

**MILLION DOLLAR
PIPELINE PROGRAM**

Pipeline Tracker

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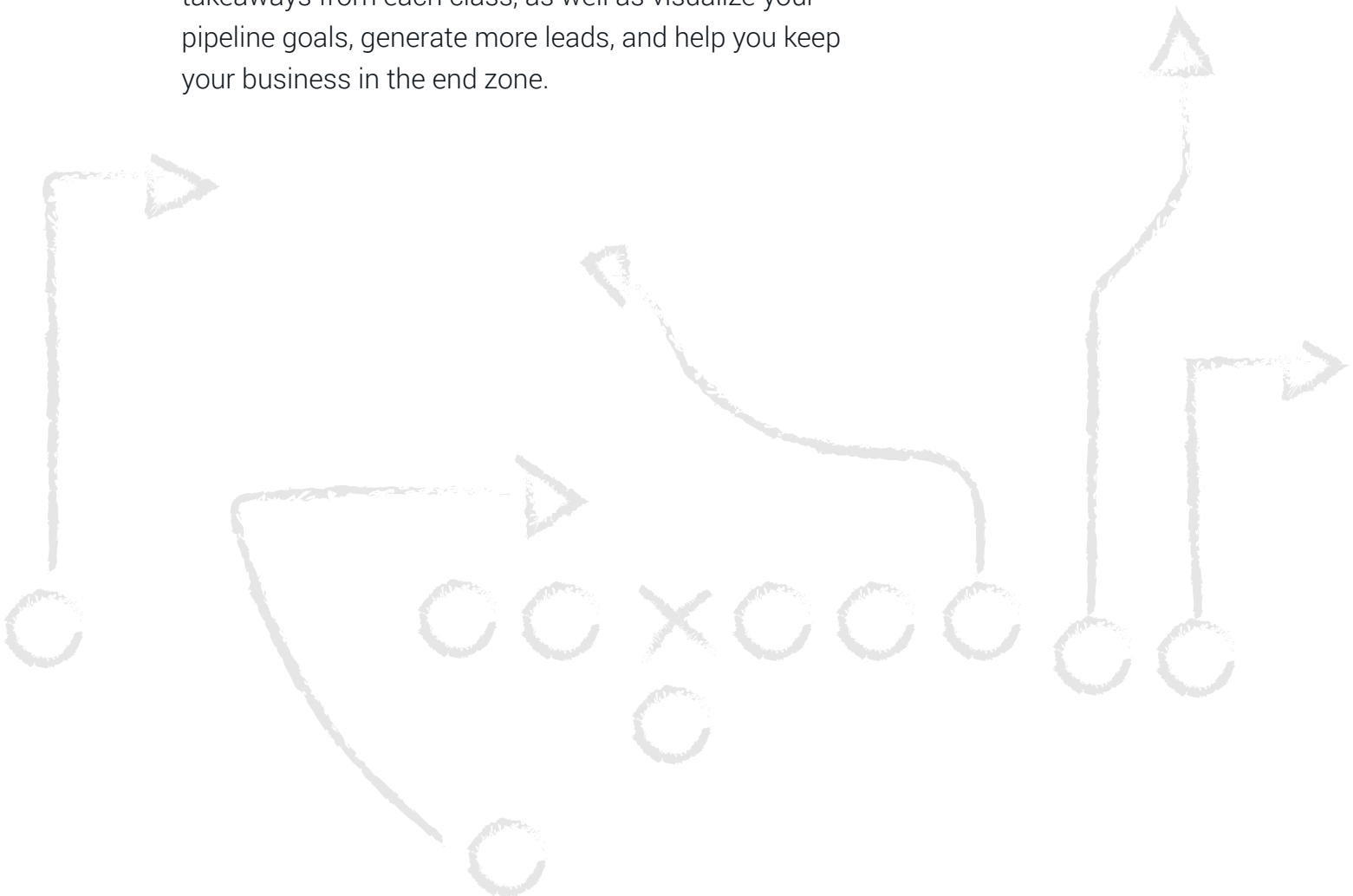

market leader

Time to play offense.

This season of MDPP is focused lead generation, so you can fill your pipeline and blitz the competition. Each week, as you learn strategies for generating more leads, you can identify new lead sources, track your lead generation efforts, and measure your success and ROI.

*“If it’s not measurable,
it’s not repeatable”*

You’re investing in Market Leader and in your business. This Pipeline Tracker will allow you to identify key takeaways from each class, as well as visualize your pipeline goals, generate more leads, and help you keep your business in the end zone.



Player Profile


2017 Transaction Goal:

Number of transactions YTD:

Number of contacts in your database (excluding contacts in the sold and trash status):

2018 Transaction Goal:

Number of Leads needed to meet transaction goal:



Lead conversion rates can be tricky, the industry standard takes into account lead follow-up time, the quality of the response, and effective lead nurture processes. The better your lead follow-up and engagement, the better your lead conversion rate will be.

Monthly Lead Generation budget:

Having – and sticking – to a lead generation plan helps agents consistently generate the volume of leads they need to see success.

Time spent each week on lead generation:

Top 3 lead sources:

- 1.
- 2.
- 3.

The more lead sources you have, the less your risk of experiencing dry spells in both lead generation and GCI.

The industry standard is around a 2-4% conversion rate. So for a goal of say, 20 transactions, you'll need approximately 500-1000 leads to hit that goal, as long as you have a solid lead engagement & nurture plan in place.

Top agents typically put 10-20% of their income into lead generation. Whatever you're able to budget for lead generation, try to view it as an investment in your business, rather than a cost.

Understanding Today's Paid and Free Lead Sources

Time spent on lead generation last week:

Money spent on lead generation last week:

Number of website visitors last week:

Number of new leads last week:

Top 3 lead sources last week:

- 1.
- 2.
- 3.

Goals for next week:

Number of leads:

Sources:

Your Plan:



KEY TAKEAWAYS:

Expand Your Reach with Paid Facebook Ads

Time spent on lead generation last week:

Money spent on lead generation last week:

Number of website visitors last week:

Number of new leads last week:

Top 3 lead sources last week:

- 1.
- 2.
- 3.

Goals for next week:

Number of leads:

Sources:

Your Plan:

KEY TAKEAWAYS:



Master Social Selling with LinkedIn

Time spent on lead generation last week:

Money spent on lead generation last week:

Number of website visitors last week:

Number of new leads last week:

Top 3 lead sources last week:

- 1.
- 2.
- 3.

Goals for next week:

Number of leads:

Sources:

Your Plan:



KEY TAKEAWAYS:

Clone Your Commissions with More Referrals

Time spent on lead generation last week:

Money spent on lead generation last week:

Number of website visitors last week:

Number of new leads last week:

Top 3 lead sources last week:

- 1.
- 2.
- 3.

Goals for next week:

Number of leads:

Sources:

Your Plan:



KEY TAKEAWAYS:

FSBO's, Open Houses, Expired Listings - Oh My!

Time spent on lead generation last week:

Money spent on lead generation last week:

Number of website visitors last week:

Number of new leads last week:

Top 3 lead sources last week:

- 1.
- 2.
- 3.

Goals for next week:

Number of leads:

Sources:

Your Plan:



KEY TAKEAWAYS:

How to Use Your Website to Generate Leads

Time spent on lead generation last week:

Money spent on lead generation last week:

Number of website visitors last week:

Number of new leads last week:

Top 3 lead sources last week:

- 1.
- 2.
- 3.

Goals for next week:

Number of leads:

Sources:

Your Plan:



KEY TAKEAWAYS:

Season Recap

Weekly time spent on lead generation:

Week 1:

Today:

Weekly money spent on lead generation:

Week 1:

Today:

Top 3 lead sources:

Week 1:

- 1.
- 2.
- 3.

Today:

- 1.
- 2.
- 3.

Number of contacts in your database (excluding contacts in the sold and trash status):

Week 1:

Today:

SEASON RECAP

Number of contacts in your database (excluding contacts in the sold and trash status):

Week 1

Today:

Did you see an increase in your database contacts over the season?

Week 1

Today:

If yes, what helped you accomplish this? If no, why?

What are your lead generation goals for the upcoming year?

Number of leads per week/month:

Sources:

SEASON RECAP

What's your plan for generating enough leads to meet your 2018 transaction goal?

How will implementing what you've learned this season change your business in 2018?

Additional Notes