



Complete yellow shaded areas
Other figures will automatically calculate

Realtor Business Goals:

Begin by filling out this worksheet in order to identify your business goals for the upcoming years.

Your Information:

Name	
Company	
Yearly Goals Beginning:	

Business Planning Goals

Entries:

	Actual Last Year	FY 2012 This Year Goal	FY 2013 Next Year Goal	Example
Total Sales Projections				
Total Listings Sold	7	12	16	8
Total Closed Transactions *	21	33	40	24
Where do business come from?				
Referrals	4	4	5	2
Sphere of Influence	2	4	5	4
Past Customers	2	4	5	2
Expired Listings	0	2	3	3
Yard Signs/Voice Services	2	4	6	5
FSBO	0	2	3	1
Office Phones/CAL/CAS	4	4	4	5
Fannie/Freddie/Hud	5	5	4	0
Home Gain/Zillow/Trulia	0	1	1	1
Social Media (Facebook/Twitter/LinkedIn/Craigs List)	0	1	1	0
Paper Media (Direct Mail/Magazines/Newspaper)	0	1	1	1
Other Misc.(My Website/Blog/Virtual Assistants)	2	1	2	0
Total Business Sources *	21	33	40	24
* Total Sources must equal Total Closed Transations.				
Business Projections				
Average Sales Price (ASP)	\$ 128,772	\$ 130,000	\$ 136,500	\$ 150,000
Total Gross Commissions Income (GCI) * (A)	\$ 70,890	\$ 111,540	\$ 152,880	\$ 108,000
Gross Sales Commission Rate % (GSCR) * (A)	2.6%	2.6%	2.8%	3.0%
Total Net Commissions Income (NCI)	\$ 48,998	\$ 77,074	\$ 109,156	\$ 86,400
Net Sales Commission Rate % (NSCR) * (B)	1.8%	1.8%	2.0%	2.4%
Total Agent Commission Rate % (ACR) * (B)	69.1%	69.1%	71.4%	80.0%
* Only one of each group is needed for projection				
Number of weeks worked last year	52	45	45	44
Avg. Number of days worked per week	6	5	5	5
Avg. hours worked per day	10	9	9	9
Activities/Ratios				
Total Listing Appointments	16	22	30	12
Total Listing Taken	10	14	20	9
Total Buyer Appointments	24	29	30	25
Number of Buyers acquired	20	24	27	20
Existing Listing Inventory	13	15	19	7