



RYNO'S PORCH | AGENT RESOURCE #05

Your Database Doesn't Need to Be Fancy. It Needs to Be Used.

A simple database you actually work beats a beautiful CRM you ignore.

A database isn't a software subscription. It's the group of people you've earned the right to remember, help and stay connected with.

CREATE IT

Get the people into one place.

ORGANIZE IT

Know who they are and why they matter.

USE IT

Give yourself a reason to stay connected.

GROW IT

Add people as relationships develop.

STEP 1 | PICK ONE HOME FOR YOUR CONTACTS CRM, spreadsheet, contact manager—use what you'll actually maintain.

Where do my contacts live now?

Where will the master list live?

Who owns keeping it current?

STEP 2 | START WITH PEOPLE YOU ALREADY KNOW

☐ Past clients ☐ Current clients ☐ Friends / family / personal network ☐ Professional relationships ☐ Agent-to-agent relationships ☐ Community connections ☐ People you've met through real estate

DON'T TURN THIS INTO A DATA-ENTRY MARATHON. Start with the people you'd be disappointed to forget. Then build from there.



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STEP 3 | GIVE EACH PERSON ENOUGH CONTEXT TO BE USEFUL A name and phone number isn't much of a relationship record.

BASIC CONTEXT

- ☐ How you know them
- ☐ Last meaningful contact
- ☐ Home / transaction history if relevant
- ☐ Preferred contact method

HUMAN CONTEXT

- ☐ Family / people important to them
- ☐ Interests or milestones
- ☐ What they're working toward
- ☐ Something worth remembering next time

STEP 4 | MAKE 'USE IT' PART OF THE WEEK The database becomes valuable when it creates real conversations—not when the contact count gets bigger.

Who haven't I talked to in a while?

Who has something happening that gives me a natural reason to reach out?

Who did I promise to follow up with?

Who should I thank, congratulate or check in on?

YOUR SIMPLE DATABASE RHYTHM

ADD

New relationships while the context is still fresh.

UPDATE

Add the useful thing you learned after a real conversation.

REVIEW

Look for people you've unintentionally lost touch with.

REACH OUT

Have an actual conversation. The database is only the reminder.

THE POINT ISN'T TO 'WORK YOUR DATABASE.' It's to stop letting good relationships disappear because you got busy.