

Hot Sheet Cadence Decision

Companion worksheet to "How Often Realtors Should Publish Community Hot Sheets"

Hot sheets decay faster than anything else on your site, so the cadence has to match what your market can actually fill. Run these four checks, pick weekly, bi-weekly, or monthly, and then hold it, because reliability is the signal AI watches most closely in this category.

1. Sample your new-listing volume

Pull a four-week sample of new-listing counts in your target submarket, then find the weekly average.

New listings across 4 weeks (add them up) _____

Average per week (total divided by 4) _____

Weekly average	Cadence it supports
20 or more a week	Weekly
5 to 10 a week	Bi-weekly
Under 5 a week	Monthly

2. Run the other three checks

Volume sets the starting point. These three confirm or adjust it.

- ☐ **Realistic time**
A useful hot sheet takes two to four hours. Multiply by the cadence; if it is more than you can sustain, step down a level.
- ☐ **Other content already on the calendar**
If a monthly market report is already running, bi-weekly hot sheets often pair better than weekly.
- ☐ **Market type**
Standard residential, weekly; moderate-volume submarkets, bi-weekly; luxury or specialty, monthly.

3. Your verdict and commitments

☐ **Weekly** ☐ **Bi-weekly** ☐ **Monthly**

This week.

Pull four weeks of new-listing counts and match the average to the ranges above. The cadence the numbers point to:

This month.

Lock the cadence in writing. Put six weeks of publish dates on the calendar before you write the first hot sheet. My publish day:

Ongoing.

Honor the cadence over the volume; six consistent hot sheets beat fifteen scattered ones. The reminder system I will use: