

The Modern Prospecting Report

The full methodology behind the Modern Prospecting Framework: why interruption-based prospecting is losing efficiency, and the sequence that replaces it — attention through to repeat listing.

Published March 2026 · 42 pages · Methodology paper · Basis: eight years, several hundred agent campaigns across Australia and New Zealand.

Executive summary

Homeowners no longer begin researching when they decide to sell. They research continuously and decide late. By the time an appraisal is booked, the shortlist has usually existed for a year or more.

Prospecting practice has not adjusted. Activity is still measured on a thirty-day reporting window while the listings it causes arrive eleven to twenty-four months later, attributed to nothing in particular. We call this the measurement gap, and it explains most of the strategy churn in the industry.

The framework presented here re-sequences prospecting around that reality: Attention, Curiosity, Intent, Conversation, Appointment, Listing, Repeat. The weight of effort moves earlier — from persuasion at the appointment to familiarity long before it.

Key findings

- The listing decision forms years before the appraisal call; the appointment ratifies a choice already made.
- Effort redistributes: agents who win consistently spend more on being known and less on being convincing.
- Interruption cost per conversation rises as connect rates fall, while the cost of familiarity falls with tenure.
- Strategy changes cluster around month four, the point at which recognition begins to compound. Very few systems fail; most are stopped early.
- Ownership of audience, data and ad accounts determines whether any of it compounds.

Method

Qualitative and campaign-level analysis drawn from work with several hundred agents over eight years, combined with platform data from appraisal-intent tooling. Findings are directional and reported as patterns, not point estimates.

What this report cannot answer

It does not isolate the contribution of any single channel, and it does not establish causation for individual listings. Attribution across an eleven-to-twenty-four month window remains an open problem; the report argues for measuring position rather than last-touch response.