

THE SUBSCRIPTION AUDIT

FOR REAL ESTATE PROS

Most teams don't overspend on tools because they're reckless. They overspend because no one ever stops them to audit. This page helps you see the bleed, make smart decisions, and stop paying for duplicate solutions when command already does the job.

YOUR CURRENT TECH STACK

List every subscriptions tied to your business. Yes, even the ones you "might need later."

TOOL NAME	MONTHLY COST	ANNUAL COST	WHO USES IT?

Ops Tip: If you don't know who uses it, that's your first red flag

WHAT IS THIS TOOL ACTUALLY FOR?

For each subscription, check ONE primary purpose

..... Lead Generation

..... Marketing/Branding

..... Transaction Management

..... Lead Conversion

..... Operations/Admin

..... Listing Management

..... Client Experience/Retention

..... Reporting/Accountability

If a tool "does a little of everything", it usually does nothing exceptionally well

THE COMMAND COMPARISON

Ask honestly:

- Does Command already do this at 70- 80%
- Is this tool replacing a process problem instead of fixing it?
- Would better Command adoption reduce or eliminate this?

..... Yes - Command can replace this

..... Maybe - Needs better setup or ownership

..... No - This tool truly fills a gap

This keeps the audit strategic, not emotional.

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OWNERSHIP + ADOPTION TEST

Answer quickly without overthinking:

- Who owns this tool day-to-day? _____
- Is this used weekly? Yes or No _____
- If this person left tomorrow, would this tool still function? Yes or No _____

If usage depends on one human, it's not a system. It's a liability

DECIDE THE FATE

Every tool goes in one bucket:

_____ KEEP: Mission critical, clear ROI

_____ CONSOLIDATE: Command can replace or absorb

_____ KILL: No longer worth the cost

Immediate Action:

Subscriptions to cancel or downgrade this month: _____

PROFIT PROTECTION SNAPSHOT

Current Monthly Tech Spend: \$ _____

Projected Monthly Spend After Audit: \$ _____

Profit protection isn't about being cheap. It's about being intentional.



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