

2026
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.