

THE SHIFTING MARKET PLAYBOOK

Keep your listings moving.

Your implementation workbook

Key insights. Better dialogue. Clear actions.

WITH

Mark Lands

Lands Real Estate

HOSTED BY

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**COMMUNICATE. CREATE ACTIVITY. FOLLOW THROUGH.**

15 practical pages to turn the session into your next seven days.

01 / START HERE

Find your biggest gap.

Choose one live listing, one buyer group and one part of your pipeline to work on. Complete the relevant pages, then commit to your seven-day plan.

SCORE EACH HABIT: 1 = RARELY / 3 = SOMETIMES / 5 = CONSISTENTLY

WHAT HAPPENS IN MY BUSINESS?	SCORE 1-5
Vendors receive frequent, useful calls with a clear next step.	
Buyer conversations and follow-up are recorded accurately.	
We explore an objection before marking a buyer as uninterested.	
Buyer criteria stay current and allow sensible alternatives.	
Email engagement leads to relevant personal follow-up.	
Regular nurture is supported by time to handle the replies.	
Revenue calls have protected time in the calendar.	
Every next action has a person responsible and a due date.	

THE HABIT I MOST NEED TO IMPROVE

THE LISTING / BUYER / PIPELINE I WILL START WITH

How to use this workbook: type into the fields or print and write. Open the downloaded PDF in a PDF reader, then save your completed copy. Quotes retain the speakers' wording with light punctuation edits. Boxes labelled **adapted** turn session examples into practice scripts; worksheets are implementation tools.

Source: Aaron Shiner and Mark Lands webinar, 29 September 2026. Replay times appear throughout.

02 / SIMPLE SYSTEMS

Make good work repeatable.

Mark built systems inside his sales team before applying them across the agency. The aim was simple: help more people deliver consistent work without relying on him for every step.

“I’ve got to make it as simple as possible for them to do more of what they do well.”

MARK LANDS

A process earns its place when it creates capacity. In a slower campaign, vendor communication takes more time. Review the work, remove duplication and redirect that time to buyers, sellers and decisions.

REBUILD ONE REPEATED TASK

01

CAPTURE ONCE

Record the buyer conversation while it is fresh.

02

MAKE IT VISIBLE

Use the record to keep the vendor informed.

03

SET THE NEXT STEP

Assign the action, the person and the due date.

THE TASK WE REPEAT OR RECREATE TOO OFTEN

OUR SIMPLE PROCESS: TRIGGER > ACTION > RECORD > NEXT STEP

PERSON RESPONSIBLE

FIRST TEST / REVIEW DATE

Before rolling it out: ask a colleague to follow the process. If they need you to explain every step, simplify it again.

Replay: 02:36–07:41 and 13:18–16:37. Worksheet developed from the session.

03 / VENDOR COMMUNICATION

Four contacts. Less friction.

Mark described four planned vendor contacts each week, supported by live campaign information. These are useful conversations with purpose, plus additional contact when the campaign requires it.

“If you make frequent calls, the calls are simpler.”

MARK LANDS

WHEN	WHAT THE CALL ACHIEVES
SATURDAY	Call after the open. Share attendance, the initial response and the buyer follow-up plan.
MONDAY	Bring together the callbacks. Explain what buyers said, what you tested and what happens next.
TUESDAY	Confirm the next open-home schedule and any information that has emerged since Monday.
THURSDAY	Bring a meaningful update and a plan. If enquiry is quiet, say so and explain the next action.

DIALOGUE TO USE • ADAPTED FROM THE SESSION

“There were no new enquiries overnight. Today we are calling the buyers who engaged with the property and checking which alternatives they are considering. I will update you on the response by [time].”

PROPERTY / VENDOR

NEXT CALL: WHEN + USEFUL UPDATE

Standard to keep: each call contains evidence, your recommendation or the next action. A quiet campaign still deserves an update.

Replay: 20:28–23:36. Cadence is Mark’s example; adapt it to the campaign.

04 / VISIBLE EVIDENCE

Show the work you do.

The Vendor Portal is the evidence behind the conversation. Mark's team records the buyer work as they do it, so reporting becomes part of the workflow.

“We do so much for our clients, but don't tell them.”

MARK LANDS

BEFORE YOU CALL THE VENDOR

- | | |
|--|--|
| ☐ Calls and attempts are logged. | ☐ Inspections and feedback are current. |
| ☐ Objections and responses are recorded. | ☐ Every active buyer has a next action. |
| ☐ The vendor knows how to access updates. | ☐ Portal engagement is reviewed. |

Close the evidence loop: what the buyer said, what you asked, what you tried and the result. “Not interested” is too thin to show the work or support the next recommendation.

BUYER FEEDBACK: THEIR ACTUAL REASON / WORDS

WHAT WE ASKED OR OFFERED IN RESPONSE

OUTCOME + NEXT ACTION / DATE

DIALOGUE TO USE • ADAPTED FROM THE SESSION

“The buyer raised [objection]. We explored [possible solution]. Their response was [response]. Based on that, my recommendation is [next action].”

Use engagement to prioritise: Aaron suggested calling vendors who repeatedly access their portal. If a vendor is not using it, make sure they still receive and understand the campaign information.

Replay: 15:57–20:28 and 25:32–28:12.

05 / BUYER CONVERSATIONS

Ask one more question.

A buyer's first objection may be a solvable problem or a polite way of saying no. Explore it respectfully so you and the vendor understand the real position.

“Could you ask an extra question?”

MARK LANDS

01 / TEST THE TIMING OR TENANCY OBJECTION

BUYER DIALOGUE • ADAPTED

“If the timing and availability of the property could be resolved, would you want to make an offer? What would need to happen for it to work for you?”

If the buyer is interested, clarify the required terms and investigate what is possible. **Confirm availability and any tenancy arrangements before promising vacant possession or a move-in date.**

02 / TEST THE PRESENTATION OBJECTION

BUYER DIALOGUE • ADAPTED

“What would you want to change about the property? Is there a price at which you would be comfortable buying it and doing that work?”

If the answer is still no, ask what else is stopping them. Accept a clear decision and record it. The aim is a useful outcome, not a circular conversation.

A LIVE BUYER OBJECTION

THE NEXT QUESTION I WILL ASK

Then show the vendor: the objection, the solution explored and the buyer's response. That is stronger evidence than “the tenancy put them off”.

Replay: 24:00–27:53. Dialogue below is adapted, not a verbatim transcript.

06 / BETTER BUYER DATA

Make it about the buyer.

Once a property is unsuitable, shift the conversation to helping the buyer find the right one. Mark's sequence gives people a useful reason to share relevant information.

- 1** **OFFER A REASON TO CONTINUE**
 "If we find a suitable property before it goes to market, would you like the opportunity to see it?"
- 2** **UNDERSTAND THE BRIEF**
 "What are the must-haves? Where could you be flexible on location, features or timing?"
- 3** **AGREE A USEFUL PRICE RANGE**
 "If I set your search at [amount], you may miss a home listed just above it. For the right property, what is the highest price you would want included?"
- 4** **ASK FOR AN ADDRESS WITH A PURPOSE**
 "If you would like a property brochure posted to you, where should I send it?" Only offer this if you will follow through.
- 5** **UNDERSTAND THE NEXT MOVE**
 "When you find the right place, would you keep your current property or sell it?"

CAPTURE A PROFILE YOU CAN ACT ON
BUYER / MUST-HAVES / FLEXIBLE CRITERIA**RANGE / TIMING / PROPERTY TO SELL / NEXT CALL**

Keep the promise: make the matching criteria useful, record what the buyer agrees to receive and update the record as their plans change. Only offer pre-market access when you can provide it.

Replay: 34:20–37:24. Questions adapted from Mark's example.

07 / CREATE BUYER ACTIVITY

Turn engagement into a call.

Use buyer matching and property emails to identify relevant people. Then make a personal invitation. Mark also described introducing buyers to suitable alternatives across the agency.

01 / MATCH

Keep criteria current. Include sensible alternatives the buyer has agreed to consider.

02 / PRIORITISE

Review people who click through to a property. Use engagement as a prompt to investigate.

03 / INVITE

Call or text with a useful reason: a relevant home, an inspection or a question about fit.

PERSONAL FOLLOW-UP • ADAPTED

“We have listed a property that may suit what you told me you were looking for. Have you had a chance to look at it? What works for you, and what would you need to know before inspecting?”

If it is not suitable: explore why, offer relevant alternatives and record that outbound work against the appropriate campaigns. An email click is a reason to call, not proof of readiness to buy.

PROPERTY / BUYER SEGMENT

THREE BUYERS TO CONTACT NEXT

BUYER	REASON / NEXT ACTION	CONTACT BY

Measure the next step: conversations, inspections arranged and clear decisions. Mark acknowledged that following up engagement was an area his own team could make more consistent.

Replay: 29:28–34:20. Workflow below is an implementation tool.

08 / NURTURE THAT GETS ACTION

Automate. Then be available.

Mark's goal is to give people the information to decide when and how to sell. Combine recurring communication, accurate categories and a planned response window to support the next conversation.

RHYTHM	MARK'S EXAMPLE
EVERY 3 MONTHS	A personalised Digital CMA report goes to the pipeline.
EVERY 2 WEEKS	The Rundown email combines an article or video with listings tailored to the buyer's criteria.
EVERY 12 WEEKS	Registered buyers receive a prompt to update their buying criteria.
AFTER THE SEND	A two-hour diary block is reserved to respond, update the database and set the next action.

A RESULT MARK RECALLED

Approximately **11 appraisal requests** from a recent send to about **2,500 contacts** in his own database. Mark said he had not pulled the data and was recalling the result from memory. It was one part of a wider nurture process, not a guaranteed outcome.

SEGMENT / DATA TO CLEAN BEFORE SENDING

NEXT SEND / PERSON RESPONSIBLE

TWO-HOUR RESPONSE BLOCK / WHO HANDLES REPLIES?

Sort every reply into an action: book the requested conversation or appraisal, update details and timing, record feedback, or honour an opt-out. Add the next call date from the conversation.

Replay: 41:36–48:58. Cadences and approximate results reported by Mark in the session.

09 / STALLED LISTINGS

Earn the price conversation.

Mark's starting point was to understand what is stopping the sale. Review the controllables, bring the evidence and explain your advice. The owner still makes the decision.

1

PRESENTATION + MARKETING

Check the presentation, photos, feature set and how the campaign is reaching its audience.

2

LOCATION

Understand the audience for this location. The address is fixed; your advice needs to account for it.

3

PRICE POSITION

When the other work is right, test whether today's price is preventing buyers from acting.

CAMPAIGN ALIGNMENT • ADAPTED

"Here is what the campaign has produced: [enquiries, inspections, feedback and offers]. We have addressed [controllables]. My advice is to [specific change], because [evidence]. The decision is yours, and I will continue to work hard for you. Let's agree when we will review the response."

PROPERTY / EVIDENCE THE OWNER NEEDS TO SEE

MY SPECIFIC RECOMMENDATION + REASON

OWNER'S DECISION / NEXT ACTION / REVIEW DATE

Create genuine activity: give suitable buyers a reason to engage with the campaign. Only describe interest, offers and deadlines that actually exist.

Replay: 49:15-52:28. Dialogue adapted from the discussion.

10 / PROTECT YOUR TIME

Win the first two hours.

Mark's day still starts with prospecting and buyer work. He protects the revenue block, then gives vendors and appointments their place. Use his structure as a model for your own week.

WHEN	MARK'S ROUTINE
NIGHT BEFORE	The team prepares proposals and next-day materials from completed appraisal information.
7:30-8:30 AM	Focused administration: proposals, CMAs and preparation.
8:30-9:00 AM	A daily team meeting covers deals, online stock, vendors, new listings and the pipeline.
9:00-11:00 AM	Protected revenue calls: prospecting, buyer callbacks and pipeline conversations.
LATER IN THE DAY	Vendor conversations through the middle of the day; appointments on the road from around 3 pm.

REALLOCATE THE WORK AS THE MARKET CHANGES

LEAD AGENT

Keep visibility over key buyers and important vendor decisions.

ASSOCIATE / SUPPORT

Help with vendor communication when trained, confident and clear on the task.

MY PROTECTED REVENUE BLOCK

ONE RESPONSIBILITY / HANDOFF TO CLARIFY

Review completion, not just intention. Mark's team reports calls and revenue blocks completed each Monday. If you work alone, run the same review yourself. His advice to newer agents: knock on doors and follow up consistently. Learn from each outcome and protect your energy for the next client.

Replay: 38:12-40:11, 52:28-57:13 and 57:13-58:53.

11 / KEEP THESE CLOSE

The words worth keeping.

Use these phrases to coach your team, prepare for a conversation or reset your own focus. Each one comes from the session.

“Is this getting me a sale or a listing or not?”

MARK LANDS / 14:25-14:53

Use it to test the value of a repeated task.

“If you make frequent calls, the calls are simpler.”

MARK LANDS / 20:28-21:01

Use it when vendor calls start to feel difficult.

“An informed seller will make an informed decision.”

AARON SHINER / 23:09-23:36

Use it before asking an owner to change direction.

“Could you ask an extra question?”

MARK LANDS / 25:06-25:32

Use it before accepting the first buyer objection.

“We do so much for our clients, but don't tell them.”

MARK LANDS / 27:16-27:53

Use it to improve the evidence in a campaign update.

“The most consistent wins.”

MARK LANDS / 33:53-34:20

Use it when follow-up depends on memory.

“The first thing I would do is I'd accept it.”

MARK LANDS / 37:52-38:12

Use it to stop comparing today with the old market.

“Focus on being productive, not busy.”

MARK LANDS / 58:15-58:35

Use it to protect the work that creates an outcome.

THE PHRASE I WILL USE + THE CONVERSATION IT WILL IMPROVE

Direct quotes from the supplied transcript, with light punctuation and capitalisation edits.

12 / YOUR NEXT SEVEN DAYS

Put the playbook to work.

Start with a manageable sample. Give each action a person responsible and a due date. The goal is a working process you can repeat, not a longer to-do list.

DAY	ACTION + EVIDENCE OF COMPLETION	OWNER / DUE DATE
1	Choose the gap. Complete the scorecard and select one listing or pipeline issue.	
2	Set the vendor rhythm. Schedule the four contacts for your chosen listing.	
3	Make the work visible. Update buyer notes, objections, responses and next actions.	
4	Ask a better buyer question. Explore a live objection and record the buyer's real position.	
5	Create a focused call list. Review engagement and contact suitable buyers personally.	
6	Prepare the nurture cycle. Clean the segment, schedule the send and reserve reply time.	
7	Review and repeat. Count the outcomes, refine the process and book next week.	

MY ONE NON-NEGOTIABLE COMMITMENT THIS WEEK

Keep the promise small enough to deliver. Once it works on one campaign or segment, make it the standard across the business.

Implementation plan developed from the webinar. Day numbers are a suggested sequence.

13 / REVIEW THE RESULT

Measure what moved.

Use the same measures each week. Activity tells you whether the process happened; conversations and decisions tell you whether it helped. Compare with your own starting point.

WEEK COMMENCING

REVIEWED WITH / BY

MEASURE	PLANNED	ACTUAL
Revenue blocks completed		
Useful vendor contacts made		
Buyer follow-up conversations		
Inspections booked from personal follow-up		
Appraisal appointments booked		
Clear offer / price / campaign decisions		

WHAT WORKED? INCLUDE ONE REAL EXAMPLE.

WHAT STALLED? WHAT WILL WE CHANGE?

NEXT WEEK: ACTION + PERSON RESPONSIBLE + DUE DATE

30-DAY REVIEW DATE / THE PROCESS WE WANT TO HAVE EMBEDDED

Do not credit one email with the whole result. Mark described the CMA as one piece of a wider process. Look for stronger relationships, better data and timely conversations as well as appointments.

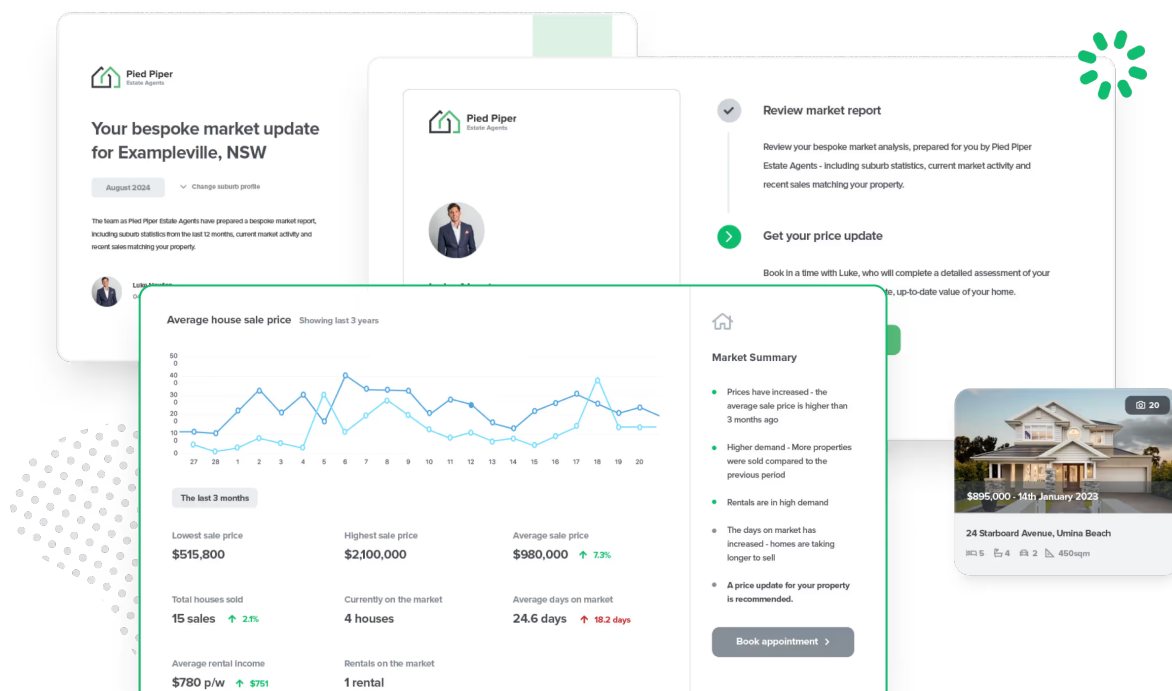
Suggested review worksheet. These are tracking measures, not performance benchmarks.

YOUR NEXT STEP

Turn your leads into listings.

Put the systems behind the conversations.

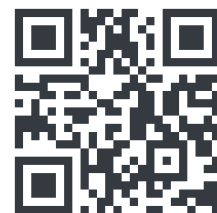
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