30-DAY

NEXT DEAL PLAN

A practical sales activity system for real estate agents who want more contacts, more appointments, and more active leads.

The core idea

Stop asking, "Where is my next deal coming from?" Start controlling the activities that create your next opportunity.

For new agents through agents with 1-5 years in the business

Presented by Alfonso Gomez | Team Elite

1. How to Use This Plan

This plan is for agents who are new to the business or have been licensed for up to five years and still ask themselves: "What should I do today to find my next deal?"

The goal is not to guarantee a closing. The goal is to build the daily sales activity, communication skill, follow-up discipline, and data awareness that create more opportunities for business.

Your 30-day outcome

Build a repeatable lead-generation routine, create more real estate conversations, develop more active leads, hold more appointments, and understand which activities are actually producing opportunities.

Program Standards

- Minimum 5 working days per week; 6 days strongly recommended.
- Minimum 5 focused hours per working day.
- 2 hours of scripts, roleplay, objection handling, and appointment-setting practice.
- 3 hours of prospecting, follow-up, CRM work, and appointment conversion.
- 25 meaningful contacts per working day.
- 1 buyer consultation or listing appointment actually MET per week.
- 8 open houses during the 30-day period.
- CRM use is strongly recommended.
- Track the numbers every day. Review them every week.

Recommended Work Rhythm

Work hours are flexible. Start your day between 8:00 a.m. and 10:00 a.m. when practical. Over the course of the week, intentionally test different prospecting windows so you learn when your audience answers and engages.

Day Type	Sample Structure	Purpose
Early Day	8:00-10:00 scripts 10:00-1:00 prospecting	Use 2-3 days per week to reach people earlier.
Late-Contact Day	9:00-11:00 scripts 4:00-7:00 prospecting	Use 2-3 days per week to test later response windows.
Open-House Day	Scripts + event + follow-up	Open-house work may absorb part of the 3-hour prospecting block.

2. What Counts as a Contact?

A contact is not an attempt.

The purpose of the plan is to track meaningful sales conversations, not activity that only looks busy.

Phone / In-Person

A contact counts when the agent reaches the real estate question - whether the prospect answers yes, no, not now, hangs up, or otherwise declines. The agent did the job if the prospect was actually asked about buying or selling.

Example qualifying question:

Contact question

"Are you - or is anyone you know - thinking about buying or selling a home?"

Text / Email / Social Message

Sending a text, email, or direct message does NOT count as a contact. It is an attempted contact. It becomes a contact when the prospect responds and the agent is able to engage the prospect about buying, selling, or referring someone who may be considering a move.

Attempt vs. Contact

Activity	Counts as Attempt?	Counts as Contact?
Call goes to voicemail	Yes	No
Prospect answers and you ask about buying/selling	Yes	Yes
Prospect hangs up after the real-estate ask	Yes	Yes
DM sent with no reply	Yes	No
DM receives reply and conversation reaches real estate	Yes	Yes
Email sent with no response	Yes	No
Door knock with no answer	Yes	No
Door conversation reaches buying/selling question	Yes	Yes

3. Pipeline Definitions

Every real estate conversation should result in a clear next status. The objective is to move people through a measurable pipeline - not to leave names sitting in a phone.

Category	Definition	Follow-Up / Goal
MQL - Ready Now	Motivated, Qualified, and Loyal. Willing and able to act now - buy or list.	Priority follow-up. Move toward appointment and representation.
Hot Lead - 30-90 Days	Legitimate buyer or seller expected to act within 30 to 90 days.	Frequent, relevant follow-up based on need and timing.
Lead - 90-180 Days	Legitimate buyer or seller expected to act in roughly 3 to 6 months.	Nurture intentionally and schedule future contact.
Prospect - 180+ Days	Not currently a lead; possible future opportunity beyond six months.	Keep in CRM. Follow up every 30-45 days unless circumstances change sooner.

Buyer MQL Framework

Use MQL as a simple quality test for buyer opportunities:

- M = Motivated
- Q = Qualified
- L = Loyal

A buyer who is all three is an A-level buyer opportunity. Two of the three is a B-level opportunity. One of the three is a C-level opportunity. The purpose is not to dismiss people; it is to decide where your time and follow-up intensity belong.

Pipeline path

Prospect -> Lead -> Hot Lead -> MQL -> Appointment -> Contract

For this plan, a CONTRACT means a signed listing agreement or a signed buyer representation agreement.

4. The 25-Contact Daily System

Use the 5 x 5 framework as your default. It creates variety while keeping the daily goal simple. You may reallocate the categories when follow-ups, appointments, or real opportunities deserve more attention.

Target	Category	Examples
5	Friends / Family / SOI	Direct calls or conversations asking for buyer/seller referrals.
5	Social Media	Replies that develop into real estate conversations; DMs alone do not count.
5	Past Contacts / Database	Former leads, past inquiries, past clients, old conversations.
5	Follow-Up	Anyone currently due for a follow-up, regardless of original source.
5	Proactive / Open-House	Open-house invitations, neighborhood conversations, door contacts, event follow-up.

Flexibility Rule

Do not protect the categories at the expense of real opportunities. If you have 15 legitimate follow-ups due today, work them. If you have two appointments, adjust the 3-hour prospecting block around the appointments. Keep the spirit of the plan: meaningful contacts, follow-up, appointments, and measurable progress.

Daily Activity Target

25 contacts per working day

Minimum 5 days per week = 125 contacts. Recommended 6 days per week = 150 contacts. Over 30 days, your exact total will depend on your chosen workdays and appointments.

A working performance objective is to create 1-3 hot opportunities per day as skill and targeting improve. This is a target, not a guarantee. Track your own conversion rate and learn what your market, database, scripts, and activity produce.

5. Script Mastery - 2 Hours Every Working Day

Knowing what to say creates confidence. Confidence improves conversations. Better conversations create appointments. Script practice is not optional in this plan - it is a core sales skill.

30-Minute Block	Focus
Block 1	Read and internalize the core scripts. Practice tone and transitions.
Block 2	Roleplay complete conversations with a partner or ChatGPT.
Block 3	Objection handling: price, timing, loyalty, "not interested," "already have an agent," etc.
Block 4	Appointment-setting: practice asking for the meeting and closing the conversation.

Roleplay Recommendation

A live partner is strongly recommended because real conversations are unpredictable. If a partner is not available, use ChatGPT as a roleplay partner. Tell it what type of prospect to play, the objection level, and that it should not make the conversation easy.

Sample ChatGPT roleplay prompt

"Act as a skeptical homeowner/prospect. I am a real estate agent practicing my scripts. Give realistic objections, make me earn the appointment, and critique my wording only after the roleplay ends."

Core Scripts Included in This Plan

These are the five script categories to master during the 30 days. Keep the language natural; do not sound memorized.

A. SOI / Friends & Family

Core script

"Hi [Name]. As you know, I am in real estate. I would like to help 15 families buy or sell a home this year. Who do you know that is thinking about buying or selling a home?"

If no one: "No problem. If you come across anyone who is interested in buying or selling, would you please keep me in mind and refer my name to them?"

B. Social Media Outreach

Purpose

Reconnect first. Then earn the real-estate conversation. A sent DM is an attempt; it becomes a contact only after the person responds and the conversation reaches buying, selling, or referral.

Example transition: "Good catching up with you. By the way, I am working heavily in real estate right now. Are you or anyone close to you thinking about buying or selling in the next several months?"

C. Open-House Invitation

Core script

"Hi [Name], I am holding an open house at [address] on [day/time]. I wanted to personally invite you. If you know anyone thinking about moving into or out of the area, bring them by - I would be happy to help."

D. Open-House Follow-Up

Core script

"Hi [Name], this is [Agent]. It was good meeting you at the open house at [address]. I wanted to follow up - where are you right now in your plans to buy or sell, and what would need to happen for you to make a move?"

E. Appointment Setting

Core script

"Based on what you told me, the next best step is for us to sit down for a short buyer consultation / listing consultation so I can answer your questions and map out the options. Is [day/time] or [day/time] better?"

Objection Practice Rule

Do not practice only perfect conversations. Practice the comments that usually stop agents: "I am just looking," "I am not ready," "I know an agent," "I want to wait," "I do not want to sign anything," and "Just send me information." Your job is to become calm, curious, and competent - not argumentative.

6. Open-House Requirement - 8 in 30 Days

Open houses are one of the primary prospecting channels in this plan because they create face-to-face conversations with buyers, neighbors, future sellers, and referral sources.

Monthly standard

8 total open houses. Average 2 per week. For 3 of the 4 weeks, aim for a Saturday + Sunday open house. During the remaining week, the two events may be held on weekdays or the weekend depending on opportunity and inventory.

Promotion Timing

Begin promoting weekend open houses on Wednesday or Thursday. Use your database, social media, direct invitations, neighborhood outreach, and personal contacts.

Visitor Goal

Target a minimum of 5-8 visitors/prospects per open house. Track actual visitors, meaningful contacts, follow-ups, leads, MQLs, and appointments.

Open-House Training Manual

This 30-Day Plan does not replace a full open-house system. Alfonso has a separate Open House Training Manual covering preparation, promotion, conversations, registration, follow-up, and conversion. Request the manual if you want the full process.

Open-House Scorecard

Metric	Result
Visitors	_____
Meaningful contacts	_____
Follow-ups scheduled	_____
Leads (90-180 days)	_____
Hot Leads (30-90 days)	_____
MQL / Ready Now	_____
Appointments set	_____
Appointments met	_____
Contracts signed	_____

7. CRM and Follow-Up Discipline

A CRM is strongly recommended. The purpose is not the software itself; the purpose is that every real opportunity has a next step and a next date.

Minimum CRM Fields

- Name and contact information
- Source
- Last contact date
- Current category: Prospect / Lead / Hot Lead / MQL
- Buyer or seller
- Key need or motivation
- Next follow-up date
- Appointment status
- Contract status
- Notes from last conversation

Follow-Up Logic

- MQL / Ready Now: priority follow-up based on the active need and appointment path.
- Hot Lead / 30-90 Days: frequent, relevant follow-up tied to the prospect's timing and obstacle.
- Lead / 90-180 Days: scheduled nurture; stay relevant and keep the timeline updated.
- Prospect / 180+ Days: follow up every 30-45 days unless the prospect gives you a different timing signal.

> **Rule**
>
> Every follow-up should answer: Why am I contacting this person today, and what is the next logical step?

8. The 30-Day Calendar

The routine stays consistent because consistency is the lesson. The emphasis is execution, not chasing a new tactic every day. Choose your day off each week. Minimum 5 workdays; 6 recommended.

WEEK 1 - BUILD THE SYSTEM

Day	Check	Primary Assignment
Day 1	☐	Master the scripts. Set up CRM categories. Build your first contact lists. Schedule your first two open houses.
Day 2	☐	2 hours scripts + 25 contacts. Start with SOI and past contacts. Record every result.
Day 3	☐	2 hours scripts + 25 contacts. Add social conversations and follow-ups. Confirm open-house promotion plan.
Day 4	☐	2 hours scripts + 25 contacts. Promote upcoming open house. Practice appointment-setting closes.
Day 5	☐	2 hours scripts + 25 contacts. Review CRM. Ask for at least one appointment.
Day 6	☐	Recommended workday / open house. Complete follow-up immediately after the event.
Day 7	☐	Open house or flex/rest day. Complete weekly scorecard and plan next week.

WEEK 2 - REPEAT AND CONVERT

Day	Check	Primary Assignment
Day 8	☐	2 hours scripts + 25 contacts. Revisit any unanswered or incomplete follow-ups.
Day 9	☐	2 hours scripts + 25 contacts. Focus on conversations that can become appointments.
Day 10	☐	2 hours scripts + 25 contacts. Promote open house. Review MQL / hot lead list.
Day 11	☐	2 hours scripts + 25 contacts. Practice objections from actual conversations this week.
Day 12	☐	2 hours scripts + 25 contacts. Confirm one appointment held or scheduled to be held.
Day 13	☐	Recommended workday / open house. Capture visitor data and follow up.
Day 14	☐	Open house or flex/rest day. Weekly scorecard + conversion review.

WEEK 3 - INCREASE CONTACT COUNT

Day	Check	Primary Assignment
Day 15	☐	Midpoint review. Measure attempts required to create 25 contacts. Increase volume where needed.
Day 16	☐	2 hours scripts + 25+ contacts. Spend more time on the sources generating real leads.
Day 17	☐	2 hours scripts + 25+ contacts. Push follow-up and appointment-setting.
Day 18	☐	2 hours scripts + 25+ contacts. Promote open house and invite SOI/neighbors.
Day 19	☐	2 hours scripts + 25+ contacts. Review pipeline movement: Lead -> Hot -> MQL.
Day 20	☐	Recommended workday / open house. Ask direct questions and seek appointments.
Day 21	☐	Open house or flex/rest day. Weekly scorecard + adjust next week.

WEEK 4 - DOUBLE DOWN ON WHAT WORKS

Day	Check	Primary Assignment
Day 22	☐	2 hours scripts + 25 contacts. Prioritize lead sources producing the best opportunities.
Day 23	☐	2 hours scripts + 25 contacts. Clean CRM and complete overdue follow-up.
Day 24	☐	2 hours scripts + 25 contacts. Practice the objections costing you appointments.
Day 25	☐	2 hours scripts + 25 contacts. Promote final open houses and ask directly for meetings.
Day 26	☐	2 hours scripts + 25 contacts. Review MQLs and hot leads. Confirm next steps.
Day 27	☐	Recommended workday / open house. Follow up same day when possible.
Day 28	☐	Open house or flex/rest day. Weekly scorecard and preliminary 30-day analysis.

FINAL 2 DAYS - ANALYZE AND CONTINUE

Day	Check	Primary Assignment
Day 29	☐	Complete missing follow-up. Hold outstanding appointments. Organize the next 30 days in CRM.
Day 30	☐	Full business review: identify which lead-generation systems created the most leads, appointments, and contracts. Build the next 30-day plan.

9. Day 15 Midpoint Review

Day 15 is not a reason to change the system. It is a reason to increase awareness and, where needed, increase contact volume.

- How many attempts does it take me to create 25 actual contacts?
- Which source produces the highest number of real conversations?
- Which source produces the most Leads, Hot Leads, and MQLs?
- What objection am I hearing repeatedly?
- Which script do I avoid or deliver without confidence?
- How many appointments have I actually MET?
- What can I change to increase my contact count without lowering contact quality?

Midpoint action

Keep the routine. Increase the number of attempts required to achieve 25 meaningful contacts. Put more attention on productive lead sources and overdue follow-up.

Midpoint Numbers

Metric	Day 1-15 Total
Attempts	_____
Contacts	_____
Prospects	_____
Leads	_____
Hot Leads	_____
MQLs	_____
Follow-ups	_____
Appointments set	_____
Appointments met	_____
Contracts signed	_____
Open houses held	_____

10. Daily Accountability Scorecard

Use one row per working day. The purpose is to know whether the activity is happening and what it is producing.

Day	Attempts	Contacts	Prospects	Leads	Hot	MQL	F/U	Appts Met	Contracts
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
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30-DAY NEXT DEAL PLAN

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11. Weekly Scorecard and Conversion Analytics

Review the numbers at the end of every week. A productive agent learns to diagnose the sales system instead of judging the business only by closings.

Metric	Week 1	Week 2	Week 3	Week 4
Hours worked				
Attempts				
Contacts				
Prospects				
Leads				
Hot Leads				
MQLs				
Follow-ups scheduled				
Appointments set				
Appointments met				
Contracts signed				
Open houses held				

Conversion Ratios to Calculate

- Attempts -> Contacts
- Contacts -> Leads
- Contacts -> Hot Leads
- Contacts -> MQLs
- Leads / Hot Leads / MQLs -> Appointments
- Appointments Met -> Contracts

Diagnostic thinking

Lots of attempts but few contacts? Review timing, list quality, and channels. Lots of contacts but few leads? Review questions and targeting. Lots of leads but few appointments? Improve the appointment-setting conversation. Lots of appointments but few contracts? Improve consultation, presentation, and closing skills.

12. Day 30 Business Review

The most important Day 30 question is not "Did I close a deal?" It is: "Which of my lead-generation systems generated the most real opportunities, and what do my numbers tell me to do next?"

Compare Your Lead Sources

Source	Contacts	Leads	Hot/MQL	Appts Met	Contracts
SOI / Friends & Family					
Social Media					
Past Contacts / Database					
Follow-Up					
Open Houses / Proactive					

Answer These Questions

- Which lead-generation source created the most contacts?
- Which source created the most Leads, Hot Leads, and MQLs?
- Which source created the most appointments actually met?
- Which source created the most signed representation contracts?
- Where did I spend time without creating enough conversations?
- Which script or objection still needs work?
- How many attempts do I need, on average, to create one contact?
- How many contacts do I need, on average, to create one appointment?
- What will I do MORE of in the next 30 days?
- What will I improve before abandoning a lead source that should work?

Build the Next 30 Days

Repeat the system with better data, stronger scripts, cleaner follow-up, and more deliberate allocation of time. The objective is to make your business increasingly predictable because you understand the activity that creates your opportunities.

13. Need Help Applying the Plan?

Complimentary Agent Business Assessment

If you need accountability, want suggestions on your lead-generation system, are unsure how to interpret your numbers, or need help responding to a prospect's objection or comment, schedule a complimentary 20-30 minute consultation with Alfonso.

Bring your scorecard, questions, pipeline, and examples of conversations that are getting stuck. The goal is for you to leave with answers and a practical next step.

What We Can Review Together

- Your current or past closings
- Your current pipeline
- Your lead-generation systems
- Your contact and conversion data
- Your scripts and objections
- Your appointment-setting process
- Your next 30-day action plan

Training Invitation

Agents who complete or are actively working the plan are welcome to ask about selected Team Elite trainings. You do not need to join the team to learn from the training. If Team Elite appears to be a strong mutual fit, we can discuss that option after we understand your business and goals.

Team Elite - What Agents Can Access

- One-on-one consulting on demand
- Weekly training
- Lead opportunities
- Transaction guidance
- Accountability
- Marketing assistance
- Mentorship
- Lead-generation and business systems

The right fit

The strongest fit is an agent who knows there is more to learn, wants to understand the real estate sales business, values accountability when real leadership supports it, and sees coaching as a stepping stone to growth.

This program is built for serious agents. Results depend on market conditions, skill, database quality, consistency, follow-up, and individual execution. Activity targets and examples are training goals, not guarantees of transactions or income.

YOUR NEXT DEAL STARTS WITH YOUR NEXT CONTACT.

Control the activity. Track the numbers. Improve the conversation. Follow up. Ask for the appointment.

Next step

Work the plan for 30 days. If you need accountability, suggestions, help with an objection, or a review of your results, schedule your complimentary Agent Business Assessment with Alfonso using the link provided with this plan.

Alfonso Gomez | Team Elite