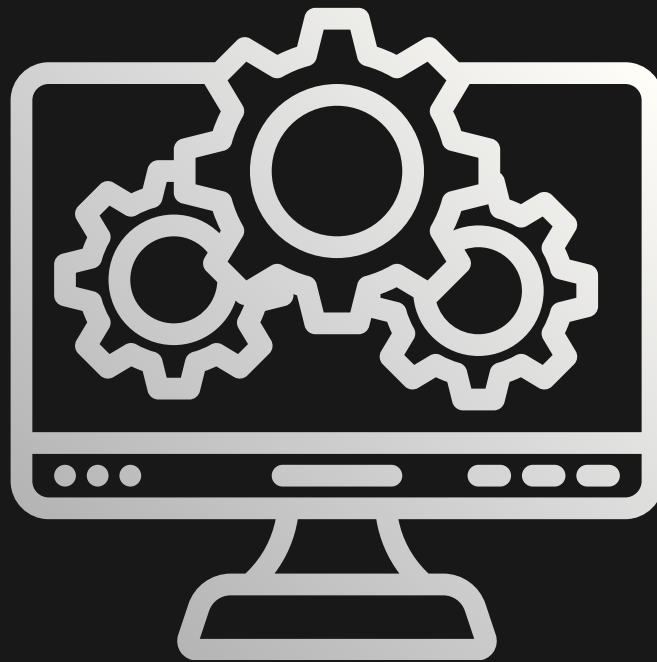


SUCCESS IN FSBO

CLEAR PATH SYSTEMS



CLEAR PATH CONSULTING

TRACK & ADJUST BASED ON
MARKET RESPONSE

CPC GUIDE: BUYER PIPELINE LOG

(CLEAR PATH CONSULTING — FOR EDUCATIONAL USE ONLY)

What this system is

The Buyer Pipeline Log is your private record of every buyer who touches your property.

Every call.

Every showing.

Every text.

Every conversation.

If someone expresses interest in your home in any way, they belong in the Pipeline. This is how you turn random inquiries into measurable demand.

What it's for

Most FSBO sellers operate blind. They remember a few calls. They forget others. They “feel” like interest is good or bad, but they don't actually know.

The Buyer Pipeline Log turns your listing into something professionals use: **A live demand pipeline.**

It lets you see:

- How many buyers are in play
- How serious they are
- Where deals are stalling
- Whether interest is growing or fading

Without guessing.

When to use it

You update the Buyer Pipeline Log via your **personalized Tally form link (found in your email)** after every buyer interaction.

That includes:

- Phone calls
- Text conversations
- Email exchanges
- Showings
- Open house conversations

If someone contacts you about the home, log them. It takes less than a minute, but it protects you from flying blind.

What goes in the log

For each buyer, you record:

- Who they are (Buyer and Point of Contact)
- Their Phone Number
- What type of interaction it was (call, text, showing, etc.)
- When the interaction happened
- How interested they are
- What they asked about
- What their next step is
- What you want to do or remember

You are not trying to “sell” here. You are simply recording what the market is doing. Think of it like a flight recorder for your listing.

What this tells you

Inside the Buyer Pipeline Log (link in email), you will see all of your submissions, as well as overall trends and takeaways from potential buyers. Over time, the Buyer Pipeline Log reveals real patterns that sellers normally miss:

- What are buyers asking about?
- Are showings turning into follow-ups?
- Are buyers stalling at the same stage?
- Is activity increasing or drying up?

You don’t have to guess. You can see it. This is how professionals know whether a home is:

- Gaining momentum
- Stalling
- Or quietly dying on the market

Before it’s obvious to everyone else.

How it works with the Market Feedback Index

The Buyer Pipeline Log shows who is engaging. The Market Feedback Index shows what they think.

Together, they answer two critical questions:

1. Is my home attracting buyers?
2. What is stopping them from moving forward?

That combination gives you leverage without needing to take anyone’s word for it.

The rule that makes this powerful

The system only works if you log everything.

No filtering.

No skipping.

No “I’ll remember later.”

Every interaction gets recorded. It’s only as effective as you are. That’s how you get real market intelligence, in real time. Not stories, not opinions, not hope.

CPC GUIDE: MARKET FEEDBACK INDEX

(CLEAR PATH CONSULTING — FOR EDUCATIONAL USE ONLY)

What this system is

The Market Feedback Index is where buyers (or agents) themselves tell you what the market really thinks about your home.

What they actually feel after seeing it. Every showing becomes part of a live market reading.

Why this exists

Buyers almost never tell sellers the full truth when asked up front.

They say:

- “We’ll think about it.”
- “We’re still looking.”
- “It’s nice, but...”

What they actually mean is:

- It’s priced too high
- It needs work
- They like something else more
- They’re not emotionally sold

The Market Feedback Index removes the social friction. It lets buyers be honest, and turns that honesty into data.

How it works

When a buyer views your property, you have two options:

- Display the QR code inside the home so they can scan it during the tour
 - OR
- Send them the direct link to your personalized short feedback form after they leave.

If they choose to give feedback, they will answer a few quick questions about:

- Who they are
- How they felt about the home
- How they felt about the price
- What their next step is

Those answers are automatically added to your dashboard and combined with other buyer responses.

One opinion is noise. 3 opinions is a signal. 10 opinions is the market speaking.

What this tells you

The Market Feedback Index shows things sellers normally never get to see:

- How buyers see the price
- What buyers are planning to do
- What buyers are rating the home
- How healthy the market is

This is how you see price pressure before the market forces your hand.

What “Price %” means

Price % shows where your home sits within the range of homes buyers in your pipeline are viewing. It does not represent market value or a recommended price.

High % means your home is on the higher end of what buyers are looking at. Low % means buyers are looking at homes more expensive than yours. Remember, not all the other homes are comparable to yours. This just shows you the type of buyer pool your home is attracting. You don't have to guess which it is, the Index shows you.

Why this is different from normal feedback

Most FSBO sellers rely on:

- Their own gut
- A few random comments
- Or what one buyer said

The Market Feedback Index is different. It aggregates every buyer's reaction into a single, readable market signal.

That's how professionals know:

- When to hold firm
- When to expect offers
- And when a listing is quietly stalling

Without relying on gut.

How it works with the Buyer Pipeline Log

The Market Feedback Index shows what buyers think.

The Buyer Pipeline Log shows what buyers do.

USING SYSTEMS WITH CONFIDENCE

You don't need to overcomplicate this.

The Buyer Pipeline Log and Market Feedback Index systems exist for one simple reason: to help you stay aware, organized, and grounded throughout your sale.

They are not meant to tell you what to do. They are not meant to replace judgment. They are not meant to make decisions for you. **They exist to give you clarity.**

When everything is written down and easy to see, the process feels lighter. You're no longer relying on memory, emotion, or guesswork. You're simply observing what's happening clearly.

WHAT THESE SYSTEMS GIVE YOU

- A place to track buyer activity
- A reliable way to remember conversations and follow-ups
- Honest, unfiltered buyer impressions
- Visibility into patterns that are easy to miss day-to-day
- Structure without pressure

Most sellers don't fail because they make one big mistake. They fail because small details slip through unnoticed. These systems help prevent that.

WHAT THESE SYSTEMS DON'T ASK OF YOU

- You don't need to check them constantly
- You don't need to analyze every entry
- You don't need to react to every comment
- You don't need to "optimize" anything

Use them at your pace. Review them when it's helpful. Ignore them when it's not. They work in the background so you don't have to.

A FINAL REMINDER

Clear Path Consulting provides systems, tools, and educational resources: not instructions, advice, or recommendations.

You remain fully in control of:

- How you interpret information
- What actions you take (if any)
- How you manage your sale

Our role is to give you structure so your decisions are informed, not rushed. We are not your agent or fiduciary.

YOU'RE DOING THIS THE RIGHT WAY

Most FSBO sellers try to manage everything in their head. You chose systems instead. That alone puts you ahead.

Take your time. Stay organized. Stay aware. Confidence doesn't come from guessing. It comes from clarity.



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