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**Real Estate Success Tip # 13: “Knowing The Real Estate Sales Funnel”**

The reality is, every business has a “Sales Funnel”, and every successful business owner knows their “Sales Funnel” inside and out.

A “Sales Funnel” is the overall process to create a closed client, AKA “Closed Acquisition”, and it can differ from business to business. But, as we are in Real Estate, let’s break down the Real Estate Sales Funnel.

We have all seen a “Funnel”. That thing either you, or the person that changes your oil, uses to fill your vehicle with oil during an oil change. A funnel starts off wide at the top, and then gets more and more narrow, until there is a small opening at the bottom. Now that you have a visual, let’s break down the Real Estate Sales Funnel from top to bottom.

- 1st: Activities
- 2nd: Leads
- 3rd: Appointments Made/Set
- 4th: Appointment Conductions
- 5th: Clients
- 6th: Under Contract



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## 7th: Closing/Commission Check

**IMPORTANT NOTE:** It is critical to understand that everyone must funnel through/go through the entire sales funnel. There are no skipping steps. However, some people, in some situations, may go through the funnel faster than others.

Each step in the “Sales Funnel” exists to get to the next step:

- Activities exist to generate leads.
- Leads exist to generate Appointments Made.
- Appointments Made exist in order for an Appointment Conduction to occur.
- Appointment Conductions exist to create a Client.
- Clients exist to put them Under Contract.
- Homes which go Under Contract exist to Close the Property where you accomplish your Client’s goal, and accomplish your goal of generating a commission check.

NOW, something that is missed frequently is the “Sales Funnel”. Real Estate does not stop there. Once you have a Closing/Commission Check, that Client now becomes a “Past Client”, which then becomes your # 1 Lead Source, and re-enters the Sales Funnel.

It is not enough to just know the “Real Estate Sales Funnel”. In addition to knowing, you must have processes and systems in place to ensure each step is never missed, happens over and over, is duplicatable, and eventually, is scalable inside your Real Estate Business.

So, make sure you know it, are paying attention to it daily, are mastering it, and are creating processes and systems to ensure each step is never missed and duplicated over and over to ensure you are able to duplicate the same results over and over.

Now that you have awareness, analyze your personal business, and see if there are any steps you are falling short on, and can improve. Get those dialed in and continue to grow your Business!