LEAD FOLLOW-UP TRACKER

One row per lead. The goal is simple: no lead goes more than a day without a note on what happens next.

Listing or campaign _____

Week of _____

Lead name	Source	First reply (time)	Day 1	Day 3	Day 7	Status	Next step

Status ideas: new, replied, showing booked, toured, offer stage, not interested. Record only what you need, and remove people who ask you to stop.