

Solo Agent Business Metrics Guide

The handful of numbers worth watching — and what each one is quietly telling you about the business.

You already have the numbers.

They're in your planner. They're in your scorecards. They're sitting in your CRM right now.

What's missing isn't data. It's a way to read it — so that when a quarter feels wrong, you know which number to look at first, and what a low number in one place is quietly telling you about a different place entirely.

Thirteen numbers is too many to read.

The 13 Edge Actions™ are what you track. But held as a flat list of thirteen, they all look equally urgent — and a list where everything matters equally tells you nothing.

They aren't thirteen things. They're three kinds of things.

REACH — *one to many*

Social Post Published · Authority Video Posted · Listing Postcard Sent

These build the conditions. No Reach action closes anything this week. What they do is make the next conversation easier — the person already knows your name when you call.

CONTACT — *one to one*

Intentional People Conversations · Authority Email Sent · Intentional Text Message Sent · Intentional DM Sent · Handwritten Note Sent

These build the relationship. This is where the business actually gets made, and it is the group most likely to go quiet in a busy week without anyone noticing.

CONVERSION EVENTS — *earned, not done*

Mega Open House Hosted · Listing Appointment Conducted · Listing Agreement Signed · Buyer Consultation Conducted · Buyer Agreement Signed

These are not things you do. They are things you earn. You cannot schedule a listing appointment into existence — it arrives because of what happened in the first two groups, three to twelve weeks ago.

THE PRINCIPLE UNDERNEATH ALL OF IT

You can only work on Reach and Contact. Group Three is a readout, not a to-do list.

Which is why the instinct to “go get more closings” has nowhere to land. There is nothing in Group Three to work on. When the numbers are down, the work is always upstream — and the rest of this guide is about finding out how far upstream.