

The Real Estate Blueprint

01 What's Covered

A complete roadmap with tools to support every listing and transaction, designed to fit seamlessly into your workflow:

- **Tech & Systems:** Email, communication, cloud system, MLS, Showing Time, Supra.
- **Admin:** Brokerage paperwork, commissions, gifts, testimonials.
- **Calendar Hub:** Daily–yearly planning, closings deadlines/milestones.
- **Clients:** CRM, referrals, leads, follow-ups; client presentations, listing prep, showings.
- **Listings & Closings:** Checklists for listing and transaction coordination.
- **Third Parties:** Title/escrow, lenders, inspectors, vendor rolodex.
- **Social Media & Marketing:** Profiles, content, property marketing, templates, branding.



02 How It Works

- **Duration:** Varies by business complexity—typically 4–8 weeks following the initial consultation.
- **Intake:** I begin by assessing your current systems and collecting key information, then build your blueprint behind the scenes—implementing changes seamlessly with minimal disruption.
- **Implementation:** We'll hold a series of focused sessions centered on practical, actionable steps, giving agents hands-on experience to refine and apply processes directly within their workflow.
- **Final Review:** We'll evaluate your new blueprint, address questions, and ensure agents feel confident and equipped for long-term results.
- **Ongoing Support:** Includes 30 days of post-completion support—up to 30 minutes per week—for fine-tuning and continued guidance.
- **Tools & Deliverables:** All materials are designed to be used in Word, Google Docs, or Canva—simple, flexible, and easy to update. Your blueprint, checklists, and templates are fully editable and ready to integrate into your workflow or task management tools.
- **Delivery:** Implementation sessions are available via Zoom or in person (Seattle-based only).

03 The Investment

*Custom packages available for brokerages to create or update workflows.

The Real Estate Blueprint	Cost
Existing Workflow Optimization	Starting at \$800 per Agent
Full Build-Out	Starting at \$1,300 per Agent

04 Small Print

- Rates are secured once services are booked.
- Payment: The RE Blueprint is brokerage-paid, not through escrow.
- If you have an active or pending transaction, you can pay through escrow at closing.
- If you'd like to discuss payment options, just reach out.