

MASTER 90-DAY ACTION PLANNER

Lead Generation System — Full Build & Track

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Part 1: 90-Day Income & Lead Goals

Set your baseline and target for each metric before starting. Revisit at Day 30, 60, and 90.

METRIC	CURRENT BASELINE	90-DAY TARGET	HOW YOU'LL MEASURE
Current Annual GCI (\$)			
Active Leads in Pipeline			
Monthly Closed Transactions			
Past Clients Actively Nurtured (#)			
Farm Area Market Share (%)			
Google Business Profile Reviews (#)			
Monthly Website / GBP Inquiries			
Avg. Lead Response Time (minutes)			

Part 2: Week-by-Week Action Plan — Days 1–30

The first 30 days are setup and launch. The goal is systems in place, not leads closed yet.

WEEK	STRATEGY 1: REFERRAL ENGINE	STRATEGY 2: GEO FARM	STRATEGY 3: CONTENT / GBP
Week 1	Export and audit all past clients. Build your master contact list in your CRM.	Pull MLS data on 3 candidate farm areas. Calculate annual turnover rates for each.	Claim or verify GBP. Complete profile to 100%. Upload at least 10 quality photos.
Week 2	Segment contacts into Tier A / B / C. Tag and organize in CRM.	Analyze competition in each candidate area. Select and commit to one farm area.	Write your first neighborhood guide. Publish to website and link from GBP.
Week 3	Draft your 12-month touchpoint calendar. Schedule the first 3 outreach touches.	Order and proof first direct mail piece. Map out your door-knock route.	Set up recurring Google Posts schedule. Reply to every existing review on GBP.

Week 4	Send first personalized value-add touch to all Tier A contacts.	Deploy Week 1 mailer. Door knock 25 homes with a personal introduction.	Post neighborhood guide to GBP. Begin post-close review request process.
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Part 3: Days 31–60 & 61–90 Action Blocks

PHASE	REFERRAL ENGINE	GEO FARM	CONTENT / GBP
Days 31–60 Maintain + Measure	Send Month 2 touchpoints. Make your first referral ask to top Tier A contacts immediately after a value-add touch.	Deploy Month 2 mailer. Door knock 25 additional homes. Log every new contact made in the farm area.	Publish 2nd neighborhood guide. Review GBP search views. Follow up on any outstanding review requests.
Days 61–90 Optimize + Accelerate	Review referral tracking log. Double outreach to any Tier A contact who engaged. Add new referrals to CRM.	Assess market share. Are neighbors recognizing you? Adjust mail creative if needed. Add one community event.	Check keyword rankings on key pages. Double down on highest-traffic content. Ask 2 clients for video testimonials.

Part 4: Monthly KPI Scorecard

Complete at the end of each month. Three months of data reveals your highest-ROI channel — then invest more there.

KPI	MONTH 1	MONTH 2	MONTH 3	TREND ↑↓
New Leads — Referral / SOI				
New Leads — Farm Area				
New Leads — Content / GBP				
Total Active Pipeline Contacts				
Appointments Set				
Contracts Written				
GCI Closed (\$)				
SOI Touchpoints Sent				
Farm Mailers Deployed				
GBP Views (monthly)				
Google Reviews Added				
Avg. Lead Response Time (min)				

Part 5: Quarterly Pivot Triggers

Use these benchmarks to decide whether to stay the course, adjust a channel, or reallocate energy. Check at end of each quarter.

IF YOU SEE THIS...	CONSIDER THIS PIVOT
Referrals = 0 after 60 days of consistent touches	Revisit your touchpoint quality – are you providing genuine value or just checking a box? Upgrade the content, personalize more, and add a phone call to your Tier A contacts.
Farm generating 0 inquiries after 90 days	Check the fundamentals: Is your turnover rate actually 5%+? Is one agent still dominating 20%+ of listings? You may need to adjust your geographic boundaries or increase channel frequency.
GBP driving zero traffic after 90 days	Add more photos, increase to 2x weekly posts, and aggressively pursue reviews. An incomplete or stale profile will plateau quickly – activity signals credibility to Google's algorithm.
One channel producing 80%+ of all leads	Good problem to have – but a single-channel business is fragile. Reinvest energy into the two underperforming legs to build resilience into your pipeline.
Lead response time consistently over 15 minutes	You are silently losing pipeline. Investigate AI-assisted inbound call and lead capture tools that ensure every inquiry is acknowledged immediately – even when you're unavailable.

Part 6: 90-Day Reflection

Complete at Day 90. What worked? What didn't? What gets more investment in the next 90 days?

What generated the most leads?	
What took the most time relative to return?	
Which strategy needs the most improvement?	
What is your #1 priority for the next 90 days?	