



THE SCRAPPY AGENT ADVANTAGE:

How Top Agents Win in Down Markets with Relentless Engagement



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Executive Summary: The Fight Is Now

This isn't just a slow market. It's an ambush.

The banks are buying tech, building funnels, and making calculated moves to steal your clients, both before and after the transaction. They're playing a long game with deep pockets, sophisticated data infrastructure, and a single objective: to own the entire real estate transaction from search to close.

You're the underdog. They're the overconfident heavyweight.

But underdogs win. They win when they show up more, follow up smarter, and refuse to be forgotten. BrokerBot's research and data demonstrate how agents using automated engagement platforms are transforming quiet seasons into record-setting years. They can do so by leveraging consistent touchpoints that keep them top-of-mind, top-of-inbox, and top-of-referral.

The math is simple: 70% of sellers forget their agent's name within one year. But 74% would use the same agent again if only that agent stayed in touch. The gap between being forgotten and being indispensable isn't talent.

It's presence.



Real Estate Is an Attention Game (And You're Losing It)

Canadians are obsessed with real estate. They never stop looking at homes, whether they're buying, selling, or just dreaming.

Realtor.ca logged **43 million visits** per month last year and **1.9 billion property page views** annually. The average buyer spends **124 hours** searching for homes before making a purchase, with each session lasting approximately **55 minutes** on real estate apps.

This isn't casual browsing. This is active, sustained engagement with the market—even from people who aren't transacting.

Yet here's the uncomfortable truth: 82% of sellers contact only one agent before making a selection. One. If you're not already in their mental shortlist when the moment arrives, you're not in the running at all.

And the data gets worse. According to the National Association of Realtors, 70% of sellers forget their agent's name within 12 months simply because of a lack of follow-up. Let that number sink in for a second.





Not because the agent did poor work. Not because the experience was bad. They just... disappear.

“If you’re not consistently showing up in their inbox, they’re gone. Not to a better agent, to a better-timed one.”

— Scott Larter, CEO of BrokerBot

The agent who wins isn’t necessarily the most skilled or experienced. It’s the one who happens to be visible at the exact moment a past client decides to move, refinance, or refer a friend. Attention is the new currency, and most agents are broke.

The image shows a mobile application interface for 'brokerbot'. At the top, there's a navigation bar with the 'brokerbot' logo and a search icon. Below that is a section titled 'My Customers' with a 'Search' button and an 'Add New' button. The main content area displays a list of customers with their names, equity values, and profile pictures. The first two customers listed are Lynn McCullough and Steve Ferris, both with '\$1.7M' equity. The third customer listed is John Mackey, also with '\$1.7M' equity. Below John Mackey's card, there is contact information: '145 Kettlemanns Court', 'mackeyj@email.com', and '1-416-277-5555'. To the right of John Mackey's card is a small image of a blue house. At the bottom of the screen, there are two buttons: 'RENEWAL' with the value '19 Months' and 'HOME VALUE' with the value '\$1,457,000'.

Customer	Equity
Lynn McCullough	\$1.7M
Steve Ferris	\$1.7M
John Mackey	\$1.7M

RENEWAL: 19 Months

HOME VALUE: \$1,457,000

Referrals & Repeat Business Are the Real Goldmine

New leads are expensive. Past clients are pure profit.

Acquiring a new client costs **5 to 25 times** more than retaining an existing one.

Yet most agents spend the majority of their time and budget chasing cold leads while their warm database (aka the people who already trust them) slowly forgets they exist.

The numbers tell a clear story: 67% of sellers find their agent through a referral from a friend, neighbour, or relative, or they've used the agent previously. Meanwhile, 74% say they would use the same agent again or recommend them to others. That's not a modest opportunity...that's a compounding revenue machine waiting to be activated.

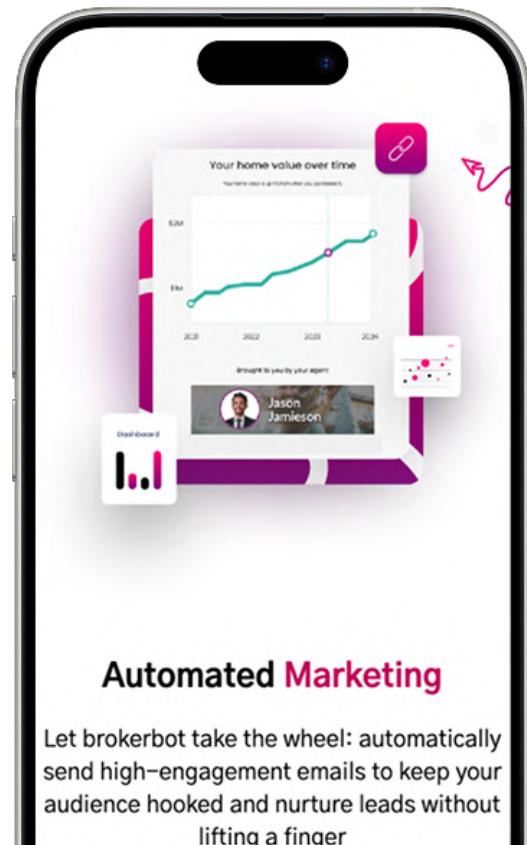
Research consistently shows that personalized email engagement increases customer loyalty by 33%. And for mortgage brokers (whose clients often use the same real estate agents they recommend), 60% of deals come from repeat clients and referrals. The pattern is clear across the industry: relationships compound, but only when they're maintained.

"Agents using smart engagement platforms aren't chasing; they're compounding. One-time clients become lifetime revenue streams." — Sandra G., Toronto-based Realtor

HERE'S SANDRA'S SIMPLE WORKFLOW:

- Upload client list to BrokerBot
- Send monthly automated home value updates
- 67% open rates
- 20% response rates leading to continued business

This Toronto-area agent hadn't communicated with a former buyer in three years. When she sent BrokerBot's automated monthly home value update to one client that showed \$92,000 in equity gains, they called her the next day. Six weeks later, she closed a \$1.1 million listing. That's the trust dividend and it only pays out if you stay in contact.





Scrappy Agents Fight Differently

The best agents don't wait for repeat business to materialize. They engineer it.

Industry research suggests that 17 or more meaningful touchpoints per year is the threshold for staying top of mind. That sounds like a full-time job, and it would be, if you were doing it manually. However, scrappy agents have figured out how to systematize trust-building while focusing on closing deals.

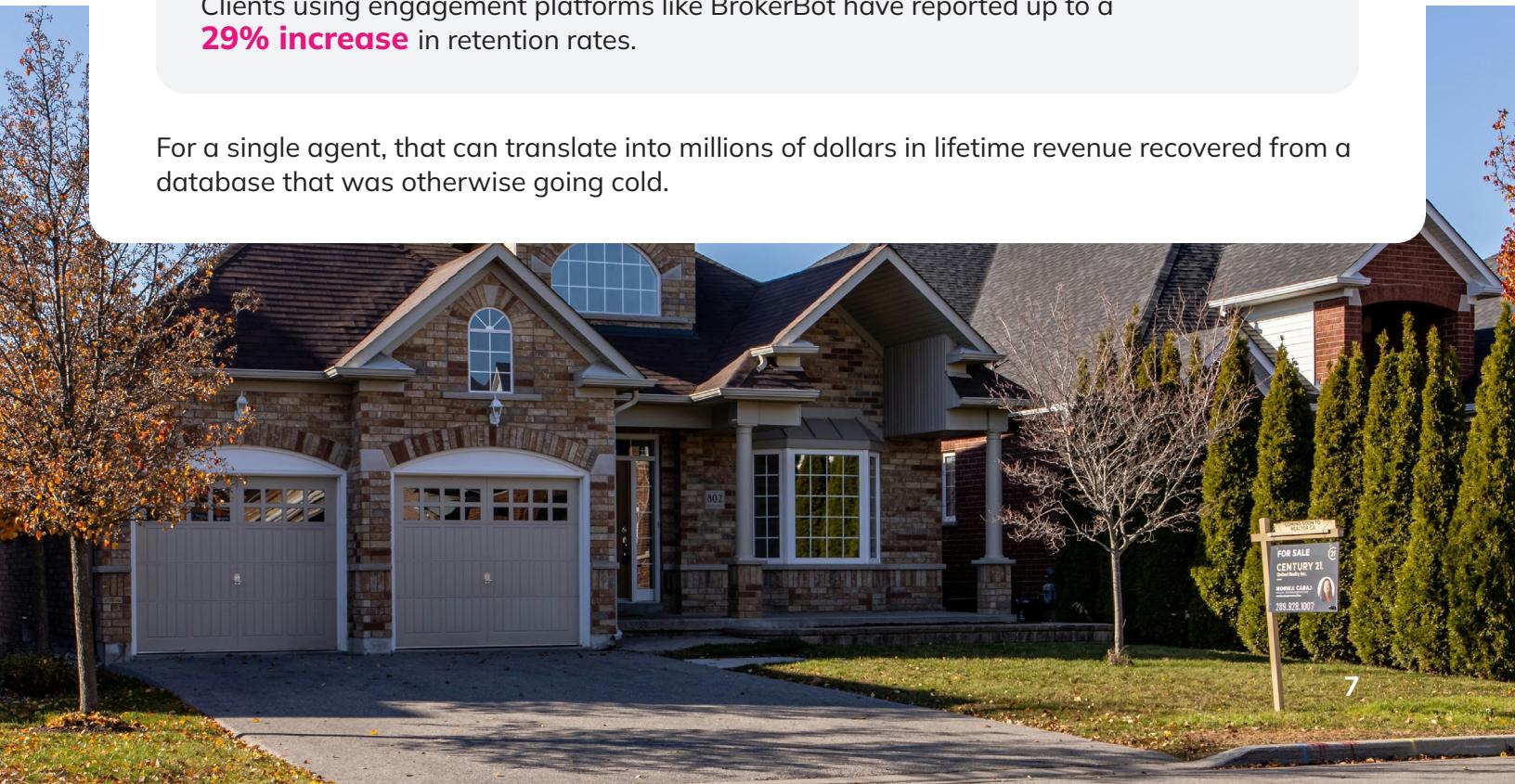
HERE'S WHAT THE PLAYBOOK LOOKS LIKE:

- **Monthly branded home value updates** that land in the inbox with your name, your brand, and your expertise attached to data clients actually care about.
- **Local market snapshots and equity alerts** that position you as the go-to authority on their neighbourhood—not some faceless aggregator site.
- **Smart email sequences** that deliver value without feeling like spam, keeping agents present without being pushy.
- **Referral network** that showcases trusted industry partners in a trackable and monetizable way.

Every touch builds trust. Every update proves you're paying attention. Every referral starts with staying relevant. And with the right automation in place, you can deliver 17+ touchpoints per year without writing a single email.

Clients using engagement platforms like BrokerBot have reported up to a **29% increase** in retention rates.

For a single agent, that can translate into millions of dollars in lifetime revenue recovered from a database that was otherwise going cold.



Why Now? The Banks Are Coming for Your Clients

Let's be direct: the banks aren't your partners. They're your competitors. And they're not being subtle about it.

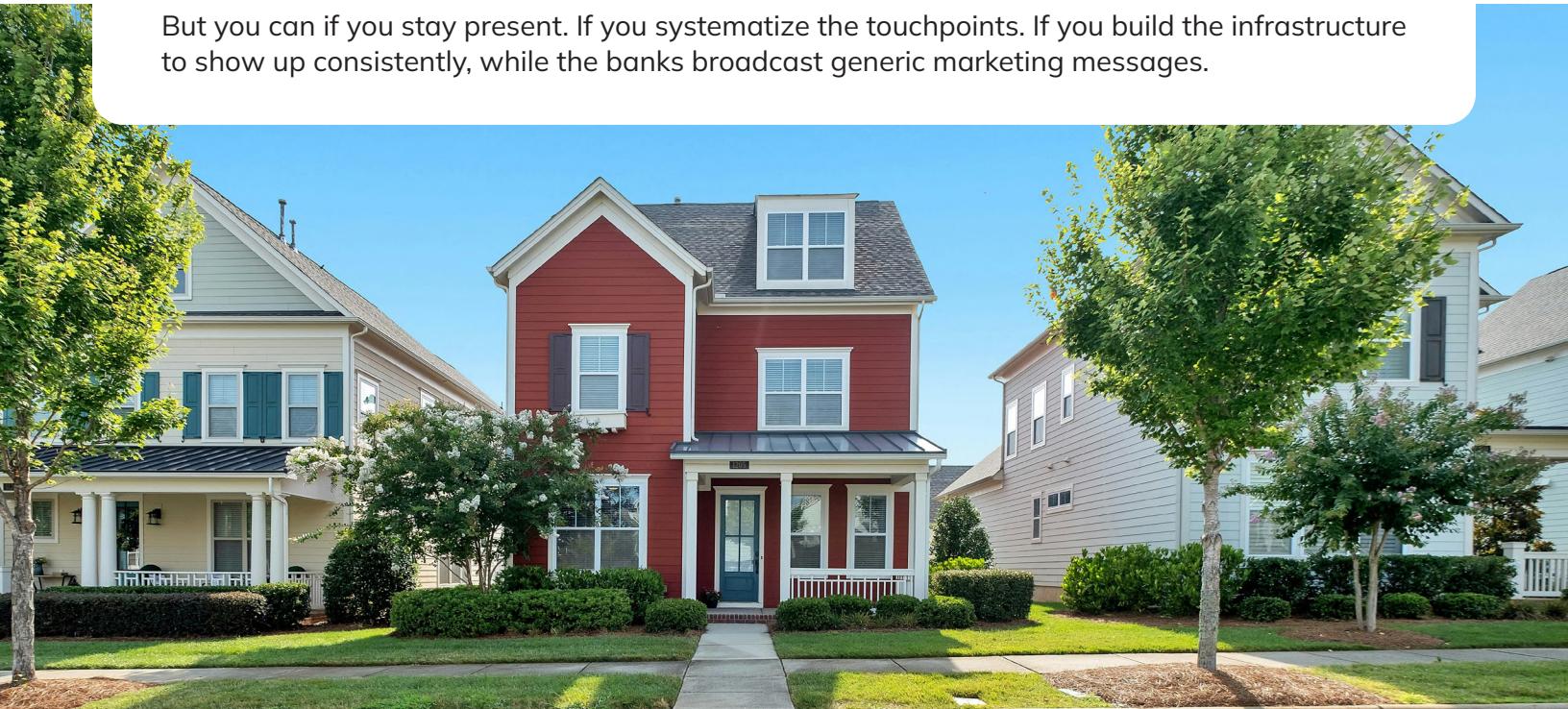
In recent years, Canada's largest financial institutions have been acquiring real estate technology companies aggressively. RBC acquired OJO Labs' technology. Pine (backed by major institutional capital) purchased Properly. Questrade is behind Zolo. The pattern is unmistakable: banks are merging mortgage, property search, and agent connections into vertically integrated ecosystems designed to capture the entire transaction.

Their goal? To replace you or at least to commoditize you into an interchangeable service provider at the end of their funnel.

They have technology budgets that dwarf your entire annual marketing spend. They have data infrastructure that tracks customer behaviour across mortgages, investments, and day-to-day banking. They have the resources to build sophisticated engagement systems that keep their brand in front of your clients 24/7.

The only way to compete is to out-engage them. Not with bigger budgets, but with better relationships. The banks will never call your past client on their home anniversary. They'll never remember that the family was nervous about the school district. They'll never follow up with genuine curiosity about how the renovation turned out.

But you can if you stay present. If you systematize the touchpoints. If you build the infrastructure to show up consistently, while the banks broadcast generic marketing messages.





BrokerBot—Built for Agents Who Refuse to Be Forgotten

BrokerBot is an AI-powered engagement platform purpose-built for Canadian real estate professionals. It's not a CRM, it's a retention engine that runs 24/7, keeping you top-of-mind with past clients while you focus on active deals.

HERE'S WHAT BROKERBOT DELIVERS:

- **Branded monthly home value updates** automatically sent to every past client, featuring the most accurate Canadian valuations available—with your name and contact information prominently displayed.
- **Equity tracking and market insights** that give clients the data they're already searching for on Realtor.ca and Zillow, delivered through you instead of a faceless platform.
- **Smart notifications** when past clients list their property, pull a renovation permit, or show signs of market re-engagement.
- **One-click referral tools** that make it effortless for satisfied clients to send business your way.

BrokerBot clients achieve measurable results, with up to a 40% increase in return business. One major lender partner reported a 15% improvement in retention rate in their first quarter of implementation.

Northstone
REAL ESTATE GROUP

Here's Your
Home Value Estimate
\$1,650,000

Range \$1,425,000 - \$1,850,000

Schedule a Meeting

Equity Available
\$687,000

Estimated Mortgage Balance
\$873,000

Talk to a Realtor Talk to a Mortgage Broker Talk to an Insurance Broker

How Much Revenue Is Leaking from Your Database?

You've closed deals. You've built a client list. But are you still earning from those relationships?

If 70% of past clients forget your name within a year, and the average Canadian home sells every 7-9 years, how many transactions are you losing to agents who simply showed up at the right moment?

Use the Lost Listings Calculator to uncover how much revenue is leaking from your past client list. Get a personalized retention forecast based on your database size, average transaction value, and current engagement levels—and see exactly how automated engagement could change the trajectory of your business.



Beat the Banks at Their Own Game

They've got technology budgets and capital reserves. You've got relationships, local expertise, and the willingness to hustle.

BrokerBot brings the automation. You bring the human.

Own your past clients. Own the next transaction.

Own the referral.



Book Your Demo





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