

FOR PHOENIX + TUCSON AGENTS

The Database Playbook

The repeat-and-referral engine, built in 90 days: one clean list, four tiers, a 12-month Arizona touch calendar, and word-for-word scripts for the calls you have been putting off.

The 90-day rebuild

4 word-for-word scripts

AZ touch calendar

Every stat sourced



WHY THIS MATTERS

Your database is the market now

Only 11% of Americans moved in 2024, the lowest rate on record (U.S. Census Bureau, 2024). Fewer moves means the wins go to agents people already know: 66% of sellers used an agent they had worked with before or one referred by someone they trust (NAR 2025 Profile). The portal did not win those deals. A relationship did.

U.S. Census Bureau 2024 · NAR 2025 Profile of Home Buyers and Sellers

28%

of the typical Realtor's business now comes from repeat clients, up from 20% a year earlier

NAR 2026 Member Profile

43%

of buyers found their agent through a referral from a friend, neighbor, or relative

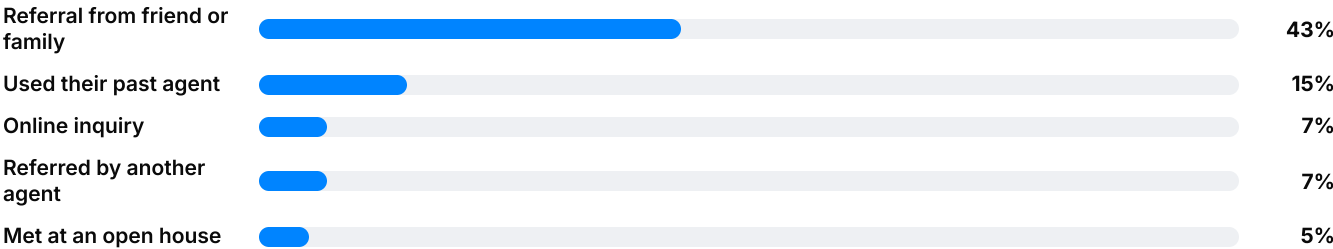
NAR 2025 Profile

11 yrs

median time sellers owned their home before selling, an all-time high

NAR 2025 Profile

HOW BUYERS ACTUALLY FOUND THEIR AGENT



NAR 2025 Profile of Home Buyers and Sellers

THE QUIET TAKEAWAY

80% of sellers contacted only one agent (NAR 2025 Profile). There is no bake-off. By the time a homeowner is thinking about selling, the decision is mostly made, and it goes to whoever stayed in their life. Written buyer agreements before touring are standard practice now, everything in them negotiable, and people sign faster with an agent they already trust. This guide is the system for being that agent.

THE HONEST PART

The loyalty gap

91% of buyers say they would use their agent again or recommend them, and 62% already have. Now the number nobody puts on Instagram: only 18% of repeat buyers actually bought with an agent they had used before. All NAR 2025 Profile. Same clients, same goodwill, different agent.

NAR 2025 Profile of Home Buyers and Sellers

★ The gap is not service

87% of sellers say they would recommend their agent (NAR 2025 Profile). People love you at closing. The gap opens in the silent years after, not on settlement day.

📅 The clock is long

Sellers now hold their homes a median 11 years, buyers expect to stay 15, and 28% say they may never move (NAR 2025 Profile). Nobody stays memorable for a decade by accident.

🗨️ First conversation wins

47% of buyers and 59% of sellers hired the first agent they spoke with (Zillow Consumer Housing Trends, 2025). If that first conversation is not with you, the deal usually is not either.

🏠 The stranger pool shrank

First-time buyers fell to 21% of the market, and the median first-timer is now 40 (NAR 2025 Profile). This is mostly a market of people who already have an agent to forget.

WHAT MOST AGENTS GET WRONG

Clients do not leave unhappy. They leave forgotten. The guilt-spasm blast, a mass just-checking-in text every eight months, is not a system. And honestly: no published research settles the perfect number of touches. Keller's famous 33-touch plan comes from a 2004 book, a framework, not a study. What the data does show is who wins: the agent still in the client's life when the decade-long ownership clock runs out. Build a calendar, not a count.

BUILD IT

One list, four tiers

23% of Realtors say their CRM produces their highest-quality leads, second only to social media at 39% (NAR 2025 Technology Survey). The catch: a CRM only performs when the list inside it is merged, deduped, and tagged. Which CRM? Whichever one you will actually open. The calendar matters more than the software.

NAR 2025 Technology Survey

- 1

Export everything. Phone contacts, Gmail, closing files, social follows, the spreadsheet from your old brokerage. One system, everything in it, this week.
- 2

Dedupe ruthlessly. Merge the three versions of [past client]. Delete anyone you cannot place in ten seconds. A 400-name list you actually work beats 3,000 ghosts.
- 3

Nobody enters untagged. Minimum three tags per contact: how you know them, where they live, home anniversary month. Ten seconds of tagging now keeps the list from rotting again.
- 4

Tier by relationship, not price point. The question is not whether they will transact soon. It is: if I called right now, would they be glad? That answer sets the tier.

TIER	WHO THEY ARE	CADENCE	EXAMPLE TAGS
A · Advocates	Have sent you business, or would tonight	Personal call or text monthly, plus everything below	a-list · referred-me · scottsdale · anniv-oct
B · Past clients + fans	Closed with you, or openly cheer for you	Personal touch every 4 to 6 weeks	past-2022 · gilbert · owns · anniv-mar
C · Acquaintances	Know your name, warm but thin	Quarterly personal touch, monthly item of value	gym · vendor · marana · rents
D · Unknowns	Cannot place them, cold imports	Mass email only, or purge	import-2019 · old-lead

KEEP IT CLEAN AND LEGAL

Tags describe relationship, geography, and the property, never personal characteristics: fair housing applies to your database too. One-to-one texts to people you know are fine, but blasting a list by text needs prior consent (TCPA), and every newsletter needs a working unsubscribe (CAN-SPAM). When in doubt, ask your broker.

RUN IT

The Arizona touch calendar

One item of value and one personal action per month, matched to how the desert actually lives: snowbirds run roughly October through April, monsoon runs June through September, and the county assessor's Notice of Value hits mailboxes around late February. Steal the whole year.

MONTH	ITEM OF VALUE	PERSONAL ACTION
JAN	Annual equity review invites to every A and B household	Call your A-list: new year, real catch-up, zero pitch
FEB	Notice of Value decoder: that number is not market value	Text every B when notices land: want the real number?
MAR	Spring recap: three plain-English numbers from your MLS	Open-invite spring event: spring training or happy hour
APR	Snowbird send-off: the close-up-the-house vendor list	Coffee with two A-list winter visitors before they fly
MAY	AC tune-up reminder plus your three trusted vendors	Call five C contacts you have not spoken to all year
JUN	Pre-monsoon checklist: roof, patio furniture, drainage	Check on out-of-state owners: want eyes on the house?

MONTH	ITEM OF VALUE	PERSONAL ACTION
JUL	Mid-year market minute: what changed since January	This month's home-anniversary calls (they run all year)
AUG	Monsoon repair shortlist: roofer, screens, pool tech	Handwritten notes to everyone who referred you this year
SEP	Post-monsoon walkaround checklist for roof and yard	Book the fall event date and send the save-the-dates
OCT	Welcome-back note: what changed in [community] this summer	Call returning snowbirds: welcome back, dinner list ready
NOV	Gratitude notes to your A-list, handwritten	Open-invite pie pickup: the classic for a reason
DEC	Year-in-review teaser: January is your home's annual checkup	Hand-signed holiday cards, zero listing pitch

 The touch that outranks the rest

With sellers holding a median 11 years (NAR 2025 Profile), an annual review of what their home is worth and what the equity could do is a service, not a pitch. One per household per year. The ready-to-send email is at the end of this guide.

Wins: the listing, years before it exists

 The item-of-value bar

It must be about their home, their street, or their money, never a recipe newsletter. Fresh photos of their own community clear the bar: ListerPros keeps free Phoenix and Tucson galleries at listerpros.com/community-photos. Attach and send.

Wins: opens the reply, not just the email

SAY IT

Scripts that restart cold relationships

The system dies at the same spot for everyone: the first call after two years of silence. Here are the exact words. Read them out loud twice and the awkwardness drops by half. Notice that none of them pitch anything.

THE RECONNECT (TWO YEARS SILENT)

Hey [name], it's [your name]. It has been way too long and that is on me. I'm not calling about real estate. You're on the short list of people I want to stay in real life with, so tell me: what's new with [kid, job, project]?

THE HOME ANNIVERSARY

[X] years ago today you got the keys to [street]. Happy home-iversary. Homes near you have moved a lot since then. Want the ten-minute version of what yours would do today?

THE SPECIFIC ASK

Small favor. If anyone in [neighborhood] ever mentions moving, do not sell me, just text us both in one thread. The intro is the entire favor. I will take it from there, and I will treat them the way I treated you.

THE AGENT-TO-AGENT (OUT OF STATE)

Hi [name], this is [your name], an agent in [Phoenix, Tucson]. You helped [client] before they moved here, and they still rave about you. When your people land in Arizona, I would love to be your person on the ground, and my [state]-bound clients go to you. Any referral terms run through our brokers. Fifteen minutes this week?

EIGHT OPENERS THAT DO NOT SOUND LIKE AN AGENT

"Drove past [street] today. The mesquite you planted is huge now."

"Monsoon flipped my patio set into the pool. How did your place do?"

"I'm building my January call list and you made it. Lunch on me?"

"My phone says it has been [X] years since your closing. Unacceptable."

"Your kitchen came up at dinner last night. Still my favorite of that year."

"A house two doors from your old place just listed. Instant nostalgia."

"No agenda: how is [name] liking [the new school, the new job]?"

"Saw the [team] score last night and figured you needed a wellness check."

GRATITUDE, NOT PAYMENT

Arizona does not allow compensating unlicensed people for referrals, and licensee referral fees flow through your broker. Say thank you with dinner, a handwritten note, or a glowing review of their business, and run anything beyond that past your broker first.

PROVE IT

The 90-day rebuild

Repeat clients are 28% of the typical Realtor's business, and members with 16-plus years in run closer to half (NAR 2026 Member Profile). Past-client referrals added a median 21% more (NAR 2025 Member Profile). That math is the ceiling you are climbing toward, from national medians, not a promise: your split depends on the calls. Here is the climb.

NAR 2026 Member Profile · NAR 2025 Member Profile

0-7**Export and merge**

Every contact source into one CRM. Dedupe, delete the ghosts, count what is left. That number is your real market.

8-21**Tag and tier**

A, B, C, D for everyone, plus source, neighborhood, and anniversary month. Nobody stays untagged.

22-45**Call every A and B**

The reconnect script, five calls a day. This phase is the engine. Log every conversation the day it happens.

46-75**Turn on the machine**

The monthly item of value goes out, anniversary texts start, and both event dates go on the calendar.

76-90**Review season**

Annual equity review invites to every A and B household, and the specific ask in every review conversation.

From: You · To: A 2019 buyer · Tuesday, 9:04 AM

Your [neighborhood] equity update

1. Hi [name],
2. Seven years in [neighborhood] this month. Happy home-iversary.
3. Standing offer: I will pull what homes on [street] are actually selling for, your current number, and what the equity could do (nothing is a fine answer).
4. Ten minutes by phone or a one-page PDF, your pick. This is the annual checkup, not a listing pitch.
5. Want the [Thursday] slot?

One review per household per year. If it turns into a listing, the Listing Launch Playbook at listerpros.com/playbook covers your first week on market.

PRINT IT, PIN IT, RUN IT

The database rebuild checklist

- ☐ Export every contact source into one CRM and dedupe
- ☐ Tag source, neighborhood, and anniversary month for all
- ☐ Put one item of value on the calendar every month
- ☐ Send one annual equity review invite per household
- ☐ Put two open-invite client events on the calendar
- ☐ Tier everyone A, B, C, D by relationship, not deal odds
- ☐ Call every A and B with the reconnect script, five a day
- ☐ Text every home anniversary in the month it lands
- ☐ Make the specific ask: just text us both
- ☐ Log every conversation the day it happens



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

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