

Team Accountability Toolkit

MREA 4-1-1 Goal System & Performance Matrix

Week 03

January 17, 2026

1 The 4-1-1 Goal Framework

4 • ANNUAL GOALS

- Achieve \$50M in Total Sales Volume
- Expand Agent Team by 5 Key Hires
- Launch Luxury Division Marketing Suite
- Reduce Operational Overhead by 15%

1 • MONTHLY PRIORITIES

- Close \$4.2M in pending contracts
- Interview 10 potential buyer agents
- Finalize Q3 Brand Guidelines
- Implement new CRM automated workflows

1 • WEEKLY OBJECTIVES

- Make 100 Prospecting Calls
- Host 2 Open Houses
- Complete Listing Presentation Revisions
- Attend Regional Training Event

2 Weekly Huddle Agenda (W2W4W)



WINS

What did you win at last week?



PRIORITIES

What are the 4-1-1 priorities for this week?



TASKS

What specific actions must happen today?



BLOCKERS

Where do you need help or support?

3 Performance Matrix

TEAM MEMBER	WEEKLY GOAL	ACTUAL	% TO GOAL	STATUS
Sarah J. Lead Agent	\$1.2M Vol	\$1.5M	125%	ON TRACK