ESTATE AGENCY LAUNCH PROGRAMME · BUILD YOUR PIPELINE ON FOOT

Four-week canvassing plan

A week-by-week routine of drops, knocks and follow-ups with targets, so the graft is a habit and not a guess.

01 Week 1: blanket the core streets

Get your name on every doormat in the farm core.

- [ ] Leaflet the core streets with a "thinking of selling? free valuation" drop.
- [ ] Set a target number of doors, then record how many you actually covered.
- [ ] Note which streets you have hit so you can come back around later.

02 Week 2: knock and be seen

Faces win instructions. Get out from behind the leaflets.

- [ ] Door-knock the streets you leafleted, where it is appropriate.
- [ ] Line up one local sponsorship or event to be part of.
- [ ] Introduce yourself to a handful of nearby businesses.

03 Week 3: work the warm and the stale

The easiest instructions are the ones already half in play.

- [ ] Call your own network and past contacts for leads and referrals.
- [ ] Approach withdrawn and expired listings and for-sale-by-owner properties.
- [ ] Reach out to landlords with empty properties on the patch.

04 Week 4: follow up and repeat

Most valuations come from the second or third touch, not the first.

- [ ] Follow up everyone who showed a flicker of interest.
- [ ] Post "just listed" and "just sold" cards around any new instruction.

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- [ ] Review your numbers, then start the cycle again on the next streets.

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