

A small icon of a clipboard with a white sheet of paper and a gold clip at the top.

# **DARREN'S PLAYBOOK**

***Greg Luther's Real Estate Rescue*** dives into the high-stakes world of real estate. It meets real estate agents around the country to learn what they're currently doing or not doing, then offers guidance and strategy that if implemented correctly, can transform their business.

Guided by Greg Luther, Real Estate Sales & Marketing Expert, and his COO Nicole Shearouse, each episode delivers hard-hitting analysis and diagnosis, identifying critical flaws or even simple fixes within the agent's business. Greg and Nicole, with a combined 38 years in the industry, each bring unique qualities and perspectives when going through the business diagnostics. The ultimate objective: to implement game-changing solutions which will allow the agent to meet or exceed their goals.

Each episode documents what Greg calls his *Blueprint Day*, a deep dive into the agent's life, business, finances and more. Often inefficiencies are exposed, practices that can be corrected are found and by the end of the day, the agent is left with a strategic playbook to follow. While no two agent's businesses are the same, any agent in America can follow the actionable strategies outlined in these playbooks and mold it to their own market area, niches and goals. All agents can build a thriving and sustainable real estate business if they put proper sales & marketing strategies to work! Put *Darren's Playbook* to work for yourself!

### Darren Upp – Texas



## 1. Deploy A Neighborhood Take Over To Earn 25% Of The Market Share!

- Choosing a neighborhood or any area to Geo Farm is NOT about the housing turnover rates. It is about the money you can earn!
- Looking at Cinco Ranch, how many transaction sides (2 per home sale) happened within the last 12 months and what was the average total commission based on 3% for each side? THEN, what is the number you would earn if you took over 25% of that market share & 30% each year after? If it is worth an extra \$100K annually, then it is worth doing!
- Watch a deep dive from Greg on how to choose the best neighborhood **AND** download the math worksheet to help you further with this process at: <https://www.freegiftfromgreg.com/profitable-neighborhood-training>
- Find the EDDM routes for the neighborhood and send at least 2 mailers a month. This should be a postcard offer and a newsletter. Rotate your offers and what you're showcasing to provide multiple baits...it is about timing & motivation of when they will bite BUT you must stay in front of them!
- Do videos on the neighborhood, surrounding area, interviews with local key people, how home values are tied to the school districts and more!

## 2. Create Your Shock & Awe Package!

- The *Shock & Awe Package* gives you a HUGE leg up on any of your competitors. It presells your prospect on you BEFORE you even meet with them.
- The package includes 10 professionally written marketing pieces that handle objections, answers questions and positions you as THE agent to use.
- Only minor edits and personal information are needed to add to these pieces.
- Become the standout agent to the prospects you send this too.
- Get them in the hands of FSBs, Expireds, Low-Level Luxury and more to get information consumption happening ahead of time.
- This package should go out to your more qualified prospects before meeting with them, not to cold leads who have not yet engaged with you.
- Start by ordering 50-100 from our preferred **GLIC Print Company** for the best pricing once you've edited your templates provided on the Inner Circle Member's website under the *Resources* menu, *Agent Shock & Awe Kit* sub section.



### 3. Further Build Out Your New Construction Marketing Strategies!

- Use the Operating System (OS) for New Construction provided on the Inner Circle Member's website to do even more! This includes 2 Marketing letters (1 for Renters), an email/text follow-up sequences and a complete framework to follow for success.
- Begin a YouTube playlist of video content you can drive prospects to watch. Some ideas include:
  - On site tours of various models that are available in the area and around the communities. Seed in "One thing I do is..."
  - Why you should use an agent to negotiate on your behalf...compare how you wouldn't use the same divorce attorney as your partner.
  - How builders are buying down interest rates!
  - Discuss top floor plans and amenities, offering opt-ins for information packets that you can send them.
- Create your own landing page where potential buyers can opt-in for information about specific New Construction opportunities in your area.
- Opt-Ins should collect Name, Email & Phone and should offer them digital assets to download. For example, options to see the Top Floor Plans, Layouts, Renderings, Specials Offers, Available Lots and more! Use a strong CTA to let prospects know they will get Immediate Access, then provide those downloads on the confirmation/thank you page after you've collected their info for follow-up.

**Framework For Working New Construction Leads**

A) Let ads run every day for 30 days straight on Facebook.  
 B) Run an ad on Craigslist at least every 2 days for a month.  
 C) All leads will get continuous follow up with helpful info.

Create your information package which should include:

1. Info on YOUR favorite 3 to 5 builders.
2. Top 2 floorplans for each builder.
3. Approx. price ranges available.
4. Largest areas with inventory or availability.
5. Biggest reasons to use YOU as their agent.
6. Education on how to buy and why "price" doesn't matter.

[www.NewHomeSource.com](http://www.NewHomeSource.com) is a helpful tool to gather this information!

All leads should get:

A) 4 emails & 2 texts in first 21 days (short term nurture) – under Resources - Email Follow Up Sequences on Member's Site  
 B) Complete package available via email and mail  
 C) Testimonials from other clients (as you build them)  
 D) Educational videos as they are created  
 E) Video walkthroughs and introductions with a strong CTA  
 F) Dropped into long term nurture after first 3 weeks.

Things To Remember:

- Most love the proposed lower mortgage rate
- Many can't wait 6 to 9 months
- You will sell 7 of every 10 on a resale instead of new build
- Keep educating them until they buy or die (unsubscribe)

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 Framework for Working New Construction

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### 4. Build Out A Strong Expired Listing Campaign!

- Prepare pieces to mail to expired listings. The 1<sup>st</sup> should arrive at the house THE DAY it expires, with a 2<sup>nd</sup> and 3<sup>rd</sup> piece arriving each following week.
- Include letters and offers like The Perfect Home Finder to find them something new. This helps to shift the focus to finding a home, not just selling or relisting.
- Do a "Listen Survey" where you ask expired owners a few things to get them talking but you just listen and learn:
  - Why did you originally want to move?
  - What did or didn't you like about your previous agent or process?
  - Why do you think the listing ultimately expired without selling?



- Use the Operating System (OS) for Expired Listings provided on the Inner Circle Member's website along with the other pieces you have going.
- Use same day delivery options with FedEx or UPS to get your information to them quickly and consider sending a *Shock & Awe Package* to them with a customized letter unique to their home not selling.
- Create a video specifically for Expired Homeowners that express several reasons their home may have not sold and seed in more helpful information. Be sure to include how you have never had a listing expire, this is HUGE and an immediate win in their eyes! Hook the video to QR codes to include in your letters/packages with a strong CTA driving them to watch: "Learn Why Your Home Didn't Sell!"

## 5. Capture Investors With A Solid "Get Rich In Real Estate" Campaign!

- Look at Domestic Migration patterns for other cities and states to find investors who want to buy in or around Houston. Typically, they will live in high dollar areas so would prefer to buy rentals in more cost-effective areas.
- Use list brokers to identify specific names you can market to and purchase lists that include Name, Address, Phone Number & Email. This allows you to multipurpose the list for Offline Mailings and Online Campaigns (ie: Facebook custom audience while it is still being allowed).
- Target those with a Net Worth of \$1M or more and a desire to own at least 3 rental homes in their portfolio. See if you can also isolate those with current portfolios, as they may want to further grow it.
- There are hundreds of list brokers, here's a couple to check out: Exact Data: <https://www.exactdata.com/> & Data Axle USA (former InfoUSA): <https://www.dataaxleusa.com/>
- Use the **Investor Training** you did with us to refamiliarize yourself with all the things that can be done and go through the various resources that were provided, this was a 2-Day in-depth training! Put it to work! *(Inner Circle members can get this add on training under the Agent Success Programs yellow button on the top of the member's site.)*

<p><b>Resources from Day 1</b></p> <p>Below is an outline of the multiple items Greg provided during Day 1 of the Investor Training. Any templates should be altered for your information and thoroughly edited and read <b>BEFORE</b> you begin to use them within your business.</p> <p><b>Your Day 1 Master Resources File Includes:</b></p> <ol style="list-style-type: none"> <li>1. <b>Free Digital Report - How To Secure 10%+ ROI</b> ---(If you are going to adjust the 10%, be sure to do so throughout the report and on the cover! <b>CLICK HERE</b> for the Canva report cover template.)</li> <li>2. <b>Report Email Follow Up Sequence</b> (Adjust the copy and titles to use these emails for the other reports provided on Day 2.)</li> <li>3. <b>Profit Package Cover Sheet</b></li> <li>4. <b>Letter for SOI &amp; Clients</b></li> <li>5. <b>Welcome Email for Investor Members</b></li> </ol> <p><b>Day 1 Master Resources File</b> Saves as Zip File - Put Somewhere Safe!</p> <p><b>ABOUT YOUR FILES:</b> Once you've downloaded the Zip File, you'll right click on it and select "Open" or "Extract Files"...this will then put an unlocked folder of the resources in the area you saved it and you should see the 5 Files all in editable Word Document formats.</p> <p><b>IMPORTANT:</b> We have called out to some edits in Yellow highlight, once edited remove the highlight and still be sure to read all thoroughly to be sure we didn't miss any. You may also need to look for helpline.</p>	<p><b>Resources from Day 2</b></p> <p>Below is an outline of the multiple items Greg provided during Day 2 of the Investor Training. Any templates should be altered for your information and thoroughly edited and read <b>BEFORE</b> you begin to use them within your business.</p> <p><b>Your Day 2 Master Resources File Includes:</b></p> <ol style="list-style-type: none"> <li>1. <b>Letter to Find Houses - Sell Your House</b></li> <li>2. <b>Free Digital Report - Paying for College</b></li> <li>3. <b>Free Digital Report - Never Outlive Your Money</b></li> <li>4. <b>Social Media Video Topics</b></li> <li>5. <b>Facebook Ad Samples</b> (to give you an idea of ad copy to run)</li> <li>6. <b>Image Samples for Facebook-Reports-Opt Ins</b> (right click to save from the document, tons out there and you can create on Canva or have Fiverr.com create some for you)</li> <li>7. <b>The Phone Call With The Investor</b></li> <li>8. <b>Press Release Template</b></li> <li>9. <b>Outline For Creating Your Investor Video Presentation</b></li> </ol> <p><b>Day 2 Master Resources File</b> Saves as Zip File - Put Somewhere Safe!</p> <p><b>ABOUT YOUR FILES:</b> Once you've downloaded the Zip File, you'll right click on it and select "Open" or "Extract Files"...this will then put an unlocked folder of the resources in the area you saved it and you should see the 9 Files all in editable Word Document formats.</p>
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- Prepare a *Dream Team* info-doc of all the helpful services/people you know who will work on the investor's behalf without them needing to worry about a thing or come to town. It is the hands-off approach to them making money!
- Put together helpful video content on "*Getting Rich in Real Estate*" that pairs with information packages. Also use the Investor Presentation Video you did with Greg to get yourself out there even more!
- Rework the *Shock & Awe Package* into a *Profit Package* so it includes more helpful information specific to Investors. You can use QR codes in this package to send them to your videos!
- Your #1 Goal is to build trust, authority and credibility with the investors so they will want to work with you. Be sure to send them access to testimonials you have!



## 6. Organize & Promote Your Testimonials, Reviews & Raving Fans!

- With every closing, gather testimonials from your clients to highlight the exceptional service you gave them. Make this a part of your closing table process!
- Collect written or video testimonials. Bring a written statement of your experience together to the closing and ask them to review it and sign off so you can use it as a testimonial. Grab a picture with them to pair with it.
- If they're comfortable, ask them to record a brief video about how it was working with you and more. Videos can be put on their own YouTube playlist and the written ones with pictures can be outlined on websites.
- Try and gather a variety of client types and situations to showcase different experiences and buyer & seller types that others will resonate with. Go back to past clients and gather testimonials from them too.
- Put together "*What A Standing Ovation Looks Like On Paper*" document with both written and maybe QR codes to video testimonials. This can be included in your *Shock & Awe Package* along with other pieces you may have.
- Circulate your Google Review link so they can leave comments online as well!

## 7. Clean Up & Double Check All Pieces & Client Journeys!

- You have TONS of great marketing pieces; be sure they are working correctly. Double check all systems with anything you build or create for marketing, CTAs, USPs, landing pages, clickable links, QR codes and more!
- Opt-in to your various web pages that have forms and offers to double check the journey leads will receive. Are you getting an email sequence as the lead, do you get notified as the agent, if you have automated systems set up for Text Message or other, did it work?
- Keep the amount of clicks low for prospects to get to their end goal to avoid abandonment. Make it friction free!
- If providing information reports or PDFs as an opt-in offer with CTAs, make them available on the confirmation/thank you pages immediately. This allows you to get the win of the info collection and they get the immediate win of the download they wanted. Of course, have a follow-up journey in place!
- Scan and test all QR codes provided with various devices, both Apple & Android, to ensure it brings prospects to the correct videos or pages. Does everything look accurate and read well in a mobile view, as it may look different than the desktop view?
- Using Calendly (or other online appointment scheduling systems) for prospects to book appointments is great, just tweak a few things to try and get a better attendance rate:
  - Only allow them to book 48-72 hours in advance, no further out, as life gets busy and they will forget or disregard the appointment.
  - Tighten up the hours in a day they can choose from and give less choices; this also helps you time-block for your business better.
  - Set the system to send an immediate email confirmation along with a 24 hour out reminder and a 1-hour before reminder.



## 8. Consider Building A Team IF The Circumstances Are Right!

- After regularly closing 6-7 deals a month, consider hiring your own full-time Transaction Coordinator (TC) to assist with the main paperwork.
- Once closing more with a TC, to keep you client facing, the next hire would be a Marketing Coordinator to keep the ROI generating marketing going out the door!
- Grow your business, systems, processes and current revenue BEFORE you grow a team!

→ [www.SpecialOfferFromGreg.com](http://www.SpecialOfferFromGreg.com) ←