

Completed Campaign and Review Examples

90-Day Seller Appointment Implementation Kit

Version 1.1 | Last Updated October 2, 2026

Purpose: See the resources work together without mistaking examples for actual results.

Requires: Seller Campaign Economics Calculator; 90-Day Seller Campaign Tracker KPI definitions; Weekly Campaign Review Worksheet and Campaign Optimization Decision Tree and Seller Ad Testing Tracker Review resources

When to use: After learning the core workflow

Estimated time: 30 minutes

[Open the Resource Hub](#)

One completed illustrative setup

Market: Riverton, fictional. Agent: Jordan Ellis at Example Realty, fictional. Offer: Riverton Seller Preparation Checklist. Capture: name and email. Next form: area, owner/authorization, timeline, consultation interest. Qualification: the fixed Seller Qualification Form criteria. Calendar: 20-minute video conversation, ten-minute buffer, published windows the fictional agent can cover. Follow-up: Seller Follow-Up and Nurture Pack's chosen six-message starting cadence. SMS and retargeting: off. These examples are not claims about a real agent, market, or campaign.

Funnel economics illustration

\$4,500 90-day ad spend / \$15 assumed CPL = 300 raw leads.

$300 \times 40\%$ assumed qualification = 120 qualified seller opportunities.

$120 \times 20\%$ assumed qualified-to-book = 24 unique first bookings.

$24 \times 75\%$ assumed first-appointment attendance = 18 first held appointments.

$18 \times 25\%$ assumed appointment-to-listing = 4.5 expected listings won.

$4.5 \times 80\%$ assumed eventual listing-to-close = 3.6 expected eventual closings.

All rates are planning assumptions. Fractional forecasts are expectations. Closing may be after Day 90. A change in CPL or qualification can change the required budget without changing the target definition.

Small record example

Opportunity EX001 captured Day 2, qualified Day 3, first booked Day 4. Its Day 10 attempt is Rescheduled. Its Day 12 attempt is Held. First-held date is Day 12. The goal count is one, the unique booking count is one, and there are two appointment attempts with only one eligible resolved Held/No-show attempt.

Opportunity EX002 captured Day 4, qualified Day 5, booked Day 6. Day 11 attempt is No-show, recovered on Day 18, and Held on Day 20. It contributes one target held opportunity. Its two eligible outcomes contribute one Held and one No-show to attempt show rate.

Together: two raw leads, two qualified opportunities, two unique booked, two first held. Attempt show rate is $2/(2+1) = 66.7\%$. Repeated or rescheduled attempts do not inflate the unique funnel.

Example review

Suppose a mature cohort has 100 raw leads, 40 qualified, eight booked, and four first held, with four held and four no-show resolved attempts. Research confirms four people received an ambiguous timezone in their invitation. Repair the timezone immediately, then use a measured confirmation test if needed. Do not replace the ad and offer while fixing that problem.

Hypothesis: clear seller-local timezone and location reduce confusion.

Variable: confirmation copy. Baseline: four held of eight resolved attempts, with documented confusion. Metric: resolved-attempt show rate; safeguard: qualified seller fit. Sample: choose a practical number and review window within the risk budget; this small example does not establish significance. Keep acquisition and nurture fixed. Record Keep, Iterate, Stop, or Inconclusive after maturity.

Boundary example

Twenty bookings with ten first held appointments is ten toward the held target, not twenty. Three signed listings with no closed transactions yet produce three wins and zero known closed GCI, if closure/commission data are confirmed; otherwise GCI remains unreported. Do not substitute a projected commission for actual cash or GCI.

You are done when

You can explain the example funnel, identify a constraint, and keep hypothetical data separate from actuals.