

THE REAL AGENCY COMMUNITY WORKBOOK

Your own copy to work in. Connect, learn, share wins, swap referrals and grow, and keep a record of the plan you are building as you go.



THIS WORKBOOK BELONGS TO

A QUICK WORD BEFORE YOU START

Running an agency is busy, and the help you need is usually scattered across a dozen chats you can never find again. We built this community to fix that: one organised home where every Real Agency conversation lives, so you can get an answer, share a win or pass a referral without the noise.

You are now in the room with people building serious businesses, from agents on their first year to team owners growing beyond their own deals. The more you put in, the more it gives back. Say hello, ask the question you have been sitting on, and be generous with what you know.

This workbook is yours. Use it to decide which groups fit you, set out what you want from the next 90 days, keep track of who you want to meet, and log the wins as they land. Come back to it often. We are glad to have you here.

ADAM MACKAY

Owner, Real Agency Community

ALEX PELOSI BUCHANAN

Director, Real Agency



[Photo: Adam Mackay — headshot]



[Photo: Alex Pelosi Buchanan — headshot]

WHAT IS INSIDE

THE GUIDE

01	WHY THIS COMMUNITY EXISTS	The point of it, and a page to set your own	04
02	HOW IT WORKS	The WhatsApp Communities hub, in three parts	05
03	THE GROUPS IN FULL	Every group and where to post what	06
	MY GROUP PLANNER	Which groups am I joining, and why	08
04	A LOOK INSIDE	What you will see once you are in	09
05	GETTING THE MOST FROM IT	Your starting checklist	10

YOUR WORKBOOK

	MY 90-DAY PLAN	Goals and first actions	11
	PEOPLE I WANT TO CONNECT WITH	A running list	12
	MY WINS LOG	Dated, as they land	13
	NOTES	Space to think	14
	MEET THE TEAM	Who runs the community	16

WHY THIS COMMUNITY EXISTS

- ✓ **Connect** with agents and team owners who do what you do, every day.
- ✓ **Learn faster** from real questions on sales, lettings, AI, compliance and Loop.
- ✓ **Give and get referrals** so business flows between members, and **grow your income** through eXp revenue share and attracting agents.
- ✓ **Stay on top of events** and **share your wins**, picking up ideas you can use the same week.

Be honest and specific. Come back and mark what you have done.

02 HOW IT WORKS

A WhatsApp Community is one hub that ties related group chats together. Open the **Communities** tab in WhatsApp, tap Real Agency, and you will see every group in one list. Join the ones that fit you, and leave any you do not need. You are always in control of which groups you are in.

ANNOUNCEMENTS

Admins broadcast here only: updates, events and schedules. Keep notifications on so you never miss the important stuff.

TOPIC GROUPS

Smaller chats by subject, from Sales Q&A to RevShare. Join what is relevant and skip the rest.

FIND YOUR WAY

Everything lives under the Communities tab. Tap a group to open it; join or leave any time, freely.

GETTING IN, STEP BY STEP

- 1 Open WhatsApp and tap the **Communities** tab.
- 2 Tap **Real Agency** to open the hub and see every group in one list.
- 3 Turn on notifications for **Announcements** so the key news reaches you.
- 4 Join the topic groups that fit you now. You can change your mind whenever your focus changes.

03

THE GROUPS IN FULL, AND WHERE TO POST WHAT

Posting in the right place keeps every chat useful. Here is each group, what it is for, and the kind of thing to share. ★ marks the one group everyone should keep an eye on.

START HERE

★ ANNOUNCEMENTS

The team's broadcast channel, run by Adam and the admins. Updates, event dates, schedules and key news. Members can't post here, so keep notifications on and treat it as your noticeboard.

REAL AGENCY GENERAL CHAT

The main social hub and the front door to the community. Introduce yourself, ask anything, share wins. The catch-all when a question doesn't fit a group; **anything that clearly belongs in a topic group is better posted there.**

LEARN & GROW

AI & AI AGENTS IN AGENCY

Using AI tools and AI agents in estate agency. Share the automations, prompts and time-saving workflows that are working, and ask when you're stuck. Best for anyone trying to do more without adding hours.

LETTINGS Q&A

Anything on the lettings side: legislation, tenancies, management and landlord questions. Most useful to lettings agents and mixed desks. **Keep sales questions in Sales Q&A.**

SOCIAL MEDIA

Content and marketing. Share your reels and posts, see what's getting engagement, and ask for honest feedback. Best for anyone building a personal brand or a branch presence.

AML / LOOP TIPS

Compliance and CRM in one place. Bring anti-money-laundering questions, ID-check queries and tips for getting more out of Loop. Useful to everyone who has to stay compliant.

SALES Q&A

The sales side of the business: negotiation, progression, objection-handling and closing. Post the deal you're stuck on and pick up answers from agents who've handled the same thing.

PODCASTS & BOOKS

Recommendations and learning. Share what you're reading or listening to and the one takeaway that stuck. A slower, sideways way to get better that fits around the day job.

THE GROUPS, CONTINUED

BUSINESS & REFERRALS

AGENT ATTRACTING — REAL AGENCY

Growing your team and attracting agents into Real Agency. Where the attraction conversation and the 95/5 system live. For anyone who wants to build beyond their own deals.

REVSHARE

eXp revenue share: how it works, how to build it, and the questions people are sometimes too shy to ask elsewhere. Useful to anyone curious about income that isn't tied to the next sale.

LUXURY PROPERTY

The prime and luxury market. Presentation, marketing and the high-end specifics that don't apply to every instruction. For agents working, or moving into, top-of-market homes.

EXP & EVENTS

REAL AGENCY EVENTS

Meetups, socials and the logistics around them: times, places and who's going. Check here before an event so you don't miss the detail.

EXPCON PARIS

The group for the Paris conference. Travel, plans and meeting up while you're there. Join if Paris is on your list.

REFERRALS

Pass and pick up business. Post the referrals you have, and shout when you can help with one elsewhere. **Keep it to actual referrals;** the more you give, the more comes back.

REAL AGENCY — TEAMS OWNERS

For people running or building a team. The operational and leadership conversation: hiring, structure, and keeping a team moving. Most useful to team leaders and owners.

EXPUK CONFERENCE

Everything around the UK conference: dates, tickets, travel and plans. The place to sort the practical side and find others going.

INNER CIRCLE

THURSDAY INNER CIRCLE

The closer mastermind for regulars: deeper accountability and connection for the people who show up every week. For committed members who want more than a chat, so by its nature it is a tighter room.

WHICH GROUPS AM I JOINING?

Tick the ones you want, and write a line on what you want from each. You can change this any time.

START HERE

- | | | |
|--------------------------|---------------------------------|---------------------------------|
| ☐ | ★ ANNOUNCEMENTS | why / what I want from it |
| <hr/> | | |
| ☐ | REAL AGENCY GENERAL CHAT | why / what I want from it |
| <hr/> | | |

LEARN & GROW

- | | | |
|--------------------------|-------------------------------------|---------------------------------|
| ☐ | AI & AI AGENTS IN AGENCY | why / what I want from it |
| <hr/> | | |
| ☐ | AML / LOOPTIPS | why / what I want from it |
| <hr/> | | |
| ☐ | LETTINGS Q&A | why / what I want from it |
| <hr/> | | |
| ☐ | SALES Q&A | why / what I want from it |
| <hr/> | | |
| ☐ | SOCIAL MEDIA | why / what I want from it |
| <hr/> | | |
| ☐ | PODCASTS & BOOKS | why / what I want from it |
| <hr/> | | |

BUSINESS & REFERRALS

- | | | |
|--------------------------|-----------------------------------|---------------------------------|
| ☐ | AGENT ATTRACTING | why / what I want from it |
| <hr/> | | |
| ☐ | REFERRALS | why / what I want from it |
| <hr/> | | |
| ☐ | REVSHARE | why / what I want from it |
| <hr/> | | |
| ☐ | REAL AGENCY — TEAMS OWNERS | why / what I want from it |
| <hr/> | | |
| ☐ | LUXURY PROPERTY | why / what I want from it |
| <hr/> | | |

EXP & EVENTS

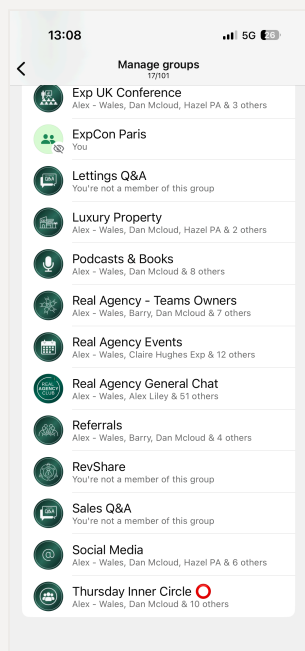
- | | | |
|--------------------------|---------------------------|---------------------------------|
| ☐ | REAL AGENCY EVENTS | why / what I want from it |
| <hr/> | | |
| ☐ | EXP UK CONFERENCE | why / what I want from it |
| <hr/> | | |
| ☐ | EXPCON PARIS | why / what I want from it |
| <hr/> | | |

INNER CIRCLE

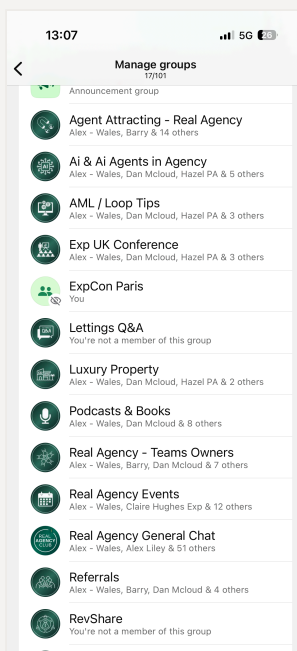
- | | | |
|--------------------------|------------------------------|---------------------------------|
| ☐ | THURSDAY INNER CIRCLE | why / what I want from it |
| <hr/> | | |

04 A LOOK INSIDE

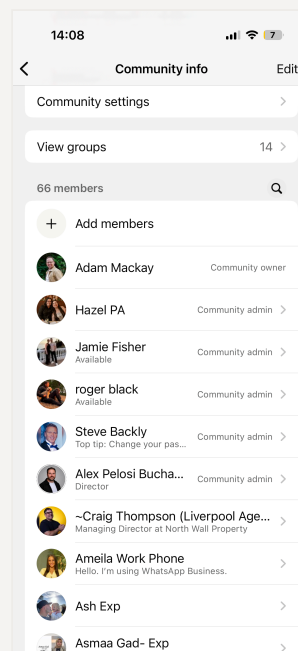
This is what you will see once you are in. Open the Communities tab, tap Real Agency, and the groups and members are all there in one list.



The community's groups
Every group in one place



More groups inside the hub
Join the ones that fit you



66 members and growing
Led by Adam and the admin team

Around 66 members across 14+ active groups, and growing.

THE COMMUNITY IN ACTION



EXP CONFERENCE 2025



WEEKLY MASTERMIND



CONTRIBUTORS



ON STAGE



THE PODCAST

05

GETTING THE MOST FROM IT

A short checklist to start well. Tick each one as you go.

- ☐ **Say hello** in General Chat so people know who you are.
- ☐ **Post in the right group** so questions reach the right people.
- ☐ **Be generous** with help, ideas and referrals. It comes back.
- ☐ **Keep it respectful** and on-topic in every group.
- ☐ **Leave Announcements to admins.** Read it, don't post in it.
- ☐ **Join and leave** sub-groups freely as your focus changes.

MY 90-DAY PLAN

Three months is long enough to move something real and short enough to stay honest. Set the goals, then the first actions that get you moving this week.

MY GOALS FOR THE NEXT 90 DAYS

Two or three that matter. Make them specific enough to know when they are done.

MY FIRST THREE ACTIONS

Small, this week, and inside your control.

HOW I WILL KNOW IT WORKED

PEOPLE I WANT TO CONNECT WITH

Names you spot in the groups, people at events, anyone you want to learn from or work with. Reach out and tick them off.

NAME	GROUP / WHERE I FOUND THEM	WHY / WHAT TO ASK	DONE

MY WINS LOG

Big or small, write them down as they land. On a hard week, this page is the proof you are moving.

[illegible]

NOTES

NOTES

MEET THE TEAM

The people who run the community and keep it moving. Say hello.



[Photo: Adam Mackay — headshot]

ADAM MACKAY

OWNER



[Photo: Alex Pelosi Buchanan —
headshot]

ALEX PELOSI BUCHANAN

DIRECTOR



[Photo: Hazel PA — headshot]

HAZEL PA

COMMUNITY ADMIN



[Photo: Jamie Fisher — headshot]

JAMIE FISHER

COMMUNITY ADMIN



[Photo: Roger Black — headshot]

ROGER BLACK

COMMUNITY ADMIN



[Photo: Steve Backly — headshot]

STEVE BACKLY

COMMUNITY ADMIN

REAL AGENCY

NEVER BUILD YOUR BUSINESS **ALONE.**

You are in the room with people building serious businesses. Dive in, ask, share and give: the more you put in, the more this community gives back.

JOIN THE CONVERSATION · OPEN WHATSAPP COMMUNITIES