

@realty Careers

Spring Selling Success Guide

A practical spring pipeline plan for modern real estate agents.

1. Win spring before spring

Sellers often start preparing up to 12 weeks before they list. Use winter to build trust, restart conversations and create visible appraisal momentum before competition peaks.

2. Re-activate your database

Prioritise past vendors, buyers, landlords, investors, appraisal enquiries and open-home attendees. Segment the list, then run useful market education and follow-up campaigns.

3. Create seller conversations

Use seller guides, appraisals, market updates, vendor nights, webinars and social content to make the next step simple for homeowners considering a spring sale.

4. Build appointment rhythm

Track calls, reminders, referrals, buyer conversations and appraisals every week. The aim is a live listing pipeline, not just more marketing activity.

5. Use @realty systems

CRM, automation, bulk email and SMS, AI content tools and support systems help agents move faster with less admin and more consistent follow-up.

Next step: Book a demo or request a growth call at www.atrealtycareers.com.au

Generated for the @realty Careers Spring Selling Success Guide campaign.