Appendix F: One-Page Agent Metrics Tracker

Purpose

Track your key metrics weekly to make data-driven decisions.

Weekly Activity Metrics

Week Of: _____

Conversations Held: _____

Follow-Ups Scheduled: _____

Follow-Ups Completed: _____

Follow-Up Completion Rate: (Completed ÷ Scheduled) × 100 = _____ %

Pipeline Snapshot

Stage	**Count**
Leads	_____
Attempting Contact	_____
Hot	_____
Warm	_____
Under Contract	_____
Past Clients	_____

Conversion Check

Lead → Signed Conversion Rate: (Signed ÷ Leads) × 100 = _____ %

Contracts Written This Week: _____ Average Days from First Contact to Contract:

_____

Weekly Adjustment

What input needs more attention next week?

_____

_____