

FOR NEW ARIZONA AGENTS

The First 90 Days Playbook

A day-by-day launch plan for a brand-new Arizona license: the 150-name database, the Daily 10 conversation engine, the post-settlement buyer scripts, and a 90-day scoreboard. Every number carries its source.

Day-by-day plan

5 fill-in scripts

Daily 10 scoreboard

Every stat sourced



THE REAL MATH

Why the first 90 days decide the first two years

Nobody hands you clients. The typical Realtor now carries 13 years of experience and only 11% of members have less than a year of experience (NAR 2026 Member Profile), and the veterans run on repeat and referral engines you do not have yet. Your first 90 days are the manufacturing window for the conversations that become closings in months 3 to 5.

NAR 2025 and 2026 Member Profiles

\$8,100

median gross income in your first 2 years, against \$78,900 for agents with 16+ years

NAR 2025 Member Profile

0%

median share of new-agent business from repeat clients or referrals: every deal starts as a manufactured conversation

NAR 2026 Member Profile

80%

of sellers contacted only one agent before hiring, so the agent already in the conversation wins

NAR 2025 Profile of Home Buyers and Sellers

THE STAT NOBODY CAN SOURCE

You will hear that 87% of agents fail inside five years. Chase that number to a primary source and you find nothing. NAR never published it, so this guide will not repeat it as fact. The numbers that do check out are harder anyway: 62% of agents with 2 years or less experience earned under \$10,000 (NAR Member Profile, 2025). Read that as a pipeline gap, not a talent verdict. Pipelines respond to daily volume, and daily volume is exactly what the next five pages schedule.

SETUP WEEKS

Days 1 to 14: build the machine

Do not chase a single lead until the machine that catches them exists. Two weeks of setup buys twelve weeks of speed, in this order: broker, boards, database, CRM, announcement, open house calendar. Leave day 14 with every box on this page checked.

DAY 1

Pick mentorship, then onboard

If you are still choosing a brokerage, weight training and shadowing over the split. Ask one question: who sits with me on my first transaction, contract to close?

DAY 2

Pay to play: board and MLS

Activate with your board and MLS: ARMLS in metro Phoenix, MLSSAZ in Tucson. Dues land in month one, so they lead your budget instead of ambushing it.

DAY 3

Build the 150-name database

Days 3 to 5: pull every name you know from your phone, inbox, and old jobs into one sheet with cell, email, and mailing address. Do not rank anyone yet. Volume first.

DAY 6

Load the CRM, tag by warmth

Days 6 to 7: the CRM your brokerage already provides beats the perfect one you research for a month. Tag A for would-take-your-call, B for knows-your-name, C for everyone else.

DAY 8

Announce, one human at a time

Days 8 to 10: your closest 25 get an individual text or call before any public post exists. Use the Announcement Script Set on the Daily 10 page and ask each person for one introduction.

DAY 11

Book your first open house shifts

Days 11 to 14: ask two busy agents in your office for their weekend opens. You bring signs, invites, and same-day follow-up; they keep the seller. Get on next weekend's calendar.

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|---|---|
| ☐ 150 names in one CRM, tagged A, B, and C | ☐ Closest 25 announced to individually, by text or call |
| ☐ Public announcement posted, with one specific ask | ☐ Two open house shifts booked for next weekend |
| ☐ Board and MLS dues paid, logins working | ☐ Headshot, email signature, and one-line bio done |
| ☐ Broker's buyer agreement and Buyer Advisory read twice | ☐ A repeating 8:00 to 10:30 prospecting block on your calendar |

ARIZONA DAY ZERO

Know what your license actually is. In Arizona the license only activates once it hangs with an employing broker, after the 90-hour pre-licensing course, the state exam, and a fingerprint clearance card, with renewal every other year on continuing education (Arizona Department of Real Estate, azre.gov, 2026). Ask your broker for the current Arizona REALTORS forms on day one: the purchase contract and the Buyer Advisory you will walk buyers through. Escrow and title companies close deals here, not attorneys.

THE ENGINE

Days 15 to 45: run the Daily 10

From day 15 your job description is one line: manufacture ten real conversations about real estate every working day. A conversation means two humans trading words about a move, a home, or a price; likes and views count for zero. The scripts at the bottom of this page are your first two weeks of ammunition.

- 1

Ten conversations, five days a week. Doors, calls, texts, and DMs all count when a real person answers back. Miss a day and make it up Saturday; the streak is the strategy.
- 2

Block mornings, guard the block. 8:00 to 10:30, phone up, before showings and errands eat the day. Summer in Phoenix and Tucson runs early anyway: prospect while it is cool, show at twilight.
- 3

Answer new leads now, not tonight. No published research from this decade settles the exact response window, so here is the craft answer: the first agent a lead actually talks to usually wins the appointment. Return every inquiry inside the hour.
- 4

Five follow-ups a day. Yesterday's conversations get today's next touch: a link, an answer, a thank you. 91% of buyers say they would use their agent again or recommend them, yet only 15% actually used a past agent on their next purchase (NAR 2025 Profile of Home Buyers and Sellers). Careers live and die in that gap.
- 5

Score it, do not remember it. Print the scoreboard below and fill it in daily. A written 7 out of 10 tells you something a remembered 'pretty good week' never will. Judge weeks 1 through 8 on activity, never on income.

DAILY ACTION	TARGET	DONE	NOTES
Real conversations: doors, calls, texts, DMs	10	___	Log the best one
Follow-ups on yesterday's conversations	5	___	Set the next step
Open house invites for this weekend	1	___	Neighbors count
Piece of content posted or sent	1	___	Carousel, Reel, or email
Market study in your farm area	30 min	___	Say prices out loud

THE TEXT TO YOUR CLOSEST 25

Hey [name], some news: I just got my real estate license and joined [brokerage]. I'm building my launch list and I'd love your eyes on it. Who's the one person you know thinking about moving in the next year?

THE WARM CALL OPENER

[Name], it's [your name]. Real quick: I passed the state exam and as of [month] I'm a licensed agent with [brokerage]. I'm not calling to sell you anything. You know everyone in [your neighborhood], so I'm asking one favor: if anyone mentions moving this year, will you text me their first name before they call a stranger off a sign?

THE SOCIAL ANNOUNCEMENT

Personal news: after [number] months of night classes and one long state exam, I'm officially a licensed real estate agent with [brokerage]. I did it because [one honest sentence: your why]. No pitch here, just one ask: who do you know thinking about a move in the next year? DM me a first name and I'll take it from there. [Your city] friends, you're my launch team.

FIRST BUYER

Your first buyer, post-settlement edition

Since August 17, 2024, an agent cannot tour a home with a buyer, video tours included, until a written agreement is signed that states compensation specifically; the amount cannot be open-ended and is fully negotiable (NAR settlement facts, nar.realtor). Licensing school never rehearsed that conversation with you. Rehearse it here.

NAR settlement facts, nar.realtor, 2024

The consult is a signing appointment

Coffee or Zoom, 30 minutes, before any showing: their timeline, their financing, your job description, then the agreement as the natural close. 67% of first-time buyers interviewed only one agent before hiring (NAR 2025 Profile of Home Buyers and Sellers), so this meeting is usually the whole audition.

Wins: buyers who feel briefed, not trapped

Say negotiable like you mean it

State your compensation in the blank your broker's form provides and say plainly that nothing about it is standard or set by law. Buyers arrive AI-briefed in 2026; calm candor about money is the differentiator they remember.

Walk the Buyer Advisory

Arizona REALTORS publishes a standard Buyer Advisory, and walking a buyer through it positions you as the guide instead of the door-opener. Ask your broker for the current AAR forms, and route every terms question to your broker too.

The new-build trap

Metro Phoenix runs heavy on new construction, and a buyer who tours a builder's model without you registered can lose your representation in that community. Accompany the first visit or confirm the builder's registration policy before they walk in.

Craft rule: accompany or register, always

THE TOUR-REQUEST REPLY

Love that you found [address]. Quick heads-up before we go: since 2024, every agent signs a written agreement with their buyer before touring, no exceptions, so let's grab 20 minutes first. It spells out exactly what I do for you and what it costs, and every term is negotiable. Are you free [tonight at 6] or is [tomorrow morning] better?

THE AGREEMENT PRESENTATION

Before we look at homes, here's how this works. The rules changed in 2024: buyers and agents now put everything in writing up front. Here's what I do for you: [value line 1], [value line 2], [value line 3]. My compensation is [your negotiable terms], and nothing on this form is standard or set by law, so ask me anything. This is my broker's approved form; once it makes sense to you, we sign and go find your house.

FIRST LISTING

Your first listing, even without listings

You do not need your own inventory to work listings. You need a borrowed open house, a 25-door invite loop, and same-day follow-up. Open houses are the consensus first-client source for new agents because the house does the advertising for you.

- 1 Borrow inventory like a pro.** Ask the busiest agent in your office: 'Give me your Saturday open. I bring signs, invites, and a same-night report, and every seller question routes straight to you.' Busy agents hate Saturdays. You are the solution.
- 2 Work two or three per weekend.** One open house is an experiment; two or three a weekend is a lead system, especially October through April when winter visitors lift both metros. In deep summer, flip the format: host 7:00 to 9:00 in the morning or as a twilight open, because nobody tours at 2 in the afternoon in July.
- 3 Invite the 25 nearest doors.** Knock or drop a simple invite at the 25 homes around the listing: 'Neighbors preview Saturday at [time]. Come tell me what it should sell for.' Neighbors show up, and neighbors are future sellers. Farming runs on geography and turnover, nothing else.
- 4 Capture everyone, text before dinner.** Paper sign-in plus a QR to a simple form. The same-day text: 'Great meeting you at [address] today. Want the recent solds for the neighborhood, or a heads-up when something similar hits?' Speed here is pure craft, and almost nobody does it.
- 5 Report back like a partner.** Send the hosting agent the visitor count, feedback quotes, and follow-up status that night. That report is your audition. Two good reports and the listing agent starts handing you buyer leads on purpose.

- | | |
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| ☐ Directional signs, staked at every turn into the neighborhood | ☐ Sign-in: paper sheet plus a QR form on a stand |
| ☐ Cooler of cold water bottles by the door, this is Arizona | ☐ One-page sheet: 3 recent solds pulled from your MLS |
| ☐ Business cards plus a 'text me' QR code | ☐ Lights on, blinds open, thermostat down before doors open |
| ☐ Property fact sheet from the listing agent, read twice | ☐ Follow-up texts drafted and sent before you lock up |

MAKE BORROWED LOOK LIKE YOURS

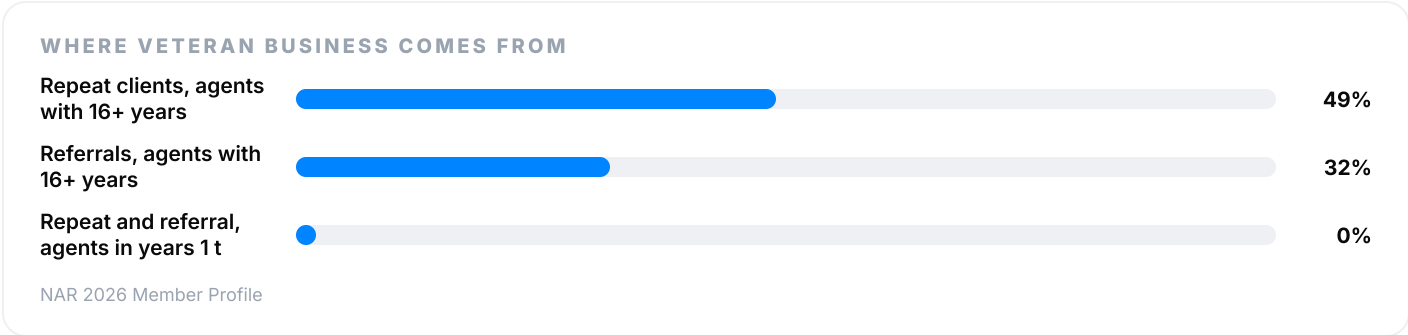
The listing's media is your marketing. Your invite posts and open house promo are only as strong as the listing's photo set, so ask the hosting agent for the full gallery and use it everywhere you promote. When the listing is finally yours, the same rule applies on day one: ListerPros has photographed Arizona listings since 2013 and photos are back within 5 hours of the end of the shoot, and the whole first week is scripted in The Listing Launch Playbook at listerpros.com/playbook.

KEEP SCORE

The 90-day scoreboard and the money

Judge your first 90 days on activity and signatures, never on bank balance: pipelines lag, and the conversations you have in week 3 close in month 4 or 5. Remember what the grind buys: 43% of buyers found their agent through a friend, neighbor, or relative (NAR 2025 Profile of Home Buyers and Sellers), and you are 90 days from your first link in that chain.

PHASE	BY WHEN	TARGETS, NOT GUARANTEES
Machine built	Day 14	150-name database live in a CRM, closest 25 announced to individually, first open house shift booked
Engine running	Day 45	300+ logged conversations, 6+ open houses hosted, 3 buyer consults sat
First signatures	Day 75	First signed buyer agreement, first offer written on your broker's forms
Pipeline real	Day 90	First escrow opened, or first listing appointment sat with a full media plan



THE MONEY PAGE

Plan the runway before you need it. The median Realtor spent \$8,010 on business expenses in 2024 (NAR 2025 Member Profile), and dues, signs, and gas all land before your first check does. Budget six months of personal runway, keep business money in its own account, and set aside a slice of every commission for quarterly taxes; confirm the specifics with your CPA. Then look up the ladder: the typical Realtor closed 9 transaction sides in 2025 with a median income of \$59,200 (NAR 2026 Member Profile). Veterans did not close the gap from \$8,100 (NAR 2025 Member Profile) on charm. They closed it on repeat and referral engines that started with their first few clients, and yours starts this quarter.

PRINT IT, PIN IT, RUN IT

The 90-day launch checklist

- ☐ Pick the broker for mentorship and shadowing, not the split
- ☐ Announce individually: closest 25 get a personal text or call first
- ☐ Book 2 or 3 borrowed open houses every weekend
- ☐ Rehearse the buyer agreement script before your first tour request
- ☐ Score days 14, 45, 75, and 90 on activity and signatures, not income
- ☐ Build the 150-name database and tag it A, B, C by day 7
- ☐ Run the Daily 10 every weekday morning, 8:00 to 10:30
- ☐ Text every open house visitor before dinner the same day
- ☐ Accompany or register on every new-build first visit
- ☐ Bank six months of runway and set aside taxes from every check



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.

Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request. © 2026 ListerPros · Mesa, AZ

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