

# 30-60-90 DAY EXECUTION PLAN

Objective: Automate Acquisition & Scale Deal Flow

"Automate the search so leadership can focus on the close."

## DAYS 0-30 // THE BUILD

### Infrastructure Deployment

**Goal:** Validate the "Automated Signal" thesis.

- Launch "Dragnet" scrapers on 3 key sources (LinkedIn, Reddit, Wholesaler Forums).
- Integrate **Apollo.io API** for direct mobile enrichment.
- Setup "Validation Gate" to ensure zero bounce rates on emails.

TARGET OUTPUT

**150+ Verified Signals**

TIME SAVED

**40 Hours/Mo**

## DAYS 31-60 // THE SCALE

### Volume Amplification

**Goal:** Optimize "Speed to Lead" and data quality.

- Expand scraping to 10+ niche sources (Local REIA Groups, FB Communities).
- Implement **15-Minute Sync**: Signals hit the dialer in real-time.
- Launch "Warm Up" email sequences to prep leads before the call.

TARGET OUTPUT

**300+ Verified Signals**

AUTOMATION LEVEL

**60% Automated**

## DAYS 61-90 // THE SYSTEM

### Optimization & Dominance

**Goal:** Full autonomy with **Closing Support Options**.

- Deploy "Surround Sound" Marketing (Retargeting Ads).
- Optimize scraping logic based on "Closed Deal" feedback loop.
- **Next Phase Option:** Discussion of 'Closer Support' Model once lead flow is stable.

TARGET OUTPUT

**500+ Qualified Signals/Mo**

EFFICIENCY GAIN

**10x Deal Flow Gap**