

FOR PHOENIX + TUCSON AGENTS

The Listing Attraction Playbook

A 90-day system for building a listing pipeline out of the people who already know you: your sphere, your closings, and one well-picked neighborhood. No cold calling anywhere in it.

The 90-day calendar

7 fill-in scripts

Honest farm math

Every stat sourced



THE MATH

Listings are won two years early

In 2026 the listing side is the leverage side: 91% of sellers sold through an agent, an all-time high, and 80% of them contacted only one (NAR 2025 Profile). Sellers do not shop for a listing agent. They call the one they already know. This guide is a 90-day system for becoming that one, without cold calling.

NAR 2025 Profile of Home Buyers and Sellers

11 yrs

median time sellers owned before selling, a record

NAR 2025 Profile

87%

of sellers would definitely or probably recommend their agent

NAR 2025 Profile

41%

of the typical agent's business actually comes from repeat clients and their referrals

NAR 2025 Member Profile

THE LOYALTY GAP

Almost every client says yes. Few ever get asked. 87% of sellers say they would definitely or probably recommend their agent (NAR 2025 Profile). Yet the typical agent gets only 20% of business from repeat clients and 21% from their referrals (NAR 2025 Member Profile). Veterans show the ceiling: among agents 16 or more years in, 40% say repeat clients alone top half their business (NAR 2025 Member Profile). The gap is not skill. It is follow-up, and the next six pages build it.

Why listings, why now

Buyer agency now runs on signed agreements and open conversations about compensation, all of it negotiable. The listing side is won on marketing, pricing, and process, and marketing ranks at the top of what sellers want from an agent (NAR 2025 Profile).

Compensation strategy: talk to your broker

A pickier market favors early trust

22.4% of U.S. listings took a price cut in February 2026, the highest February share since 2019, and median days on market hit 38, up from 29 (Zillow Research, 2026). When selling gets harder, owners call the agent they already trust, and they call earlier.

Build in the lull, sign in the wave

Arizona listing activity peaks January through May, and snowbirds land back in the Valley and Tucson through October and November. The quiet months are the build window: start this plan now so the spring calls come to you.

WEEKS 1-2

Rebuild your database into a pipeline

Every listing system starts the same way: one list, tiered, touched on a schedule. This week is not about buying software. It is about getting every name you know into an order you can work.

THE HONEST PART

You probably do not have a database. You have a phone full of contacts, a folder of closed files, and some Instagram followers. Good. That is the raw material. Most agents get this wrong by waiting until they own the perfect CRM. A spreadsheet with four columns, name, tier, last touch, next touch, beats a paid system you never open.

- 1 Pull everything into one place.** Phone contacts, closed files, email, social follows. One sheet. Kill the duplicates and move on; polish is procrastination.
- 2 Tier every name A, B, C.** A: would take your call and owns here, or knows people who do. B: knows you, warm but quiet. C: everyone else worth keeping.
- 3 Set the cadence.** A tier gets a personal touch every quarter. Everyone gets one genuinely useful thing monthly. That is the entire machine.
- 4 Send the first reconnect wave.** 25 texts in week two using the script below, A tier first. These are people you know. Cold calls and cold texts to strangers trigger DNC and TCPA rules, so check your broker's policy before widening the circle.

TIER	WHO GOES HERE	THE TOUCH
A	Past clients, friends who own here, anyone who has ever sent you a referral	Personal text or call quarterly, plus the monthly value item
B	Knows your name, warm but quiet: neighbors, gym friends, old coworkers	Monthly value item, personal touch twice a year
C	Met once: open house sign-ins, gone-cold portal leads	Monthly value item only; promote on any reply

THE RECONNECT (A AND B TIER)

Hey [name], you crossed my mind because [personal detail]. Separate thing: I now run a once-a-year home equity review for my people. Ten minutes, no strings, you keep the numbers. Want yours for [address]?

THE YES, NOW WHAT

Love it. I'll pull two things: what actually sold near [address] in the last 6 months, and the range that puts your value in. Quick one so I get it right: anything changed since [year you bought]? Kitchen, roof, pool?

THE TRIGGER

The annual equity review

"Just checking in" is dead on arrival. "Want your once-a-year numbers?" gets answered, because the numbers are startling and most owners have never seen theirs.

\$18 trillion

record equity held by U.S. mortgage holders in Q2 2026

ICE Mortgage Monitor, August 2026

\$212,000

average tappable equity across 47.5 million mortgage holders

ICE Mortgage Monitor, August 2026

From: You · To: An A-tier past client · Sent on their purchase anniversary

Your [neighborhood] numbers, once a year

1. Three homes near you sold since spring: [address] at [price], [address] at [price], [address] at [price].
2. That puts your place at roughly [low] to [high]. You bought at [purchase price] in [year].
3. The gap is your equity. No action needed, I just think owners should see their numbers once a year. Questions, I'm here.

Three lines, ten minutes to build. Load the next 12 months of anniversaries into your calendar in one sitting.

THE ARIZONA CLOCK

Phoenix owners move sooner. Nationally, sellers now own a record 11 years before selling (NAR 2025 Profile).

Phoenix runs a median 9.5 years, among the shortest of the big metros (Redfin, March 2026). The client you helped buy in 2019 is not early-days. They are past halfway to their next move, and the annual review keeps you in the room when it comes.

JUST-SOLD LEVERAGE

Turn every closing into the next three

51% of sellers listed with the same agent who helped them buy the home, and among sellers who moved within 10 miles it is 72% (NAR 2025 Profile). A closing is not the end of a deal. It is the loudest marketing moment you get all quarter, and the window to use it is short.

NAR 2025 Profile of Home Buyers and Sellers, Ch. 7

- | | |
|--|--|
| ☐ Neighbor note mailed to the surrounding homes | ☐ 10 doorstep conversations on the same block |
| ☐ Proof post with the real days on market | ☐ Vertical reel cut from the listing footage |
| ☐ Google review captured and replied to | ☐ Google Business Profile photos updated |
| ☐ One-paragraph case story saved to your site | ☐ One-line mention in your monthly sphere email |

ONE SHOOT, EIGHT ASSETS

Every item above is cut from media you ordered on day one. One ListerPros visit captures photos, vertical video, aerial, and a 3D tour in a single appointment, with photos back within 5 hours of the end of the shoot, so this machine starts while the sign is still up.

THE NEIGHBOR NOTE (YOUR SALE ONLY)

We just helped your neighbors on [street] sell. [N] buyer groups came through and [X] of them are still looking in this neighborhood. If you have ever wondered what that means for your value, I will run your numbers. Zero pressure. [Name], [phone].

THE DOORSTEP OPENER (DELIVERY WEEK)

Hi, I'm [name]. I just sold [address] around the corner. I'm not here to list your house, I'm dropping off what it closed for, because it moves your value. Here's the one-pager, and my number is on it if a question ever comes up.

THE REVIEW ASK (AT THE CLOSING TABLE)

One favor while it's fresh: two sentences on Google about what this was like. It is genuinely how the next family finds me. I'll text you the link tonight, takes a minute.

TRUTH IN CLAIMS

Advertise only what actually happened. Market only sales you took part in, and use real days-on-market and over-list numbers (NAR Code of Ethics, Article 12). Never relist to reset the clock: ARMLS does not allow days on market to reset (rules 8.5 and 8.8). Tucson agents, check current MLSSAZ policy before quoting its mechanics.

MONTHS 2-3

Pick a farm like an economist

Geographic farming works when the math works and you outlast the boring middle. Pick by geography, turnover, and a genuine tie, never by who lives there. That is both fair housing law and the only version that actually pays.

CRITERION	TARGET	HOW TO CHECK	RED FLAG
Size	300 to 700 homes	Count parcels on your MLS map or the county assessor	Too big to touch every month on your budget
Turnover	6% or more per year	12 months of solds from your MLS divided by total homes	Under 4%: everyone is staying put
Competition	No agent over about 20% of solds	Name the listing agent on the last 12 months of sales	One name on half the signs
Your tie	A real one	You live there, sold there, or spend real time there	You picked it off a map for the price point
Budget	12 months you can hold	Price the monthly one-pager, postage, and time before you start	A plan that dies the first slow month

THE FARM INTRO (AT THE DOOR)

I'm [name]. I work [neighborhood], and [your tie: I live off [street] / I sold [address] last year]. Once a month I send a one-pager on what homes here actually sold for, no fluff. Want it in your mailbox or your inbox?

THE FARM INTRO (BY MAIL)

I'm [name], and [neighborhood] is my patch: [your tie]. Once a month I mail a one-pager of what actually sold here and for how much, because guessing your own value is annoying. Nothing to sign up for, and my number is at the bottom if you would rather not get it.

MONTH 4 IS WHERE FARMS DIE

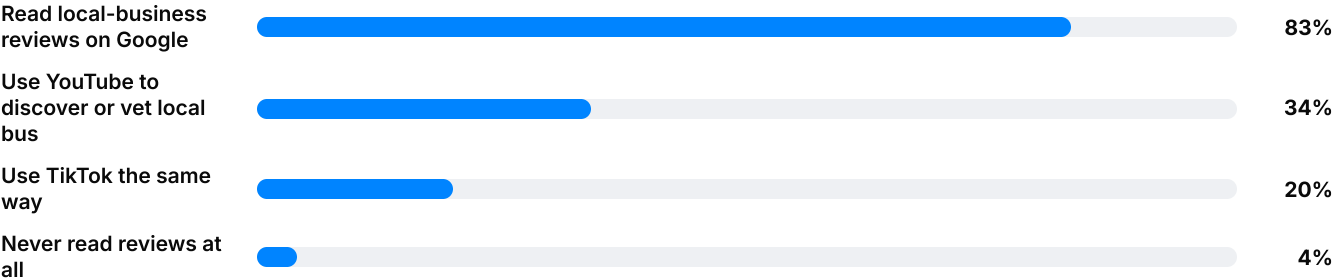
The math only pays if you outlast the silence. Run the arithmetic before dollar one: at 6% turnover, a 500-home farm produced about 30 sales last year; at 10%, about 50. You do not need most of them. You need two or three. The common pattern is quitting around month four, right when the one-pager starts getting kept. Phoenix tenure runs shorter than the national median (Redfin, March 2026), so a Valley farm turns over faster than the same farm almost anywhere else. Commit to 12 months or do not start.

LOCAL PRESENCE

Be the agent the neighborhood can verify

Reputation is the top factor sellers weigh when picking a listing agent, at 35%, with trustworthiness and honesty next at 22% (NAR 2025 Profile). And reputation gets checked: consumers vet a local business across about six platforms before acting (BrightLocal, 2025). When your neighbor note lands, the Google search follows.

WHERE THE NEIGHBORHOOD CHECKS YOU OUT



BrightLocal Local Consumer Review Survey, 2025

TEN HYPERLOCAL POSTS THAT DO THE VETTING FOR YOU

- "What the last five sales in [neighborhood] actually closed for."

"How long [ZIP] homes really took to sell last quarter."

"What monsoon dust does to a west-facing listing, and how we shoot around it."

"The upgrade that paid for itself in [neighborhood] this year, numbers included."

"My monthly [farm] market one-pager, explained in 60 seconds."
- "Three streets, three prices, one reason each. Walk the comps with me."

"The question every [community] seller asks me first, answered."

"October in [community]: what snowbird season changes for sellers."

"Before and after: the twilight shot that changed a first weekend."

"Ask me anything about selling in [community]. DMs are open."

FOUND ONLINE IS THE NEW REFERRED

36% of sellers found their agent online, roughly double the 2018 share (Zillow 2025 Consumer Housing Trends). Post where they look and let the visuals do the verifying. ListerPros keeps community photo galleries for Phoenix and Tucson neighborhoods at listerpros.com/community-photos, shot for exactly this kind of content.

THE 90-DAY PLAN

The 90-day calendar

Run it in order. Each piece feeds the next: the list feeds the wave, the wave feeds the equity reviews, the closings feed the proof. Ninety days builds the machine; the listings sign in the months that follow.

DAY 1

Triage the raw material

Export every contact into one sheet. No cleanup beyond duplicates. Tier A, B, C in a single sitting.

WK 1-2

The reconnect wave

25 texts a week, A tier first, using the reconnect script. Log every reply. Book the yeses straight into equity reviews.

WK 3-4

First equity reviews out

Build the three-line anniversary email for every A-tier owner. Send the ones due now; schedule the rest by anniversary date.

WK 5-6

Pick and launch the farm

Run the five-check table, verify turnover in your MLS, then land the intro at the door or by mail.

WK 7-8

Just-sold system on the shelf

Template all eight assets now, note card, doorstep one-pager, review link, reel format, so your next closing triggers the full run without thinking.

WK 10

Second wave and review count

Touch the B tier again with the monthly value item. Count Google reviews gained since day one, and ask again where you forgot.

DAY 90

Score it and repeat

Count conversations, equity reviews delivered, reviews captured, appointments set. Those four numbers are your leading indicators. Reset the calendar and run it again.

HONEST EXPECTATIONS

Ninety days builds the pipeline, not the closings. Sellers own for years and decide slowly, so the listings this system produces sign across months 3 to 12, with Arizona's wave landing January through May. Anyone promising signed listings in 30 days is selling you something. What you control is the four numbers above. Run two full cycles before you judge the machine.

WHEN THE FIRST ONE LANDS

A listing won this way deserves a launch, not just a live date. The sister guide, The Listing Launch Playbook, is free at listerpros.com/playbook.

PRINT IT, PIN IT, RUN IT

The listing attraction checklist

- ☐ One list, every contact, tiered A, B, C
- ☐ Equity review offered to every A-tier owner
- ☐ All eight just-sold assets templated before the next closing
- ☐ Farm passed all five checks, turnover verified in your MLS
- ☐ One hyperlocal proof post a week
- ☐ 25 reconnect texts a week until the A and B tiers are cleared
- ☐ Anniversary sends scheduled 12 months out
- ☐ Review asked at the closing table, link texted same night
- ☐ Farm one-pager out monthly, 12-month commitment
- ☐ Day-90 score: conversations, reviews, appointments. Repeat.



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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