

ReLaunch Roadmap:

**A 90-Day Real Estate Business Plan
for Agents Who Are Starting Over**





Whether you're relocating, restarting, or reimagining your real estate career, this plan is your guide to rebuilding a thriving business—faster, smarter, and with less stress.

Your skills didn't disappear with your old zip code (or time away from your business)—and with the right structure, strategy, and support, success in this new market is more than possible. It's yours for the taking.



1. Mindset Reset: Confidence is Currency

- **Own Your Experience:** Start a daily "Win Journal." Write down past success stories, client wins, and challenges you've conquered. Remind yourself: Talent travels.
- **Set 12 Month North Star Goals:**

Timeframe	Production Targets	Relationship Targets	Personal Targets
90 days	2 listings signed • 1 closed buyer	25 VIP contacts in new CRM • join 2 local orgs	Daily "win journal" habit
6 months	8 listings • 5 buyer sides closed	100-person sphere • 15 online reviews	One long weekend off, fully unplugged
12 months	\$150 K GCI • 20 listings • 15 buyer sides	250-person sphere • 30 online reviews • 3 referral partners	Fund 3-month emergency reserve

- **Daily Mantra:** "Experience is my edge—service is my superpower."



2. Local Market Mastery

1. Master Your Market: Become the Local Expert. Pick 2–3 zip codes to focus on—and dig deep. Know the prices, taxes, schools, and commute times, but also get the vibe. Walk the streets, visit shops, and attend events. You're not just learning data—you're becoming the go-to local expert.

2. MLS Bootcamp: Make It Your Best Friend. Your MLS is more than a tool—it's your secret weapon. Explore it daily. Use hot sheets, track pricing trends and DOM, and study expired/withdrawn listings to learn what doesn't sell. That's market mastery.

3. Preview, Preview, Preview: Get Inside the Homes. Online photos can't compare to in-person experience. Attend open houses and schedule previews often. Study layouts, finishes, and features so you can confidently explain value to buyers and sellers alike.

POWER AGENT® PRO TIP:

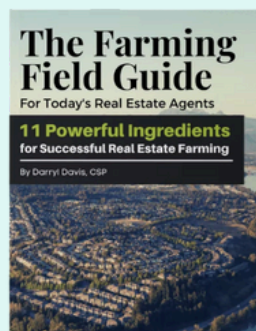


Don't guess your way through farming—**strategize it.**

The **POWER AGENT® Farming Field Guide** is your go-to resource for figuring out *where* to farm, *how* to stand out, and *what* to avoid. Whether you're brand-new to an area or looking to reboot your local presence, this guide walks you step-by-step through choosing the right neighborhood, calculating your marketing costs, building visibility, and creating long-term relationships that turn into listings.

Inside your classroom, head to the **Farming tab** to download your copy and access the tools, templates, and training that go with it.

Because the agents who dominate a farm... dominate their income.





3. SWOT Snapshot: Know Yourself. Know Your Market.

Before you build your niche strategy, take a minute to step back and assess where you're starting from—honestly and strategically.

A quick SWOT analysis can help you identify your advantages, understand potential challenges, and spot opportunities you might otherwise overlook.

Use this framework to get clear on how to play to your strengths, work around your weaknesses, and take intentional action in your new market:

Strengths

Example: 10+ years in real estate,
expert negotiator, past client
referral base

What skills, experience, or network assets are
you bringing with you?

Weaknesses

Example: New to the area,
limited local contacts, tight
startup budget

What gaps might you need to fill—skills, market
knowledge, or resources?

Opportunities

Example: High relocation activity,
underserved downsizer market,
strong brokerage support

What trends, niches, or partnerships could fast-
track your growth?

Threats

Example: Established top producers, rising rates, unfamiliar contract terms

What external challenges should you prepare for and work around?

Once you've filled this in, review it weekly as part of your planning rhythm. Your goal isn't perfection—it's *clarity*. When you know what you're working with, you're more empowered to work smarter.

POWER AGENT® PRO TIP:



Want to build a niche strategy that actually works? **Start by getting brutally honest with yourself.**

Before diving into your niche strategy, treat your SWOT analysis like a GPS for your real estate journey. Use the POWER Program's SWOT guides not just as a one-time exercise, but as a living document.

Update it regularly as you grow, learn, and shift gears. The clearer you are on your current position, the more confident and strategic your next steps will be.

Remember, the goal with this document isn't perfection, but **clarity**; understanding your current landscape enables you to make informed, strategic decisions in your new market.



4. Target Niches & Messaging

Pick 2-3 niches that feel authentic and strategic based on your background or the local demand. Example niches and positioning:

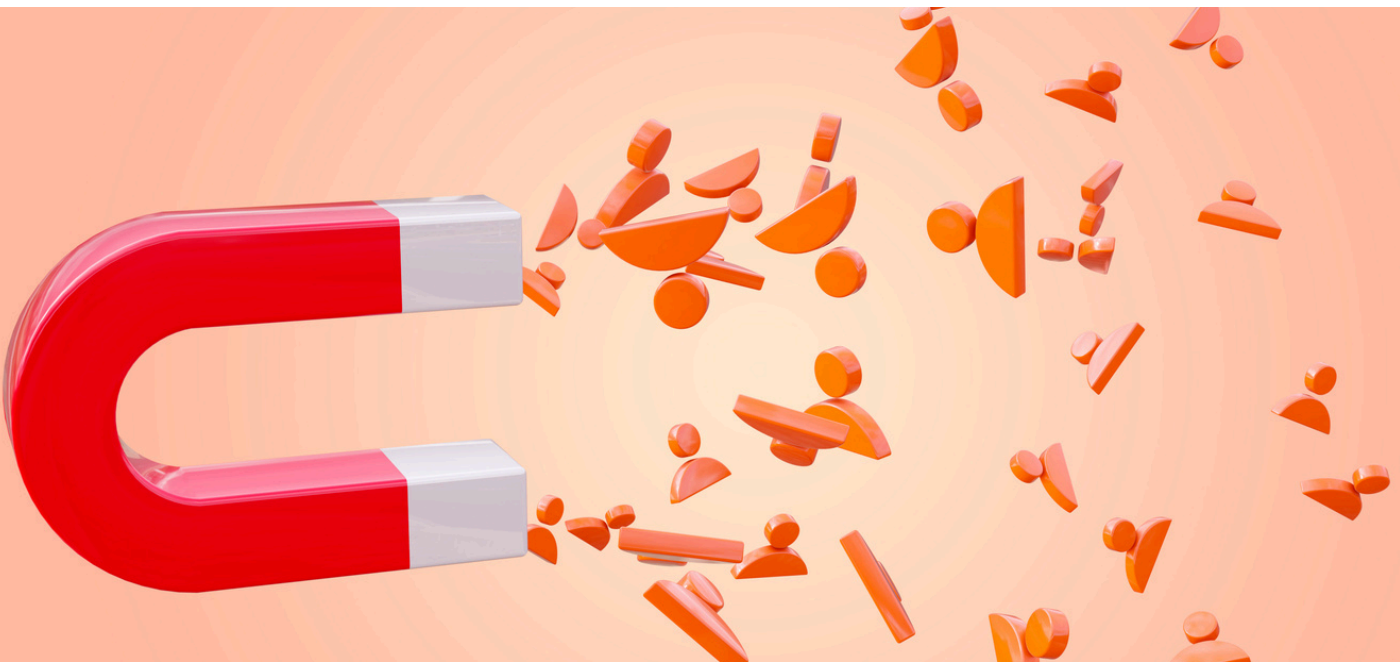
Niche	Messaging
Military & Government Transfers	<i>"On-time, no-stress relocations."</i>
First-Time Buyers	<i>"I'll break it down, simplify the process, and protect your investment."</i>
55+ Downsizers	<i>"Profit from the past, simplify the future."</i>

Ready to learn more about Niche Markets?
[Here's a powerful article to get you started!](#)



5. Your Lead Generation Engine

Channel	Weekly Action	Cost	API
Open Houses	2 per week	\$0	10+ conversations each
SOI Calls	10 "I've moved—who do you know?" calls	\$0	1 referral/20
Farming	200 flyers or postcards/month	Print + gas	1 CMA/500 pieces
Social Media	3 short video tips/week	\$0	1 response or lead/week
Referral Partners	2 coffee chats/week	\$10/week	1 partnership opportunity/month

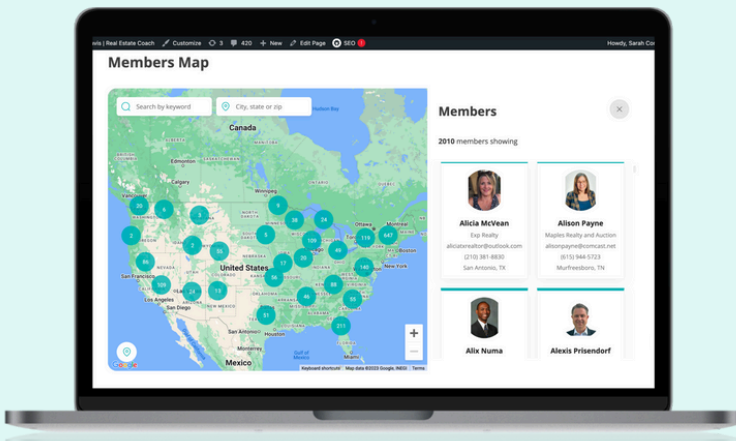




6. Marketing Toolkit

- **Brand Refresh:** Same name, new story. Update bios, photos, and taglines to reflect your relocation or reinvention.
- **Website Pages:**
 - Cost of Living Comparison
 - “Why [City]?” Buyer Relocation Guide
 - Testimonials (import from previous market!)
- **Google Business Profile:** Set up and optimize. Add local keywords. Request reviews after your first closing.

POWER AGENT® PRO TIP:





Don't Just Show Up. Stand Out.

The **POWER AGENT® Directory** isn't just a profile—it's a **referral magnet**.

Agents across North America use this directory to find trustworthy peers to send business to. But here's the catch: they can't send YOU referrals if your profile's blank, outdated, or invisible.

Just ask **Becca Gilbert, POWER AGENT®, Century 21 Real Estate Center**, who earned over **\$31,000 in referrals in just 12 months** by simply showing up—fully and professionally—in the directory.

 Update your profile with a great headshot, your contact info, your specialty markets, and the value you bring. It takes just 10 minutes—and it could change your entire year.

 Head to the **POWER AGENT® Directory** section of the classroom and make sure your profile is working for you.

Because visibility creates opportunity—and this one pays.



7. Daily Operating Rhythm

Time	Activity
7:30 AM	Mindset reset: Gratitude + success visualization
8:00 AM	Market scan + 1 social post
8:30 AM	Lead gen (calls, texts, follow-ups)
10:00 AM	CMA prep / marketing tasks
11:00 AM	Local outreach (SMILE Stops™, coffee, door knocks)
1:00 PM	Client meetings/showings
4:00 PM	Video content or admin
6:00 PM	Celebrate wins + plan for tomorrow



8. 90-Day Success Timeline

Week	Focus	Milestone
1	Learn Your Market	Create an area map with price points, schools, and amenities. Then, preview 10 homes in your market to learn inventory and pricing trends.
2	Start Building Your Local Network	Make a list of everyone you do know—friends, family, past clients—and let them know where you’ve moved. Then, aim to introduce yourself to at least 10 new people this week in your new area.
3	Build Your Brand	Refresh your bio, update your headshot, and set up your business pages online.
4	First open house	Aim to capture 20 leads by engaging visitors and immediate follow up.
5-6	Farming campaign Start Small, Scale Smart:	Start with 200 homes. Stay consistent, then grow to 400+ as your momentum builds.
7	Build Referral Relationships	Schedule meetings with 3 local professionals (lenders, attorneys, contractors) to discuss referrals.
8	Budget/ROI review	Review what’s working and shift your time, money, and energy to what gets the best results.
9	Niche Certification	Finish a niche certification and update your marketing to showcase your new expertise.
10-12	Convert Leads to Clients	Aim to secure 2 signed clients and prep Buyer and Seller Guides to more easily have explain services.

POWER AGENT® PRO TIP:




Need Fast Wins? Start Here.

Sometimes you just need to get business *now*. That's exactly what this guide is for.

"How to Generate Business in the Next 30 Days" is your go-to resource for practical, ethical, relationship-focused strategies that fill your pipeline fast—without cold-calling strangers or sounding like a pushy salesperson.

Inside you'll find 13 smart actions—from reactivating your sphere and hosting open houses to improving your social presence and delivering value through neighborhood reports.

Use it to jumpstart your momentum and generate listings and leads this month.

 **Find it in your Classroom under Quick Start Resources**

 **New? Start with this before diving into long-term planning.**





9. Education & Support

- **Designations to Consider:**
 - MRP (Military Relocation Professional)
 - SRES (Seniors Real Estate Specialist)
- **Broker Check-Ins:** 15-minute weekly huddles. Review contracts. Ask questions.
- **Accountability Partner:** Find another agent in restart mode. Swap daily “done” texts.

10. Networking & Local Connection



- Join REALTOR® and Chamber groups.
- Volunteer or sponsor local events.
- Connect with local lenders, attorneys, and vendors for cross-promotion.



11. Final Encouragement

You're not starting from scratch. You're starting from **experience**.

Different streets. Same drive.

A new market isn't a roadblock—it's a relaunch.

Every door you knock, every conversation you spark, every reel you record—it's building something big, then something BIGGER!

Welcome to your NEXT LEVEL®!

Darryl, the entire SMILE Squad, and the POWER AGENT® Community are right here to help cheer you on every step of the way!

ReLaunch Roadmap was designed to help you hit the ground running—especially if you're starting over, stepping into a new market, or reigniting your real estate career. But once you've laid the foundation, it's time to go deeper.

Relaunch Complete—Now Let's Build the Empire

That's where the 55-Page ULTIMATE Business Plan comes in.

This is Darryl's most comprehensive business planning tool ever—built to help you map out your NOW Business, FUTURE Business, and long-term Financial FREEDOM. It walks you through exactly what to do, when to do it, and how to stay on track month after month.

If you're ready for a Next Level® breakthrough, this is your next step.

👉 **POWER AGENTS®: Find it now in your Classroom**

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