

The 3-Number Tracker.

The only KPIs that move a real estate business. The leading indicators that predict your closings.

Why these three numbers

Most agents track GCI and closings. Both are lagging measures of work you finished 60 days ago. They tell you what was true. They don't tell you what's about to be true.

The three numbers in this guide are leading. They predict your closings 60–90 days out, and they're 100% under your control. You don't need a great market, a great brokerage, or a great month to move them. You just need to make them happen.

If you only ever track three things in your business, track these.

The three numbers

#1 - CALLS MADE

What it is: A real, two-way call with a person who could buy, sell, or refer. Voicemails don't count. Group texts don't count. A single 'thanks' reply doesn't count. A 90-second back-and-forth where they actually engage = 1 call.

The number: 10 a workday. 50 a week. That's the minimum. Dials are whatever it takes to get there. Don't track dials. Track connects.

Why it matters: This is the input. Everything else is downstream. If this number is right, the others fix themselves.

#2 - APPOINTMENTS SET

What it is: A calendar event with a buyer, seller, or referral on a specific date and time, with both names confirmed. 'I'll text you Tuesday' is not an appointment.

The number: ~3% of calls should convert. So 50 calls = 2–3 appointments set per week.

Why it matters: A set appointment is the first hard yes in a transaction. If you're under 2 a week, the gap is your script, not your effort. Specifically, the moment in the call where you ask for the meeting.

#3 - APPOINTMENTS HELD

What it is: An appointment that actually happened. They showed up. You showed up. The conversation occurred.

The number: ~50% of set appointments will hold. Half cancel, no-show, or reschedule into the void. That's the realistic baseline. So 2–3 set per week = **1 held per week**.

Why it matters: A 50% hold rate isn't a failure. It's the average. If yours is below 50%, the gap is qualification, not effort. Most agents skip the question that pre-qualifies the show: *'What's making now the right time for you to move?'* Add it before you book and the rate climbs.

Your weekly tracker. Print one for each week.

	Mon	Tue	Wed	Thu	Fri	Sat	Total	Target
Calls made								50
Appointments set								2-3
Appointments held								1

Mark a tally for every call, set, and held during the day. At the end of each week, look at the row totals against the target column. The gap between actual and target is your coaching question.

What 1 held appointment a week actually becomes

1 held appointment a week sounds small. Run the math forward.

1 held x ~75% conversion rate (held to signed client) \approx **3 conversions per month**. Across a 48-week working year, that's **~36 transactions**. With a typical commission, that's a real solo career, built on 50 conversations a week.

Track the top three numbers weekly. Track the conversion rate monthly. The math takes care of the year.

Reading the data after 4 weeks

Once you have a month of numbers, you'll see one of three patterns. Each one has a different fix.

PATTERN 1 - Calls under 50

The fix? We work on it together in coaching. Quick preview: at this stage it's almost never a skill problem, it's an activity problem. Sit down Sunday night and put 10 names a day on next week's calendar before the week starts. Don't try to find them at 9am Tuesday. The names go on the list before the week begins. The full system goes deeper. *Book a call to walk through it.*

PATTERN 2 - Calls at 50, set under 2

The fix? We work on this directly in coaching, because the script is the lever that decides your year. Quick preview: practice your appointment-setting language out loud 25 times before Monday. Specifically the moment in the call where you ask for the meeting. Most agents soften that ask into 'I'll send some info over.' The script needs to end with a specific time on a specific day. Coaching unpacks the exact phrasing that makes it land. *Book a call to start there.*

PATTERN 3 - Set hitting 2-3, held under 1 (hold rate below 50%)

The fix? This is the most-coached pattern in my playbook, because qualification is the highest-leverage skill an agent can build. Quick preview: add one question before booking. *'What's making now the right time for you to move?'* If they can't answer it, they probably won't show. Pre-qualify with that question and the hold rate climbs from 50% toward 70 percent or higher. We work on the full qualification framework in coaching. *Book a call and we'll start with your last 5 set appointments.*

Track for 4 weeks. Spot the pattern. Run the fix. Re-track for 4 more.

If this works, the rest of the system might too.

What you just read is one piece of the agent-growth system I coach solo agents through directly. If you're ready to map the next 90 days of your business with someone who's trained dozens of agents into real careers, book a free 30-minute call.

Book a free 30-min call: jeremiahroop.com

Daily plays on Instagram: [@jeremiah.roop](https://www.instagram.com/jeremiah.roop)