

The Listing Opportunity in Your Contact Database

What a relationship audit reveals about listings that went elsewhere.

An existing contact relationship does not ensure that an agent wins the next listing. In a Tom Ferry + Revaluate audit of eight high-performing agents and teams, more than 93% of observed listing opportunities among database contacts were captured by another agent.

>93%

Relationship leakage in the benchmark audit

Third-party observed research • Eight agents and teams



CHALK audience activation illustration

5,161

Missed listings

~\$2.57B

Associated volume

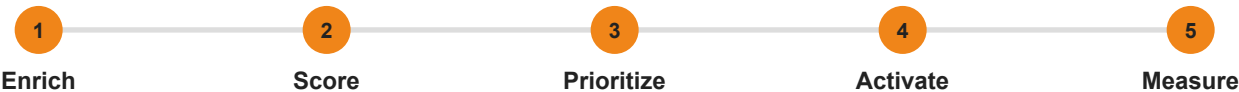
<7%

Captured by the relationship holder

This audit examined relationships in eight agents' and teams' contact databases, not a specific CRM product. These are not CHALK campaign results or an industry-wide rate. Associated volume is not commission or recoverable revenue.

Turn existing relationships into a working audience

CHALK's Contact Intelligence workflow connects contact enrichment, directional Move Intelligence, audience prioritization, media activation and response measurement.



An illustrative model for 300 contacts

Assume 300 distinct homeowner contacts, a 5% annual mover rate, and a 93% leakage proxy based on the audit's >93% finding. Applying these assumptions yields about one modeled missed listing opportunity per month.

$300 \times 5\% \times 93\% \div 12 = 1.16 \text{ per month}$

CHALK illustration, not an observed result. The calculation treats modeled movers as potential listing opportunities. Contact records must represent distinct homeowner opportunities; duplicates, renters and shared households change the estimate. Actual timing and outcomes vary. It does not estimate how many listings CHALK will win.

Methodology and source

Source: Tom Ferry + Revaluate CRM database audit of eight high-performing agents and teams. Revaluate reported approximately 5% annual homeowner mobility within the analyzed databases, fewer than 7% of resulting listings captured by the agent already holding the relationship, 5,161 missed listings, and approximately \$2.57B in associated transaction volume. The >93% figure is a relationship-leakage finding, not a prediction rate and not a claim that every missed listing was recoverable. The 300 contact example is a CHALK illustrative model, not an industry-average CRM size or guaranteed performance result.

Reach your contacts across their day

CHALK Contact Ads uses contact information—name, email and home address—to help build an eligible digital audience. Keep your business visible with advertising at home on a tablet, on the go on a phone and at work on a desktop.



Illustrative placements. Reach depends on eligible audience matches and available ad inventory; not every contact can be reached on every device. The device settings shown are examples, not verified locations or observed campaign results.

Start with the relationships you already have

Bring a contact list you have permission to use for marketing. With CHALK, review and enrich usable records, prioritize an audience using relationship context and directional Move Intelligence, and set the message, budget and campaign window.

Pair digital visibility with personal follow up

Run Contact Ads alongside useful personal outreach. Review delivery and click-based engagement, then track conversations, appointments and listing outcomes in your contact system. A score or ad interaction is not a confirmed listing opportunity.

Build your Contact Ads plan with CHALK

Talk with CHALK about your contact database and a measurable first campaign. Bring your audience, business objective and a follow-up owner; CHALK can help plan audience activation, creative and performance review.