



FIRST 90 DAYS ROADMAP

# MaxLife Realty

*The New Agent Ramp Plan*

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# The First Quarter Is Everything.

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Most agents who fail in real estate don't fail because they can't sell. They fail because they never built the muscle of daily activity before their savings ran out.

This roadmap is that muscle. It lays out, week by week, exactly what you should be doing for your first 90 days at MaxLife. Follow it and you'll have a pipeline by the end of Month 3. Skip it and you'll be where most new agents are at day 91 — broke and wondering why.

Print this. Hang it where you work. Check off every item. Your broker will review your progress every Friday for the first 13 weeks.

## DAILY MINIMUM STANDARD

10 meaningful contacts every business day. Logged in your CRM. Every day, no exceptions.

## THE MATH BEHIND THE ROADMAP

### What Daily Activity Turns Into.

This roadmap works because the numbers compound. Here is the 90-day funnel worked forward from the one thing you can control — your daily contact count.

- 10 meaningful contacts per business day × ~60 working days = 600 conversations in 90 days.
- At a modest 3% appointment-set rate, 600 conversations = ~18 appointments.
- At a 40% close rate on appointments, 18 appointments = ~7 signed clients (buyer or seller).
- Of 7 signed clients, 2–4 typically transact within the 90-day window; the rest closes in Q2.

Skip the daily contact count and the math never starts. Hit it and the pipeline takes care of itself. This is why every week below is measured in activity, not hope.

## WEEK 1 · FOUNDATIONS

# Get Licensed, Wired, and Visible.

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*Goal: be ready to produce by Friday.*

### Paperwork & Systems

- Sign Independent Contractor Agreement
- DBPR license transferred to MaxLife Realty LLC
- MLS membership transferred
- AppFiles account created and training complete
- Electronic lockbox issued
- MaxLife email signature installed (see Brand Standards §10)

### Identity

- Professional headshot taken
- Bio submitted to ryan@maxliferealty.com
- Business cards ordered
- Yard signs + post ordered
- Facebook, Instagram, LinkedIn, Google Business — all updated to MaxLife

### Announce to Your Sphere

- Drafted SOI announcement (text + email + social — see Scripts Library)
- Sent to every person in your phone — minimum 100 contacts
- Posted on every social channel you use
- Added 'new affiliation' line to your email signature for 30 days

# Start Doing the Work.

Goal: 200 contacts, 5 appointments, 1 listing attempt by end of Week 4.

## Daily Rhythm

7:30 AM	Arrive, coffee, review yesterday's notes
8:00-10:00	Prospecting block — cold calls, FSBO, expireds
10:00-12:00	Lead follow-up, CMAs, preview inventory
12:00-1:00	Lunch (often with a referral partner)
1:00-3:00	Appointments, showings, listing consults
3:00-5:00	Contract work, MLS entry, social content, admin
5:00+	Evening follow-up calls (best answer rate of the day)

## Weekly Minimums

- 50 cold calls
- 50 SOI touches (call, text, email, or in-person)
- 10 door-knock contacts in your farm area
- 1 open house (start by shadowing a mentor agent)
- 1 listing consultation (practice your listing presentation)
- 1 preview tour (walk 3-5 homes in your price range)

## First Month Milestones

- Chose a farm area (200-500 homes)
- First mailer sent to the farm
- First Just-Listed or Just-Sold door-knock route completed
- First listing presentation delivered (even if you didn't win it)
- First buyer consultation completed
- Reviewed first 4 weeks with broker in Friday 1:1

## MONTH 1 SIGN-OFF

### Broker Review — End of Week 4.

Both parties initial and date below after the Week 4 Friday 1:1. If any milestone above is unchecked, write why and the plan to close it.

Agent initials: \_\_\_\_\_ Date: \_\_\_\_\_

Broker initials: \_\_\_\_\_ Date: \_\_\_\_\_

Course corrections for Month 2: \_\_\_\_\_

# Convert Activity Into Contracts.

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Goal: 2 signed agreements (buyer or listing) by end of Month 2.

## Pipeline Targets

New leads added	40+
Appointments set	8+
Appointments held	6+
Signed agreements (buyer or listing)	2+
Offers written or received	1+
Open houses hosted	4+ (one per weekend)

## Skill Building

- Listing presentation delivered without reading from the booklet
- Full FSBO phone script memorized (see Scripts Library)
- CMA built from scratch in under 30 minutes
- Net sheets generated for three price points on every listing appointment
- Offer writing reviewed with broker at least once
- Shadowed at least one inspection + one closing

## Compliance Check-In

- Every buyer consult signed a Buyer-Broker Agreement BEFORE the first tour
- Every listing has MLS entry within 48 hours of signature
- Wire-fraud warning delivered verbatim at every contract execution
- No fair-housing missteps in copy or conversation

## MONTH 2 SIGN-OFF

### Broker Review — End of Week 8.

Confirm pipeline health, not just activity. If zero signed agreements by end of Month 2, the issue is usually qualification — not effort. Diagnose with broker.

Agent initials: \_\_\_\_\_ Date: \_\_\_\_\_

Broker initials: \_\_\_\_\_ Date: \_\_\_\_\_

Course corrections for Month 3: \_\_\_\_\_

## MONTH 3 · PIPELINE

# Stop Being New.

*Goal: First closing or first listing on the market by end of Month 3.*

### Expanding Reach

- Running FSBO outreach with the 7-touch mailing cadence
- Working expired listings from the weekly MLS roll
- Farm area receiving monthly postcard
- First seminar scheduled (first-time buyer or downsizing)
- First YouTube video posted (home tour or market update)
- Two referral partners confirmed (lender, attorney, CPA, mover, insurance)

### Production Metrics

Pipeline size	10+ active leads
Active buyer clients	2+
Active listings	1+
Pending transactions	1+
CRM database size	200+ contacts

### The 90-Day Review

- Closed at least 1 transaction OR have 1 active listing on the market
- Reviewed every lost lead with broker — identified pattern
- Chose one channel (FSBO, farm, sphere, expirers) to double down on in Q2
- Updated 90-day plan for next quarter with broker

## MONTH 3 / 90-DAY SIGN-OFF

### Broker Review — End of Week 12.

Formal review of the full 90 days. Today you stop being a new agent. Either the plan worked and we scale it, or we find the leak and fix it before Q2.

Agent initials: \_\_\_\_\_ Date: \_\_\_\_\_

Broker initials: \_\_\_\_\_ Date: \_\_\_\_\_

Q2 focus: \_\_\_\_\_

# Numbers That Actually Matter.

Gross commission income is an outcome. These are the inputs that produce it. Track them weekly in AppFiles. If they're green, income follows.

<b>Daily contacts</b>	10 meaningful conversations
<b>Weekly prospecting hours</b>	15+ (before 10 AM, five days a week)
<b>Weekly follow-ups</b>	50+ (leads already in your pipeline)
<b>Monthly new leads added</b>	40+
<b>Monthly appointments set</b>	8+
<b>Monthly appointments held</b>	6+
<b>Monthly listings taken</b>	2+ (by Month 3)
<b>Monthly closings</b>	1+ (by Month 3–4)

**BROKER TO OVERRIDE IF NEEDED**

The numbers above are industry baselines for a new agent. If you want MaxLife-specific targets (higher, lower, or tied to a cap schedule), replace these values before distributing.

# You Are Not On Your Own.

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The broker invests real time in your first 90 days. Here's the rhythm.

## Weekly — Friday 1:1 (30 min)

- Review last week's metrics against the targets.
- Talk through the hardest conversation or deal of the week.
- Set the top three priorities for the coming week.
- Broker opens any door or introduction that would help.

## On-Demand — Listing & Buyer Consults

- Ask the broker to shadow your first listing appointment.
- Ask the broker to review your first three offers before sending.
- Ask the broker to sit in on your first difficult seller call.

## Day 30, 60, 90 — Formal Reviews

- Structured review of progress vs. this roadmap.
- Adjustments made to the plan if the market or your situation has changed.
- Day 90 review sets the Q2 plan.

**EVERYTHING YOU TOUCH TURNS TO SOLD.**

*If you do the work on these pages,  
MaxLife will hold up its end.*

**LIVE THE MAXLIFE.**

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