

# THE MADRONA GROUP Daily Tracker: Business Development Activities



Name: \_\_\_\_\_

Week: \_\_\_\_\_ of 12 (\_\_\_\_/\_\_\_\_/\_\_\_\_)

## HANDWRITTEN PERSONAL NOTES: (2 PTS PER)

☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_

☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_

## ACCOUNTABILITY TRACKER

| ACTIVITY                          | WORTH     | ACTUAL |
|-----------------------------------|-----------|--------|
| SPHERE - CALLS/EMAILS/TEXTS/POSTS | 1         |        |
| ADD TO JLS CAMPAIGN POSITIVE      | 2         |        |
| HANDWRITTEN NOTES                 | 2         |        |
| ROLE PLAY SCRIPT                  | 10        |        |
| FACE TO FACE MEETINGS             | 10        |        |
| HOT/WARM LIST                     | 5         |        |
| SOCIAL - HUDDLE EVENT/ACTIVITIES  | 5         |        |
| OPEN HOUSE                        | 10        |        |
| BUYER CONSULTATION                | 10        |        |
| SELLER LISTING PRESENTATION       | 10        |        |
| BUYER LISTING AGREEMENT           | 10        |        |
| CLOSING                           | 15        |        |
| <b>TOTAL</b>                      | <b>61</b> |        |

## FACE TO FACE MEETINGS: (10 PER DAY - 10 PTS PER - POP BYS, LUNCN/COFFE, SHOWING)

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## ROLE PLAY/SCRIPTS: (10 PTS PER)

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☐ \_\_\_\_\_

MENTOR  
BROKER

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

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☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

EMAILS  
TEXTS

## CALLS TO SPHERE: (FIVE PER DAY - 1 PT PER CALL)

## POSITIVE: (2 PTS PER HOUR READ, LISTEN, EXPERIENCE)

☐ WHY YOU SHOULD BE EXCITED ABOUT YLOPO? ☐ GOOD TO GREAT

☐ SIERRA MASTER CLASS ☐ LABCOAT AGENTS

☐ GETTING STARTED WITH SIERRA ☐ TOM FERRY PODCAST

☐ NEVER SPLIT THE DIFFERENCE ☐ THE WALKTHROUGH

☐ UPSTREAM ☐ REAL ESTATE ROCKSTAR

☐ R.A.M.P. ☐ INFLUENCE

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

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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## CLOSINGS: (15 PTS PER)

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

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EMAILS  
TEXTS

## BUYER CONSULTATIONS: (10 PTS PER)

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☐ \_\_\_\_\_

APPT  
SHOWING  
OFFER

## SELLER/LISTING PRESENTATIONS: (10 PTS PER)

☐ \_\_\_\_\_

☐ \_\_\_\_\_

APPT  
LISTING

TALK TO CLIENT  
SET UP CLIENT

## CMA A DAY: (5PTS PER - 5X PER WEEK)

\_\_\_\_\_

\_\_\_\_\_

MAILED  
IN PERSON  
EMAILED

## EVENTS/ACTIVITIES/HUDDLE: (5 PTS PER)

☐ \_\_\_\_\_

☐ \_\_\_\_\_

## LISTING ALERTS or MARKETINSIGHTS™: (5PTS PER - CURRENT CLIENTS)

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\_\_\_\_\_

BUYER ACTION ITEMS:

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SELLER ACTION ITEMS:

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THINGS I LEARNED THIS WEEK

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