



# 30-day vendor touchpoint calendar

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**This is a practical, no-nonsense tool for real estate agents who understand that consistent, value-driven communication keeps vendors calm, confident and loyal.**

Too many agents go quiet once the listing agreement is signed. This is a massive mistake. Silence breeds anxiety and vendor doubt, which leads to micro-management, early exits or worse, negative word of mouth.

A well-planned touchpoint calendar solves this by giving you structured, easy ways to stay front of mind.

## **How does this calendar help?**

This calendar is packed with smart, small actions you can execute quickly. Each touchpoint is designed to demonstrate that you're working tirelessly behind the scenes, even if the property is not yet under offer. These actions position you as a trusted advisor, not just a 'signboard agent'.

## **How does it work?**

The calendar includes daily suggestions such as:

- Short market updates relevant to their property type.
- Buyer feedback summaries that cut through sugar-coating.
- A quick video explaining any pricing trends in their suburb.
- Reminders about open home prep.
- Updates on new comparable listings or sales nearby.
- Small client appreciation gestures to reduce stress.

Each touchpoint is clear, value-driven and designed to reassure your vendors that you're on top of it. It also stops you from falling into the trap of awkward 'just checking in' calls that add nothing.

## Who is it for?

This calendar is for any agent who wants to give vendors a great experience, *whether you're new to the game or have been doing it for years.*

It's designed to make your job easier by taking the guesswork out of what to say and when. With clear, consistent touchpoints over 30 days, you'll keep vendors in the loop, build trust, and show them they're in good hands from day one.

## How to use it

Print the calendar provided and follow the recommended actions outlined for the first 30 days of your vendor journey.

This calendar serves as a starting point to help you shape your overall strategy.

As you progress, you may notice that there's no one-size-fits-all approach.

Adapt the calendar then to better fit your specific workflow or vendor requirements. To make it easy, copy the Canva template linked below and customise it to make it your own.

[Copy template](#)

# 30-day vendor touchpoint calendar

## Recommended channels

- Email
- Text
- Offline
- Call
- Video call

### DAY 01



#### Welcome pack

Explain what happens next, and your plan for the first week.

### DAY 02



#### Social boost

Share a snapshot of property listing live on all portals. Include links where applicable.

### DAY 03



#### Buyer enquiry update

Send a quick update on early enquiries.

### DAY 04

### DAY 05



#### Market snapshot

Share a one-pager showing recent comparable sales in the area. Highlight how the listing compares.

### DAY 06

### DAY 07



#### Open home reminder

Send final prep tips for the first open home. Include advice on presenting the property.

### DAY 08



#### Open home feedback

Send a summary of buyer feedback. Be honest, even if it's negative.

### DAY 09

### DAY 10



#### Micro update

Update vendors on buyer follow-ups and any interest level. Confirm next steps for follow-up actions.

### DAY 11

### DAY 12



#### Value-add insight

Explain how seasonality or new listings may affect the current sale.

### DAY 13

### DAY 14



#### Mid-month check-in

Book a 15-minute call to review progress. Discuss any tweaks needed to the marketing or pricing.

### DAY 15



#### Buyer profile update

Share insights about the types of buyers showing interest. Explain what that means for their sale strategy.

**DAY 16****DAY 17****Behind the scenes**

Show them what you're doing behind the scenes: social ads, outbound calls, email campaigns, etc...

**DAY 18****DAY 19****Local market news**

Send any news that may impact their sale, like interest rate change or new local development.

**DAY 20****DAY 21****Open home feedback #2**

Recap second open home and buyer feedback. Compare with first week to show progress or shifts.

**DAY 22****DAY 23****Comparable sales**

Share any new nearby sales that could affect buyer expectations.

**DAY 24****DAY 25****Stress relief touchpoint**

Send a simple thank you note or small gift to keep their spirit up. Remind them you're there for a common goal.

**DAY 26****Next step call**

Make a quick phone call to discuss the next two weeks. Adjust strategy if needed.

**DAY 27****DAY 28****Marketing report**

Send an overview of all online activities: views, enquiries, social reach. Frame it in plain English.

**DAY 29****DAY 30****End-of-month wrap**

Book a formal sit-down or video call. Review the campaign, discuss offers, and map out next steps.

## Bonus tips

- **Automate where possible**  
Plug reminders into your CRM so you don't miss any touchpoints.
- **Keep it short**  
Vendors don't want essays. Keep updates tight and relevant.
- **Use videos**  
A 30-second selfie video feels more personal than a wall of text.
- **Adjust as you go**  
Some vendors need more hand-holding, some less. Watch and adapt.

