

**YOUR
DATABASE
IS THE
SPRING
MARKET**

When Realtors talk about wanting more business, the conversation almost always turns to leads.

More leads. Better leads. New sources.

That instinct is understandable. Leads feel tangible. They feel like progress. But in practice, lead chasing often becomes a distraction from the most reliable source of spring momentum.

Your existing relationships.

Most Realtors already have access to opportunity. What they lack is clarity.

A database is not just a list of names. It is a record of trust. Past clients. Conversations. Introductions. People who know who you are, even if you have not spoken recently.

When a database is left untouched, it does not stay neutral. Familiarity fades. Confidence erodes. Not because people stopped liking you, but because life moved on.

Spring markets favor Realtors who feel familiar.

That familiarity is built before anyone is ready to transact. It is built through small, consistent touchpoints that remind people you are present, capable, and active.

The mistake many Realtors make is trying to reconnect with everyone at once when activity increases. That creates pressure. It feels reactive. And it usually happens too late.

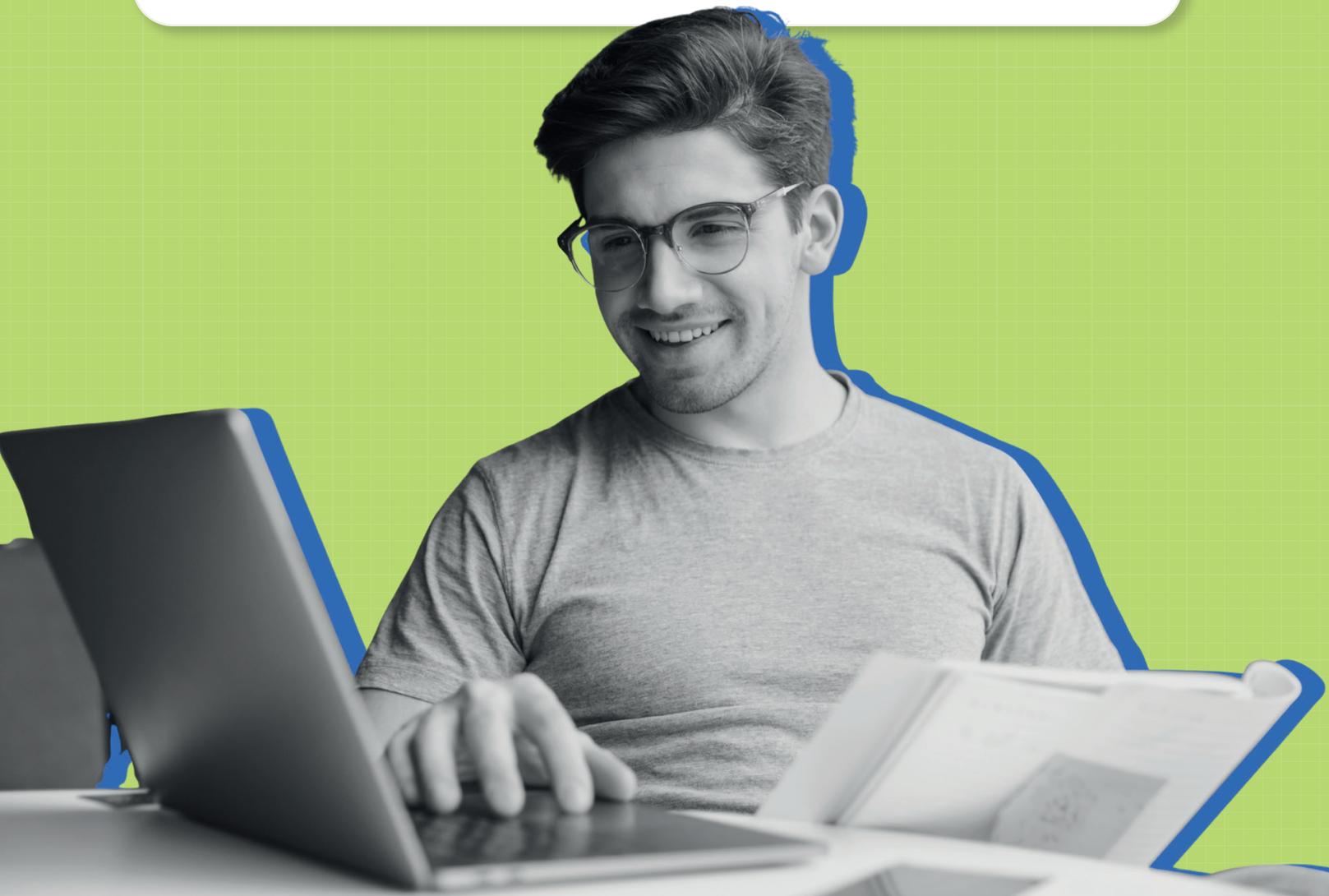
The goal heading into spring is simpler.

Remove ambiguity.

You want to know who deserves your attention right now. Who is likely to move soon. Who needs steady nurturing. And who can remain in long-term follow-up.

Once this is clear, execution becomes calmer. Each call has purpose. Each message has direction. Your day starts with focus instead of guesswork.

This strategy is not about doing more work. It is about directing the work you are already doing.



Interactive Worksheet

Purpose: Turn your database into a clear action plan in under 30 minutes.

01

STEP 1: REALITY CHECK

Answer quickly. Do not overthink. Circle Yes or No.

I know at least 25 people who would take my call today.	Yes	No
I have spoken to my top contacts within the last 60 days.	Yes	No
I know who is most likely to transact in the next 90 days.	Yes	No
I have a simple way to stay in touch when I am busy.	Yes	No
My database feels useful, not overwhelming.	Yes	No

If you answered **No** more than twice, this worksheet is your highest priority.

02

STEP 2: THE THREE-BUCKET SORT

Open your database and label contacts. Do not aim for perfection.

HOT

Likely to buy, sell, or refer in the next 90 days.

Target touch: weekly or bi-weekly | *Write 10 names.*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

MEDIUM

Not ready now but should hear from you consistently.

Target touch: monthly | *Write 15 to 25 names.*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

COLD

Long-term relationships that still matter.

Target touch: automated plus occasional personal.

