Listing Presentations Needed (3 times K) ………………………………………

**13**

(N) \_\_\_**1.69**

Listing Presentations Per Week (L divided by M) ……………………………..

(M)

Number of Weeks Worked Per Year ……………………………………………

**48**

(L)

Buyer Escrows Needed ( 40 % of line I) ……………………………………..

**81**

(K)

Listings That Must Be Taken (J divided by 70%) …………………………….

**27**

*Percentage of Listings Sold from total closings (I)*

**19**

(J)

Listings Sold Needed ( 60 % of line I) ………………………………………

**Calculate Prospects Needed Per Week**

www.CareerRealty.com

1

www.JanOBrien.com

(R)

Buyers Needed Per Week (P divided by Q) ……………………………………..

**.81**

**Step 2:**

(Q)

Number of Weeks Worked Per Year …………………………………………….

**48**

(P)

Buyer Prospects Needed (3 times O) …………………………………………...

**39**

*Balance of (J) % to equal 100%*

(O)

**$ 5,400**

**60%**

(E)

Sales Executive Commission Split (%) ………………………………………….

(D)

Average Gross Commission Per Side (B times C) ………………………………

**$ 9,000**

(C)

Average Gross Commission Rate Per Side(%) ………………………………....

**3 %**

Sales Executive Commission Split before deductions (D times E) ………………

(B) **$ 300,000**

Average Sales Price………………………………………………………………

(A) **$ 125,000**

Income Goal……………………………………………………..……………….

**Set Your Income and Closed Sides Goals**

**Step 1:**

**32**.40

(I)

Number of Sides Needed to Put in Escrow (H divided by 80%) ………………

**25.92 = 26**

(H)

Number of Closed Transactions Needed (A divided by G) …………………….

(G)

Average Sales Executive Commission Per Side (F less deductions) ……………

**$ 4,823**

**Basic Real Estate Business Plan**

- $ **37**

Less E & O

- $ **540**

Less Franchise Fee (D times 6%)

(F)

**Needed**

**Per Year**

**Contacts**

**Worked**

**Contacts**

**Per Source**

**Buyer**

**100**

**Needed**

SOI/Past Clients

**30**

600

48

**12.50**

Cold Calls

400

48

**8.33**

10% / 4

**Buyers**

Total Buyers Needed \_\_\_\_\_\_\_\_\_\_\_\_39\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (from line P)

Other

**Contacts to**

**Prospecting**

**Annual # of**

**Annual**

**Weeks**

**Weekly**

**Source**

**Buyers**

**Produce a**

50% / 20

Other

50

48

**1**

www.JanOBrien.com

2

www.CareerRealty.com

Other

120

48

**2.50**

30% / 12

Open Houses

**10**

**50**

Internet

5% / 1

**10**

Signs/Ads

20

48

**.42**

5% / 2

48

**25**

10% / 8

1,200

**Needed**

**Per Year**

**150**

Cold Calls

FSBO’s

**10**

160

**100**

Door Knocking

400

48

**8**

5% / 4

**Prospecting**

**Annual % / #**

**Contacts to**

**Annual**

**Weeks**

**Sellers**

Total Listing Presentations Needed \_\_\_\_\_\_\_\_81\_\_\_\_\_\_\_\_\_ (from line L)

**Per Source**

**Presentation**

**Needed**

**Presentations**

**Produce a**

**Source**

**of**

48

**Weekly**

**Contacts**

**Worked**

**Contacts**

Target Marketing

**100**

10% / 8

800

48

**17**

**150**

Just Listed/Sold

600

48

**12.50**

5% / 4

Other

**15**

Expireds

180

48

**4**

15% / 12

**3**

20% / 16

**29**

35% / 28

**Step 3: Calculate “People Contacts” Needed Per Week**

**50**

SOI/Past Clients

1,400

48