

# 2018 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.  
(Any sales contract written by you that closes) 4 \_\_\_\_\_
5. Number of my listings required to close to hit my goal.  
(A listing of yours that is sold by anybody, including you) 5 \_\_\_\_\_

## LISTINGS ARE THE NAME OF THE GAME:

*A good listing agent's income is 75% listings sold, 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 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 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 C by line 4) D \_\_\_\_\_
- E. Number of contacts needed per week to reach my listing goal. (Multiply line D by line 10) E \_\_\_\_\_