

1. License Activation

- Submit application to state licensing board
- Complete background check and fingerprinting
- Pay state licensing fee
- Check license status and confirm activation
- Secure E&O insurance (if required)

2. Choose a Sponsoring Broker

- Research and interview multiple brokerages
- Evaluate training, commission splits, and culture
- Sign brokerage agreement
- Submit license activation with broker (if needed)

3. Set Up Business Essentials

- Order business cards
- Get a professional headshot
- Set up a dedicated business email
- Create or update online profiles (broker site, Realtor.com, etc.)
- Join local MLS and REALTOR® association (if applicable)

4. Branding and Marketing

- Announce new career on social media
- Create real estate social media profiles or business page
- Build or update a basic personal website
- Design email signature and intro flyer

5. Lead Generation & Outreach

AptAmigo New Agent Checklist

- Build your sphere of influence (100+ contacts)
- Reach out to contacts and announce new role
- Host open houses for other agents
- Attend community events or networking groups
- Begin prospecting daily (calls, emails, DMs)

6. Education & Growth

- Complete required post-licensing courses
- Attend broker or association training events
- Schedule mentorship or shadowing with an experienced agent
- Read 1-2 real estate books for beginners

7. Mindset & Motivation

- Set 90-day goals and a 12-month business plan
- Establish a daily/weekly routine
- Celebrate small wins and progress milestones
- Find an accountability partner or join a peer group