

THE 5-MINUTE DIAGNOSIS

# THE LISTING PIPELINE X-RAY

Find the biggest leak in your listing pipeline -  
and the exact system to fix first.

**STOP GUESSING WHERE YOUR NEXT LISTING  
WILL COME FROM.**

Score six parts of your pipeline. Spot the leak. Follow the reset plan.

**STOP CHASING LISTINGS. START ATTRACTING THEM.**

**CHRISTOPHER STAFFORD**

Founder, The Listing Collective

A diagnostic tool from The Listing Attraction System

## BEFORE YOU SCORE

# Your Pipeline Is Not Empty by Accident

Most agents treat a dry pipeline like bad luck. It is usually one broken part of a system.

## A REAL PIPELINE CREATES THE NEXT LISTING BEFORE THE CURRENT ONE CLOSES.

This X-Ray will show you exactly where control is breaking down.

1

### SCORE SIX AREAS

Use the business you have today - not the one you plan to build someday.

2

### FIND THE LOWEST SCORE

Your lowest area is the first leak to repair. Do not try to fix everything.

3

### USE THE RESET PLAN

Take the seven-day action plan, then track the same numbers every week.

### THE RULE

**Do not reward effort. Score only what is happening consistently and producing movement.**

## THE SCORING RULE

# Use One Honest Scale

Circle one score for every statement. Your gut is not a tracking system.

0

### NEVER

There is no system or activity.

1

### RARELY

It happens only when I remember.

2

### SOMETIMES

It happens, but not every week.

3

### MOST WEEKS

The activity is fairly consistent.

4

### CONSISTENTLY

It is tracked and done every week.

5

### PRODUCING

It is consistent, tracked, and creating real opportunities.

**BRUTAL HONESTY BEATS A PRETTY SCORE.**

# 1. Sources and Conversations

Do your listing streams create real two-way talks every week?

## LISTING SOURCES

1

**Three active streams**  
 I work three listing sources that fit my strengths.

012345

2

**Relationship reach**  
 My relationships hear from me with useful value.

012345

3

**Professional partners**  
 I build ties with people who can introduce sellers.

012345

LISTING SOURCES SCORE

\_\_\_\_ / 15

## SELLER CONVERSATIONS

4

**Seller talks**  
 I speak with possible sellers every week.

012345

5

**Referral talks**  
 I speak with people who can introduce a seller.

012345

6

**Real dialogue**  
 I count only two-way talks - not posts, emails, or voicemails.

012345

SELLER CONVERSATIONS SCORE

\_\_\_\_ / 15

## 2. Follow-Up and Tracking

Can you see every opportunity and its next move?

### FOLLOW-UP

7

**Dated next steps**  
 Every possible seller has a clear next action and date.

☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

8

**Long-term nurture**  
 I stay useful when a seller is not ready yet.

☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

9

**Old opportunities**  
 I revisit leads until I receive a clear no.

☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

**FOLLOW-UP SCORE**

\_\_\_\_\_ / 15

### PIPELINE TRACKING

10

**Visible stages**  
 Every seller is placed in a clear pipeline stage.

☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

11

**Weekly review**  
 I review pipeline movement on the same day weekly.

☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

12

**Core numbers**  
 I track talks, next steps, appointments, and signed listings.

☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

**PIPELINE TRACKING SCORE**

\_\_\_\_\_ / 15

### 3. Appointments and Conversion

Can you turn pipeline movement into signed listings?

#### APPOINTMENTS

13

**Direct asks**

I directly ask qualified sellers for a meeting.

0

1

2

3

4

5

14

**Qualified meetings**

My appointments include timing, motivation, or a property need.

0

1

2

3

4

5

15

**Appointment flow**

My pipeline creates enough meetings for my listing goal.

0

1

2

3

4

5

**APPOINTMENTS SCORE**       / 15

#### CONVERSION

16

**Pre-meeting authority**

Sellers see useful proof before we meet.

0

1

2

3

4

5

17

**Seller presentation**

My presentation makes my value and plan clear.

0

1

2

3

4

5

18

**Strong follow-up**

I handle pricing, concerns, and post-meeting follow-up well.

0

1

2

3

4

5

**CONVERSION SCORE**       / 15

## YOUR DIAGNOSIS

# Find Your Biggest Pipeline Leak

Add the four questions in each area. Your lowest area is the system to fix first.

### SOURCES

\_\_\_ / 15

### INVISIBLE AGENT

See your prescription on the next page.

### CONVERSATIONS

\_\_\_ / 15

### CONVERSATION GAP

See your prescription on the next page.

### FOLLOW-UP

\_\_\_ / 15

### FOLLOW-UP LEAK

See your prescription on the next page.

### TRACKING

\_\_\_ / 15

### FLYING BLIND

See your prescription on the next page.

### APPOINTMENTS

\_\_\_ / 15

### APPOINTMENT DROUGHT

See your prescription on the next page.

### CONVERSION

\_\_\_ / 15

### CONVERSION BLOCK

See your prescription on the next page.

### IF TWO AREAS TIE

Fix the area that appears first in the pipeline: Sources, Conversations, Follow-Up, Tracking, Appointments, then Conversion. The earlier leak starves everything after it.

MY BIGGEST LEAK: \_\_\_\_\_

# Fix the Leak - Not Everything

Use the action tied to your lowest score for the next seven days.

## SOURCES

### THE INVISIBLE AGENT

Pick three listing streams: one relationship, one targeted opportunity, and one authority stream. Work all three weekly.

## CONVERSATIONS

### THE CONVERSATION GAP

Stop counting posts, emails, and voicemails. Create five real two-way seller or referral conversations each day.

## FOLLOW-UP

### THE FOLLOW-UP LEAK

Build a dated next step for every possible seller. No opportunity stays in your CRM without a follow-up date.

## TRACKING

### FLYING BLIND

Use one pipeline board. Review it weekly. Track seller talks, next steps, appointments, and signed listings.

## APPOINTMENTS

### THE APPOINTMENT DROUGHT

Make a clear appointment request when timing, price, motivation, or a property problem appears. Stop hinting.

## CONVERSION

### THE CONVERSION BLOCK

Tighten pre-appointment authority, your seller presentation, pricing talk, proof, and written follow-up.

# Your 7-Day Pipeline Reset

Small moves. Every day. No drama required.

**DAY 1**

**Audit every possible seller and referral source already in your world.**

**DAY 2**

**Choose your three listing streams and remove the tactics you will not do.**

**DAY 3**

**Clean your CRM. Give every active opportunity a stage and next date.**

**DAY 4**

**Create ten real conversations with possible sellers or people who know one.**

**DAY 5**

**Contact three CPAs, attorneys, lenders, or other referral partners.**

**DAY 6**

**Follow up with every old opportunity that never gave you a clear no.**

**DAY 7**

**Set weekly Minimum Standards and schedule your pipeline review.**

## MY WEEKLY MINIMUM STANDARDS

**Seller conversations:** \_\_\_\_ **Follow-ups:** \_\_\_\_ **Referral partners:** \_\_\_\_

**Appointments requested:** \_\_\_\_ **Pipeline review day:** \_\_\_\_\_

# The Weekly Pipeline Dashboard

Fill this out on the same day every week. Hope hates a scoreboard.

| ACTIVITY                       | GOAL  | ACTUAL |
|--------------------------------|-------|--------|
| New seller opportunities       | _____ | _____  |
| Real seller conversations      | _____ | _____  |
| Relationship follow-ups        | _____ | _____  |
| Referral partners contacted    | _____ | _____  |
| Potential sellers added to CRM | _____ | _____  |
| Listing appointments requested | _____ | _____  |
| Listing appointments held      | _____ | _____  |
| Signed listings                | _____ | _____  |

THE ONE NUMBER THAT MATTERS MOST

How many real two-way seller or referral conversations did you create this week?

YOUR NEXT MOVE

# A SCORE DOES NOT FIX A PIPELINE. A SYSTEM DOES.

If you want Christopher to review your X-Ray and show you which listing system

**to fix first, book a complimentary Listing Pipeline Diagnosis.**

**BRING YOUR X-RAY. LEAVE WITH ONE CLEAR PRIORITY.**

No recycled coaching plan. No pressure. Just an honest look at the leak.

**BOOK YOUR LISTING PIPELINE DIAGNOSIS**

[theagentunleashed.com/bookacall](https://theagentunleashed.com/bookacall)

## **THE LISTING COLLECTIVE**

Built on The Listing Attraction System

**STOP CHASING LISTINGS. START ATTRACTING THEM.**

Christopher Stafford | Founder, The Listing Collective