



Creating Business Growth Checklist

Daily

- Review the Daily Email Digest.
- Log in to Total Expert.
- Review the Dashboard.
- Review new contacts in Focused View.

Weekly

- Monitor engagement of contacts.
 - Review contact lists for additional opportunities.
 - Connect with new contacts and referral partners.
- Review effectiveness of email communication.
 - View the Email Stats page.
 - Review open rate and click rate to determine engagement.
 - For bounced emails, call contacts to update their email addresses and assess their current needs (job change, marriage, divorce, moving, and so on).
- Review effectiveness of marketing.
 - Lead capture apps: registrations, viewers, conversion rates
 - Single property sites: registrations, viewers, conversion rates
- Review effectiveness of partnerships.
 - Set up a recurring task to connect with your co-marketing partners.

For Each New Listing

- Create an Open House lead capture app.
- Create an MLS integrated flyer.
- Create a single property site.
- Distribute materials.
 - Send an email to your co-marketing partner.
 - Share on social media and tag your co-marketing partner to increase viewership.

For Each Sold Property

- Send a congratulatory email to the real estate agent.
- Consider sending a Just Sold postcard using EDDM.
- Update the single property site.
 - Change the banner to show that the property has been sold.
 - Turn on forced registration to gather leads from anyone wanting to view the property price.
 - Post to social media congratulating the real estate agent for the sale.