

REAL GROWTH COLLECTIVE

OWN MORE THAN YOUR SALES

90-DAY CHECKLIST | INDEPENDENT BUILDER

Builder Activation Checklist

The first ninety days of building an organization: foundation, onboarding, support cadence, builder development, and what actually duplicates.

ACTIVATION BEFORE ACCELERATION

A ninety-day operating system for kind, driven, coachable builders.

UPDATED AUGUST 2026

The first ninety days have three jobs.

Build clarity, create useful support, and prove that the cadence works before adding more volume.

90-DAY SEQUENCE



USE THE MAP

- 01 Choose one credible audience you already understand; do not start with mass outreach.
- 02 Lead with the improved agent business and platform fit, then introduce broader economics deeper in the conversation.
- 03 Support the first agents well enough to reveal the real operating requirements before recruiting more.
- 04 Treat a builder as a voluntary role that requires clarity, consistency, and service - not a title assigned by an upline.

NINETY-DAY OUTCOME AND MAXIMUM SUPPORT CAPACITY

Foundation and first conversations

Earn permission, explain the model accurately, and make the support promise visible.

FOUNDATION

☐

Write one audience statement, one improved-business promise, one poor-fit statement, and one direct next step.

☐

Create an official-source library and a last-verified date for every Real program or policy referenced.

☐

Define your weekly time capacity for conversations, onboarding, support, learning, and production.

CONVERSATION SYSTEM

☐

Build a relationship list from people who know your work, judgment, or leadership - not a purchased cold list.

☐

Use a permission-based opening, discovery questions, written decision notes, and a follow-up date.

☐

Install CRM stages for conversation, fit review, official verification, decision pending, onboarding, and activation.

FOUNDATION DELIVERABLE STILL MISSING

Onboarding, activation, and support cadence

The first sponsored agents should experience a working environment, not a disappearing recruiter.

ACTIVATION

☐

Confirm onboarding ownership, brokerage contacts, system access, licensing, production support, and escalation paths.

☐

Schedule first-week, day-14, day-30, and day-60 checkpoints before the agent signs.

☐

Track first useful connection, first system win, first production action, first transaction milestone, and unresolved risk.

CADENCE

☐

Hold one weekly working session built around live agent-business and operating questions.

☐

Create office hours and a specialist map for brokerage, compliance, transaction, technology, team, and enterprise questions.

☐

Log recurring questions and turn the best answers into reusable, source-linked resources.

ACTIVATION OR SUPPORT RISK REQUIRING AN OWNER

Builder development and controlled scale

Scale only after support quality and ethical attraction are visible.

BUILDER DEVELOPMENT

☐

Identify agents who voluntarily want to build, demonstrate integrity, and can explain the model without exaggeration.

☐

Have each prospective builder co-host support, route a specialist question, and lead a source-based model conversation.

☐

Teach them to name poor fit, protect sponsor choice, and build relationships outside transactional recruiting behavior.

CONTROLLED SCALE

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Review activation, production, engagement, support load, retention risk, and builder readiness every month.

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Pause new attraction when onboarding, response time, policy accuracy, or agent support falls below the written standard.

☐

Document what truly duplicates: calendar, questions, source library, specialist map, CRM stages, checkpoints, and decision logs.

WHAT WILL YOU STOP, STANDARDIZE, OR DELEGATE NEXT?

Builder activation scorecard

A builder is active when support and decisions are moving, not merely when contacts are accumulating.

Score each category 0, 1, or 2. Evidence beats intention.

Audience clarity

One credible audience, business problem, poor-fit standard, and next step are explicit.

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Official-source fluency

Current materials are organized, verified, and separated from personal interpretation.

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Conversation system

Permission, discovery, notes, follow-up, stages, and decisions are consistently used.

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Onboarding ownership

Brokerage, sponsor, specialist, and agent responsibilities are visible before signing.

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Support cadence

Working sessions, office hours, checkpoints, and escalation routes occur as promised.

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Activation visibility

System use, production action, relationships, milestones, and risks are tracked.

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Builder development

Willing builders demonstrate judgment, service, ethics, and model accuracy.

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Scale discipline

Growth pauses automatically when support capacity or standards are compromised.

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ONE ACTIVATION CONSTRAINT TO SOLVE BEFORE ADDING VOLUME

Next 30-day activation plan

Choose the six actions most likely to improve real agent activation and support quality.

PRIORITY / DECISION	OWNER	DUE	STATUS

WEEKLY WORKING-SESSION SCHEDULE AND OWNER

AUTOMATIC PAUSE CONDITION

Official references and next step

Use current official materials before relying on any program, policy, eligibility, or migration statement.

OFFICIAL SOURCES

What is a Sponsor?

OPEN

Current sponsor definition, responsibility, designation, and restrictions.

Agent Attraction Code of Conduct

OPEN

Current attraction standards, prohibited conduct, coercion, and inducements.

Revenue Share and Attraction

OPEN

Official library for tiers, eligibility, payments, sponsorship, and policy changes.

Real Corporate Overview

OPEN

Public company overview and investor materials; verify the latest filings and news.

BUILD THE OPERATING CADENCE

Activate well before you accelerate.

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therealgrowthcollective.com

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