

The Systems PYRAMID

Level 04 Accountability

**Without measurement,
nothing moves.**

- Weekly scorecards + KPI Reviews in place
- Lead vs. lag indicators tracked and visible
- Inspect what you expect consistently, not occasionally

Level 03 Operations

**Without systems, growth
becomes chaos.**

- Documents SOPs for every repeatable task
- Onboarding and role clarity for every team member
- If it happens twice, it needs a system.

Level 02 Client Experience

**Without retention,
growth is expensive.**

- Consistent touch points from contract to close, and beyond.
- Proactive communication, never reactive.
- Raving fans produce more business than any lead source.

Level 01 Lead Generation

**Without leads, nothing
exists.**

- Your database is your business. Work it daily not occasionally.
- Consistent lead gen activities tracked every week.
- Conversion starts with volume; volume starts with habit.

THE HARD TRUTH

Most agents try to fix accountability before they've built the systems beneath it. That's why nothing sticks

THE GOOD NEWS

When you build in order, each level protects the one about it and your business stops depending on you alone.

FREE RESOURCES

More systems, notes, and information at sammisnotes.com