



PIPELINE OF LEADS

Name _____ Date _____

Potential Listing Client Leads

Last Name	Phone Number	Community	Timeframe	Price (approx. sale price)	Rank A,B,C
			Total Potential:	\$	



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Current Listings Clients

Last Name	Phone Number	Community	Motivation Level	Price (approx sale price)	Rank A,B,C
			Total Potential:	\$	

Current Closing Clients (Pending Deals)

Last Name	Phone Number	Community	Transfer Date	Sale Price	Contingencies Removed
			Total Potential:	\$	

"A" Level Potential Business (Potential Buyers, Listings, Current Listings, Current Closings)



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Category	# of Units	Total Sales Volume
Potential Listings		
Potential Buyers		
Current Listings		
Current Closings (Pending)		
Closed Sales YTD		
Total "A" Potential:		\$

"A, B & C" Level Potential Business (Potential Buyers, Listings, Current Listings, Current Closings)

Category	# of Units	Total Sales Volume
Potential Listings		
Potential Buyers		
Current Listings		
Current Closings (Pending)		
Closed Sales YTD		
Total All Levels Potential:		\$

"Opportunities aren't lost...they go to somebody else."

The total number at the bottom of each category and the **total combined** is **EXCITING!** (Am I right?)

Appointments make Sales happen. You must talk real estate with as many people as possible. This is the way you get started in the business, get yourself out of a slump or grow an already successful business.

How to Maximize this Worksheet:

- STAY FOCUSED. LOOK at this DAILY – THIS IS YOUR POTENTIAL INCOME.
- Put **EVERYONE TALKING REAL ESTATE with you ON THIS LIST** – You don't need permission.
- Your job is to get a face-to-face appointment, to sign a listing contract or write an offer to buy. Maximize every lead and opportunity on this worksheet.
- Carry this with you at all times.
- Even if someone is remotely talking to you about selling/buying, they go on the list. (Yes, even if it is a year from now. They are talking about it. That's what matters. You will NEED the business 6-12 months from now!)
- **This is a numbers game.** There are going to be clients coming on and off this worksheet. So don't get frustrated! If your buyer bought a FSBO, accept it, learn from it, and move on to replace their name on your list with someone else.
- Keep old worksheets for future reference and to track your progress.
- Make updates as often as you like and turn in the worksheet monthly or quarterly.
- Don't give up!!! These people will buy a home or sell a home – stay in contact.
- If you are unable to convert the prospects, **you may need new material, both written & verbal (what you say and give to people promoting yourself)**...Attend a training class on scripts & dialogues immediately, improve your presentations, or schedule a one-one-one coaching meeting with Sherri.

Your Biggest Fan,
- Sherri