

Lead Generation Worksheet

— Listing ratios —

Starting Stats.

Replace with your own stats.

- | | | |
|---------------------|---------------------|-------------------------|
| 1. Leads to Appt. | 10 Leads = 1 Appt. | _____ Leads = 1 Appt. |
| 2. Appt. to Listing | 5 Appt. = 1 Listing | _____ Appt. = 1 Listing |
| 3. Listings to Sale | 1 Listings = 1 Sale | _____ Listings = 1 Sale |

— Efficiencies —

_____ weeks worked per year x _____ days/week = _____ days worked/year.

Lead ratio assumes a decision will be made within _____ months.

— Listing Calculations —

_____ x 1 = _____ ÷ _____ = _____
 Listings sold (yr.) Listings signed (yr.) Listings signed (mo.)

_____ x 5 = _____ ÷ _____/_____ = _____/_____
 Listings signed (yr.) Total appts. needed Appts. (wk./mo.)

_____ x 10 = _____ ÷ _____/_____ = _____/_____
 Total Appts. Total leads needed Leads (wk./mo.)

Estimated minimum hours of prospecting per day _____