

# Real Estate Marketing Metrics & ROI Worksheet

Track these by channel every month and you will know exactly where to put your money.

## THE FIVE NUMBERS THAT MATTER

- Cost per lead (CPL):** total spend divided by leads. What one lead costs you.
- Cost per acquisition (CPA):** total spend divided by clients closed. What one client costs you.
- Conversion rate:** leads that became clients, as a percentage.
- Visitor to lead rate:** website visitors who became a lead.
- ROI:** commission earned from a channel versus what you spent on it.

## SCORE EACH CHANNEL

CHANNEL	SPEND	LEADS	CPL	CLIENTS	CPA	ROI
SEO / website						
Social media						
Email						
Paid ads						
SMS						
Direct mail						
Referrals / sphere						

**Do this monthly.** After 90 days the winners and losers are obvious. Move budget from the losers to the winners and repeat.