

#5

**Critical
Mistakes
Agents
Make**

(and How to Avoid Them)



MISTAKE 1

Trying to Be Everything to Everyone

When you spread yourself thin, you serve everyone at a “C” level instead of a few people at an “A+” level.

Agents who chase every lead end up exhausted, distracted, and overwhelmed.

How to Avoid It:

- Get crystal clear on your ideal clients — who they are, what they value, and where they hang out.
- Build your process, your marketing, and your energy around serving THAT group exceptionally well.
- Let the rest go. You can't serve everyone, and you weren't meant to.

Faith in Action:

Pray for clarity about whom you're meant to serve this season.



MISTAKE 2

Building a Business With No Real Plan

Many agents “wake up and wing it,” hoping the business will just show up.

Spoiler: it doesn't.

A business without a plan leads to panic, inconsistency, and income instability — and that's when agents start thinking about leaving the industry.

How to Avoid It:

- Create a simple weekly system for follow-up, flow, and business-building.
- Block your time and protect it.
- Review your goals monthly (not just yearly).
- Track your numbers — they tell the truth even when emotions don't.



Faith in Action:

Commit your plans to the Lord... then get to work.

MISTAKE 3

Ignoring Your Sphere Until You Need Something

Your sphere is your goldmine — your rooted system of trust.

But many agents only reach out when they want a referral, which feels forced and transactional, not relational.

How to Avoid It:

- Stay in flow: calls, notes, coffee check-ins, genuine care.
- Share value regularly — not sales pitches.
- Celebrate people, encourage them, and show up when it matters.
- Become the agent they think of before they ever need one.



Faith in Action:

Plant seeds of kindness every week. God brings the growth.

MISTAKE 4

Not Investing in Yourself (Skills, Mindset, or Support)

You cannot build a big, healthy business on small thinking.

Agents often stop learning, stop stretching, or stop seeking guidance — and their business stops growing too.

How to Avoid It:

- Get coaching or mentorship.
- Attend trainings that sharpen your craft.
- Surround yourself with agents who lift you up, not drain you.
- Learn systems that make you more confident, not more overwhelmed.

Faith in Action:

Ask God to expand your capacity — then step into it boldly.



MISTAKE 5

Treating Real Estate Like a Job Instead of a Legacy

A job drains you.

A legacy fuels you.

When agents focus only on the next deal, they lose the joy, purpose, and deeper meaning behind this work.

How to Avoid It:

- See your business as a calling, not just a career.
- Build long-term relationships, not one-time closings.
- Make decisions that future-you will be proud of.
- Connect every effort to something bigger — impact, family, community, generosity, faith.



Faith in Action:

Remember: every home you help someone buy or sell shapes their future. Steward that opportunity well.

7-DAY ACTION PLAN

Simple steps
to reset your business
and your mindset.

Day 1: Clean up your CRM or contact list weekly

Day 2: Write two handwritten notes per day

Day 3: Time-block your week

Day 4: Do five meaningful touchpoints per day

Day 5: Watch or listen to one skill-building video, training or podcast per week

Day 6: Review your goals weekly

Day 7: Rest — real rest strengthens your roots



Faith in Action:

Planning is stewardship.
Faith shows up when
preparation meets
obedience.

Faith in Action

Reach out to one person every day this week with no agenda – simply to encourage them.

This could be:

- A client
- A friend
- Another agent
- A lender or industry partner
- Someone God puts on your heart

No market update.

No pitch.

No request.

Just a moment of genuine connection — a short text, a kind note, or a quick call.

Why it matters:

When you sow encouragement, you cultivate trust, deepen relationships, and grow your business from the inside out.

That's legacy work.



Faith in Action:

Lord, show me who needs encouragement today.

Closing Message

You didn't download this guide by accident.

Something in you knows it's time to grow, refocus, and reclaim the purpose behind your business.

And you don't have to do it alone.

If you're hungry for support, structure, mentorship, and a community that cares about faith, excellence, and legacy — I'd love to talk with you.

Schedule a conversation with me today: 



— Deb Long
Broker/Owner Today's Home

It's always more than just a house.

