



First 90 Days Action Plan

From Corporate to Closing: Building a Luxury Real Estate Career from Scratch | By Ahmed Elsheikh

Designed for agents entering real estate from corporate or any other background. Use this to structure your first 90 days with purpose, track your progress weekly, and hold yourself accountable.

Agent Name

Start Date

Target Segment

Target Area

Week 1–2: Observe & Absorb

Your only job is to learn. Do not chase deals. Focus on understanding the environment.

- ☐ Observe top-performing agents — track what they sell and where
- ☐ Learn the CRM system and internal tools thoroughly
- ☐ Study 5 key areas/communities in depth (transaction data, pricing)
- ☐ Attend all available internal training sessions
- ☐ Set up your RERA card and required documentation
- ☐ Create your professional introduction script

Week 3–4: Learn the Market

Build real knowledge. Know your numbers before you speak to any client.

- ☐ Choose your niche segment (luxury, mid-market, off-plan, area-specific)
- ☐ Study 6 months of DLD transaction data for your chosen segment
- ☐ Visit at least 10 properties in your target area
- ☐ Learn 3 key developers and their project portfolios
- ☐ Build a personal database of current listings in your segment
- ☐ Connect with agents who specialize in adjacent areas

Week 5–8: Build Your Pipeline

Start engaging with clients. Lead with knowledge, not desperation.

- ☐ Begin outreach to property owners in your target area
- ☐ Develop your unique value proposition
- ☐ Secure your first 3–5 listings (quality over quantity)
- ☐ Prepare client presentations with market data
- ☐ Follow up with every lead within 24 hours
- ☐ Track all activities in CRM daily

Week 9–12: Close & Refine

Focus on converting and refining your process.

- ☐ Push to close your first deal — the win matters, no matter the size
- ☐ Review your conversion rate: leads → viewings → offers → closes
- ☐ Identify top 3 strengths and top 3 areas for improvement
- ☐ Ask your first clients for reviews and DLD ratings
- ☐ Set goals for the next quarter based on lessons learned



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- ☐ Build a 6-month plan with monthly revenue targets

90-Day Review

Total Leads Generated

Total Viewings Conducted

Deals Closed

Revenue Generated (AED)

Biggest Lesson Learned

Goal for Next 90 Days

Tip: Forget your corporate title. In real estate, you're just one more agent with a dream. What makes you different is how well you know your segment and how prepared you are when it matters.