

Weekly Prospecting Schedule Board

Build from the listing goal. Protect live conversations. Replace displaced blocks.

20 listings: 20 meaningful conversations per working day. 50+ listings: 50 per day. Plan on 250 working days.

ANNUAL LISTING GOAL

WORKING DAYS

250

CONVERSATIONS / DAY

FIVE-WORKDAY EXAMPLE

ANNUAL CONVERSATION TARGET

WORKDAY 1

DATE

PRIORITY LANE

ROTATION SOURCE

PROTECTED BLOCK

CONVERSATION GOAL

CLOSEOUT / NEXT LIST

WORKDAY 2

DATE

PRIORITY LANE

ROTATION SOURCE

PROTECTED BLOCK

CONVERSATION GOAL

CLOSEOUT / NEXT LIST

WORKDAY 3

DATE

PRIORITY LANE

ROTATION SOURCE

PROTECTED BLOCK

CONVERSATION GOAL

CLOSEOUT / NEXT LIST

WORKDAY 4

DATE

PRIORITY LANE

ROTATION SOURCE

PROTECTED BLOCK

CONVERSATION GOAL

CLOSEOUT / NEXT LIST

WORKDAY 5

DATE

PRIORITY LANE

ROTATION SOURCE

PROTECTED BLOCK

CONVERSATION GOAL

CLOSEOUT / NEXT LIST

RECOVERY RULE

Displaced block -> named replacement window -> same source and purpose -> saved outcomes

Replacement date / time: _____ Backup source: _____

WEEKLY SCORECARD

Blocks: scheduled _____ completed _____ replaced _____ missed _____

Raw attempts _____ unique people _____ meaningful conversations _____

Leads _____ appointments set _____ held _____ listings signed _____

Meaningful conversation = a two-way exchange that reveals useful real estate information or a clear outcome.

Do not count unanswered calls, voicemail, texts sent, or immediate hangups as conversations. Verify campaign eligibility and lawful local calling windows.

Morgan's 20-Listing Prospecting Week

A five-workday example, not a required weekday cadence

LISTING GOAL

20

WORKING DAYS

250

DAILY CONVERSATIONS

20

WEEKLY EXAMPLE

100

ANNUAL TARGET

5,000

WORKDAY 1

PRIORITY

Due promises and fresh opportunities

ROTATION

Expired and canceled listings

WHAT HAPPENED

Completed as scheduled.

RECORDED RESULT

20 conversations; 3 callbacks; 1 lead

WORKDAY 2

PRIORITY

Due promises and fresh opportunities

ROTATION

FSBO and landlord calls

WHAT HAPPENED

Inspection problem interrupted the morning block. The remainder moved to the named 2:00 PM flex window.

RECORDED RESULT

7 morning + 13 flex; 2 leads; 1 appointment

WORKDAY 3

PRIORITY

Due promises and fresh opportunities

ROTATION

Circle calls around a recent closing

WHAT HAPPENED

Completed. One bad-data pattern was flagged for correction.

RECORDED RESULT

20 conversations; 3 callbacks

WORKDAY 4

PRIORITY

Due promises and fresh opportunities

ROTATION

Older seller-lead reactivation

WHAT HAPPENED

Completed. One seller requested a next-week pricing review.

RECORDED RESULT

21 conversations; 1 lead; 1 appointment

WORKDAY 5

PRIORITY

Due promises and fresh opportunities

ROTATION

Promise sweep plus focused circle calls

WHAT HAPPENED

Completed. Every promised callback had a dated next action.

RECORDED RESULT

19 conversations; 1 lead; weekly total 100

WHY WORKDAY 2 STILL COUNTS

Morgan did not erase the interrupted block or punish the next day. The remaining work moved to a recovery window chosen before the week began, and both sessions stayed under the same source and purpose for review.

WEEKLY REVIEW

1. Did every block start with a ready list?
2. Which source created real conversations?
3. Which conversations advanced to a next action?
4. What one change belongs in the next week?

All people and conversion results on this page are fictional. They illustrate the schedule and are not a performance promise.

Track raw attempts, unique people, answers, meaningful conversations, leads, appointments, and listings as separate measurements.