

GOT: 40 Growth-Oriented Tasks

Stop running on ROT. Start compounding on GOT.

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Routine-Oriented Tasks (ROT) keep your day busy: calls, follow-ups, site visit logistics, paperwork. Necessary — but they don't grow your business. Growth-Oriented Tasks (GOT) are the tasks that compound: referrals, marketing that actually gets you found, and developer relationships that get you priority inventory. Most CPs spend 90% of their time on ROT and wonder why their business isn't growing. This is the other 10% — done consistently.

A. REFERRAL BUILDING

- 1 Call 5 past clients every week and directly ask for a referral introduction — don't wait for it to happen on its own.
- 2 Send a personalised gift (not a generic hamper) to your top 10 referral-giving clients every festival season.
- 3 Build a WhatsApp broadcast list segmented into Past Clients vs Active Prospects — message each differently.
- 4 After every closed deal, ask: "Do you know 2 people planning to buy in the next 6 months?" — make it a script, not an afterthought.
- 5 Maintain a referral tracker sheet: source name, date, status, conversion — review it monthly.
- 6 Set up a clear referral incentive (voucher / cashback) and communicate it explicitly, not vaguely.
- 7 Host a small quarterly gathering or high-tea for past clients — relationship maintenance, not a sales pitch.
- 8 Send project progress videos to clients even after their purchase is complete — stay visible without asking for anything.
- 9 Ask every satisfied client for a Google review and a LinkedIn recommendation — make the ask specific and easy.
- 10 Revisit stale or half-warm CRM leads every 15 days instead of letting them go cold permanently.
- 11 Build relationships with society secretaries and RWA members in projects you've already delivered.
- 12 Partner with CAs, tax consultants, and interior designers for two-way client referrals.
- 13 Maintain a folder of client success stories to share with new leads as social proof during conversations.

B. GETTING MARKETING RIGHT

- 14 Post objection-handling content consistently, at least 3 times a week — this is your strongest-performing pillar, don't let it lapse.
- 15 Run small, tightly targeted ads for one specific project aimed at one specific buyer persona — not broad reach.
- 16 Build a WhatsApp catalogue of your active projects with pricing and floor plans ready to send instantly.
- 17 Create short video testimonials from genuinely happy clients — 30-45 seconds, no scripts, real reactions.
- 18 Track content performance weekly by saves and DMs generated, not just likes — likes don't pay commissions.

- 19 Build a simple nurture sequence (WhatsApp or email) for leads who've gone cold instead of dropping them entirely.
- 20 Create one lead-magnet checklist or PDF per buyer segment — first-time buyer, investor, NRI, upgrader.
- 21 Publish area-specific content ("Why this micro-market is worth watching") to capture location-intent searches.
- 22 Repurpose every long reel into 2-3 shorter clips or a carousel — get 3x the mileage from one shoot.
- 23 Keep your personal brand consistent across Instagram, LinkedIn, and YouTube — same positioning everywhere.
- 24 Collect the questions clients actually ask you and turn the best ones into next week's content ideas.
- 25 Build one simple landing page or one-pager that represents your personal brand, not just your listings.
- 26 Audit your DM keyword automations monthly and remove or fix any dead, overlapping, or conflicting ones.

C. DEVELOPER RELATIONS

- 27 Schedule a monthly check-in with every active developer partner — don't let the relationship run only on transactions.
- 28 Know each developer's real USP well enough to pitch it without opening the brochure.
- 29 Share direct site-visit feedback and buyer objections with the developer every month — become their market intelligence, not just a seller.
- 30 Attend developer sales trainings and project events consistently to stay ahead of updates.
- 31 Build a reputation as a top-performing CP through consistent, honest number reporting — reputation compounds trust.
- 32 Negotiate better commission or incentive structures using your own performance data, not assumptions.
- 33 Be the first CP to respond to new inventory releases — early responsiveness earns pre-launch access.
- 34 Introduce your team to the developer's sales team directly for smoother day-to-day coordination.
- 35 Share competitor pricing and buyer sentiment with developers proactively — this makes you indispensable, not replaceable.
- 36 Ask for developer support on co-branded marketing or joint events instead of marketing entirely alone.
- 37 Maintain one updated document per project — specs, RERA status, possession date, USP — so you never misquote a client.
- 38 Never over-promise numbers to a developer — under-promise and over-deliver builds long-term trust.
- 39 Ask top developers for a testimonial or public recognition post once you've delivered strong numbers — use it to build authority.
- 40 Deliberately pursue at least one new developer relationship every quarter instead of relying only on existing ones.

Pick 3 GOT tasks from this list and do them this week — before you add anything new. Consistency on a few beats good intentions on forty.

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