

LEADERSHIP SCORECARD

 ***THE JOE WAY***

**TRACK INPUTS. MEASURE OUTCOMES. BUILD A
BUSINESS THAT SCALES.**





A NOTE FROM MARK & CODY

This scorecard isn't some radical idea — and that's exactly the point.

We've learned that the most effective leadership tools aren't complicated. They're consistent. And what gets measured gets done.

When we started growing our teams, we realized something simple: if our people didn't know what "winning" looked like each week, it was on us. Without clarity and feedback, even good reps drift. But with a clear scoreboard and regular check-ins, performance improves — often fast.

That's what this tool is for.

It's not flashy. It's just a simple, structured way to run a weekly one-on-one with your team — or yourself. It creates transparency, invites ownership, and helps you coach around the right metrics instead of just gut feelings.

Whether you're leading a team or just trying to lead yourself better, we hope this scorecard gives you a useful framework to build consistency and momentum week after week.

— Mark & Cody

Co-Founders, Joe Homebuyer



**REAL SYSTEMS
REAL SUPPORT
REAL RESULTS**

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MARKETING/
LEAD GEN



ACQUISITIONS



DISPO



**BUSINESS
OPERATIONS**



LEADERSHIP
DEVELOPMENT

The Leadership Scorecard is a simple, tactical tool — designed to bring structure to your one-on-ones, clarity to your team's performance, and ownership to your weekly rhythm.

But it's just one piece.

At Joe Homebuyer, our mission is to create world-class leaders — not just deal makers. That's why our franchise system includes proven frameworks for hiring, coaching, team development, KPI accountability, and operational execution across every department.

This isn't theory. It's the same leadership infrastructure helping top-performing franchisees scale without chaos — and without losing sight of their values, their vision, or their family.

SCORECARD OVERVIEW

WHY THIS SCORECARD MATTERS

This scorecard is designed to help **growth-minded real estate investors** lead their teams with clarity and confidence, without falling into micromanagement. It provides a simple structure to track what matters most, drive consistent results, and empower your team to take ownership of their outcomes.

When used consistently, it becomes more than a tracker. It becomes a leadership tool that fosters accountability, reveals coaching opportunities, and builds a culture of high performance, one week at a time.

The image displays three overlapping scorecard templates. The central template is the 'LEAD MANAGER SCORECARD'. It includes sections for Name, Date, KPI / Leading Metrics (Live Answer Rate, New Leads Touched, Leads Qualified, Dead Leads Logged, Follow-Ups Completed), KPI / Lagging Outcomes (Leads to Contract Conversion Rate, Leads Lost Due to No Response), Weekly Summary Notes, and Next Week Focus / Plan. The left template is the 'ACQUISITIONS SCORECARD' and the right template is the 'DISPOSITIONS SCORECARD'. Both follow a similar structure with Name, Date, KPI / Leading Metrics, KPI / Lagging Outcomes, Weekly Summary Notes, and Next Week Focus / Plan. Each scorecard includes a disclaimer at the bottom stating it is based on operational benchmarks from high-performing Joe Homebuyer franchisees and is provided as a free resource for independent use within the real estate investment company.

HOW TO USE THIS SCORECARD

This scorecard is divided into three core roles:

- Acquisitions
- Lead Management
- Dispositions

Each role is split into two categories:

- Leading Indicators (inputs and activities)
- Lagging Indicators (results and outcomes)

The goal is to align each team member's weekly performance with clear, measurable outcomes — using a simple structure that keeps everyone focused and accountable. Where attention goes, progress flows. The habit of self-review will sharpen your decisions, boost productivity, and help you course-correct before small problems become big ones.

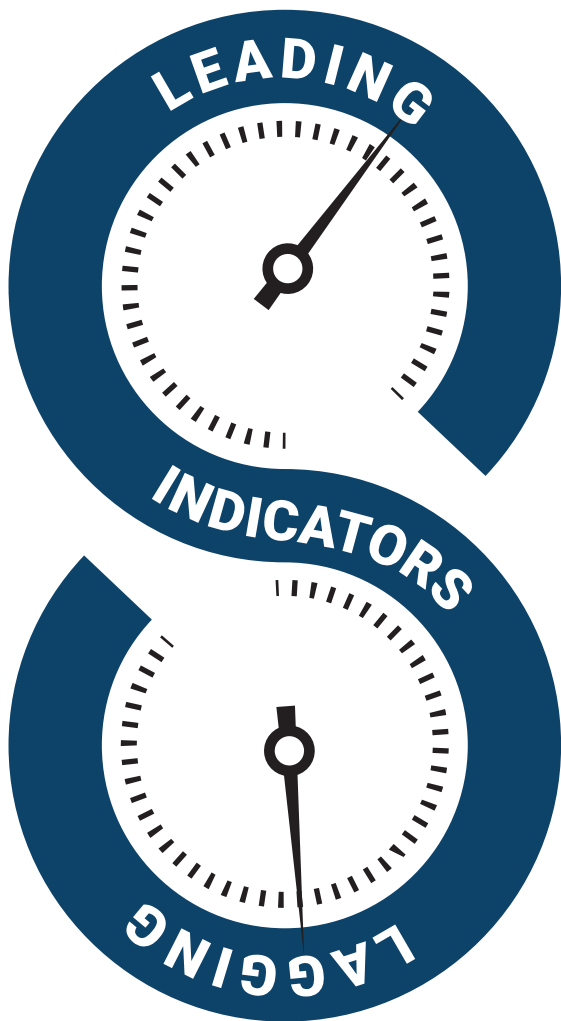
SCORECARD OVERVIEW

OWNERSHIP & BUY-IN

A scorecard is only effective if your team is invested in it. The best way to drive ownership is to involve your team leads in building their own KPIs:

- Acquisition Managers, Lead Managers, and Disposition Managers should help determine the line items that are most relevant for their departments.
- This creates buy-in, since it becomes their system — not something top-down.
- Use the provided scorecard as a baseline example, then workshop it with your team.
- Ask: “What metrics tell us we’re winning in your role?” and build from there.

This also reinforces accountability and helps each leader develop operational thinking skills.



LEADING VS. LAGGING INDICATORS

Leading Indicators

These are proactive activity metrics your team can control. They drive future performance.

- Example: Dials made, follow-ups completed, leads qualified
- Why they matter: Measuring your team based on leading indicators boosts motivation. These inputs are fully within their control, making accountability feel fair and encouraging effort. Since these are not outcome-based, team members feel empowered to focus on what they can directly influence every day.

Lagging Indicators

These are the results that reflect the effectiveness of your process and inputs.

- Example: Contracts signed, revenue per deal, conversion rate

While lagging indicators help you understand performance trends and outcomes, your coaching and accountability should focus more on leading indicators to develop a high-performance culture.



ACQUISITIONS SCORECARD

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TARGET METRIC

KPI / Metric	Target	Notes	Type
Total New Dials Made	250/week	Cold Call activity volume	Leading
Contacts Made	25/week	Indicates contact quality (real convos)	Leading
Total Follow-Up Contacts Made	25/week	Nurture funnel activity with warm leads	Leading
Appointments Attended	5/week	Scheduled and completed appointments	Leading
Contracts Signed	1/week	Core signed deals	Lagging
Appointments to Contracts %	25–35%	Measures acquisition proficiency	Lagging
Average Revenue per Deal	\$25,000+	Indicates health and profitability	Lagging

COACHING NOTES FOR ACQUISITIONS

Total New Dials Made: If your Acquisitions Manager is going on 5+ appointments weekly, they likely don't need to cold call — but they must follow up with their hottest leads (20–25 max). These are leads likely to close within 30–60 days. If there's no Lead Manager, Acquisitions is responsible for all follow-ups.

Contacts Made: Measures real conversations. If contact numbers are low, it's either bad data (wrong numbers) or weak delivery (ineffective intro or rapport-building).

Follow-Up Contacts: Must have a dedicated follow-up funnel. Follow up frequently, and don't always talk real estate. Build trust and stay top-of-mind. Real estate will naturally come up.

Appointments Attended: Go on as many appointments as possible. Don't over-filter. Even if they seem cold, face-to-face visits improve rapport, increase contract odds, and strengthen acquisition skills.

Contracts Signed: This is the primary outcome to track, but should be coached through inputs (calls, appointments, offers).

Appointments to Contract %: A key metric for gauging proficiency. If low, either:

- You're attending prematurely (which is still fine — builds familiarity), or
- You need coaching on objection handling, positioning, or negotiation. Record appointments and review for improvement.

Average Revenue per Deal: Aim to increase this by tightening your acquisitions and dispo spread. Focus on getting lower front-end pricing and maximizing exit opportunities.



ACQUISITIONS SCORECARD

Name:	
Date:	

KPI / Leading Metrics	Target	Actual	Notes:
Total New Dials Made	250/week		
Contacts Made	25/week		
Total Follow Up Contacts Made	25/week		
Appointments Attended	5/week		

KPI / Lagging Outcomes	Target	Actual	Notes:
Contracts Signed	1/week		
Appointments to Contracts (%)	25 - 30%		
Average Revenue Per Deal	\$25,000		

Weekly Summary Notes - "What happened this week that impacted performance?"

Next Week Focus / Plan - "What will we change or double down on next week?"



LEAD MANAGER SCORECARD

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LEAD MANAGER SCORECARD

TARGET METRIC

KPI / Metric	Target	Notes	Type
Live Answer Rate	95%+	Responsiveness to inbound marketing	Leading
New Leads Touched in <1 Min	90%+	Speed to lead contact	Leading
Leads Qualified + Appt Set	40/week	Effectiveness of initial qualification	Leading
Dead Leads Logged	100%	Data cleanliness and lead tracking	Leading
Follow-Ups Completed	100% due	Pipeline discipline	Leading
Lead to Contract Conversion Rate	8–12%	Measures overall quality of handoff	Lagging
% of Leads Lost (No Response)	<15%	Tracks opportunity leakage	Lagging

COACHING NOTES FOR LEAD MANAGEMENT

Live Answer Rate: Critical for inbound call conversion. Missing calls leads to wasted spend and missed opportunities to engage sellers in their emotional moment. Strive for high live-answer rates to maximize marketing ROI.

Speed to Lead: Especially important for PPC or web-based leads. Responding in <1 minute greatly increases the chance of reaching a motivated seller before they go elsewhere.

Qualified Leads + Appointments Set: Always err on the side of setting more appointments. Let the Acquisitions Manager validate or reschedule if needed.

Dead Leads Logged: Enforces discipline in CRM hygiene. Marking leads accurately helps future campaigns and reporting.

Follow-Ups Completed: Consistency matters. Staying disciplined builds trust and converts long-tail leads. The fortune is made in the followups.

Lead to Contract Conversion: Reflects both quality of initial calls and the smoothness of handoff. If low, refine qualification questions and timing.

% of Leads Lost (No Response): Indicates leakage. High rates suggest lack of follow-up cadence or poor contact strategy.



LEAD MANAGER SCORECARD

Name:	
Date:	

KPI / Leading Metrics	Target	Actual	Notes:
Live Answer Rate	95%+		
New Leads Touched in <1mins	90%+		
Leads Qualified and Appts Set	40/week		
Follow-Ups Completed	100%		

KPI / Lagging Outcomes	Target	Actual	Notes:
Leads to Contract Conversion Rate (%)	8-12%		
Leads Lost Due to No Response (%)	<15%		

Weekly Summary Notes - "What happened this week that impacted performance?"

Next Week Focus / Plan - "What will we change or double down on next week?"



DISPOSITIONS SCORECARD

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DISPOSITIONS SCORECARD

TARGET METRIC

KPI / Metric	Target	Notes	Type
New Buyers Contacted	25/week	Continual buyer list growth	Leading
Properties Blasted	100%	Every deal marketed	Leading
Buyer Follow-Ups	250/week	Engagement and nurturing with buyer base	Leading
Buyer Appointments Set	10/week	Qualified walkthroughs/meetings	Leading
Contracts Assigned	1–2/week	Signed with end buyer	Lagging
Assignment Fee Average	\$18,000+	Revenue health	Lagging
Time from Acq to Assignment	<10 days	Operational efficiency	Lagging
Contracts Cancelled	<25%	Tracks deal fallout	Lagging



COACHING NOTES FOR DISPOSITIONS

- New Buyers Contacted:** Always be building your buyers list. This is not optional. Constant outreach adds long-term stability to your dispo pipeline.
- Properties Blasted:** This should be done 100% of the time. It's a non-negotiable process item to ensure every deal receives visibility.
- Buyer Follow-Ups:** This is where deals are often won or lost. Whether you're nurturing buyers over time or trying to fill a walkthrough this week, consistent outreach is key to buyer engagement.
- Buyer Appointments Set:** Measure engagement by how often buyers agree to walkthroughs. These are your highest-quality buyers.
- Assignment Fee Average:** A key reflection of your dispo manager's negotiation ability. They should create strong marketing, drive demand, and negotiate well to increase spread.
- Contracts Cancelled:** Track every cancelled deal. Understand why it fell apart. A cancellation rate under 25% may indicate you're not taking enough swings. It's healthy to have some cancellations in a high-volume operation.

DISPOSITIONS SCORECARD

Name:	
Date:	

KPI / Leading Metrics	Target	Actual	Notes:
New Buyers Contacted	25/week		
Properties Blasted (%)	100%		
Buyer Follow-Ups	250/week		
Buyer Appointment Set	10/week		

KPI / Lagging Outcomes	Target	Actual	Notes:
Contract Assigned	1-2/week		
Assignment Fee Average	\$18,000+		
Time from Acquisition to Assignment	<10 days		
Contracts Canceled (%)	<25%		

Weekly Summary Notes - "What happened this week that impacted performance?"

Next Week Focus / Plan - "What will we change or double down on next week?"

The image shows three overlapping scorecard templates. The central one is the 'LEAD MANAGER SCORECARD'. It has a header for 'Name' and 'Date'. Below that are two tables for 'KPI / Leading Metrics' and 'KPI / Lagging Outcomes', each with columns for 'Target', 'Actual', and 'Notes'. The 'KPI / Leading Metrics' table includes rows for 'Live Answer Rate', 'New Leads Tracked in <15mins', 'Leads Qualified and Appts Set', 'Dead Leads Logged', and 'Follow-Ups Completed'. The 'KPI / Lagging Outcomes' table includes rows for 'Leads to Contract Conversion Rate (%)' and 'Leads Lost Due to No Response (%)'. Below these tables are two large text boxes for 'Weekly Summary Notes - "What happened this week that impacted performance?"' and 'Next Week Focus / Plan - "What will we change or double down on next week?"'. The same structure is visible on the 'ACQUISITIONS SCORECARD' and 'POSITIONS SCORECARD' templates on either side.

BEST PRACTICES FOR IMPLEMENTATION

1. Weekly Review Rhythm

- Reps fill out actuals every Monday morning before your huddle or KPI meeting
- Example: If your team huddle is every Monday at 10 a.m., last week's numbers must be submitted before that time
- Leadership reviews metrics in team meetings or 1-on-1s
- Focus on trends, not just one-off misses

2. Own Your Metrics

- Let team members track and report their own metrics
- Build a culture of ownership, not control

3. Coach the Inputs

- If lagging metrics are off, first check the leading indicators
- Often, low output is a result of low consistent input

4. Adjust Targets Quarterly

- Use your baseline data to adjust KPIs up or down
- Each team or market may differ

FINAL NOTE

This scorecard is your system for clarity, not control. Use it to lead through data while empowering your team with clear expectations, accountability, and freedom to perform.

Let the numbers guide the conversation — not emotion.



IF LEADERSHIP CAN BE THIS CLEAR, WHAT ELSE ARE YOU OVERCOMPLICATING?

WHAT IF ALL LEADERSHIP WAS THIS EASY?

You just experienced one of the simplest but most effective tools in our system — the weekly leadership scorecard.

It's not flashy. It's not complicated. But it works. It gives you clarity, ownership, and performance without micromanagement. And that's just the beginning.

At Joe Homebuyer, we help real estate entrepreneurs lead with structure — not stress. Our franchise platform is built to make leadership simpler, business cleaner, and growth more sustainable. This scorecard is just one piece of the operating system.

So if you've ever wondered what it would look like to scale your business with support, systems, and leadership that actually works then let's talk.



**MARKETING/
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WHY JOE HOMEBUYER?

Joe Homebuyer is a national real estate investing franchise built for entrepreneurs who are ready to scale with systems, not stress.

We're not a mastermind. We're not a coaching program. We are a full-service franchise platform designed to help you:

- Launch marketing that actually converts
- Master acquisitions, dispo, and leadership
- Build out a team without losing your margins
- Operate with clarity and confidence every week

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:



WHOLESALING



FLIPS



RENTALS



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
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