HAR ENGAGE 2026 | AGENT GROWTH

Build Your Agent Operating System

Apractical workbooktoturnthefive-partframeworkintoarepeatablewaytorunyourrealestate business.

The goal is not to build a perfect system. The goal is to build an intentional one you can execute, measure, and improve.

1. Diagnose Your Current Operating System

COMPONENT	DIAGNOSTIC QUESTION	SCORE
CLARITY	DoIknowtheresultIampursuing and the controllable activities that support it?	1 2 3 4 5
RHYTHM	Dothefundamentalshaveaconsistent home in my week?	1 2 3 4 5 1
EXECUTION	DoIrepeatedlydowhatIalready know matters?	2 3 4 5 1 2
MEASUREMENT	DoItrackenoughleadingindicators to diagnose performance?	3 4 5 1 2 3
ADJUSTMENT	DoIdiagnosethebreakdownbefore changing the strategy?	4 5

MY LOWEST / MOST IMPORTANT SCORE

Component: _____ Score: _____

Why this matters right now: _____

_____

2. Define the Result Before the Activity

Your goal tells you where you want to go. Your operating system tells you what must happen repeatedly to get there.

MY 90-DAY BUSINESS RESULT What do I want my business to produce over the next 90 days?

_____

_____

WHY IT MATTERS Why is this result important enough to protect time for?

_____

_____

BUILD YOUR AGENT OPERATING SYSTEM

From Outcome to Weekly Rhythm

Turn the result into controllable activities and give those activities a home.

3. Work Backward to the Controllable Activities

OUTCOME ← MILESTONES ← CONTROLLABLEACTIVITIES

CONTROLLABLE ACTIVITY	FREQUENCY WHY IT MATTERS	

4. Build the Weekly Rhythm

The important activities need a home. Decide when they happenbefore the week gets busy.

DAY	PRIMARY FOCUS	PROTECTED TIME	NON-NEGOTIABLE
MON			
TUE			
WED			
THU			
FRI			

Execution check: KNOW → DO → REPEAT → MEASURE

KNOW	DO	REPEAT	MEASURE
Whatmatters	Actonit	Buildconsistency	Learn+improve

The activity I most often KNOW but fail to REPEAT is:

_____

_____

BUILD YOUR AGENT OPERATING SYSTEM

Measure. Diagnose. Adjust.

Use the numbers to find the breakdown — not to punish yourself.

5. Choose the Numbers That Help You Diagnose

Closings are late indicators. Track enough leading indicators to know where the system is working — orbreaking.

METRIC	WEEKLY TARGET	ACTUAL	WHAT I LEARNED
Conversations			
Follow-ups completed			
Appointments			
Active opportunities			
Contracts / listings			

6. Diagnose Before You Abandon the Strategy

If the target is missed, ask WHERE the system broke before deciding WHAT to change.

Schedule / Time	**Avoidance / Discipline**	**Skill / Confidence**	**Database / Opportunity**
Clarity / Priority	**Follow-Up**	**Accountability**	**Wrong Target / Strategy**

THE BREAKDOWN I NEED TO ADDRESS FIRST

_____

7. Make the Commitment

The ONE change I will make in my operating system this week:

_____

I will complete / begin this by: _____

The person or system that will hold me accountable: _____

CONTINUE THE WORK

Yourlowestscoreisprobablywhereyour next growth conversation should begin.

michaelgdavis.com/harengage