

A FREE GIFT FROM JEREMY LARKIN

The Predictable Profit Business Plan

How top-producing Agents build the mindset, conversations and systems that create consistent closings, without sacrificing what matters most.

You know how to sell real estate. You know how to convert leads. You probably have happy clients and a stack of great reviews to prove it.

You've poured years, maybe many years, of hustle and grind into building your business. And somewhere along the way, you ended up burnt out and stuck on what I call **the transaction treadmill.**

Maybe you're wondering: is there any freedom in this business I got into for freedom?

Here's the good news. **You're not doing anything wrong. You've just been running on a broken system.**

This plan is different. It's not about hustle or hacks. It's about building a calm, profitable business that grows your income and your impact without growing your stress.

If you care about your family and your faith, and you still believe you can build a highly profitable real estate business without it swallowing your home life, you're in the right place.

Welcome to the Predictable Profit Business Plan. Let's build it.

– Coach Jeremy Larkin | The High Impact Realtor

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The Four Things That Actually Matter *(a.k.a. the TL;DR version)*

01
You are a business owner.

Realtor is a designation. It is not your identity. Business owners design systems. Realtors react to their inbox. You only get to pick one.

02
Protect the morning.

6 AM to noon is sacred. That window is where businesses get built, not serviced. Everything else lives in the afternoon.

03
Three lead sources. Not seven.

Pick three and master them. More levers means less mastery. Less mastery means less income.

04
The weekly numbers that tell the truth.

Here's your minimum weekly output rhythm. (Conversations can be SOI "check-in" calls referencing real estate.)

50	10	5	1	1
real estate conversations	handwritten notes	unsolicited CMAs to your database	story-based email	piece of social content daily

*Fifty conversations a week sounds simple. What you actually **say** on those calls is where most agents freeze up or start sounding like a salesman. More on that later.*

THE OUTCOME

Consistency creates confidence. Confidence creates momentum. If the average Realtor did just what I've outlined above for 90 days, they would be shocked at their momentum!

Follow this not perfectly, but consistently, and income becomes predictable. **Two closings per month stops feeling like luck.** That's when scale actually makes sense.

That's it for the TL;DR version! If you took that and applied it at 80-90%, you'd likely have a really consistent real estate business. Now, the expanded version is for the folks who are downright committed to building a sustainable, predictable real estate business.

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LET'S GET INTO THE NITTY GRITTY

The Full Operating Plan

For Realtors who want predictable income and a business.

Before We Start

I've been in real estate since 2005. I closed 6 deals in my first year. 20 the next. Then 29. Then 32. Then I hit 161 in a single year. (Not a typo.)

That sounds exciting until I tell you that one night, my assistant slept at the office.

I walked in one morning and asked, "Did you not go home last night?" She looked at me, puzzled, and I thought: "Okay. I have my answer."

To be clear, I did not ask her to, or even imply that she should! We were doing so much business that things started to get out of hand.

I've reinvented this business three times. I've had a $260,000 tax bill I didn't see coming. That was fun!

That 161 year? Just two assistants. We've since done 200 in a year with just two assistants. And my team hasn't sold fewer than 150 homes in any year for the last 15 years, **while I'm still home for dinner most nights.**

This plan is not a theory. It's what I actually did, and it's what I teach agents inside the Predictable Profit Method.

The Core Shift

Before tactics, schedules, or scripts, you need to understand that building a big real estate business is first and foremost an identity issue.

You are a business owner. Not a Realtor who happens to have a business. A business owner who happens to sell real estate. That one shift changes everything.

Business owners design systems. Realtors react to their phones. You don't get to be both at the same time.

Here's the second thing: **dependable rhythms create dependable income.** Your income isn't unpredictable because of the market. It's unpredictable because your operating system is unpredictable.

Solve the operating system, and the income stabilizes.

And the third: **predictability before scale.** Learn to close two homes per month on purpose before trying to close four. Get the machine working before you try to run it faster.

STEP 1

Your Daily Operating Rhythm

6 AM to noon is sacred. This is when businesses get built, not when they get serviced.

Morning Pre-Game (60–90 minutes)

Mind. Body. Intention. The specifics are yours.

I had a morning routine. Kids first. Then I came in around 8:30, not 7:30. I wasn't calling expireds before my kids were awake.

The non-negotiable isn't what you do. It's that you do something every single day. This is the part most people skip. It's also the part that separates operators from reactors.

Business-Building Block (2–3 hours daily)

This is your lead generation window. It is non-negotiable. My voicemail said:

> *"Text me, I'm in meetings. I return calls 11-12 and 4-5."*

Dave Ramsey says give your money a job. **I gave my time a job.**

Without this block, everything downstream becomes fragile. Skip it enough times, and you'll wonder why your business feels unpredictable. The answer will always be this block.

Afternoons Are for Execution

Appointments at 1:30 and 3:30. Client service. Home previews. Open houses. The afternoon is where the morning's work pays off.

My goal was to be home by 5:30 or 6.

Years later, my daughter told me she always remembered me coming home in my work clothes, changing, and coming outside to play.

> *That matters to me.*

STEP 2

Pick 3 Lead Generation Levers

More levers means less mastery. Less mastery means less income.

1. Your Sphere / Database (Required. Non-negotiable.)

This is your most dependable asset. It's the foundation of every long-term real estate business I've ever seen work.

I started giving out pies every Thanksgiving in 2009. Never stopped. But I did stop calling my sphere for a stretch, and it cost me.

No database means no real business. That's not harsh. It's just true.

MARKET-PROOF YOUR DATABASE

The 6 touches that keep you top of mind

Most agents are afraid they'll contact their people too much and drive them crazy. You might, but it's unlikely.

In my first three years I sold 6, then 20, then 29 homes. One thing set me apart from almost every agent I knew: **I contacted my database every month.** Not by calling them every month. And I never made this call:

> *"Hey Ted, who do you know who needs to buy, sell or invest in real estate?"*

Ted doesn't want that call. Here's what works instead:

01

A story-based email every week.

A story, not a sales pitch. It keeps you top of mind without asking for anything.

02

A piece of mail every month.

Something they can actually hold.

03

A monthly home valuation report.

Everyone in your database with a home address gets an automated report on their home's value, every month.

04

A call every quarter.

Four real conversations a year. Never "who do you know?"

05

Two to four client events a year.

Bring your people together, in person.

06

An unsolicited CMA once a year.

A personal look at what their home is worth, before they ask.

Run this for 120 days and you'll see a remarkable shift in inbound leads, referrals, real estate conversations and your business.

You've got the six touches. What goes in the story email, what the mail piece actually says, how to send an unsolicited CMA without it feeling salesy? **That's the playbook I hand my clients.**

2. One "Tried and True" Source

Pick one: FSBOs, expired listings, circle prospecting or distressed properties.

These are all now business, not someday business. The people on the other end are likely to do something today.

Most agents avoid them because they're uncomfortable. Most agents also ride the income rollercoaster. The two facts are related.

My first deal, 45 days in, was an expired listing. It wasn't glamorous. It worked.

3. One Optional Lever (choose one and stay there)

Open houses put you face-to-face with real buyers and sellers without writing a check.

Paid leads can work, but they typically cost $1,000-$3,000 per month and require a follow-up system most agents don't have yet.

Open houses cost time, not cash. If you're earlier in the business, start there.

What about Instagram and social media?

I didn't lead with it because it's too slow and too passive. Most agents need to get some deals going quickly, and social media is a wonderful distraction from the actual business of talking to people.

That said, if you want to make it part of the spine of your business, here's what I recommend:

- **Only do it morning and night.** Leave the daytime for the core of the real work.
- **Post 3 to 5 reels per week.** Keep them hyper local: you, talking about what's happening in your real estate market. Don't get creative on the front end.
- **Post one simple story per day.** The best stories are direct response: a poll, a question or a free download.

That's it. Truly, if you're spending more than one hour a day on social media, I think you've lost the plot. For most people, it's going to hurt the business.

STEP 3

Weekly Operating Metrics

If it isn't measurable, it isn't real.

50 Real Estate Conversations Per Week

Phone calls. Door knocking. Face-to-face conversations. Not clicks. Not likes. Not impressions.

Actual conversations with actual human beings about actual real estate. **Fifty per week. That's the number.**

One Story-Based Database Email Per Week

Not a newsletter. Not a market update. A simple human message that real people actually open and read.

This is how trust compounds quietly over time. Most agents don't do it. Which is exactly why you should.

Two to Four Client Events Per Year

Barbecue. Pie Day. Movie night. Doesn't matter what you call it.

Community beats clever marketing every time. Events done consistently will outperform most advertising campaigns you'll ever run.

THE PART I DON'T PUT IN A FREE GUIDE

Conversational Selling

Fifty conversations a week means nothing if you sound like every other agent who's ever called them.

Conversational Selling is the system of scripts, dialogues and language frameworks I teach inside the Predictable Profit Method. It's how you sell like a human instead of a sleazeball. What to say, how to say it and why it works.

It's the difference between making 50 calls and having 50 conversations that actually go somewhere.

STEP 4

Business Infrastructure

Operate from a CRM. Full stop.

If a contact is not in your CRM, they don't exist in your business.

I had 525 contacts in my phone book early on. Everyone went into the system. Every one of them got a letter every month (until I had their email addresses). I didn't skip anyone.

A Home Value Report for Every Contact

An automated monthly home valuation report, plus a personal, unsolicited CMA once a year. This positions you as the professional keeping people informed about one of their largest financial assets. Simple, valuable, and it keeps you relevant without ever being pushy.

Most agents don't do this. So if you do, you already stand out.

THE OUTCOME

Follow this with discipline, not perfection, and the result is predictable.

Income grows steadily. Stress drops. Momentum replaces chaos. Two closings a month stops feeling lucky. And then, only then, does it make sense to scale.

> *You don't need more motivation. You need an operating system.*

ONE LAST THING

This won't do a thing if you read it once and nod along.

It works when you operate it. Not perfectly. Not without hard days. But every morning, in that business-building block, before the world gets loud, that's where your business gets built.

I know because I built mine there.

You have the plan now. What you don't have yet is the language and the playbook that make it work. **That's what we build together.**

WANT TO TALK ABOUT IT?

I help Realtors grow their income *without* working more hours.

Book a no-pressure Breakthrough Call, and let's see where you're stuck and how to move forward. Or reach out directly:

Email larkin@highimpactrealtor.com Instagram @highimpactrealtor

BOOK A FREE BREAKTHROUGH CALL

Coach Jeremy Larkin | The High Impact Realtor

2,200+ homes sold over 20+ years. Now I help Realtors win in business *without* losing at home.

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