

JMG Listings (Leadership)
Standard Operating Procedures (SOPs)

Establish Listing Goals	1
Input Data Monthly	1
Analyze Data	1
Adjust Strategy	1

Establish Listing Goals

500 Listings Sold Annually
30 Average Days on Market

Input Data Monthly

[JMG Tracking](#)

Seller Leads Received (per lead source)
Listing Appointments Booked (by agent)
of Listings Sold
of Listings Pending (Under Contract)
of Active Listings
Average # of days from open to close

Analyze Data

Are marketing efforts working to generate seller leads?
Are enough listing appointments booked to meet goals?
Are the # of listing sold meetings or exceeding the benchmark?
How many days are homes listed and is this on trend with the current local market?

Adjust Strategy

What adjustments do we need to make as a team to increase homes sold in less days on market?

Some areas of improvement to consider:

- Target marketing campaigns
- Social Media message
- Agent sales training focus
- Automated campaign adjustments
- Re-list strategies