



PROSTREAM®

AGENT & BROKER

SUCCESS CHECKLIST

Win Listings. Build Authority. Close More Deals.



Start With Education & Strategy

- ☐ Tune into [Lunch & Listings for agents](#) to discover marketing tips, automation strategies, and ways to win more listings using PropStream.
- ☐ Explore FREE training courses in [PropStream Academy](#) to learn proven investing and lead generation strategies.
- ☐ Join live sessions through [PropStream Webinars](#) to see real-time walkthroughs, market strategies, and PropStream tips in action.

Build a Strong Client Pipeline

- ☐ Define your niche using [Lead Lists](#) and/or [filters](#) (pre-foreclosures, failed listings, buyers, sellers, investors, luxury, etc.)
- ☐ Create a consistent outreach plan with messaging that appeals to your audience
 - ☐ Reach out daily, weekly, etc. (make it consistent)
- ☐ Nurture leads with ongoing follow-up
 - ☐ Set up workflows and automate emails, text, calling to save time
- ☐ Leverage referrals and past clients

Marketing That Attracts Clients

- ☐ Use local market data in your content (hot and newsworthy)
- ☐ Post consistently on social media
- ☐ Daily, Every Other Day, etc. (Just make sure you're consistent)
- ☐ Schedule posts in advance
- ☐ Run email campaigns
- ☐ Build a personal brand around expertise (what makes you stand out from other agents?)

Data-Driven Selling

- ☐ Use comps to create compelling [CMAs](#)
- ☐ Showcase property insights to sellers
- ☐ Leverage market trends to build trust
- ☐ Present data clearly in listing presentations

Use PropStream to Win More Listings

- ☐ Identify off-market opportunities - [Watch how here](#)
- ☐ Pull homeowner data before listing appointments - [Watch how here](#)
- ☐ Use property insights to stand out from competitors - [Watch how here](#)

Build Lead Lists That Convert

- ☐ Expired listings
- ☐ Pre-foreclosures
- ☐ High equity homeowners
- ☐ Absentee owners
- ☐ Recently sold (for referrals & farming)

Close & Retain Clients

- ☐ Skip trace your Lead Lists (niche) - [Watch how here](#)
- ☐ Use Click-to-Dial or BatchDialer to reach out and close deals
 - ▶ [Watch how to Click-to-Dial here](#)
 - ▶ [Watch how to Push to BatchDialer here](#)
- ☐ Stay in touch post-close with Marketing Campaigns - [Watch how here](#)
- ☐ Use [PropStream Connect](#) to automate leads, skip trace, and call from one workflow
- ☐ Ask for reviews and referrals

👉 [Get monthly real estate strategies with PropStream!](#)



FREE TRIAL!



REAL ESTATE AGENTS

1 Target the Right Sellers

Build precise lists using filters and the Draw Map tool to farm the areas you want.

2 Reach Out Faster Than Your Competition

Skip trace owners and connect instantly with built-in dialing tools.

3 Win More Listings

Use comps, property data, and **AI-powered** insights to present with confidence.

4 Turn Insights Into Deals

Find hidden opportunities such as pre-foreclosures, cash buyers, and senior-owner properties.

WIN MORE LISTINGS WITH SMARTER TARGETING.

Go beyond the MLS. PropStream helps you find off-market opportunities and motivated sellers, making it the perfect companion to your MLS.

USEFUL SEARCH FILTERS FOR AGENTS:



Divorce



Failed Listings



Liens



Pre-Foreclosure



Senior Owners



Vacant

7-DAY TRIAL & 50 FREE LEADS ➔

FREE at www.propstream.com

