

Daily Tracker: Business Development Activities



Name: _____

Week: _____ of 12 (____/____/____)

HANDWRITTEN PERSONAL NOTES: (2 PTS PER)

☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____

☐ _____ ☐ _____ ☐ _____ ☐ _____ ☐ _____

ACCOUNTABILITY TRACKER

ACTIVITY	WORTH	ACTUAL
CALLS/ EMAILS/ TEXTS TO SPHERE	1	
ADDED TO JLS CAMPAIGN	2	
HANDWRITTEN NOTES	2	
ROLE PLAY SCRIPT	10	
FACE TO FACE MEETINGS	10	
HOT/WARM LIST	5	
SOCIAL EVENT/ACTIVITIES	5	
OPEN HOUSE	10	
BUYER CONSULTATION	10	
SELLER LISTING PRESENTATION	10	
BUYER LISTING AGREEMENT	10	
CLOSING	15	
TOTAL	90	

FACE TO FACE MEETINGS:

(ONE PER DAY – 10 PTS PER)

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CALLS TO SPHERE:

(FIVE PER DAY – 1 PT PER CALL)

INTERNET:

- ☐ UPDATE FB (WITH POST)
- ☐ UPDATE ZILLOW
- ☐ UPDATE GOOGLE BUSINESS PAGE
- ☐ UPDATE REALTOR.COM
- ☐ UPDATE YELP (GET REVIEW)
- ☐ UPDATE LINKEDIN

ROLE PLAY/SCRIPTS: (10 PTS PER)

MENTOR
BROKER

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POSITIVE: (READ, LISTEN, EXPERIENCE)

- ☐ WHY YOU SHOULD BE EXCITED ABOUT YLOPO?
- ☐ SIERRA MASTER CLASS
- ☐ GETTING STARTED WITH SIERRA
- ☐ UNFU*K YOURSELF
- ☐ THE BOOK OF YES
- ☐ R.A.M.P.
- ☐ GOOD TO GREAT
- ☐ LABCOAT AGENTS
- ☐ TOM FERRY PODCAST
- ☐ THE WALKTHROUGH
- ☐ REAL ESTATE ROCKSTARS

HOT LIST: (READY TO BUY/SELL NOW - 5 PTS PER)

EMAILS
TEXTS

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NEW CLIENTS ADDED TO RELATIONSHIP DATABASE + CAMPAIGNS: (2 PTS PER)

SEASONAL CRM
PROPERTY TRACKER
MARKETINSIGHTS™
JLS HOUSING UPDATE
JLS LUXURY UPDATE
NEIGHBORHOOD CAMPAIGNS

OPEN HOUSES: (SELLER LISTING LAUNCH*) (10 PTS PER)

CLOSINGS: (15 PTS PER)

WARM LIST: (READY TO BUY/SELL IN 3 MONTHS - 5 PTS PER)

EMAILS
TEXTS

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BUYER CONSULTATIONS: (10 PTS PER)

APPT
SHOWING
OFFER

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☐ _____

SELLER/LISTING PRESENTATIONS: (10 PTS PER)

APPT
LISTING

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ANNUAL HOME VALUATION UPDATE: (2X PER WEEK)

MAILED
IN PERSON
EMAILED

SOCIAL EVENT/ACTIVITIES: (5 PTS PER)

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☐ _____

MARKETINSIGHTS™: (CURRENT CLIENTS)

TALK TO CLIENT
SET UP CLIENT

BUYER ACTION ITEMS:

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SELLER ACTION ITEMS:

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THINGS I LEARNED THIS WEEK
