

THE GROUNDED AGENT · ROOTED & RISING



Real estate that *actually feels good.*

A Canada-wide community and Rooted HQ, a personalized dashboard for real estate agents who lead with relationships.

COMMUNITY

90-DAY LEAD GEN CHALLENGE

CONTENT & SCRIPTS

COACHING

CREATED BY JENNY SCOTT · COACH, MENTOR & REALTOR®

What is *The Grounded Agent*?

A community for real estate agents who want to grow their business in a way that actually feels good: more relationship-based, more authentic, more consistent, and with less pressure to be someone you're not.

“Not another hustle-culture real estate group. A place where doing business with integrity, presence and heart is the whole point.”

WHO IT'S FOR

Relationship-first agents

Agents who care deeply about people and want a business built on trust, referrals and real connection.

ANY STAGE

New or seasoned

Whether you're in your first year or your fifteenth, full time or building alongside another career.

WHERE

Canada-wide

Agents from coast to coast, with a home base in our Facebook group and weekly calls online.

HOW WE SHOW UP EACH WEEK

Rooted Monday	Intentions for the week, plus our live community call at 9:45 AM Atlantic
Needle Mover Tuesday	Share one thing that moved your business forward
Real Talk Wednesday	Honest conversations, no filter
Visibility Thursday	Boost each other's posts in our engagement chat
Rising Friday	Wins, celebrations and weekly check-ins
Sunday Reset	Plan your priorities for the week ahead

OUR COMMUNITY GUIDELINES

- Leave your ego at the door. We celebrate humans, not just producers.
- Support over competition. Lift each other up, always.
- No cold pitching members. Build relationships first.
- Celebrate wins loudly. Big and small, they all count.
- Ask for help often. That's what we're here for.
- Show up as yourself. No performing, no pretending.
- What's shared here stays here.

No ego. No fake flexing. No doing business alone.

Rooted HQ

*A personal dashboard every member opens each morning. It isn't someone else's business plan handed to you: it's built around how **you** like to work, where **you** sell and who **you** serve.*

O1

Answer a short questionnaire

Your market and neighbourhoods, your clients, your platforms and how you like to work. About five minutes.

O2

Discover your agent type

A "most like me / least like me" quiz finds your natural lead generation strengths.

O3

Get your personal plan

Your challenge, content calendar and daily habits are built from your answers, specific to your area.

The Hunter

Direct conversations: phones, doors and fearless follow-up

The Connector

Relationships, your sphere and the referrals they send

The Creator

Video, social and helpful content that brings people to you

The Local

Open houses, events and community presence

WHAT'S INSIDE

Today

Your three things for the day, your weekly progress and a Daily 5 habit checklist.

Grow

The 90-Day Lead Gen Challenge, plus an optional agent attraction plan if building a team is on your heart.

Create

A local content calendar built from your neighbourhoods, and an AI "market interview" that sharpens it.

Templates

Client communication for every stage, from first hello to closing day, plus a prompt that helps you build your own.

GA Community

The weekly rhythm, Monday call, engagement boost, coaching and the "What kind of shark are you?" quiz.

You

Your goals, your agent type and your voice, so everything the AI writes sounds like you.

Works on phone or computer. Your information stays private in your own browser. AI features use your own Claude account; without one, the dashboard gives you ready-to-paste prompts for any AI tool.

The 90-Day *Lead Gen Challenge*

Show up and work your business, every week, for 13 weeks, with a community cheering you on.

ROOTS

Real conversations

Any time you're actually talking with someone, about real estate or on a personal level. Calls, doors, coffees, referral asks, open houses. These are the money makers that put deals in your pipeline, so they earn more points.

BLOOMS

Heartfelt touches

The fun, social ways you stay top of mind: handwritten notes, birthday messages, posts, stories and pop-bys. They keep you remembered and recommended.

DAYS 1–30

Build the habit

DAYS 31–60

Build momentum

DAYS 61–90

Build results

How it works

- Each day has its own theme, built around your agent type
- Tap to log activities and watch your weekly Roots and Blooms fill up
- Targets adjust if you're building real estate alongside another career
- AI writes call, door and post scripts for your area, in your voice

Checkpoints that matter

- A full brainstorm and mastermind call at day 30, 60 and 90
- Guided reflection: your biggest win, what's working, what you'll change
- Optional weekly accountability on our Monday 9:45 AM Atlantic call
- Share your progress and celebrate in the group every Rising Friday

MORE IN THE COMMUNITY

Engagement boost

Every Visibility Thursday we drop our posts in a group chat and like, comment and save each other's content.

What kind of shark are you?

A fun personal branding quiz. You don't have to be a Great White to be powerful in this business.

Coaching with Jenny

One-on-one coaching, mentorship and business consulting from someone genuinely invested in your success.

Value *packs*

Ready-to-use tools that plug straight into your Rooted HQ. Run as packs or live cohorts throughout the year.

PACK 01

Communication Templates

Buyer and seller flows, objection responses, referral asks, review requests and Facebook group DMs, each with an AI “make it sound like me” rewrite.

PACK 02

Open House Workshop

A countdown planner for every open house, a visitor tracker, invites, posts, openers and follow-up texts. Runs as a live workshop cohort.

PACK 03

10 Day Referral Bootcamp

Ten short daily emails, each with one 15-minute action to activate your sphere, plus a tracker in your dashboard. Runs in cohorts.

PACK 04

Full Content Calendar & Scripts

Your content plan grows to a full 90 days, 39 local ideas, with complete scripts written for Reels, TikTok, YouTube or posts.

FREE TO EVERY MEMBER

- The community, weekly rhythm and Monday calls
- Your Rooted HQ and personal plan
- The 90-Day Lead Gen Challenge
- A 4-week local content plan
- Free template previews and the shark quiz

JOIN JENNY AT EXP REALTY

Agents who join Jenny at eXp Realty receive all four value packs free, a full agent attraction plan, and Jenny as their coach and mentor, not just a sponsor.

Curious? Ask Jenny for a conversation. No pressure, ever.

Value packs are also available to purchase for community members at other brokerages. Ask Jenny for current pricing and cohort dates.

GET STARTED

Come grow *with us.*

Four simple steps and you're in.

- 1 Join The Grounded Agent on Facebook**
facebook.com/groups/thegroundedagent, then introduce yourself in the welcome post.
- 2 Open your Rooted HQ**
yournshomegirl.ca/rooted-hq.html. Bookmark it, because it becomes your home base.
- 3 Take the questionnaire**
Five minutes to discover your agent type and get a plan built around you.
- 4 Join us Monday at 9:45 AM Atlantic**
Set your intention for the week with the community. The call link is posted in the group.

“Every agent can be powerful in this business. You just have to find the way that feels like you, and have people in your corner while you do it.”

QUESTIONS? LET'S TALK

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