

2021 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 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 C by line 4.) D. _____
- E. Number of contacts needed per week to reach my listing goal:
(Multiply line D by line 10.) E. _____