ESTATE AGENCY LAUNCH PROGRAMME · SALES PROGRESSION: CHASE THE CHAIN TO EXCHANGE AND COMPLETION

Sales progression tracker

Map the chain, diarise every milestone, and keep a weekly chase log so no deal drifts.

One sheet per agreed sale.

01 The deal

Property address and agreed price

Buyer, seller and both solicitors (name, firm, contact)

Date the memorandum of sale was issued

02 Map the chain

Sketch who sits above and below your sale. A break anywhere stalls everyone.

Who is in the chain, from bottom to top?

A first-time buyer or cash at the bottom, onward purchases above.

Which link is furthest behind right now?

03 Milestone dates

Fill the target date, then the date it actually happened. The gaps are where you chase.

Searches ordered / returned

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Talk to us

Survey booked / completed

Mortgage application / formal offer issued

Enquiries raised / answered

Exchange of contracts (deposit paid)

Completion (keys released)

04 Weekly chase log

One line a week per party. Silence is where deals die.

Date, who you spoke to, and what you learned

The current blocker, and who owns it

Next action, and the date you'll chase it

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