

POND DAILY CALL LOG & RULES

Agent Name: _____ Date: _____

POND RULES (NON-NEGOTIABLE)

- **Filter leads to NO calls made in the last 7 days. Or Use The \$\$\$ Pond Collections**

- DO NOT call on top of other callers. REFRESH browser after each attempt to a client.

- DO NOT read activity or notes, first get someone on line and run with ALM script

- Call sequence per lead: Dial → Hang up (3x).

- **If no answer after 3 dials: NO voicemail, NO text, NO email.**

- If contact is made: **Assign the lead** to yourself and work it normally.

- NEVER ask: "How is your search?" or "Are you still looking for a home?"

- ALWAYS use data and run an ALM-style script (Appointment, Location, Motivation).

DAILY CALL TRACKING

(CHECK EACH CALL, PLACE "C" in box for CONTACT, "A" in box if ASSIGNED/CONVERTED)

☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ 6	☐ 7	☐ 8	☐ 9	☐ 10
☐ 11	☐ 12	☐ 13	☐ 14	☐ 15	☐ 16	☐ 17	☐ 18	☐ 19	☐ 20
☐ 21	☐ 22	☐ 23	☐ 24	☐ 25	☐ 26	☐ 27	☐ 28	☐ 29	☐ 30
☐ 31	☐ 32	☐ 33	☐ 34	☐ 35	☐ 36	☐ 37	☐ 38	☐ 39	☐ 40
☐ 41	☐ 42	☐ 43	☐ 44	☐ 45	☐ 46	☐ 47	☐ 48	☐ 49	☐ 50
☐ 51	☐ 52	☐ 53	☐ 54	☐ 55	☐ 56	☐ 57	☐ 58	☐ 59	☐ 60
☐ 61	☐ 62	☐ 63	☐ 64	☐ 65	☐ 66	☐ 67	☐ 68	☐ 69	☐ 70
☐ 71	☐ 72	☐ 73	☐ 74	☐ 75	☐ 76	☐ 77	☐ 78	☐ 79	☐ 80
☐ 81	☐ 82	☐ 83	☐ 84	☐ 85	☐ 86	☐ 87	☐ 88	☐ 89	☐ 90
☐ 91	☐ 92	☐ 93	☐ 94	☐ 95	☐ 96	☐ 97	☐ 98	☐ 99	☐ 100

AGENT ATTESTATION

I confirm that I followed ALL POND rules, filtered leads correctly, used data-driven ALM scripting, and did not overlap calls with ISAs.

Agent Signature: _____ Date: _____