



Developing Listing Action Steps to Achieve Goals

Listing Goals—(In order to reach my goals, I will need to following listings from most categories considering areas of strength)

ACTION STEPS	Last Year	Realistic Goal	Projected Increase
1 Farming			
2 Advertising, newspapers, magazines			
3 Past clients referrals			
4 Website			
5 Open Houses			
6 Post card mail outs			
7 Circle of influence phone calls			
8 Past client phone calls			
9 Past client mail outs			
10 Expired listings			
11 FSBO'S			
12 Yard Signs			
13 Other			
14 Other			

I can accomplish these goals by myself Yes _____ No _____

If you answered “No”, it is important to identify who can help you with your goals and then schedule a meeting.