



Contact Metrics

A – 70-80% Booking Ratio

5A - 1 appt per 2-3 contacts

4A - 1 appt per 3-4 contacts

3A - 1 appt per 4-6 contacts

2A - 1 appt per 7-8 contacts

1A - 1 appt per 8-10 contacts

.50 Lead - 1 appt per 10-15 contacts