



Maddie Agnew

to me

4:08 PM (2 hours ago)



October 2026 Return on Investment Report

Totals Since May 26, 2026:

Letter Expense: \$7,525

Letters Mailed: 2,150

Charlotte Expires Letter Count: 2,076

Landlord Letter Count: 74 (discontinued campaign)

Columbia Expires: launching soon

Appointments Booked: 48

Unconverted Leads: 33 (5 attempting contact, 12 monthly nurture, 16 Realtor responses)

Lost Deals: 18

Active Pipeline: \$483,773 (30 open deals)

1. Landlord - Proposal Presented - [REDACTED] - [REDACTED], [Charlotte, NC](#) - \$11,250 - Listing consultation was set for 9/8 at the property
2. Charlotte Expires - Follow Up Scheduled - [REDACTED] - [REDACTED], [Concord, NC](#) - \$28,925 - Won't list under \$1.1M; future follow-up
3. Charlotte Expires - Follow Up Scheduled - [REDACTED] - [REDACTED], [Cornelius, NC](#) - \$12,735 - Listed with another agent in early Sept; not currently listed as of 10/27
4. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Charlotte, NC](#) - \$25,513 - Next step TBD
5. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Lancaster, SC](#) - \$23,155 - Listing consultation was set for 10/7
6. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Sugar Grove, NC](#) - \$23,000 - Next step TBD
7. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Fort Lawn, SC](#) - \$19,000 - Dillon to send team info and check if his relocating buyer is interested at \$850K-\$900K
8. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Boone, NC](#) - \$18,920 - Next step TBD
9. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Eutawville, SC](#) - \$17,375 - Appointment held 10/27
10. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Charlotte, NC](#) - \$16,248 - Property meeting was set for 9/24
11. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Monroe, NC](#) - \$15,558 - Dillon to email team details, follow up in ~45 days
12. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Fort Mill, SC](#) - \$15,380 - Met at the property 10/2
13. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Concord, NC](#) - \$13,295 - Listing consultation was set for 8/11
14. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Davidson, NC](#) - \$13,215 - Listing consultation was set for 8/29
15. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Concord, NC](#) - \$13,050 - Dillon checking for buyers; possible listing ~6 months
16. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Fort Mill, SC](#) - \$13,015 - Waiting for relist, then Dillon's relocating buyer will show it
17. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Concord, NC](#) - \$12,500 - Listing consultation was set for 10/19
18. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Dallas, NC](#) - \$12,305 - Pricing review was set for 9/29
19. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Gastonia, NC](#) - \$11,375 - Property meeting was set for 10/20
20. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Rockwell, NC](#) - \$11,358 - Listing consultation tentatively set for 9/28
21. Landlord - Appointment Met - [REDACTED] - [REDACTED], [Charlotte, NC](#) - \$11,355 - Listing consultation was set for 9/14
22. Charlotte Expires - Appointment Met - [REDACTED] - [REDACTED], [Columbia, SC](#) - \$7,000 - Next step TBD
23. Charlotte Expires - Rescheduling - [REDACTED] - [REDACTED], [Concord, NC](#) - \$14,450 - Rescheduling appointment
24. Charlotte Expires - Rescheduling - [REDACTED] - [REDACTED], [Concord, NC](#) - \$13,250 - Rescheduling appointment

(Listings Signed): \$110,346 (6 of the 30)

1. Charlotte Expires - Active Client - [REDACTED] - [REDACTED], [York, SC](#) - \$28,918
2. Charlotte Expires - Active Client - [REDACTED] - [REDACTED], [Charlotte, NC](#) - \$25,895
3. Charlotte Expires - Active Client - [REDACTED] - [REDACTED], [Charlotte, NC](#) - \$15,130
4. Charlotte Expires - Active Client - [REDACTED] - [REDACTED], [Iron Station, NC](#) - \$14,375
5. Charlotte Expires - Active Client - [REDACTED] - [REDACTED], [Fort Mill, SC](#) - \$13,528
6. Charlotte Expires - Active Client - [REDACTED] - [REDACTED], [Rock Hill, SC](#) - \$12,500

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Thank You!

Maddie Agnew

Totals Since May 20, 2026:

- Letter Expense: \$10,457.50
- Letters Mailed (All Daily Mail @ \$3.50 each): 2,968
 - Expireds: 2,419 (\$8,446.50)
 - Landlord: 291 (\$1,108)
 - Mortgage Late: 258 (\$903)
- Appointments Booked: 49
- Lost Deals: 26
- Unconverted Leads: 22
 - New / Scheduling Appointment: 2
 - Attempting Contact: 6
 - Monthly Nurture: 14

Active Pipeline: \$477,886 (est. seller-side commission at 2.5% of ~\$18.4M est. value)

- Active Listings: 5 (2 Pending)
- Follow Up Scheduled: 5
- Proposal Presented: 4
- In-Home Visit / Assessment Complete: 1
- Appointment Met: 7
- Appointment Set: 1

Won Deals: None closed yet. 2 are pending (see above).

Other Inbound Activity:

- Calls/texts from Realtors: 23
- Do Not Contact requests (removed from mailing): 15

Active Deals in the Pipeline for review/updates:

1. Expireds - Sale Pending - Chris [REDACTED] - [REDACTED] , [Peoria, AZ](#) - \$16,600 - Follow up on the sales video
2. Expireds - Sale Pending - Cristy [REDACTED] - [REDACTED] , [Fountain Hills, AZ](#) - \$14,875 - Listed for \$680K after a \$125K price cut
3. Expireds - Active Listing - Linda [REDACTED] - [REDACTED] , [Litchfield Park, AZ](#) - \$19,597 - Active listing at \$699,900
4. Expireds - Active Listing - Matt [REDACTED] - [REDACTED] , [Scottsdale, AZ](#) - \$22,075 - Contractor repairs and staging, then listing
5. Expireds - Active Listing - Denise [REDACTED] - [REDACTED] , [Scottsdale, AZ](#) - \$20,000 - She's a Realtor and will sell herself, possibly co-list
6. Expireds - Follow Up Scheduled - Charles [REDACTED] - [REDACTED] , [Sun Lakes, AZ](#) - \$12,875
7. Expireds - Follow Up Scheduled - Scott [REDACTED] - [REDACTED] , [Apache Junction, AZ](#) - \$30,893
8. Expireds - Follow Up Scheduled - James [REDACTED] - [REDACTED] , [Glendale, AZ](#) - \$17,415 - Responded; on standby for now (long-term nurture)
9. Expireds - Follow Up Scheduled - Shelly [REDACTED] - [REDACTED] , [Scottsdale, AZ](#) - \$27,548
10. Expireds - Follow Up Scheduled - Steven [REDACTED] - [REDACTED] , [Scottsdale, AZ](#) - \$37,630
11. Expireds - Proposal Presented - Blake [REDACTED] - [REDACTED] , [Chandler, AZ](#) - \$13,000 - Dave to send creative-financing info, including an example contract
12. Expireds - Proposal Presented - Julie [REDACTED] - [REDACTED] , [Gilbert, AZ](#) - \$47,140 - Dave to prepare a screen-recorded market analysis with a custom site (data, timing, etc.)
13. Expireds - Proposal Presented - Alan [REDACTED] - [REDACTED] , [Gilbert, AZ](#) - \$20,612
14. Expireds - Proposal Presented - Douglas [REDACTED] - [REDACTED] , [Scottsdale, AZ](#) - \$21,000
15. Expireds - In-Home Visit Complete - Scott [REDACTED] - [REDACTED] , [Chandler, AZ](#) - \$18,125 - Steve & Dave to send a market findings video and a proposed marketing video
16. Expireds - Appointment Met - Veerakumar [REDACTED] - [REDACTED] , [Phoenix, AZ](#) - \$13,725
17. Expireds - Appointment Met - Erin [REDACTED] - [REDACTED] , [Goodyear, AZ](#) - \$14,575
18. Expireds - Appointment Met - Douglas [REDACTED] - [REDACTED] , [Phoenix, AZ](#) - \$28,540
19. Expireds - Appointment Met - Edye [REDACTED] - [REDACTED] , [Wittmann, AZ](#) - \$17,003
20. Expireds - Appointment Met - Anthony [REDACTED] - [REDACTED] , [Apache Junction, AZ](#) - \$16,475 - Steve to send market findings and follow up if a qualified retail buyer is interested
21. Expireds - Appointment Met - Otilia [REDACTED] - [REDACTED] , [Glendale, AZ](#) - \$17,483 - Moved directly to a listing agreement; Steve visits Monday for Step 3
22. Expireds - Appointment Set - Anthony [REDACTED] - [REDACTED] , [Phoenix, AZ](#) - \$17,225
23. Expireds - Appointment Set - George [REDACTED] - [REDACTED] , [Peoria, AZ](#) - \$13,475

Totals Since September 8, 2026:

Letter Expense: \$1,453 (Optimal 10:1 ROI = \$14,530)

Letters Mailed: 991

Expireds: 200

In-House List: 766

Just Sold: 25

Appointments Scheduled: 28

Active Deals in the Pipeline: 22 (Appointments Met)

Rescheduling: 2

Lost Deals: 4

Unconverted Leads: 23 (Attempting to reach or in monthly nurture status)

Results by Campaign:

1. Expireds: \$700 spent - 200 letters - 7 appointments met - \$94,118 pipeline
2. In-House List: \$649 spent - 766 letters - 21 appointments (15 met, 2 rescheduling, 4 lost) - \$228,379 pipeline
3. Just Sold: \$104 spent - 25 letters - no appointments (discontinued campaign)

Estimated Commission total in the Active Deals Pipeline: \$322,497

Expireds

1. Appointment Met - Rocky [REDACTED] - [REDACTED], [Guntersville](#) - \$30,000
2. Appointment Met - Ibukunoluwa [REDACTED] - [REDACTED], [Killen](#) - \$15,748 - Amanda sharing with potential buyers
3. Appointment Met - Sushil [REDACTED] - [REDACTED], [Madison](#) - \$15,225 - Allie following up in about 2 months
4. Appointment Met - Darren [REDACTED] - [REDACTED], [Toney](#) - \$13,110 - Allie connecting Darren with Matt for a listing appointment
5. Appointment Met - Richard [REDACTED] - [REDACTED], [Owens Cross Roads](#) - \$11,160 - Kynan met at the property
6. Appointment Met - Donell [REDACTED] Sr - [REDACTED], [Toney](#) - \$8,875 - In-home visit set; follow up with Matt
7. Appointment Met - Rita [REDACTED] - [REDACTED], [Meridianville](#)

In-House List

8. Appointment Met - Janice [REDACTED] - [REDACTED], [Decatur](#) - \$25,000 - Allie sharing with off-market buyer list
9. Appointment Met - Lana [REDACTED] - [REDACTED], [Owens Cross Roads](#) - \$19,970
10. Appointment Met - Steven [REDACTED] - [REDACTED], [Langston](#) - \$17,475
11. Appointment Met - Debbie [REDACTED] - [REDACTED], [Albertville](#) - \$15,398 - Kynan checking with Amanda Power on prior visit
12. Appointment Met - Mollie [REDACTED] - [REDACTED], [Guntersville](#) - \$15,120 - Kynan to call after Mollie talks with her husband
13. Appointment Met - Sebnem [REDACTED] - [REDACTED], [Huntsville](#) - \$12,335 - Kynan reaching out if a strong buyer comes forward
14. Appointment Met - Mona [REDACTED] - [REDACTED], [Owens Cross Roads](#) - \$11,500 - Kynan meeting Mona at the property
15. Appointment Met - Lydia [REDACTED] - [REDACTED], [Madison](#) - \$10,550 - Matt checking investor contacts for an offer
16. Appointment Met - Kenneth [REDACTED] - [REDACTED], [Madison](#) - \$10,510 - Kynan contacting prior agent and checking investor pricing
17. Appointment Met - James [REDACTED] - [REDACTED], [Guntersville](#) - \$9,110 - Kynan meeting James at the property
18. Appointment Met - Carolyn [REDACTED] - [REDACTED], [Huntsville](#) - \$6,893 - Carolyn calling Kynan after renovations
19. Appointment Met - Trisha [REDACTED] - [REDACTED], [Madison](#) - \$4,725 - Kynan meeting Trisha and her husband at the property
20. Appointment Met - Brian [REDACTED] - [REDACTED], [Madison](#) - \$4,195 - Kynan scheduling a property walkthrough
21. Appointment Met - Teresa [REDACTED] - [REDACTED], [Boaz](#) - \$2,533
22. Appointment Met - Michael [REDACTED] - [REDACTED], [Huntsville](#) - \$2,375 - Kynan following up around Nov 1 on tenant move-out
23. Rescheduling - Allen [REDACTED] - [REDACTED], [Huntsville](#) - \$41,940
24. Rescheduling - Nile [REDACTED] - [REDACTED], [Brownsboro](#) - \$18,750