

FOR PHOENIX + TUCSON AGENTS

The Just Sold Playbook

Turn every closing into the next one. A 30-day system for proof posts, fresh reviews, and referrals that starts the moment the keys change hands.

The 30-day timeline

8 fill-in scripts

Review cheat sheet

Every stat sourced



WHY THIS MATTERS

Your best lead source just handed you the keys

The typical REALTOR completed nine transaction sides in 2025 (NAR 2026 Member Profile). Nine chances a year to manufacture the next client, and most of them end with a balloon graphic. Every closing actually hands you three assets.

NAR 2026 Member Profile · NAR 2025 Profile of Home Buyers and Sellers

- 1 Proof.** A finished case study: photos, numbers, a happy client. Sellers rank marketing at the top of what they want from an agent (NAR 2025 Profile), and a Just Sold case study is your marketing shown working.
- 2 A review.** 65% of consumers wrote a review in the last year when a business asked (BrightLocal, 2026). Closing week is the window, while the win is still fresh.
- 3 A referral engine.** 66% of sellers used an agent who was referred to them or whom they had used before (NAR 2025 Profile). The ask lands at day 30, worded so it never feels needy.

50%

of the typical REALTOR's business:
28% repeat clients plus 22% referrals
from past clients

NAR 2026 Member Profile

11 yrs

median time sellers now own before
selling, an all-time high; their referrals
close every year

NAR 2025 Profile

88%

of buyers purchased through an
agent, while FSBO fell to a historic low
of 5%

NAR 2025 Profile

THE SHIFT

Stop celebrating the sale. Start operating it: Seven touches over 30 days, each with a script, run on every file, none longer than 20 minutes. The excitement around a closing decays in days, and so does your access to it. A system beats a memory.

THE PLAN

The 30-day Just Sold system

Schedule all seven touches the day you clear to close. Day 0 is the only heavy lift; everything after it is a two-minute text or a post built from assets you already banked.

DAY 0**Closing day: capture everything**

Key handoff photo, a 20-second phone testimonial, the in-person review ask, and written OK to share. One ListerPros visit already captured the property; today you only add the human moments.

DAY 1**Text the review link**

One text with the direct Google link. You asked in person yesterday; this is the handrail, not a nag.

DAY 3**Post the case study**

Built from your listing media: the problem, the moves, the numbers, the outcome. Formula on the next page.

DAY 7**Tell the street**

A Just Sold piece to the surrounding homes, geography only. The neighbors watched the sign; give them the ending.

DAY 14**Settle-in check-in**

Zero ask. How is the house treating you, plus one useful local tip. This is the deposit before the day-30 withdrawal.

DAY 30**The referral ask**

Specific and named: the situation they mentioned during escrow, not a generic anyone-buying-or-selling.

1 YEAR**Home anniversary**

Sellers now hold a median of 11 years before selling again (NAR 2025 Profile). An annual note with real numbers keeps you the obvious call for the decade in between.

THE 20-SECOND TESTIMONIAL ASK · AT KEY HANDOFF

Before you head in, can I grab 20 seconds on my phone? Two questions: what were you most worried about when we started, and how did it turn out? One take, totally casual, and I'll show you before I ever use it.

THE PERMISSION ASK

I'd love to share your story once you're settled: a couple of photos and how [the appraisal gap / the six-showing weekend] played out. I'll text you the post first, and nothing goes out without your OK, including the price. A reply saying go for it is perfect: quick for you, in writing for me.

PROOF CONTENT

Make the sale the client's story

Sellers rank marketing at the top of what they want from an agent (NAR 2025 Profile), and a case study is your marketing demonstrated in public. Buyer-side wins count too: a documented result is the best argument for signing your buyer representation agreement.

WHAT MOST AGENTS GET WRONG

Nobody cares that you sold a house: Other agents like your SOLD post. Clients scroll past it, because it is about you. Reframe every post as the client's story: their problem, their stakes, their result, with your process as the plot. You are not the hero of this content. You are the reason the hero won.

- 1 The problem.** One line with real stakes: west-facing backyard, backing to [busy road], sellers needed to be in [new city] in six weeks.
- 2 What we did.** Two or three concrete moves: twilight hero shot, launch sequenced over the first weekend, price checked against the first week's saves. Specific beats humble.
- 3 The numbers.** [X] days on market · [N] showings · [N] offers · closed at [percent] of list. Pull them from your MLS. Numbers turn a brag into a case study.
- 4 The outcome.** One human line, with permission: what the result unlocked for them, ideally in their own words from the Day 0 clip.
- 5 The quiet CTA.** Thinking about [neighborhood] this fall? I'll tell you what your street's numbers look like. An invitation, not a pitch.

 Carousel first

Real estate carousels average 4.1% engagement, the top format (Hootsuite, 2025). Slide one is the hero photo plus the headline number; the next slides are problem, moves, numbers, testimonial. Your ListerPros listing media is the whole deck, just reordered.

Wins: reach and saves

 The 20-second Reel

The key handoff clip from Day 0 is the Reel: real voice, real doorstep. Subtitles on, since half of Americans watch with subtitles by default (Preply, 2024).

Wins: trust

GO DEEPER

The launch half of this system, shoot day through offers, is The Listing Launch Playbook: free at listerpros.com/playbook.

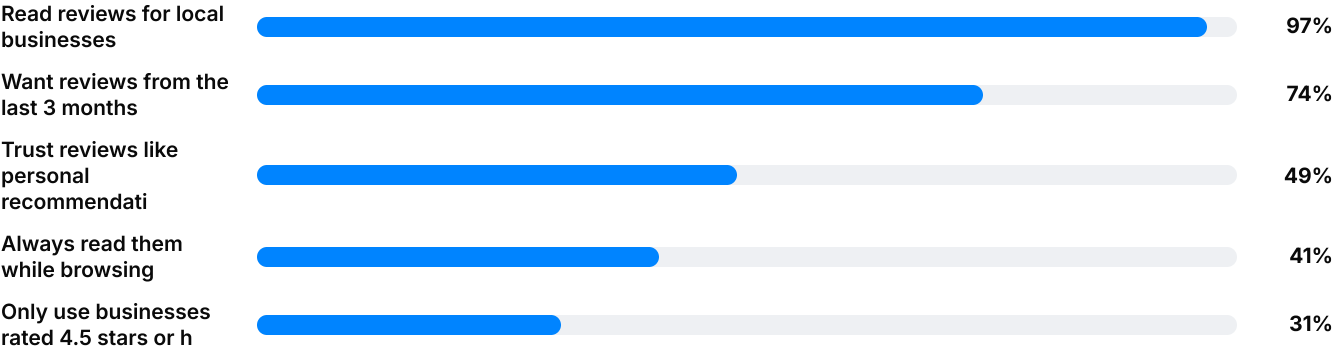
THE REVIEWS

The review engine

For the relocating buyer vetting Phoenix and Tucson agents from three states away, your Google profile is the storefront. And the engine starts on ask: 78% of consumers were asked for a review in the past year, and 65% wrote one when asked (BrightLocal, 2026).

BrightLocal Local Consumer Review Survey, 2026

WHY THE PER-CLOSING DRIP MATTERS



BrightLocal, 2026

THE IN-PERSON ASK · CLOSING TABLE

Congrats again, [first name]. One small favor before moving eats your week: reviews are how the next [first name] finds me. Would you write one? Two sentences is plenty, and I'll text you the direct link so it takes 60 seconds.

THE DAY-1 TEXT

So glad yesterday went smooth! Here's that review link: [direct Google link]. Two sentences about what it was like to work together is perfect. It genuinely matters to my business. Thank you, [first name]!

PLAY IT STRAIGHT

No gift cards, no raffles, no gating: The FTC's 2024 rule bans fake or AI-generated reviews and paying or incentivizing for them, with civil penalties for knowing violators. Google's policy calls review incentives strictly prohibited, and notes that a mix of positive and negative feedback often reads as more trustworthy. So ask everyone, the same way, on every file. A steady per-closing drip is exactly what the recency numbers reward.

THE RESPONSES

Pick the platform, then respond like a pro

Consumers cross-check a local business on about six platforms, with Google as the hub (BrightLocal, 2025), so send each client one link, chosen by where their journey started. Then answer everything that lands: drafting with AI is fine, 46% of REALTORS already use AI-generated content (NAR 2025 Technology Survey), but add one detail only you would know before you post.

PLATFORM	WHO SEES IT	WHEN TO ASK	WHAT TO SEND
Google	Anyone who searches your name; the relocating buyer's first stop	Default for every closing: in person Day 0, link Day 1	Direct review link, or a QR card at the closing table
Zillow	Buyers and sellers already shopping the portals	When the client found you or vetted you there	Your profile's review request, sent by email
Facebook	Your sphere and the neighborhood groups	When the client is active in local groups	Recommendation link; their post doubles as word of mouth

89%

expect businesses to respond to their reviews

BrightLocal, 2026

80%

are likelier to use a business that answers every review

BrightLocal, 2026

50%

are put off by generic copy-paste replies

BrightLocal, 2026

THE POSITIVE-REVIEW REPLY

Thank you, [first name]! [One detail only you would know: getting your keys before the school year started made my month.] It was a privilege. Enjoy [neighborhood]!

THE NEGATIVE-REVIEW REPLY

Thank you for the honest feedback, [first name]. You're right that [one specific fact: the appraisal timeline caught us off guard], and I should have communicated sooner. I'd like to make it right: call me directly at [number]. No excuses, and I appreciate you helping me improve.

THE SPHERE

The referral ask that doesn't feel needy

Your client's next sale is a median 11 years away, but their referrals close every year (NAR 2025 Profile). The generic ask gets a polite nothing because it makes their memory do the work. A specific ask hands memory a hook, and day 30, right after the no-ask check-in, is when it lands.

ASKS THAT GIVE MEMORY A HOOK

"You mentioned your sister was renting in Gilbert..."

"Which neighbor asked what your place sold for?"

"Your parents still talking about wintering here?"

"Which friend keeps texting you Zillow links?"

"Who do you know who just took a job in Phoenix?"

"Who at your office just outgrew their house?"

"Who complained about their landlord at Thanksgiving?"

"Anyone from the old neighborhood asking about Tucson?"

THE DAY-30 ASK

[First name], you mentioned [friend or situation] while we were under contract. If anyone in your world starts talking about moving, they'll get the same treatment you did: same plan, same updates. Just text me a name and I'll take it from there.

THE ANNIVERSARY NOTE · 1 YEAR

Happy one year on [street], [first name]! Homes around you have been closing near [current number] lately. No agenda, I just like watching that number work for you. And if anyone you know starts talking about a move, you know where I am.

ONE NAME WINS

80% of sellers contacted only one agent before hiring (NAR 2025 Profile). A referral rarely starts a bake-off; it hands the file to whoever is top of mind. Time the day-30 and anniversary touches for when winter visitors and their circles are actually in town, spring and fall, not mid-monsoon when the patio furniture is under dust.

THE FARM

The neighbors watched the whole thing

The street saw the sign go up, the twilight shoot happen, and the sign come down. A Just Sold piece answers a question neighbors are already asking, which makes it the easiest farm touch you will ever send. Keep it about the property and the process, never the people.

From: You · To: The homes around [address] · Day 7

The house on [street] just sold. Here's what actually happened.

1. Hi neighbor, [name] here with [brokerage]. We just closed the sale at [address], and I promised my clients I'd share how it went once the dust settled.
2. [X] days on market · [N] showings · closed at [percent] of list. The first weekend did most of the work.
3. Wondering what that means for your place? I'll run your address's numbers, no strings attached: [phone].

Works as a letter, a door card, or an email to the surrounding [40] homes. Swap in fresh numbers every sale.

- ☐ Client's written OK before the price, the terms, their faces, or their story goes public
- ☐ Every piece names you and your employing broker (Arizona Administrative Code R4-28-502); confirm wording with your broker
- ☐ Target by geography and turnover only; describe the property and the process, never the buyers
- ☐ Boosting on Meta? Housing ads run with restricted targeting, so plan for reach, not precision
- ☐ Pull the numbers fresh from your MLS, not from memory
- ☐ Phoenix runs on ARMLS policy, Tucson on MLSSAZ; check the current rules before your template ships

THE COMPOUNDING PART

The typical REALTOR closes nine sides a year (NAR 2026 Member Profile). Run this system on every file and those nine become nine public case studies, nine fresh reviews, nine specific referral asks, and a few hundred neighbors who watched you work. That is a lead source you own.

PRINT IT, PIN IT, RUN IT

The Just Sold checklist

- ☐ Day 0: key handoff photo and a 20-second phone testimonial
- ☐ Day 1: text the direct Google review link
- ☐ Day 7: Just Sold piece to the surrounding street
- ☐ Day 30: the specific referral ask, name and situation
- ☐ 1 year: anniversary note with the street's numbers
- ☐ Day 0: in-person review ask plus written OK to share
- ☐ Day 3: case-study post: problem, moves, numbers, outcome
- ☐ Day 14: no-ask check-in with one useful local tip
- ☐ Reply to every review with one real detail
- ☐ Open the next file and run it again



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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