



Real Estate Is Easier Around the Right People

January 24, 2026

Dear <<First Name>>,

I wanted to reach out personally because I know you are a productive agent here in Phoenix, and I figured I'd be direct. Congratulations, by the way, because less than 20% of real estate agents here in the ARMLS sell more than 10 homes a year.

My name is James Goodman. I have been selling real estate for about 23 years here in the East Valley, and I run a real estate team. I am always looking for good people, and I wanted to see if you have any interest at all in working together to grow your business (i.e. join my team).

Here is my simple promise to you. If we work together, my goal is that within a year you double your net profit, not just your sales or volume, which is what you actually take home after expenses, team splits, and broker fees. And I want you working less and with a lot less stress.

My goal in this business was to eliminate all consumer debt, pay off my home early, never borrow money again except for a mortgage, save for my kids' college, and overfund my retirement - all with better sleep, less marital conflict, a sense of safety, and giving freely.

I would love the chance to show you how I plan to help you do that, earn your trust, and see if this is even a fit. You could either sit in on one of our team meetings or we could just grab some time one-on-one and talk through your goals and what a plan could look like.

My model itself is pretty simple. The biggest thing is being around the right people, in the right environment, so you actually look forward to work. Most mornings, between about 8am and 12pm, we are prospecting together. Past clients, people you already know, some expireds, some for sale by owners, a few likely sellers in target neighborhoods, and warm leads that we generate and send your way. Everything is loaded into a CRM for you, with clear scripts, and I am right there with you on the phones so you feel confident and supported. I will tell you exactly what to say and who to call with 100% certainty - and here is the key, we are all doing it together. I can't stress that enough. You can see pictures to get a feel of what it's like here at www.TheEveryDayAgent.com (just scroll to the bottom of the website).

In the afternoons, it's time for content creation, more follow-up, and appointments. My goal for you is roughly one meaningful appointment per day, either on the phone or in person, with someone who is thinking about moving. Appointments are the #1 driver of your income growth, and that is the key metric we focus on every day when at work.

On top of that, I want you to actually come into the office and see the people you would be working with. Culture matters a lot to me. I want you energized and excited about building your business, not isolated and grinding alone. I like to think I run a CrossFit or Orange Theory office, where I'm your instructor and we're all following the same plan, while others run more of a Plant

Fitness or 24 Hour Fitness model. If you're not familiar, I run an exercise class so to speak, not an open gym. :)

We also handle all of the listing coordination, transaction management, and administrative work for you. I have staff for that, and I take the fixed cost risk on those things. That frees you up to focus on the only two things that really grow your business, talking to buyers and sellers, and going on appointments to get a listing or buyer's agency signed. I'll help you negotiate, too, since 15% of deals are falling through under contract right now (financing, inspection, appraisals, buyer contingency fails, and money anxiety). We'll meet every morning at 8:00am as a group, and then weekly one-on-one to review your business plan, answer your questions, and make sure you're always growing.

Quality of life matters here. Yes, money matters, but consistency, confidence, and reducing the emotional rollercoaster of this business matter too. I have a track record and evidence of agents doubling their net income (profit after expenses) by doing this in a healthier way. When you come to the team meeting I'll introduce you to my peers and you can ask them about their story. I also provide you with bookkeeping support so you'll finally understand your profit and loss to make high-quality business decisions (and you'll be ready for tax time without any surprises). I talk a lot about money, since that's what we're all trying to earn more of here.

There is one thing that really makes our team different, and it is not just talk....

I will proactively help you build your social media under your own brand. I will script your videos, shoot them with you on your phone or webcam, and my editors will turn them into high-quality TikTok, Instagram, and YouTube Shorts every week. The goal is one strong, highly shareable video per week, and I take full responsibility for making sure it actually happens. I will coach you not just on sales, but on being a strong marketer and communicator one-to-many (not just one-to-one), so you can build your own brand while enjoying the benefits of leverage, time freedom, and more people calling you to do business. You're here to build your business, not mine - and I will prove that to you since you are the star of your own show here. Show me a real estate agent's Instagram you look up to, and let's build a similar one for you - together.

So here are my two invites if you're open to exploring working together in some way.....

Come sit in on a team meeting. First, you are welcome to be a fly on the wall at an upcoming meeting. We meet every Thursday at 10 a.m. at our office in Ahwatukee. Come be a fly on the wall, get a feel for the culture, meet your future co-workers, and see what it is really like. I cover what's going on in the market, we go through all our deals to discuss how to get them closed, and I write out scripts for our team so you can handle any objection that comes your way. We also share the content we all made for social media that week and help each other get better.

Let's meet one-on-one. Or, pick your favorite place to eat and relax. Lunch or dinner is on me. I want to hear why you got into real estate, what your goals are, and what your current frustrations are. No pressure, no obligation. If it makes sense, I will sketch out a simple plan to help you get from where you are to where you want to go based on what's worked for me, and I actually have evidence that will work in this market, today, right here in Phoenix.

Now I know we just likely met through this letter, and before you do either of the above, you likely want to get some better idea of who I am. I publish training videos that answer commonly

asked agent questions, and I would love for you to check them out and get to know me that way. They are all up on www.TheEveryDayAgent.com. Why Everyday Agent? This business is about compounded consistency over time - disciplined activities executed every day with skill - and it's that environment and support structure I created here for us.

If any of this sounds interesting, give me a call, text, or email. My number is below. And if not, no worries at all. I still appreciate you taking the time to read this.

I look forward to meeting you someday.

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