

Home Watch Prospect & Referral List

Business / owner: _____ Week of: _____

Track 25 local prospects. Print in landscape. Use one row per prospect or referral partner.

#	Date / prospect or business	Source / referral	Need / route fit	Contact details / method / permission	Next step / follow-up date	Outcome
1						
2						
3						
4						
5						
6						
7						
8						
9						

Notes / route suitability / reasons prospects declined:

Honor opt-outs. Do not add people to marketing lists without appropriate permission.

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10						
11						
12						
13						
14						
15						
16						
17						

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18						
19						
20						
21						
22						
23						
24						
25						

Weekly totals

Inquiries: _____ Walkthroughs: _____ New paying clients: _____ Marketing spend: \$_____

Acquisition cost = marketing spend / new paying clients: \$_____ (Leave blank if none.)

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