

# Start Here

*90-Day Seller Appointment Implementation Kit*

*Version 1.1 | Last Updated October 2, 2026*

[Open the Resource Hub](#)

## What this kit is

A step-by-step system to attract homeowners, qualify sellers and move them toward held listing conversations.

90-DAY TARGET: 18–20 held listing appointments in 90 campaign days. Count the first substantive listing conversation that actually occurs with each qualified seller/property opportunity. Booking alone does not count. This is the Lead Coasters target, not a guarantee.

## Begin with Step 1

Open Plan in the Resource Hub. Read the roadmap and enter your numbers in the Economics Calculator. Keep ads off until Step 6 passes its launch checks.

## Follow these seven stages

1. Plan
2. Create Your Seller Offer
3. Build Your Ads
4. Build Your Funnel
5. Follow Up, Book & Confirm
6. Connect, Test & Launch
7. Track, Improve & Scale

## Fastest path to launch

Run the economics → choose the offer → create the resource → build ads → build landing and qualification → build booking, follow-up and confirmation → connect tracking → run the launch checklist → launch → review weekly.

Use the detailed resources only when you reach that step. You do not need to study the entire library first.

## Find what you need

Roadmap and calculator: Step 1 / PLAN folder. Editable templates: Steps 2–5 / SELLER OFFER, ADS, FUNNEL and FOLLOW-UP + BOOKING folders. KPI tracker and weekly review: Step 7 / TRACK + OPTIMIZE folder. Reply to Piyush's handoff email if you get stuck.

## You are done when

You have opened Plan and the Economics Calculator and know what must pass before launch.