

# Real Estate Business Plan

1. My income goal for the next 12 months: 1. \_\_\_\_\_
2. Average commission earned per closing: 2. \_\_\_\_\_
3. Number of closings required to reach my goal:  
(Divide line 1 by line 2.) 3. \_\_\_\_\_
4. Number of my sales required to close to hit my goal:  
(Multiply line 3 by .25) 4. \_\_\_\_\_
5. Number of my listings required to close to hit my goal:  
(Multiply line 3 by .75) 5. \_\_\_\_\_

## LISTINGS ARE THE NAME OF THE GAME:

A good listing agent's income is 75% listings sold and 25% sales.

6. Average percent of listings taken by my office that close during the listing period: 6. \_\_\_\_\_
7. Average percent of sales contracts written by me that close: 7. \_\_\_\_\_
8. Number of sales contracts needed to write in the next 12 months: (Divide line 4 by line 7.) 8. \_\_\_\_\_
9. Appointments needed to obtain one listing: 9. \_\_\_\_\_
10. Number of contacts needed to obtain one appointment: 10. \_\_\_\_\_

## OBJECTIVES:

- A. Number of new listings I will obtain in the next 12 months:  
(Divide line 5 by line 6.) A. \_\_\_\_\_
- B. Number of listing appointments needed annually:  
(Multiply line A by line 9.) B. \_\_\_\_\_
- C. Number of listing appointments needed per month:  
(Divide line B by 12.) C. \_\_\_\_\_
- D. Number of listing appointments per week:  
(Divide line B by 52.) D. \_\_\_\_\_
- E. Number of contacts needed per week to reach my listing goal:  
(Multiply line D by line 10.) E. \_\_\_\_\_

