



WHERE IS YOUR BUSINESS ACTUALLY COMING FROM?

A simple business-source worksheet for real estate agents

The point is not to chase every lead source. It is to look at where your transactions have actually come from, decide what deserves more attention, and notice where time or money may be producing very little.

1. Start with the last 12 months

Use your closed transactions - not your memory. If a source does not apply to your business, leave it blank. Add your own sources where needed.

SOURCE	SELLER SIDES	BUYER SIDES	NEXT 12-MO. GOAL	WHAT NEEDS TO IMPROVE?
Past clients / repeat business				
Past-client referrals				
Referrals from other agents				
Business / professional network				
Geographic farming				
Open houses				
Online / website / social				
Listing or sign inquiries				
Expired / FSBO / other prospecting				
Relocation / builder / specialty source				
Other				
Other				

NOW MAKE THE NUMBERS USEFUL

A source is not automatically good because it produced one closing - and it is not automatically bad because it did not. Look at the effort, cost, consistency and quality of the relationships behind it.

2. What deserves more of you?

The three sources that produced the strongest business for me were:

One source I want to protect or strengthen:

One source I am spending time or money on without enough return:

One source I want to test more deliberately:

3. Pick the enhancement - not just the goal

Choose one source above. What would make the system behind it better? Think about consistency, follow-up, relationships, events, content, open-house process, database organization or another specific improvement.

The source:

The improvement I will make:

THE QUESTION TO KEEP ASKING: Am I spending my time where my business is actually coming from?