

# my 411

Transfer your one-year GPS as well as any personal yearly goals to your 411. The 411 stands for four weeks, one month and one year. This will be where you keep track of annual, monthly and weekly big rocks. Analyzing your year using the focusing question, fill in your monthly goals and then what you will accomplish this week to stay on track with your monthly achievements. Review and update your 411 on a weekly basis.

## My Annual Goals

Business	Personal
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

## My Monthly Goals

Business	Personal
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

## My Weekly Goals

Week 1	Week 2	Week 3	Week 4	Week 5
Personal	Personal	Personal	Personal	Personal
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.
Business	Business	Business	Business	Business
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.

# Weekly Agent Activity Tracker

Name of Agent \_\_\_\_\_

Date \_\_\_\_\_

Numbers	ACTUAL	GOAL
Days worked	_____	_____
Number of hours Lead Generating	_____	_____
Number of open houses	_____	_____
Number of contacts	_____	_____
Number of Buyer Appts (consult or showings)	_____	_____
Number of Contracts Written (buyers)	_____	_____
Number of Contracts Accepted (buyers)	_____	_____
Number of listing appointments gone on	_____	_____
Number of new listings	_____	_____
Current Listing Inventory (Active or Pend)	_____	_____
Number of Offers Accepted on Listings	_____	_____
Number of price reductions	_____	_____
Number of closings	_____	_____
Total deals currently in escrow	_____	_____
Number of deals fell apart	_____	_____

- ✓ **Days worked:** The number of days this week you worked at real estate (A day worked is putting in more than one hour of work).
- ✓ **Number of hours lead generating:** Number of hours you actively generated leads this week.
- ✓ **Number of open houses:** Number of open houses you held this week.
- ✓ **Number of contacts:** Number of people you actually spoke with and asked about real estate or asked for a referral. Not how many messages you left or how many people you met at a networking function. This is actual people you talked with about real estate and asked for business or a referral. So if you talked to people at a networking function individually and asked for the business or referral then each individual counts as one.
- ✓ **Number of Buyer Appts =** actual consultations or showing homes
- ✓ **Number of Contracts Written (buyers) =** wrote an actual offer (may or may not be accepted yet)
- ✓ **Number of Contracts Accepted (buyers) =** actual buyer contracts accepted
- ✓ **Number of listing appointments gone on:** Actual listing appointments.
- ✓ **Listings obtained:** Number of listing contracts signed. This is not someone who promises to list with you in three weeks. The contract must be signed to count as a listing.
- ✓ **Current Listing Inventory =** This includes YOUR listings both active and pending
- ✓ **Number of Offers Accepted on Listings :** If you have an accepted contract on a listing. If you are in counter or verbal stage, you cannot count it.
- ✓ **Number of price reductions:** If you have a price reduction on a listing that is one. If you have two listings you received price reductions on this week then it is two.
- ✓ **Number of closings:** If you had a closing, then that is counted as one. The entire process must be closed to count. Not placed in escrow. This only counts when you receive a check.
- ✓ **Number of deals that fell through:** A deal that actually fell out of escrow
- ✓ **Total Income:** This is the amount of your commission.

## Coaching Pre-Session Prep Form

*Clarity Is Power--Focus on the plan and not the problem--What you focus on expands*

**Name:**

**Date:**

**Actions you have taken since the last sessions:**

- 1.
- 2.
- 3.
- 4.
- 5.

**Observations, wins, insights, ahas, and/or successes since our last session:**

- 1.
- 2.
- 3.
- 4.
- 5.

**B. The one thing I would like to focus on during our upcoming session (THE ONE THING that would move you forward in your goals):**

**D. Promises and/or action steps to be taken between now and the next session:**

- 1.
- 2.
- 3.
- 4.
- 5.

I know this exercise will add to the value of our coaching appointment. I would suggest that you keep a copy of this and send me a copy 24 hours prior to your call at the latest.