

Career Launch - Day One™

BE SUCCESSFUL ► FASTER™



CONGRATS  
ON TAKING

**YOUR**

FIRST STEP TOWARD YOUR  
REAL ESTATE CAREER

*John L. Scott*  
REAL ESTATE

Workbook





## Tasks (cont.)

- Add John L. Scott email with signature line onto computer and phone
  - Use How-To Doc from link
- Review Personal Branded Marketing Material
  - Customize and save on your computer for easy access
- Get Acquainted with MyDesk Dashboard
  - Watch: *MyDesk Dashboard Tools* **VIDEO**
- Create an agent profile on MLS, Cloud CMA, Buyside
  - MLS
  - Cloud CMA
  - Buyside
- Preview Business Planning Strategies
  - Watch: *Business Planning Strategies 'Getting Started'* **VIDEO**
  - Open link to the Elevate Business Strategies
    - Fill in yearly goals

Transaction Sides Needed to Achieve your Goals: \_\_\_\_\_

Number of Conversations/Contacts (total): \_\_\_\_\_

## Your Digital Footprint

- Watch: *Your Personal Website* **VIDEO**
- Explore and learn all features
  - JohnLScott.com
  - Personal Website
  - Mobile App

## John L. Scott Tools and Resources – Videos

- MyDesk Dashboard Tools*
  - Click on each left navigation link; explore and learn all features
  - Click on each Quick Link; discover tools and resources
- MyDesk Account Profile Page*
  - Add personal information to all fields
- MyDesk John L. Scott Library*
  - Learn how to navigate and find documents and resources
- MyDesk John L. Scott Institute*
  - Learn how to navigate and find courses

## Business Development – Videos

- Property Tracker and Dashboard*
- Mobile App Overview-Android*
- Mobile App Overview-iPhone*

- What are the differences between the two apps? \_\_\_\_\_
- 

## Business Development Activities

- Create a personally branded Property Tracker® Account for yourself from MyDesk
  - Create Saved Searches with email and SMS/text messaging for yourself
  - Create a MarketInsights™ report
  - Save five (5) listings as Favorites
    - Rate each Saved Favorite
- Create five (5) Property Tracker Accounts for people you know
  - \_\_\_\_\_  Saved Search (Email/Text)  MarketInsights
  - \_\_\_\_\_  Saved Search (Email/Text)  MarketInsights
  - \_\_\_\_\_  Saved Search (Email/Text)  MarketInsights
  - \_\_\_\_\_  Saved Search (Email/Text)  MarketInsights
  - \_\_\_\_\_  Saved Search (Email/Text)  MarketInsights
- Download your personally Branded App
  - Navigate and learn all features
  - Verify your broker detail settings are correct (if not, change your setting in MyDesk Account Profile Page)
  - Share your app with five (5) people you know via text, email and in-person

## Announce Your Career

- Watch: *New to Real Estate Announcements* **VIDEO**
- Send 'New in Business Announcements'
  - Mail                      How many? \_\_\_\_\_
  - Text                        How many? \_\_\_\_\_
  - Email                        How many? \_\_\_\_\_
  - Social Media              Which sites? \_\_\_\_\_
  - Call                         How many? \_\_\_\_\_
- BONUS: Did you share your mobile app URL and personal website URL on social media?

Write your own Mobile App/Property Tracker® Testimonial

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The more opportunities for positivity we see, the more grateful we become. Training our brain to notice more opportunities takes practice focusing on the positive.

This can be created through writing and speaking our daily GRATITUDE, writing and reading our AFFIRMATIONS, JOURNALING, READING, EXERCISING and MEDITATING.

## GRATITUDE

Studies have shown that consistently grateful people are more energetic, emotionally intelligent, forgiving, and less likely to be depressed, anxious, or lonely and gratitude has been proven to be a significant cause of positive outcomes.

**Write or call people and share your gratitude daily.**

## AFFIRMATIONS

Positive affirmations make you feel better about yourself and help you focus on your goals because when you think positive thoughts, your brain releases chemicals related to those positive emotions.

Use Positive words, present tense, as if you already achieving it. Use action and emotion words. Visualize yourself and use imagery. Every Affirmation should be one sentence.

**Write or read your affirmations daily.**

## JOURNALING

Training your brain to notice more opportunities takes practice focusing on the positive. The best way to kick-start this is to start making a daily list of the good things in your job, your career, and your life. When you write down a list of "three good things" that happened that day, your brain will be forced to scan the last 24 hours for potential positives. In just five minutes a day, this trains the brain to become more skilled at noticing and focusing on possibilities for personal and professional growth, and seizing opportunities to act on them. This exercise has staying power.

**Write positive entries in your journal daily.**

## READING

Reading self-help books every morning for 15-30 minutes puts your mind in the right mental state to start your day. It lowers your stress level, makes you self-confident and changes the circuitry of your brain.

**Read 15-30 minutes daily.**

## EXERCISING

Studies have shown exercise lowers stress, improves sleep quality, improves mood and even sharpens the mind. Most experts say a person should get in 30 minutes of exercise nearly every day of the week.

**Exercise 30 minutes daily.**

## MEDITATING

Meditation yields a number of health benefits; stress reduction, improved attention and memory plus increased creativity and feelings of compassion. Only 20 minutes per day are required to see beneficial results.

**Meditate 20 minutes daily.**

**Career Launch-Day One™**  
**Week ONE – CRM Relationship Database**

Accomplish this week:

- Create your CRM Relationship Database (Click on the links in paragraph ① for the CSV file and How-To Guide for importing contacts from Service Providers)
- Complete as many fields as possible and assign categories to each person (see How-To Video in paragraph ②)

What **Categories** will you assign your contacts in MyDesk? Make a list of as many as you can.

<u>family</u>	_____	_____
<u>friend</u>	_____	_____
<u>A Client</u>	_____	_____
<u>(city name)</u>	_____	_____

- Make the extra effort to obtain mailing addresses for each Contact:
  - New to Industry Announcements
  - Property Tracker Neighborhood Saved Searches
  - Neighborhood and Annual Market Updates
  - \_\_\_\_\_
  - \_\_\_\_\_

**Ultimate Client Relationship® – Individual Engagement**

Be the first point of contact when it comes to real estate with everyone you know! Schedule and begin your daily business development activities. Make sure to block out at least one hour each day.

- Call five (5) clients per day and add conversation notes to the client’s Contact Detail Page for future engagement
  - Create Property Tracker® Accounts with Saved Searches (with Instant Notification and MarketInsights™)
  - Share your Mobile App link
    - BONUS: Share your personal website URL
  - Schedule coffee meetings and drop ins

List 5 Contacts for each day this week:

Monday

- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App

Tuesday

- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App

Wednesday

- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App

Thursday

- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App

Friday

- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App
- \_\_\_\_\_  Property Tracker®  Saved Search  Market Insights  Mobile App



Having a challenge with starting a conversation? Try F.O.R.D.

**F**amily

**O**ccupation

**R**ecreation

**D**reams

- Watch: *Your CRM Relationship Database 5x5 VIDEO*
- Watch: *Your Personal Website VIDEO*

## Watch CRM Relationship Database Video Series

- Turning Behaviors into Routines*
  - List 3 behaviors or habits you would like to work on first for your CRM and UCR

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- How to Add Contacts in MyDesk*
  - List any challenges and seek help

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- The Contact Detail Page*
  - Turn on BCC Notification for one Contact or for yourself
  - Add additional fields for each panel (Email Address, Street Address, Social Accounts and Categories)
  - Schedule an 'Upcoming' event
  - Add a Contact to a 'Campaign' (only Campaigns that have been activated will appear) in the Campaigns tab)
  - Add 'Notes' for a Contact
- How to Add Contacts to Campaigns*
  - Add all Contacts to the 'Seasonal' Campaign
  - Add all Contacts to the 'Relocation' Campaign
  - Send a 'Housing Update' Email Template to a group of Contacts based on an assigned Category, i.e. 'Spokane' or 'Pierce County', etc.

## Use Property Tracker® and Mobile App Dialogue

- Practice: Property Tracker® Dialogue
- Practice: Mobile App Dialogue
- Practice: Referral Dialogue

Begin incorporating 'Dialogue' in conversations

# Week ONE Schedule

Plan your week and block out time for tasks (incorporate into daily/weekly routine)

- Share with Office Leader, Mentor or Coach

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00						
9:00						
10:00						
11:00						
12:00						Sunday
1:00						
2:00						
3:00						
4:00						
5:00						
6:00						

**Career Launch-Day One™**  
**Week TWO – Become Open House Certified**

Accomplish the week:

- Watch the Open House Video Series
  - Preparing for an Open House Special Kick off Weekend*
  - Seller Listing Launch Concepts*
  - Your Open House Tool Box*
  - Open House Safety*
  - Early Entry For Neighbors*
  - Discover Your Open House Guests*
  - Open House Do's and Don'ts*
  - JLS Listing Presentation Box at Open Houses*
- Find an open house to hold open, shadow another broker or preview five (5) open houses.

Why Hold an Open House?

*"I am Open House Certified! Ready to hold my new listing open or for another broker."*

*"I hold Open Houses because it is a benefit to the \_\_\_\_\_ and a benefit to \_\_\_\_\_. I generate more business by \_\_\_\_\_ and by \_\_\_\_\_."*

Be Prepared with John L. Scott Tools!

- Watch: *Cloud CMA VIDEO*
- Watch: *Trendgraphix VIDEO*
- Know how to share your Mobile App at Open Houses. List ways you will share your Mobile App.

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- Create a Property Tracker® Saved Search and familiarize yourself with all listings around your open house. What did you discover?

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- Use Cloud CMA to create a Property Report and Online Analysis. What did you discover? (Share and present to Office Leader, Mentor or Coach)

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- Use John L. Scott Housing Updates or Trendgraphix Reports to share market stats and Trends (Share and present to Office Leader, Mentor or Coach)

## Open House Skill Mastery

- Watch: *Open House Dialogue and Scripts* **VIDEO**

### Practice

- Open House 'Meet and Greet' and 'Follow up' Dialogue
- Role play asking Buyer Questions
- Early Entry Dialogue
- Property Tracker and Mobile App Conversations
- Prepare an Open House Tool Box
  - Housing Updates
  - Customized Flyers
    - Property Tracker
    - Mobile App
    - Buyer Tips
    - Open House Registration Form
  - MarketInsights
  - Cloud CMA Pages
  - Trendgraphix Charts

## Become a Certified Open House Specialist

- Hold five (5) Open Houses □ □ □ □ □
- Complete a Seller Listing Launch® with Early Entry for Neighbors
- Boost the Open House on Facebook (johnlscott.com/boost)
  - Watch: *John L. Scott Facebook Boost* **VIDEO**
- Use Special Kick-Off Weekend Signs and Early Entry Toppers on Saturday
- Use Meet and Greet and Follow up Dialogue

## Business Development Activities

- Find and schedule an open house for your new listing or another broker in your office (see your office leader or support team for assistance) Seller: \_\_\_\_\_
- CRM Relationship Database – Add 25+ new contacts
  - Assign Category(s)
- Engage daily with your Relationship Database – five (5) calls and five (5) notecards (5x5)

Monday	Tuesday	Wednesday	Thursday	Friday
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

**Career Launch-Day One™**  
**Week THREE – Become Buyer Representation Certified**

Accomplish the week:

- Watch the Buyer Representation Video Series
  - The Home Buying Advantage Overview*
  - Part 1 - Goals & Expectations*
  - Part 2 - The Home Search*
  - Part 3 - Key Market Strategies*
  - Part 4 - Financing Your Home*
  - Part 5 - Trusted Advisor & The Purchase Process*
  - Home Buyer Packet*
  - Preparing and Negotiating the Offer*
  - Managing the Transaction*
  - Win in a Multiple Offer Situation*
  - Advanced Multiple Offer Strategies*
  - Getting Buyers Fully Underwritten*
- Practice 3 Buyer Consultations (one a week for 3 weeks)
- Write and Present 3 Purchase Agreements (one a week for 3 weeks)   
  - Watch: *Purchase Agreement Basics* **VIDEO**

**The Home Buying Advantage Questionnaires and Tips and Talking Points**

- Click on the link for the Buyer Questionnaires and practice
  - Questionnaire
  - Your Ideal Home
  - Community and Lifestyle
  - Mortgage Ready
- Click on the link for the Buyer Consultation talking points and practice

**Buyer Representation Skill Mastery**

- Practice: Buyer Consultations (Use: Home Buyer Questionnaires and Tips and Talking Points)
- Prepare your Home Buying Planner with collateral material
  - Home Buying Questionnaires
  - Housing Update, Trendgraphix
  - Bio or Resume
  - Testimonials
  - Mobile App flyer
  - Property Tracker flyer
  - Disclosures, Info & Paperwork
  - Info from vendors
    - Lender
    - Title & Escrow
    - American Home Shield
  - Additional collateral, FAQ, and supplemental pages

- Practice: Purchase Agreements
  - Paraphrase each paragraph in 1-2 sentences
  - Write and present 3 practice offers on 3 separate homes or property types
  - Explain the terms of the Purchase Agreement
  - Explain the most commonly used addenda
  - Create a timeline for all contingencies
  - Explain Buyer’s Advisory-Seller’s Market Disclosure
  - Write an offer using electronic signatures
  - Learn procedures for turning in paperwork
  - Learn procedures for handling earnest money
  - Present an offer to supervising broker

### Business Development Activities

- Engage in CRM/UCR with your Relationship Database and ask for buyer/seller referrals
  - List a few take aways

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- Hold Open Houses and meet more buyers
  - Seller: \_\_\_\_\_ Date: \_\_\_\_\_
- Use social media to engage in conversation
  - Post Email Templates/Housing Updates
  - Post Listings
  - Post Open Houses
  - Other: \_\_\_\_\_
- Sign up for John L. Scott Automated Boost agent promo ads to promote your website  
 Watch: *Creating Customized Search Pages* **VIDEO**

### Engage with Your Relationship Database

- Engage daily with your Relationship Database – five (5) calls and five (5) notecards (5x5)
- Add 25+ new contacts
- Add all Buyers to the Buyer Campaign

Monday	Tuesday	Wednesday	Thursday	Friday
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

**Career Launch-Day One™**  
**Week FOUR – Become Seller Marketing Certified**

Accomplish the week:

- Watch the Seller Marketing Video Series
  - The JLS Listing Presentation*
  - Listing Presentation: Presentation*
  - Listing Presentation: Promotion*
  - Listing Presentation: Pricing & Trusted Representation*
  - Listing Launch Rollout Sequence*
  - Seller Listing Launch Concepts & Overview*
  - Seller Listing Launch Strategies & Marketing Concepts*
  - Preparing for an Open House Special Kickoff Weekend*
  - Listing Presentation Sample*
  - Pre-Listing Packet*
  - Seller Market Updates*
  - Exceptional Homes by John L. Scott*
  - Leading RE & Luxury Portfolio International*
- Practice 3 'Full' Listing Presentations (one a week for 3 weeks)     
Use: Presentation Box, Seller's Guide, CMA, Listing Agreement and Input Sheets, Seller Disclosure, Trendgraphix and Housing Market Updates combined with Seller Listing Launch®

The Home Seller Guide and Talking Points

- Click on the link for the Seller's Guide and practice

Seller Marketing Skill Mastery

- Practice: Listing Presentations
  - Seller Questionnaires
  - Seller's Guide Talking Points
  - Seller Disclosure
  - Fill in Listing Agreement
  - Prepare and present a CMA
- Prepare your Listing Presentation Box with collateral materials
  - Housing Updates
  - Trendgraphix Charts
  - Cloud CMA Content Pages
  - Listing Agreement
  - Property Disclosure
  - Personal Bio
  - Testimonials
  - Customized Flyers
  - AHS Home Warranty



## Business Development Activities

- Meet More Sellers – Get More Listings
  - Engage in CRM/UCR with your Relationship Database and ask for seller/buyer referrals
  - Hold Open Houses
  - Use social media to engage in conversation
  - Use JLS Automated Boost to promote listings and open houses

## Engage with Your Relationship Database

- Engage daily with your Relationship Database – five (5) calls and five (5) notecards (5x5)
- Add 25+ new contacts
- Add all Sellers to the Seller Campaign

Monday	Tuesday	Wednesday	Thursday	Friday
1.	1.	1.	1.	1.
2.	2.	2.	2.	2.
3.	3.	3.	3.	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

## **Career Launch-Day One™**

### **Week FIVE – Create Your Online Market Presence**

- Create your Online Presence for Lead Generation and Lead Conversion
  - Customize your Personal Website
    - Tell your story on your 'About Me' page (click on the link for tips)
      - Watch: *Tell Your Story* **VIDEO**
    - Create SEO for people so they can find you (click on the link for tips)
      - Watch: *SEO-Search Engine Optimization Strategies* **VIDEO**
  - Post your URL's and content on social media
    - Watch: *Social Media Strategies* **VIDEO**
    - Watch: *Social Media Guidelines* **VIDEO**
    - Facebook, Instagram and LinkedIn
  - Schedule your online advertising
    - Watch: *Search Engine Marketing SEM with Facebook* **VIDEO**
    - Facebook Ads
      - Listing Launch and Open House Boost
      - Home Search Boost
      - Luxury Listing Boost
      - Personal and Community Video Boost
  - National Portals
    - Watch: *Create Profiles on the National Portals* **VIDEO**
    - Zillow and Realtor.com
      - Create agent profiles
      - Ask Clients for testimonials

### **Create Hyper-Local Neighborhood Pages**

- Create your Online Market Presence for Lead Generation and Lead Conversion
  - Create Neighborhood and Community Pages on your website
    - Watch: *Create Neighborhood and Community Pages* **VIDEO**
    - Powered by Property Tracker®
    - Add Neighborhood and Community Information
    - Add Photo and Video Content
    - Add Trendgraphix Stats and Trends
      - Watch: *Trendgraphix Post-2-Web* **VIDEO**
  - Be the Hyper-Local Market Expert and deliver timely and relevant information
    - Watch: *Be the Hyper-Local Market Expert* **VIDEO**
    - Instant Notification of New Listings (SMS + Email)
    - MarketInsights™
    - John L. Scott Housing Updates or Luxury Updates and Quarterly Reports
  - Watch: *Lead Conversion: Connecting the Dots* **VIDEO**

## **Career Launch-Day One™**

### **Week SIX – Engage and Ask for the Business**

- Engagement Hour Each Weekday
  - Continue to make five (5) calls and write five (5) notecards each day (5x5)
  - Continue to add names to your CRM Relationship Database each week
  - Call your CRM Relationship Database and create Property Tracker® Accounts (with Instant Notification and MarketInsights™). Share your Mobile App link. Update 'Categories' and add 'Notes' after every engagement
  - Begin to schedule coffee meetings, social events and Business-to-Business Networking
  - Ask for referrals with each engagement

#### Schedule and Prepare for your Week

- Set aside blocks of time (30 minutes to 1 hour) to work on your business and work in your business. Plan your week and block time for Ultimate Client Relationship®, building skill mastery, generating leads and working with clients. When working on your business, focus on the key activities that create more engagements for business opportunities. Always find time each day for Business Development Activities (CRM, Prospecting and Open Houses).
- Set recurring calendar events for working on and in your business

#### Create Business Opportunities with Outgoing Referrals

- Watch: *John L. Scott Relocation* **VIDEO**
- Watch: *Leading Real Estate Companies of the World Value Proposition* **VIDEO**
- Watch: *Leading Real Estate Companies of the World Marketing Pieces* **VIDEO**
- Watch: *Placing Outgoing Referrals* **VIDEO**

## **Career Launch-Day One™**

### **Week SEVEN – Skill Mastery**

#### Ultimate Client Relationship L.A.B.s

- Click on each workbook link and corresponding video link. It is unrealistic to complete all in one week, but take time to watch the videos and do the work suggested over the next few weeks. Your office may offer LAB workshops, practice on your own, or create an accountability group with your fellow broker associates in the office.
  - Workbook 1: Introduction to CRM Relationship Database
  - Workbook 2: Social Media: Facebook and Engagement
  - Workbook 3: Cloud CMA and Lead Generation
  - Workbook 4: Trendgraphix
  - Workbook 5: Enhance Your Value Proposition
  - Workbook 6: Property Tracker® and MarketInsights™
  - Workbook 7: Hyper-Local Market Presence
  - Workbook 8: Seller Listing Launch® & the Ultimate Open House
  - Workbook 9: Relationship Database & Email Campaigns
  - Workbook X: Xtreme Lead Generation and Lead Conversion

**Career Launch-Day One™**  
**Week EIGHT – “Elevate” Business Strategies**

- “Elevate” your Business – More Transactions – Career Balance – Deeper Relationships
  - John L. Scott Broker Associate Support and your TEAM
  - Leverage your time and resources at the office level so you can focus and prospect for new business and generate more leads.
    - Watch: *Leverage your Time* **VIDEO**
    - Types of Help as your Business Grows
      - Marketing Assistants
      - Listing Coordinator
      - Transaction Coordinator
      - Personal Assistant
      - Refer Buyers/Sellers
      - Hire Buyer’s/Seller Listing Agent
  - National Seminars and Business Coaches provide additional training and support. Tap into some of the top national seminars and coaching to elevate your business and keep you on track.
    - Watch: *National Seminars – Business Coaches* **VIDEO**
  
- “Elevate” your Business – Be Visible and be Consistent
  - Online Presence
    - Website
    - Instant Notification
    - Mobile App
  - Social Media
    - Facebook
    - Instagram
    - LinkedIn
    - Snapchat
  - Community
    - Social Events
    - Networking
    - Sponsoring
    - Join Clubs
  
  - Specialty
    - Luxury Properties
    - Bilingual
    - Property Type

- “Elevate” your Business – Go ‘Home Owner Direct’
  - Watch: *John L. Scott Relocation* **VIDEO**
  - CRM Relationship Database
  - UCR – Individual Engagement
  - Online Lead Generation
  - Seller Listing Launch
  - Neighborhood/Search Pages
  - Direct Contact with Homeowner
  
- “Elevate” your Business – Personal Achievement Seminars and Books
  - The Pacific Institute
  - Landmark Education
  - Speaking the Language of Miracles®
  - The Go Giver
  - Becoming a Category of One
  - The Compound Effect
  
- John L. Scott Success Plan
  - Positive Mindset
  - Skill Mastery
  - Personal Engagement Activities
  
- John L. Scott Commitments
  - Each Individual Client
  - Broker Associate Success
  - Positive – Proactive – Productive Family Team Environment

# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
<u>2</u>	___	Real Estate Home Valuation Updates (CMA for sellers in your relationship database)	Dreams
<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

## Warm List — Buy/Sell (Moving Soon)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

- |          |           |
|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
| 7. _____ | 25. _____ |

8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_



# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
<u>2</u>	___	Real Estate Home Valuation Updates (CMA for sellers in your relationship database)	Dreams
<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

## Warm List — Buy/Sell (Moving Soon)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

- |          |           |
|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
| 7. _____ | 25. _____ |

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16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_

# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
<u>2</u>	___	Real Estate Home Valuation Updates (CMA for sellers in your relationship database)	Dreams
<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
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8. \_\_\_\_\_

## Warm List — Buy/Sell (Moving Soon)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

- |          |           |
|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
| 7. _____ | 25. _____ |

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14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_

# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
<u>2</u>	___	Real Estate Home Valuation Updates (CMA for sellers in your relationship database)	Dreams
<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
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7. \_\_\_\_\_
8. \_\_\_\_\_

## Warm List — Buy/Sell (Moving Soon)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
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7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

- |          |           |
|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
| 7. _____ | 25. _____ |

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14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_

# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
<u>2</u>	___	Real Estate Home Valuation Updates (CMA for sellers in your relationship database)	Dreams
<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
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## Warm List — Buy/Sell (Moving Soon)

1. \_\_\_\_\_
2. \_\_\_\_\_
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9. \_\_\_\_\_

## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

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|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
| 7. _____ | 25. _____ |

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14. \_\_\_\_\_
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16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_



# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
<u>2</u>	___	Real Estate Home Valuation Updates (CMA for sellers in your relationship database)	Dreams
<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
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## Warm List — Buy/Sell (Moving Soon)

1. \_\_\_\_\_
2. \_\_\_\_\_
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9. \_\_\_\_\_

## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

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|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
| 7. _____ | 25. _____ |

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14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_

# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
<u>2</u>	___	Real Estate Home Valuation Updates (CMA for sellers in your relationship database)	Dreams
<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
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## Warm List — Buy/Sell (Moving Soon)

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2. \_\_\_\_\_
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## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

- |          |           |
|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
| 6. _____ | 24. _____ |
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16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_

# Career Launch-Day One™ Business Development Activities (week of \_\_/\_\_/\_\_\_\_)

Action Items	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

<u>Goal</u>	<u>Actual</u>	<u>Lead Generation Activities</u>	<u>F.O.R.D</u>
<u>25</u>	___	Phone calls per week (FORD)	Family
<u>25</u>	___	Handwritten notes (thank you/thinking of you/follow up/events/)	Occupation
<u>5</u>	___	Face to face (coffee/lunch/happy hour/dinner/party/event/golf/etc)	Recreation
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<u>1</u>	___	Attend event (Chamber/organizations/philanthropic/recreational/etc)	
<u>5</u>	___	Social Media posts (Boost potential)	
<u>10</u>	___	Add new contacts to database	
		Total Contacts: _____	
<u>10</u>	___	Create Property Tracker accounts	
<u>2</u>	___	Buyer Presentations	
		Names: _____	
<u>1</u>	___	Listing Presentation	
		Names: _____	
<u>2</u>	___	Open Houses	
		Address: _____	
			Follow up Activities yes/no

Office Leader \_\_\_\_\_

Broker \_\_\_\_\_

Accountability Partner \_\_\_\_\_

# Career Launch Business Development Activities

(week of \_\_/\_\_/\_\_)

## Hot List — Ready to Buy/Sell

1. \_\_\_\_\_
2. \_\_\_\_\_
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## Warm List — Buy/Sell (Moving Soon)

1. \_\_\_\_\_
2. \_\_\_\_\_
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## Engagement with Relationship Database (Calls, Handwritten Notes, Texts, Emails, Property Tracker Accounts & Mobile App Downloads)

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|----------|-----------|
| 1. _____ | 19. _____ |
| 2. _____ | 20. _____ |
| 3. _____ | 21. _____ |
| 4. _____ | 22. _____ |
| 5. _____ | 23. _____ |
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18. \_\_\_\_\_

## Face to Face Meetings (one per day)

1. \_\_\_\_\_
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3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Real Estate - Home Valuation Updates

1. \_\_\_\_\_
2. \_\_\_\_\_

## Social Event

1. \_\_\_\_\_