

BONUS PLANNER

The 30/60/90-Day Lead Nurture Tracker

*Keep every warm and cold lead moving until they're
ready — a hands-on log for your nurture sequence*

A companion workbook to Chapters 5 and 7 of *AI Agents for
Real Estate Agents*

How to Use This Tracker

Use this alongside your automated nurture sequence — not instead of it. The automation handles sending the messages; this tracker helps you keep a human eye on the leads who matter most, especially the ones worth a personal check-in beyond what's scheduled.

Status Legend

HOT**WARM****COLD**

Hot: two or more “high” qualifying signals, especially timeline. Warm: one high signal or mixed answers. Cold: no high signals, or an explicit long timeline. Re-score a lead any time their situation changes.

Touchpoint Reminder

-  **Day 30** — a value-focused touchpoint: market update, new listings, or a practical tip.
-  **Day 60** — a lighter, more personal check-in on their plans or timeline.
-  **Day 90** — a milestone check and gentle re-qualification.

Reminder: if a lead replies at any point, pause the scheduled cadence and follow up personally before returning to autopilot.

Lead Nurture Log

Lead Name	Entry Date	Status	Day 30 ✓	Day 60 ✓	Day 90 ✓	Outcome / Notes

Lead Nurture Log (continued)

Lead Name	Entry Date	Status	Day 30 ✓	Day 60 ✓	Day 90 ✓	Outcome / Notes

Monthly Nurture Snapshot

Currently Hot: _____

Currently Warm: _____

Currently Cold: _____

Which lead moved from cold or warm to hot this month, and what changed?

Any leads who've gone quiet for 90+ days with no response?

One adjustment to make to my nurture messages next month

QUICK ACTION

- ☐ Log every lead currently in your warm or cold nurture sequence into this tracker today.
- ☐ Re-score any lead whose circumstances have changed since they were first qualified.
- ☐ Set a recurring monthly reminder to fill in the Nurture Snapshot page.