developing a routine takes discipline at first, but soon becomes second nature.

2

ADD PEOPLE TO YOUR DATABASE DAILY



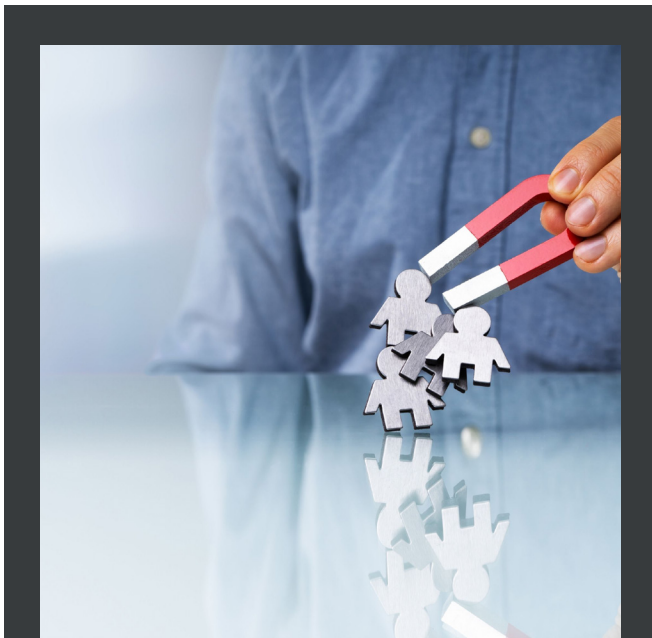
Future business is built today. Every new relationship—whether from an open house, cold call, referral, or digital lead—should be captured and nurtured in a database, not left to memory or sticky notes.

- **Minimum standard:** Add at least one new contact daily. Growth accelerates with consistency.
- **Sources:** Past clients, sphere of influence, social media inquiries, neighborhood prospecting, referrals, and even service providers.
- **Details matter:** Capture phone, email, address, and any notes on motivation or timeline.
- **Tools:** Use a reliable CRM that syncs across devices and allows easy tagging and segmenting.
- **Pitfall:** Neglecting daily database growth leads to stagnation and unpredictable income.

Leads are perishable; every new contact represents a future listing, sale, or referral when followed up consistently.

3

MAXIMIZE LEAD GENERATION EFFICIENCY

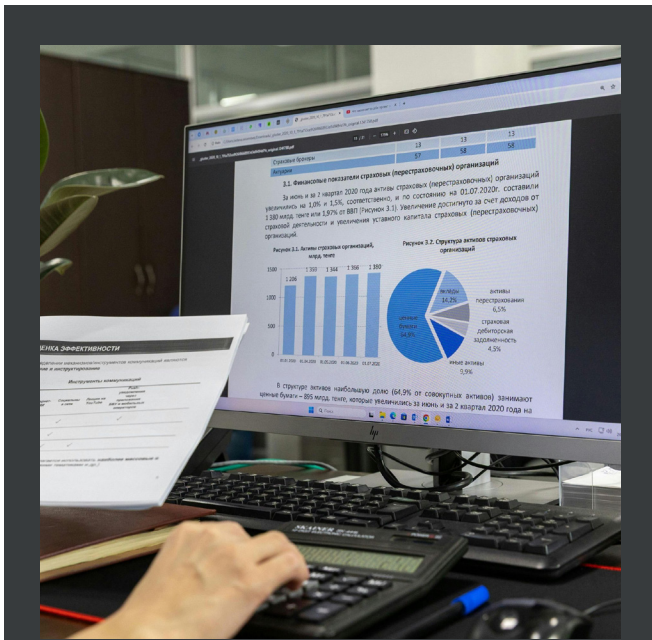


Not all lead generation activities are equally productive. Efficiency comes from focusing time and effort on proven, high-yield tasks—those that move prospects closer to a transaction.

- **Evaluate channels:** Track the source of your best leads. Double-down on cold calling, open houses, video marketing, referrals, or digital advertising according to results.
- **Batch work:** Make prospecting calls in “power hours” rather than scattering them throughout the day.
- **Eliminate distractions:** Avoid administrative tasks during peak lead-generating hours.
- **Scripts:** Use tested language but personalize each conversation—don’t sound robotic.
- **Measurement:** Periodically audit your activities and adjust as your business and market shift.
- **Pitfall:** Spending too much time on low-conversion tasks or tech “busywork” instead of connecting with prospects.

Adopt a “highest and best use” mindset—ask, “Is this the best use of my prime business hours?”

4 SEGMENT YOUR DATABASE



One-size-fits-all messaging doesn't work. Segmenting your database enables tailored communication at every client stage, boosting relevance and conversion.

- **Personalized follow-up:** Send listings to active buyers, market updates to homeowners, and check-ins to referrals or past clients.
- **Automation:** CRMs can automate much of this process with tags, smart lists, and pre-scheduled campaigns.
- **Review and update:** As relationships evolve, upgrade or downgrade client segments accordingly.
- **Pitfall:** Failing to segment leads to generic outreach and missed opportunities for deeper relationships.

Segmentation multiplies the effectiveness of every marketing dollar and minute spent.

5

BECOME THE EXPERT IN YOUR MARKET



Authority attracts business. When agents are known for their expertise, clients seek them out and competitors become less relevant.

- **Market knowledge:** Master local data—inventory, absorption rates, pricing trends, neighborhoods.
- **Frequent updates:** Record and publish market video updates, newsletters, and blog posts to share your insights.
- **Answer questions:** Be prepared to explain interest rates, economic shifts, and what current trends mean for buyers and sellers.
- **Visible expertise:** Speak at local events, join podcasts, or write for local outlets.
- **Pitfall:** Overestimating expertise or failing to stay current makes agents irrelevant.

Genuine expertise is demonstrated by the value shared with clients, not just claims on business cards.

6 NURTURE YOUR DATABASE



A database is a living asset, not a static list. Nurturing relationships means providing consistent value and remaining top of mind so clients think of you first when a real estate need arises.

- **Touchpoints:** Aim for at least 60 touches per contact per year—a mix of emails, calls, texts, mailers, and video messages.
- **Content:** Send market reports, just solds, real estate tips, holiday greetings, or check-in texts.
- **Automation:** Systems like Homebot, CRM email drips, and smart newsletters deliver value at scale.
- **Personalization:** Supplement bulk communication with hand-written notes and personal texts.
- **Pitfall:** Sporadic or irrelevant contact makes agents forgettable.

The goal is to become the “go-to” real estate resource for each person in the database.

7 MINE YOUR DATABASE DAILY



Opportunities often hide in plain sight within a database. Mining means proactively looking for engagement cues and re-activating past contacts.

- **Behavioral triggers:** Monitor email opens, click rates, website logins, and requests for updated valuations or reports.
- **Re-engagement:** Follow up with contacts who show activity (e.g., opening a CMA, visiting a listing).
- **Tech advantages:** Use CRMs that flag behaviors (“lead scoring”) and sort your next calls accordingly.
- **Goal:** Uncover “hidden” warm leads, not just those actively reaching out.
- **Pitfall:** Ignoring data or relying only on new leads leads to lost income.

Think of mining as regularly “panning for gold”—a little daily effort uncovers hidden gems for new transactions.

8

BUILD YOUR BRAND THROUGH CONTENT

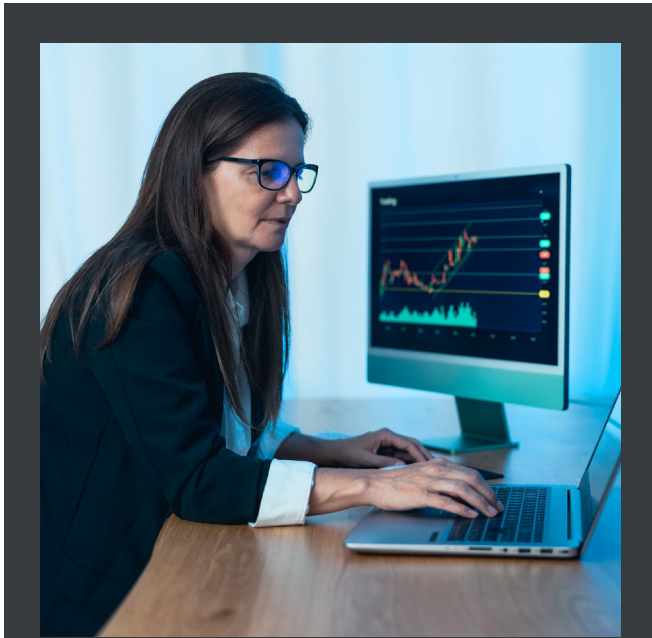


Trust and familiarity are built at scale through consistent content and online visibility. Brand-building is insurance against market disruption and future-proofs the agent's business.

- **Permanent content:** Videos, blog posts, and social media persist and generate leads for years.
- **Personal brand:** Communicate unique value—what makes you different? Share personal stories, client wins, and advice.
- **Distribution:** Leverage YouTube, Google Business, Facebook business page, and other digital channels.
- **Visuals matter:** Hire freelance designers for quick, professional thumbnails and graphics.
- **Repurpose:** Use AI tools (e.g., ChatGPT) to script videos, create newsletters, or generate blog ideas efficiently.
- **Pitfall:** Waiting for “perfect” videos/content or focusing only on short-term outreach.

An agent with an online brand is always prospecting—even when not working. Think of your content as digital prospecting that never sleeps.

9 TRACK YOUR NUMBERS AND ADJUST



Every top agent is obsessed with metrics. What isn't measured can't be improved. Tracking reveals patterns, wins, and areas requiring changes.

- **Core numbers:** Track daily contacts, conversations, appointments, agreements signed, and deals closed.
- **Conversion rates:** Measure what percentage of contacts become clients, what percentage of appointments convert, etc.
- **Use trackers:** Daily spreadsheets, weekly summaries, group tracking tools, and CRM reports.
- **Continuous adjustment:** Use numbers to identify where to “tweak” the approach—are scripts working? Is follow-up timely?
- **Pitfall:** Tracking just to track, without analyzing and adjusting, wastes effort.

Numbers are objective. They help take emotion out of production slumps and provide clarity for strategy.

10

CONTINUOUSLY IMPROVE YOUR SKILLS



Mastery is a journey, not a destination. The best agents are lifelong learners who sharpen their skills and adapt to market changes, new technology, and evolving client needs.

- **Core skills:** Communication, pricing property, handling objections, real estate finance, negotiation, and digital marketing.
- **Ongoing education:** Attend trainings, review scripts, study market data, and learn from coaches and top agents.
- **Feedback:** Role-play, ask for peer feedback, and watch/listen to your own presentations to spot improvement areas.
- **Stay current:** Understand economic changes, mortgage rates, 1031 exchanges, and new legal requirements.
- **Pitfall:** Believing there's "nothing new to learn." Stagnation is dangerous in a changing industry.

Dedicate regular time to improvement and focus most on weak spots—1% growth each week compounds quickly.

BONUS

SCHEDULE TIME FOR FUN & ENJOYMENT



Burnout is real in real estate, where the line between work and life blurs. Fun and fulfillment power long-term performance.

- Deliberate downtime: Schedule time each week for activities that recharge you—family time, hobbies, vacations.
- Diversity of fun: Define what brings you joy, whether it's travel, dining, fitness, or simply downtime.
- Work-life harmony: High-achieving agents who balance work and life are more resilient in tough markets.
- Pitfall: Neglecting personal wellbeing leads to frustration and lower performance.

Remember, a business is built to support a great life—not the other way around. Regular enjoyment keeps motivation and creativity high.

PRACTICAL IMPLEMENTATION: YOUR 30-DAY CHALLENGE

1. Rate yourself 0-10 on each of these 10 habits.
2. Identify your two lowest-scoring areas.
3. Commit to 30 days of daily, focused improvement in these weakest spots—track your efforts and note changes in business results.
4. Re-score yourself at the end of the month to measure progress and set your next areas for growth.
5. Celebrate wins, stay accountable, and make improvement a permanent part of your real estate business.

Final Thoughts

Success in real estate is cumulative and strategic. Focused, consistent execution of these core habits yields predictable results, increased referrals, and long-term success. Agents who embrace small, daily improvements create a compounding effect that drives exponential business growth. Embrace the process, adjust as needed, and enjoy both the journey and the lifestyle your business supports.

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