KickStart: Your First-Year Agent Program

A gift from Anglo Saxon Ra'anana — a simple three-month plan for agents in their first year.

KickStart gives you a clear routine for your first three months: 3 hours a day, Sunday to Thursday, with every hour already planned. No more "What should I do now?" moments.

What it will do for you

- Build a consistent routine that leads to measurable results
- Develop the right work habits from day one
- Build the resilience to keep going in any market
- Give you a daily sense of progress and achievement

How to use it: follow the weekly schedule, fill in your scorecard every Thursday, and step up when each month ends.

Step 1: Reset your mindset

Before the schedule, make one decision: you are running your own business, starting today.

- Think like an entrepreneur, not an employee waiting for instructions
- Take responsibility for your results instead of blaming the market or your surroundings
- Commit to becoming the best version of yourself
- Remember: the magic you are looking for is just a few steps outside your comfort zone

Your first exercise: write your USP (Unique Selling Proposition). Finish this sentence in one or two lines, and keep it where you'll see it every day:

> *People will choose me because...*

The five core activities

Your whole week is built from five activities, 15 hours in total.

Activity	Why it matters	Time per week
Working the database	Your main source of meetings, listings and deals	7.5 hours

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Sphere of Influence (SOI)	Referrers, supporters and professionals are the base for incoming leads	2 hours
Knowing the territory	Knowledge is power: become the local authority	2 hours
Learning and simulations	Builds your skills and the value you bring to clients	3.5 hours
Giving without expectation	Makes you valuable and builds strong relationships	At least 3 times

Your weekly schedule

Exactly 3 hours a day, Sunday to Thursday. Same routine every week. Times are in minutes.

Activity	Sunday	Monday	Tuesday	Wednesday	Thursday
Database	90	90	90	90	90
Field work (territory)	60		60		
Sphere of Influence		30		30	60
Simulations		30		30	
Learning	30	30	30	30	30
Giving	✓	✓	✓	✓	✓
Total	**3:00**	**3:00**	**3:00**	**3:00**	**3:00**

On Thursday, take 15 minutes at the end of the day to fill in your scorecard.

How to do each activity

1. Working the database (90 minutes a day)

Sellers: call 3 sellers from your office's database every day. Each call has a purpose:

- Set up a property visit, with or without the aim of getting the listing
- Give a listing presentation
- Share and receive updates

Offer value on every call: a CMA (Comparative Market Analysis), or a tailor made home staging plan

Buyers: reconnect with buyers no one has spoken to recently. Ask your broker for permission to contact past clients too, including long-standing ones.

Keep in touch: offer past clients a CMA every year on the anniversary of their purchase, and a newsletter every month or quarter (ask whether your office already sends one).

2. Sphere of Influence (4 × 30 minutes a week)

Go through your contacts and sort them into two groups:

- **Referrers and supporters:** ask if they'd be willing to refer people to you or support you on social media. Offer something in return, such as a business introduction.
- **Professionals** (lawyers, mortgage advisors, contractors): recommend them and support them on social media.

3. Knowing the territory (2 × 60 minutes a week)

Learn the city's history, services, schools and infrastructure. Get out on foot: door to door, shop to shop, and a visit to the municipality.

4. Learning and simulations

- **Learning, 30 minutes a day:** read, watch or listen to professional content.
- **Simulations, 2 × 30 minutes a week:** role-play calls and listing presentations with a colleague or mentor.

5. Giving without expectation (at least 3 times a week)

Do something purely to help someone, with nothing asked in return. For example:

- Introduce two people who can help each other
- Write a recommendation for a professional you trust
- Send a past client an article that's useful to them
- Help a colleague prepare for a showing

Your three months

Each month builds on the last. Move up only when you've been consistent.

Month	Focus	Hours a day	By the end of the month
1	Build the habit	3	Your USP is written, you know the territory, and you've hit your scorecard 4 weeks running

Month	Focus	Hours a day	By the end of the month
2	Step up	4–5	The extra time goes to the database and field work: more property visits and your first listing presentations
3	Results	4–5	Aim for your first listings and active buyers. Review your USP and set your goals for the rest of the year

Your weekly scorecard

Fill it in every Thursday. Seeing your numbers each week is what turns a plan into results.

Activity	Weekly target	Week 1	Week 2	Week 3	Week 4
Seller calls	15				
Buyer follow-ups	10				
Property visits	2				
CMAs and value-adds sent	2				
SOI contacts	8				
Field sessions	2				
Learning sessions	5				
Simulations	2				
Acts of giving	3				

In Month 2, raise your targets for property visits and listing presentations.

From Anglo Saxon Ra'anana

This is how our own agents start their first year. We've been helping people buy and sell homes in Ra'anana since 1973, and we believe the right routine, plus the right support, makes all the difference.

"We sell real estate, but PEOPLE are our business!"

Your free 30-minute call: after your first month, send us your completed scorecard by email or as a photo on WhatsApp. We'll review it, then set up a free 30-minute call to go through it with you and plan your next step.

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