

# How to Create More Income Streams in Real Estate

Key Takeaways from the Sales Meeting with Peter Sobeck  
[Watch the Full Meeting](#)



## The Opportunity Is Bigger Than Most Agents Realize

**91%** of sellers listed with an agent in 2025

**3%** of homeowners sold in 2025

**66%** chose an agent they already knew

**80%** of agents don't make it long-term

Success is not about chasing everyone. It's about **building relationships, staying consistent, and being top-of-mind** when someone is ready to move.

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## Your Database = Your Income

Stay in Contact or Lose Business



If you don't regularly communicate, you can lose **10% of your database annually**



Your minimum contact goal should be: **Once per month**



Ideal contact goal: **3-4 of those should be a conversation**

**Reminder:** Most sellers already know who they want to hire. **Make sure it's you.**

# The Math of More Income

**If You Speak With 1,000 Homeowners Per Year:**

*(Approx. 5–6 contacts per day / 30–60 minutes daily)*

3% may sell = 30 opportunities → 91% list with an agent = 27 listings →

66% already know their agent = 10 opportunities → Win half = 5 listings →

**If 4 close = \$40,000+ income**

Those 5 listings can generate **5–10 additional transactions** through:

- Buyer leads
- Open houses
- Neighbor inquiries
- Sign calls
- Referral opportunities
- Proper marketing

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## The 5 x 5 x 5 x 5 Formula

These are **Daily Non-Negotiables**

**Talk to 5  
People You  
Know**

5 days a week.  
Sphere, past  
clients, friends,  
family, referrals.

**Talk to 5  
People You  
Don't Know**

Expired listings,  
open house  
visitors, FSBOs,  
landlords, etc.

**Write 5  
Thank You  
Notes Daily**

Send to the 5 best  
conversations of  
the day. Include 2  
business cards.

**Preview 5  
Properties  
Daily**

Know inventory &  
pricing. Know the  
market. Not just  
Broker Opens.

## Bonus Tip:

Many agents look busy but aren't productive. **Productive Work = Income-Producing Work**

*For example: calling people, making appointments, listing presentations, etc.*

**Busy Work = Avoidance Work**

*For example: logo updates, training without action, endless social media tweaking, etc.*