

# THE AI REALTOR SCOREBOARD

## WHY IT MATTERS FOR REALTORS

Most Realtors judge their weeks emotionally.

Busy weeks feel productive. Quiet weeks feel concerning. Neither is a reliable indicator of progress.

What is missing is visibility.

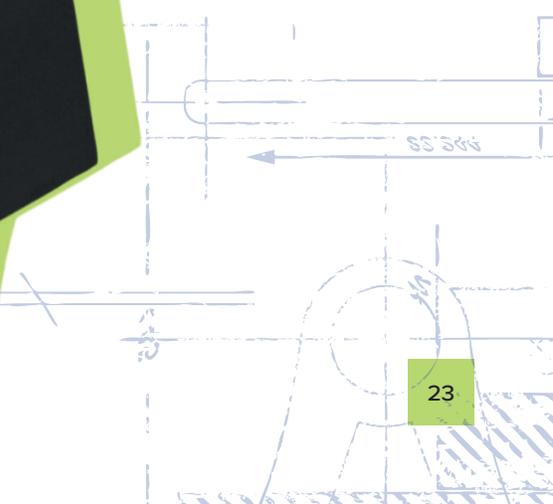
A scorecard replaces emotion with evidence. It shows whether you are doing enough of the right things, regardless of how the week felt.

Without this clarity, motivation becomes the driver. Motivation fluctuates. Systems do not.

A scorecard shifts focus from outcomes you cannot control to actions you can.

AI makes this easier by reducing friction. You log what you already do. You review progress weekly. You adjust without judgment.

This is not about tracking everything. It is about tracking what matters.



# *Interactive Worksheet*

**Purpose:** Define success once so you stop guessing every week.

## **Step 1: One Outcome**

**What is the primary outcome you want this year?**

## **Step 2: Three Activities**

**List the three actions that most directly drive that outcome.**

1

2

3

### Step 3: Execution Paths

For each activity, list 3 to 5 real-world ways it happens

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### Step 4: First Week Log

Day 1 \_\_\_\_\_

Day 2 \_\_\_\_\_

Day 3 \_\_\_\_\_

Day 4 \_\_\_\_\_

Day 5 \_\_\_\_\_

At week's end, answer:  
*Did I do enough of the right things?*

Yes or No

*If No, adjust activity, not the goal.*