

AGENT ACTION LIST

How to Become the Community Expert

Cultivate a sense of belonging with your clients to show you are more than just their agent — become a resource.

Team up with local businesses

Work with your favorite coffee shop, florist, gym, bakery, and auto and home repair professionals to form a reciprocal referral and recommendation program.

Call out everyday walkability

Make a shareable list of neighborhood stores, parks, schools, and other places buyers will frequent.



Create a community guide

Compile a list of important contacts, local utilities and community resources in a quick reference sheet.



Track the neighborhood calendar

Farmers markets, festivals, block parties, charity runs — be the person who knows what's coming up and why it matters.

Show up consistently

Monthly or quarterly communication matters to stay top-of-mind when people are ready to buy or sell. Your consistency validates your dedication to the community. Plus, if they don't remember you, they won't call you!

Use recurring sections in your email marketing

Create familiar columns in your email content like Around the Corner, This Month in the Neighborhood or Where Locals Gather so your audience knows what to expect.