Business Profile Pro

New Agent Launch Checklist

For newly licensed agents in their first 30 days

Brokerage and compliance

- [ ] Confirm your brokerage advertising rules (name, license number, broker name on every page and ad)
- [ ] Get written OK from your broker before your site or ads go live
- [ ] Save your license number and brokerage address where you can copy them fast

Your online presence

- [ ] Claim your name as a domain or ask your broker about a subdomain
- [ ] Get a professional headshot and a 2-3 sentence bio
- [ ] Set up a Google Business Profile only if your brokerage allows it
- [ ] Make sure your phone and email match everywhere

Lead capture

- [ ] One clear call to action on your site: book a call or get a home-value estimate
- [ ] A form that lands in a CRM, not just your inbox
- [ ] An instant reply to every new lead (email; text only with consent)
- [ ] A missed-call text-back, set up with A2P 10DLC registration

Your sphere

- [ ] List 100 people you know (family, friends, past coworkers)
- [ ] Tell each one you are licensed, one at a time, no mass blast
- [ ] Ask permission before adding anyone to email or text updates

First 30 days rhythm

- [ ] Block 2 hours a day for lead follow-up
- [ ] Post once a week about a local listing, open house or market note
- [ ] Track every lead source so you know what works