



THE LOACC TRACKER

Real Metrics Investors Use to See, Fix, and Scale What Matters Most

If you're grinding hard but still unsure where your deals are falling apart... you're not alone. Most investors track revenue—but not the reasons behind it. Without clear visibility into your pipeline, you end up overworking your team, overspending on leads, or under performing without knowing why.

At Joe Homebuyer, our 80+ franchise locations have access to a fully integrated LOACC dashboard—built directly into the JOE CRM. It's one of many tools they use to drive data-informed growth.

Because this data is so essential to operating a healthy business, we created a simplified version of that system—a spreadsheet you can start using today to evaluate your deal flow, improve your focus, and make smarter decisions each week.



Download Your Free LOACC Tracker and additional resources

Track what matters. Fix what's broken. Grow with confidence.

joehomebuyerfranchising.com/LOACC

What is LOACC?

LOACC is a powerful model we use across every Joe Homebuyer franchise:



This framework powers everything from our national KPI dashboards to our weekly coaching calls. It's how we evaluate lead quality, marketing efficiency, sales performance, and deal flow at every stage.

Built by Investors. Proven by Franchisees.

Knowing your LOACC will help you:

- Identify which marketing channels are working
- Know when and how to coach their teams
- Spot gaps before they cost deals
- Keep their business healthy and scalable

How to Use the Tracker

- Enter your weekly numbers into the spreadsheet
- The Tracker will automatically highlight the conversion rate in green, yellow, or red (see below)
- Review your conversion rates and use the benchmarks to decide what needs attention
- Use it weekly to stay consistent and in control

What's a "Healthy" Business? Use These Proven Benchmarks.

Want to know if your business is running well? Here's how our top-performing franchisees measure success inside the LOACC funnel:

Conversion Step	Green (Strong)	Yellow (Watch)	Red (At Risk)
Lead—Opportunity	≥ 30%	20–29%	< 20%
Opportunity—Appt.	≥ 50%	40–49%	< 40%
Appointment—Contract	≥ 26%	18–25%	< 18%
Opportunity—Contract	≥ 12%	9–11%	< 9%
Lead—Contract	≥ 4%	~3%	< 3%
Contract—Close	≥ 70%	55–69%	< 55%

The LOACC Tracker changes colors automatically—green, yellow, or red—based on the numbers you enter. So you'll always know what's working, what needs attention, and what's not doing so great. It's like a stoplight for your business.



WHAT IS JOE HOMEBUYER

Joe Homebuyer is a national real estate investing franchise built for entrepreneurs who are ready to scale with proven systems. We're not a course, not a mastermind, and not a one-size-fits-all coaching program.

We are a full-service franchise platform designed to help real estate investors build real companies — with structure, support, and scale baked in from day one. As a Joe Homebuyer franchisee, you get:

- An established blueprint for marketing, acquisitions, leadership, and operations
- Hands-on training and real-time support from operators doing seven figures
- A system that puts you in control — but ensures you're never alone

SCALE AS BIG AS YOU WOULD LIKE

Leverage our proven system and world-class support to tap into all 3 of the most lucrative real estate revenue streams, at the same time:



WHOLESALE



FLIPS



RENTALS

Do You Have Experience With One, Two, or All Three?

Whether you're already flipping houses, wholesaling, or building a rental portfolio — or you're just ready to do more with less chaos — the Joe Homebuyer system helps you scale smarter, faster, and with purpose.

Let's connect and explore how Joe Homebuyer can help you accelerate your growth, diversify your income, and build a business that works for you — not the other way around.

START THE CONVERSATION AT
joehomebuyer.com/lets-talk



HEAR FROM REAL FRANCHISE OWNERS

From the people who've built the business you're dreaming about.



JC Coulter
Fort Collins, CO

"Joe Homebuyer offers a clear training path for both founders and their teams. I don't have to reinvent leadership and sales systems—they're already built."



Greg Berney
Greensboro, NC

"Would I join again? In a heartbeat. I've made back my investment many times over—in revenue and in growth."



Jordan Budd
Winston-Salem, NC

"Joe Homebuyer has helped me do deals I never would've closed alone. But more than that, it's helping me build something my family can be proud of."



Amy McCracken
Denver, CO

"Who doesn't want to be better? That's the heartbeat of Joe: integrity, empathy, and becoming the kind of leader others trust."



Mark Gabryel
Tulsa, OK

"I ran my business like a part-time hustle—cheap cold callers, bad data, and no real processes. Joining Joe Homebuyer transformed everything. Their robust systems freed me to operate like a real business and focus on growth."