

2025
SIX-MONTH

PERSONALIZED BUSINESS PLAN

1. My income goal for the next six 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 six 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.