

Date:	Contact Goal (Number of Ped	ople You need to speak to)	F	Prospecti	ng Hours:		
Expired Lis	tings						
Name	Address	Phone #	Postcard 1*	Call 1	Postcard 2*	Call 2	DVD/Mag
FSBO's							
Name	Address	Phone #	Postcard 1*	Call 1	Postcard 2*	Call 2	DVD/Mag
Pre-Foreclo							
Name	Address	Phone #	Postcard 1*	Call 1	Postcard 2*	Call 2	DVD/Mag

Sphere of Influence

Name	Address	Phone #	Call	Mailing*	Email*	Birthday*	Promo*

Cold Calls (Just Listed/ Just Sold, Absentee Owners, Orphans, Farms)

Name	Address	Phone #	Postcard 1*	Call 1	Postcard 2*	Call 2	DVD/Mag

Community Outreach Events

Name	Address	Phone #	Postcard 1*	Call 1	Postcard 2*	Call 2	DVD/Mag

Non Contact Outreach (does not count towards goal)

Tactic	Tactic	Phone #	Postcard 1*	Call 1	Postcard 2*	Call 2	DVD/Mag
	Craigslist/ Backpage						
	Social Media Posts						
	Postcard Mailings						
	Blogging						
	Community Outreach (leave behinds, etc)						
	Farming (mailings/ neighborhood canvasing)						
	Newsletters/ Email Outreach						

^{*} Does not count towards contact goal