THE COMMISSION CATALYST

Dormant Lead Audit

A one-page worksheet for real estate agents and teams

Count the leads worth reviewing

Start with recent inquiries that went quiet. Review contact permission and opt-out records before adding anyone to a follow-up list.

Lead source or list _____

Date range reviewed _____

Estimate what those leads could represent

Eligible quiet leads		Assumed close rate		Net commission per side
_____	x	_____	x	_____

Illustration: 60 leads x 4% x $9,500 = $22,800

Use your own assumptions. This estimate is illustrative.

Choose the first batch

- ☐ Exclude opted-out contacts and anyone without permission to text.
- ☐ Pick a small group and assign someone to handle replies.
- ☐ Track conversations, booked appointments, and opt-outs.

First batch owner _____ Review date _____