



# Solstice

## WEEKLY SALES & MARKETING MEETING

DATE: \_\_\_\_\_

**Census Budget:** \_\_\_\_\_ **Census Goal:** \_\_\_\_\_

**Census Today:** \_\_\_\_\_ **ADC Reviewed & Reconciled?** \_\_\_\_\_  
(ED, BOD & DOS have reviewed and approved)

**Census Opportunity:** \_\_\_\_\_  
(Unit to focus on - Studio/1BR/2BR)

### Hot Leads & How Did They Hear About Us & Their Hot Buttons?

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

### Tours this past week: (Hot, Warm, Cold, Closed & Next Step)

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

### Upcoming Events (Next 60 Days) & Next Steps

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

### Outreach for the Week & What is the Message (Scheduled or Unscheduled):

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

**Coaching Focus** (Turnaround Opportunity): \_\_\_\_\_

**Measurable Objectives:** \_\_\_\_\_

**Weekly Results:** \_\_\_\_\_