Breakthrough 120

kw UNIVERSITY

Part Two: Participant Guide

kw Where Entrepreneurs Thrive®

Participant Guide
Version 1.0

Telemarketing

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance and visit https://console.command.kw.com/connect/learning/topics/10471 for more information.

General

While Keller Williams Realty, LLC (KW) has carefully prepared all materials, we do not guarantee their accuracy or make any express or implied warranties about the information. KW may change the material at any time without notice.

These materials may contain hypothetical examples and exercises meant to illustrate aspects of KW's financial, growth and investment models, including:

- calculation of profit share contributions and distributions;
- calculation of agent compensation;
- evaluation of a Market Center's financial results;
- agent productivity strategies; and
- estimates of return on investment.

These materials and examples are provided for informational purposes only; they are not a guarantee or prediction of performance, sales, or profits. Agent productivity strategies are models only, not requirements. Independent contractors should set their own goals and strategies. You should not (1) assume that the results of these exercises and models predict your or a Keller Williams® Market Center's financial performance, or (2) consider or rely on the results of the exercises and models in deciding whether to make any investment. You should consult your own legal or financial advisor and verify all information to your satisfaction. The instructors do not hold financial licenses. You should consult your own legal, financial, or tax advisor and verify all information to your satisfaction prior to taking any action.

Negotiating Commissions

Commissions are not set by law or practice and are fully negotiable. There is no commission standard and pricing will vary by agent and market conditions. KW does not determine commissions and plays no role in establishing commissions.

Likewise, offers of cooperative compensation are fully negotiable and not required by law or practice. Offers of cooperative compensation must be openly discussed with your client and authorized in writing before they are made or accepted. KW plays no role in agent decisions to offer or accept cooperative compensation and imposes no requirements on agents to offer or accept cooperative compensation.

Fair Housing

Warning! Buyer letters, videos and photographs may lead to Fair Housing violations. It is important to educate consumers about Fair Housing laws and talk with your broker before submitting buyer letters.

©2026 Keller Williams Realty, LLC

CAN-SPAM Disclaimer

WARNING! When sending commercial email messages to U.S. recipients, you must comply with the CAN-SPAM Act of 2003 (CAN-SPAM), which requires the email message to provide the recipient with the ability to unsubscribe/opt-out of receiving future commercial emails. Contact your attorney to ensure your compliance.

AI Disclaimer

Any text or materials generated by artificial intelligence (AI) should be reviewed for accuracy and reliability as there may be errors, omissions, or inaccuracies. The use of generative AI is subject to limitations, including the availability and quality of the training data used to train the AI model used. Users should exercise caution and independently verify any information or output generated by the AI system utilized and should apply their own judgment and critical thinking when interpreting and utilizing the outputs of generative AI.

Copyright

These materials are copyright © 2026 Keller Williams Realty, LLC (KW) or its licensors. All rights reserved. You may not reproduce or transmit these materials without the prior, express written permission of KW. If any part of this notice is unclear, please contact compliance@kw.com.

Material excerpted from The Millionaire Real Estate Agent appears courtesy of The McGraw-Hill Companies. ©2003-2004 Rellek Publishing Partners Ltd. All rights reserved.

Material excerpted from The Millionaire Real Estate Agent, Second Edition appears courtesy of Rellek Publishing Partners, Ltd. All rights reserved.

Material excerpted from SHIFT appears courtesy of The McGraw-Hill Companies. SHIFT is copyright ©2010 Rellek Publishing Partners, Ltd. All rights reserved.

Material excerpted from The ONE Thing appears courtesy of Bard Press. The ONE Thing is copyright ©2012 KP Publishing Partners, Ltd. All rights reserved.

Updated 03/2026

TCPA/Do Not Call Compliance Pointers

1. **Know the Law**

- The Telephone Consumer Protection Act (TCPA) regulates calls and text messages and includes the National Do Not Call (DNC) Registry.
- Several states have their own telemarketing laws. You must follow these laws too.
- For information about the TCPA and DNC laws, visit https://console.command.kw.com/connect/learning/topics/10471
- Consult your market center or a lawyer for help with your telemarketing compliance.

2. **Get Proper Consent**

- Obtain proper consent from all consumers you call or text.
- You need prior express written consent to make telemarketing calls and texts using (1) an artificial voice, (2) a prerecorded message, or (3) an automatic telephone dialing system (which may include a dialer).
- You need prior express written consent to make telemarketing calls and texts to numbers on the National DNC Registry.

3. **Document Consent**

- Keep a record of consent from consumers and when you obtained it.

4. **Subscribe to the National DNC Registry**

- The National DNC Registry is hosted on a dedicated website (https://telemarketing.donotcall.gov/).
- Your market center should subscribe to the Registry and applicable state DNC lists and give you login credentials and/or you should subscribe and obtain your own login credentials.

5. **Maintain an Internal DNC List**

- Consumers have a right to request that you not call or text them.
- Consumers can revoke consent at any time in any reasonable way.
- Keep a record of Do Not Call requests you receive for 5 years.

6. **Check DNC Lists Before You Call or Text**

- Before making a call or text, check to see if the number is on: (1) the National DNC Registry; (2) a state DNC list; or (3) your internal DNC list or your market center's.
- Do not rely on lead lists from 3rd parties to be DNC compliant. It is your responsibility.

7. **Honor Do Not Call Requests**

- Don't call a number on the National DNC Registry or a state DNC list unless you have proper consent.
- Don't call someone who has asked to be on your internal DNC list.

8. **Honor Calling Time Restrictions**

- Never make a telemarketing call or text before 8 a.m. or after 9 p.m. local time at the consumer's location.
- Follow any additional state law restrictions regarding when you're allowed to contact consumers located in that state.

9. **Train Your Assistants, Including Virtual Assistants**

- You are responsible if your assistants do not comply with telemarketing laws. REV. 07/11/25

©2026 Keller Williams Realty, LLC

Seven Compliance Tips for AI Use in Real Estate

1. The TCPA prohibits AI-voice calls unless you have received prior express written consent from the call recipient. You must follow the TCPA and other applicable federal, state, and local laws if you want to leverage AI for use with calls and texts. Contact your attorney to ensure your compliance with applicable law.
2. Use your images compliantly—including those you upload into an AI tool and AI generated ones! Don't upload images into an AI tool unless you have the copyright owner's permission to do so. Additionally, AI companies' terms and conditions may require you to disclose if an image or person is generated by AI or altered with AI (like virtual staging), so be sure to do so if required.
3. Do not use AI to create content you wish to protect with copyright: Under current U.S. law, only human-authored works can be copyrighted, so AI-generated content is generally not protected.
4. Protect client confidentiality: Obtain informed consent before uploading client personal data or any other confidential or sensitive information into AI tools, anonymize or de-identify information if possible, and review AI providers' terms and conditions and privacy policies.
5. AI can be unreliable. You can use AI to help create content, but it's important that all the content is checked for accuracy before publishing to avoid making misleading or deceptive statements.
6. Follow all applicable advertising laws. Even if you use AI, you still need to ensure that you're following all applicable advertising rules, like including your broker's name, DBA, license, etc.
7. Keep it ethical. Avoid misrepresenting the property and your clients with AI-generated content that isn't checked. You should thoroughly review all AI-generated output and confirm that such output is factually accurate, suitable for its intended use, and complies with all applicable laws and regulations as they pertain to your intended use.

©2026 Keller Williams Realty, LLC

Welcome to Part Two of Breakthrough 120!

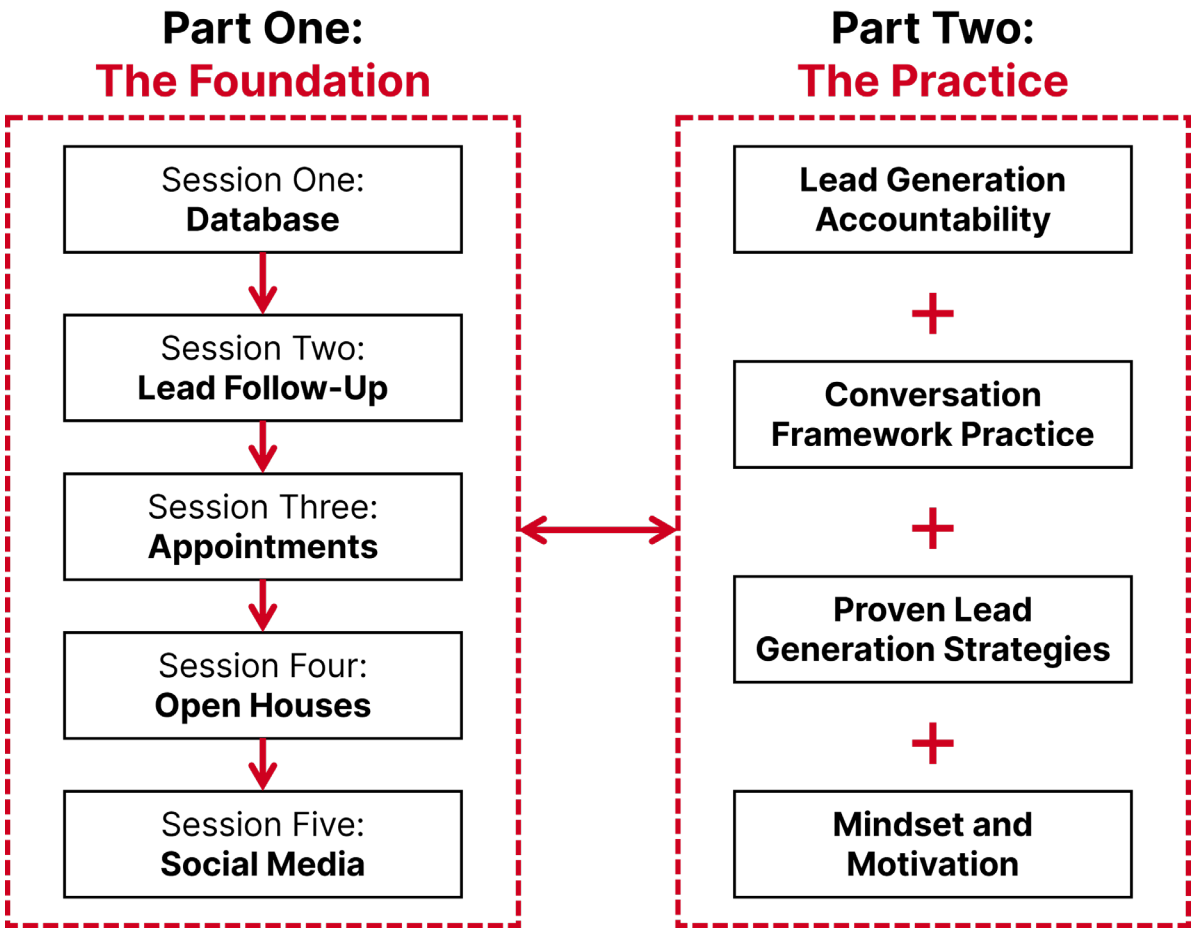
Welcome to Part 2 of Breakthrough 120—your opportunity to launch your real estate business and set yourself up for success!

In Part One of Breakthrough 120, you learned the most important step: talking to new people every day. Your business grows when you make connections and engage in real estate conversations. There is no more important activity in this business.

Now, you're not just an agent—you're a business owner. Your success depends on the actions you take each day. The good news is, you are in charge!

Part Two is your launchpad for action, providing the structure and accountability you need to succeed. You are encouraged to start this phase during or immediately after Part One, and continue attending for your first 120 days and beyond. Here you will double down on your daily lead generation to build a business as large as you want.

You utilize your success tracker (be sure to make copies) and the **Part Two Toolkit** to create a consistent habit of powerful lead generation.



©2026 Keller Williams Realty, LLC

Daily Schedule

Part Two of Breakthrough 120 will follow this daily schedule:

Segment	Description
1. Daily Inspiration	Reflect on the inspirational video, affirmation, and questions to set the tone for a productive and successful day.
2. Progress Report	Celebrate and share wins by recognizing progress—big or small—to fuel motivation and build momentum.
3. Market Expert	Master the market data and terminology required to build immediate trust and solidify your reputation as a local expert.
4. Role-Model and Role-Play	Develop the confidence of a top agent by practicing listing and buyer conversation frameworks with a partner following a facilitator demonstration.
5. Action, Activity, Accountability	Grow your business by having TCPA-compliant conversations with 10 new people, turning connections into appointments and signed agreements.
6. Debrief and Report	Maintain accountability for your 10-conversation goal by sharing your daily results, challenges, and aha's.

Breakthrough 120 Success Trackers

The Breakthrough 120 Success Trackers are designed to provide structure, habit, and accountability. When used daily, they keep you focused on the tasks that matter most and help you reach your goal: nine agreements in 120 days.

Each two-page daily success tracker has space for you to record your daily lead generation goals and activities relating to your database, open houses, and social media.

In this Participant Guide, you will find enough trackers for a full workweek, plus a master template to **make additional copies.**

Before you begin using the daily success tracker, you will set your goals for your:

1. Yearly income
2. Weekly and monthly goals for appointments
3. Weekly and monthly goals for signed agreements
4. Weekly and monthly goals for real estate conversations
5. Weekly and monthly goals for contacts added to your database
6. Each day, your activities should be supporting the achievement of your weekly, monthly, and yearly goals.

Stay consistent and move beyond any doubts or fears. Remember, the way through fear is action. Your business—and your success—begins today.

©2026 Keller Williams Realty, LLC

Goal Setting

Before we jump into your 20%, your lead generation, let's think about why dedicating your time to lead generating. You're doing it because you want to build the life you want. So let's break down some of your financial goals for that life.

Your Personal Goals

As a business owner, you set your own goals. To put your goals in perspective, start by calculating how many appointments and signed agreements you'll need to reach your income target.

1	**How much do you want to make in the next 12 months?**	$
2	**What is a potential per-deal earning?**	$
3	**How many closed deals are required to meet your goal in 12 months?** (Divide #1 by #2 and round up)	
4	**How many signed agreements are required?** (Divide #3 by .75*)	
5	**How many appointments are required?** (Divide #4 by .75*)	

* 75% is used here as an approximate conversion rate. That is, four appointments yield approximately three signed agreements, and four signed agreements yield approximately three closed deals. This rate comes from research done for *The Millionaire Real Estate Agent*. Your conversion rate may vary.

©2026 Keller Williams Realty, LLC

Your Weekly and Monthly Goals

Now that you know your yearly goal, we can break that down into monthly and weekly goals. Divide your yearly goals by twelve to get your monthly goals. Divide your monthly goals by four to get your weekly goals. Now, if you plan to take time off during the year, you may want to account for that by dividing your yearly goal by 11 to allow for four weeks of time off this year. Notice that once calculated, you may need to up your personal goal from 10 conversations per day to something higher.

Goal	Per Month	Per Week
Number of Real Estate Conversations		
Number of Contacts Added to Database		
Number of Appointments		
Number of Signed Agreements		

©2026 Keller Williams Realty, LLC

PLAN FOR **TODAY**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

DAILY OPEN HOUSE TASKS

MY DAILY OPEN HOUSE GOALS

☐	
☐	
☐	
☐	
☐	

DAILY SOCIAL MEDIA ENGAGEMENT TASKS

MY DAILY SOCIAL MEDIA GOALS

TASK		COMPLETED	
REACTION	React to a post or a comment by liking, hearting, etc.	_____ /	10
COMMENT	Comment on a followers post	_____ /	10
DIRECT MESSAGE	Send a DM to a follower	_____ /	5
SHARE	Share another's post	_____ /	5
ADD	Add friends or followers	_____ /	5
POST	Use the LIKE model and follow the 80/20 business/ personal rule	_____ /	1

☐ L
☐ I
☐ K
☐ E

MY POST:

FOLLOW UP OPPORTUNITIES	CHALLENGES	WHAT I LEARNED

NOTES TO **SELF**

→ What worked well today?

→ What challenged me?

→ What's one small adjustment I'll make tomorrow?

→ Why am I going to keep doing this?

©2026 Keller Williams Realty, LLC

BRAG BOX

DAILY CONTACT TRACKER

AFFIRMATION:

Name/Phone	TCPA/ DNC	Outcome	Add to DB	Add Tags	Add Tasks	Smart-Plan	Add Notes
1	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
2	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
3	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
4	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
5	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
6	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
7	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
8	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
9	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
10	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
11	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
12	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
13	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
14	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
15	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
16	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
17	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
18	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
19	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
20	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐

MY DAILY RESULT		No.
1	Real Estate Conversations (2-way via phone, face-to-face, text message, or direct message)	_____
2	Contacts Added to Database	_____
3	Real Estate Follow-up Opportunities	_____

©2026 Keller Williams Realty, LLC

PLAN FOR **TODAY**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

DAILY OPEN HOUSE TASKS

MY DAILY OPEN HOUSE GOALS

☐	
☐	
☐	
☐	
☐	

DAILY SOCIAL MEDIA ENGAGEMENT TASKS

MY DAILY SOCIAL MEDIA GOALS

TASK		COMPLETED	
REACTION	React to a post or a comment by liking, hearting, etc.	_____ /	10
COMMENT	Comment on a followers post	_____ /	10
DIRECT MESSAGE	Send a DM to a follower	_____ /	5
SHARE	Share another's post	_____ /	5
ADD	Add friends or followers	_____ /	5
POST	Use the LIKE model and follow the 80/20 business/ personal rule	_____ /	1

☐ L
☐ I
☐ K
☐ E

MY POST:

FOLLOW UP OPPORTUNITIES	CHALLENGES	WHAT I LEARNED

NOTES TO **SELF**

→ What worked well today?

→ What challenged me?

→ What's one small adjustment I'll make tomorrow?

→ Why am I going to keep doing this?

©2026 Keller Williams Realty, LLC

BRAG BOX

DAILY CONTACT TRACKER

AFFIRMATION:

Name/Phone	TCPA/ DNC	Outcome	Add to DB	Add Tags	Add Tasks	Smart-Plan	Add Notes
1	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
2	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
3	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
4	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
5	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
6	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
7	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
8	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
9	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
10	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
11	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
12	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
13	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
14	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
15	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
16	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
17	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
18	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
19	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
20	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐

MY DAILY RESULT		No.
1	Real Estate Conversations (2-way via phone, face-to-face, text message, or direct message)	_____
2	Contacts Added to Database	_____
3	Real Estate Follow-up Opportunities	_____

©2026 Keller Williams Realty, LLC

PLAN FOR **TODAY**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

DAILY OPEN HOUSE TASKS

MY DAILY OPEN HOUSE GOALS

☐	
☐	
☐	
☐	
☐	

DAILY SOCIAL MEDIA ENGAGEMENT TASKS

MY DAILY SOCIAL MEDIA GOALS

TASK		COMPLETED	
REACTION	React to a post or a comment by liking, hearting, etc.	_____ /	10
COMMENT	Comment on a followers post	_____ /	10
DIRECT MESSAGE	Send a DM to a follower	_____ /	5
SHARE	Share another's post	_____ /	5
ADD	Add friends or followers	_____ /	5
POST	Use the LIKE model and follow the 80/20 business/ personal rule	_____ /	1

☐ L
☐ I
☐ K
☐ E

MY POST:

FOLLOW UP OPPORTUNITIES	CHALLENGES	WHAT I LEARNED

NOTES TO **SELF**

→ What worked well today?

→ What challenged me?

→ What's one small adjustment I'll make tomorrow?

→ Why am I going to keep doing this?

©2026 Keller Williams Realty, LLC

BRAG BOX

DAILY CONTACT TRACKER

AFFIRMATION:

Name/Phone	TCPA/ DNC	Outcome	Add to DB	Add Tags	Add Tasks	Smart-Plan	Add Notes
1	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
2	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
3	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
4	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
5	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
6	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
7	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
8	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
9	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
10	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
11	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
12	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
13	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
14	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
15	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
16	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
17	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
18	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
19	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
20	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐

MY DAILY RESULT		No.
1	Real Estate Conversations (2-way via phone, face-to-face, text message, or direct message)	_____
2	Contacts Added to Database	_____
3	Real Estate Follow-up Opportunities	_____

©2026 Keller Williams Realty, LLC

PLAN FOR **TODAY**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

DAILY OPEN HOUSE TASKS

MY DAILY OPEN HOUSE GOALS

☐	
☐	
☐	
☐	
☐	

DAILY SOCIAL MEDIA ENGAGEMENT TASKS

MY DAILY SOCIAL MEDIA GOALS

TASK		COMPLETED	
REACTION	React to a post or a comment by liking, hearting, etc.	_____ /	10
COMMENT	Comment on a followers post	_____ /	10
DIRECT MESSAGE	Send a DM to a follower	_____ /	5
SHARE	Share another's post	_____ /	5
ADD	Add friends or followers	_____ /	5
POST	Use the LIKE model and follow the 80/20 business/ personal rule	_____ /	1

☐ L
☐ I
☐ K
☐ E

MY POST:

FOLLOW UP OPPORTUNITIES	CHALLENGES	WHAT I LEARNED

NOTES TO **SELF**

→ What worked well today?

→ What challenged me?

→ What's one small adjustment I'll make tomorrow?

→ Why am I going to keep doing this?

©2026 Keller Williams Realty, LLC

BRAG BOX

DAILY CONTACT TRACKER

AFFIRMATION:

Name/Phone	TCPA/ DNC	Outcome	Add to DB	Add Tags	Add Tasks	Smart-Plan	Add Notes
1	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
2	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
3	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
4	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
5	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
6	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
7	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
8	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
9	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
10	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
11	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
12	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
13	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
14	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
15	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
16	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
17	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
18	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
19	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
20	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐

MY DAILY RESULT		No.
1	Real Estate Conversations (2-way via phone, face-to-face, text message, or direct message)	_____
2	Contacts Added to Database	_____
3	Real Estate Follow-up Opportunities	_____

©2026 Keller Williams Realty, LLC

PLAN FOR **TODAY**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

DAILY OPEN HOUSE TASKS

MY DAILY OPEN HOUSE GOALS

☐	
☐	
☐	
☐	
☐	

DAILY SOCIAL MEDIA ENGAGEMENT TASKS

MY DAILY SOCIAL MEDIA GOALS

TASK		COMPLETED	
REACTION	React to a post or a comment by liking, hearting, etc.	_____ /	10
COMMENT	Comment on a followers post	_____ /	10
DIRECT MESSAGE	Send a DM to a follower	_____ /	5
SHARE	Share another's post	_____ /	5
ADD	Add friends or followers	_____ /	5
POST	Use the LIKE model and follow the 80/20 business/ personal rule	_____ /	1

☐ L
☐ I
☐ K
☐ E

MY POST:

FOLLOW UP OPPORTUNITIES	CHALLENGES	WHAT I LEARNED

NOTES TO **SELF**

→ What worked well today?

→ What challenged me?

→ What's one small adjustment I'll make tomorrow?

→ Why am I going to keep doing this?

©2026 Keller Williams Realty, LLC

BRAG BOX

DAILY CONTACT TRACKER

AFFIRMATION:

Name/Phone	TCPA/ DNC	Outcome	Add to DB	Add Tags	Add Tasks	Smart-Plan	Add Notes
1	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
2	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
3	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
4	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
5	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
6	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
7	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
8	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
9	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
10	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
11	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
12	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
13	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
14	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
15	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
16	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
17	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
18	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
19	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
20	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐

MY DAILY RESULT		No.
1	Real Estate Conversations (2-way via phone, face-to-face, text message, or direct message)	_____
2	Contacts Added to Database	_____
3	Real Estate Follow-up Opportunities	_____

©2026 Keller Williams Realty, LLC

PLAN FOR **TODAY**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15	15	15
16	16	16	16	16	16	16	16	16	16	16	16
17	17	17	17	17	17	17	17	17	17	17	17
18	18	18	18	18	18	18	18	18	18	18	18
19	19	19	19	19	19	19	19	19	19	19	19
20	20	20	20	20	20	20	20	20	20	20	20
21	21	21	21	21	21	21	21	21	21	21	21
22	22	22	22	22	22	22	22	22	22	22	22
23	23	23	23	23	23	23	23	23	23	23	23
24	24	24	24	24	24	24	24	24	24	24	24
25	25	25	25	25	25	25	25	25	25	25	25
26	26	26	26	26	26	26	26	26	26	26	26
27	27	27	27	27	27	27	27	27	27	27	27
28	28	28	28	28	28	28	28	28	28	28	28
29	29	29	29	29	29	29	29	29	29	29	29
30	30	30	30	30	30	30	30	30	30	30	30
31	31	31	31	31	31	31	31	31	31	31	31

DAILY OPEN HOUSE TASKS

MY DAILY OPEN HOUSE GOALS

☐	
☐	
☐	
☐	
☐	

DAILY SOCIAL MEDIA ENGAGEMENT TASKS

MY DAILY SOCIAL MEDIA GOALS

TASK		COMPLETED	
REACTION	React to a post or a comment by liking, hearting, etc.	_____ /	10
COMMENT	Comment on a followers post	_____ /	10
DIRECT MESSAGE	Send a DM to a follower	_____ /	5
SHARE	Share another's post	_____ /	5
ADD	Add friends or followers	_____ /	5
POST	Use the LIKE model and follow the 80/20 business/ personal rule	_____ /	1

☐ L
☐ I
☐ K
☐ E

MY POST:

FOLLOW UP OPPORTUNITIES	CHALLENGES	WHAT I LEARNED

NOTES TO **SELF**

→ What worked well today?

→ What challenged me?

→ What's one small adjustment I'll make tomorrow?

→ Why am I going to keep doing this?

©2026 Keller Williams Realty, LLC

BRAG BOX

DAILY CONTACT TRACKER

AFFIRMATION:

Name/Phone	TCPA/ DNC	Outcome	Add to DB	Add Tags	Add Tasks	Smart-Plan	Add Notes
1	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
2	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
3	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
4	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
5	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
6	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
7	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
8	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
9	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
10	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
11	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
12	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
13	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
14	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
15	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
16	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
17	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
18	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
19	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐
20	☐	☐ RE Convo ☐ VM ☐ Text ☐ Referral ☐ Appointment	☐	☐	☐	☐	☐

MY DAILY RESULT		No.
1	Real Estate Conversations (2-way via phone, face-to-face, text message, or direct message)	_____
2	Contacts Added to Database	_____
3	Real Estate Follow-up Opportunities	_____

©2026 Keller Williams Realty, LLC