FAIRWAY HOME MORTGAGE

WEEKLY SALES TRACKER

2026 KICKOFF · LOAN OFFICER ACTIVITY

Name _____ **Week of** _____

Write your numbers in the boxes, then add each row for the total.

ACTIVITY	MON	TUES	WED	THURS	FRI	WEEKEND	TOTAL
REALTOR PARTNERS							
Phone Calls							
Conversations							
Voicemails							
Breaking Bread Meetings Held							
Breaking Bread Meetings Set							
PAST CLIENTS							
Phone Calls							
Conversations							
Voicemails							
OTHER							
Leads							
Apps							

DEFINITIONS

What is a lead?	You received a name and enough information to follow up with that lead.
What is an app?	Someone applied online, in your app or over the phone: an Encompass file. (Yes, this is a bit different from the number pulled in Encompass.)
What is Breaking Bread?	A face-to-face meeting with a realtor partner, such as coffee, lunch or happy hour. "Set" means it is on the calendar; "held" means it happened.

All weekly plans and scripts are on FACWmarketing.com.