

Agent Name: Your Agent

Goal Year: 2004

Income Goals: \$50,000

Percentage from	Listings:	60%	Sales:	40%
Annual Income from	Listings:	\$30,000	Sales:	\$20,000
Average Sales Price	Listings:	\$150,000	Sales:	\$150,000
Average Commission	Listings:	3.50%	Sales:	3.50%
Dollar Commission	Listings:	\$5,250	Sales:	\$5,250
Agent Split	Listings:	60%	Sales:	60%
Agents Commission	Listings:	\$3,150	Sales:	\$3,150
Annual Closings from	Listings:	9.52	Sales:	6.35
Percentage of	Listings that Close:	70%	Sales that Close:	90%
Percentage of	My Listings I Sell:	20%		
Annual Goal	*Listings:	13.61	*Sales:	7.05
Monthly Goal	*Listings:	1.13	*Sales:	0.59

Summary of My Goals

Closings from:	# Sides	Sales Volume	Income	% of TTL
Listings	7.62	\$1,142,857	\$24,000	48.00%
Sales	6.35	\$952,381	\$20,000	40.00%
Sold Own Listings	1.90	\$285,714	\$6,000	12.00%
Totals	15.87	\$2,380,952	\$50,000	

*Accounts for transactions that will not close.

**It is better to expect too much
of yourself than too little...!**

Action Plan

Sellers

Total Presentations Needed		41							
Source	Annual # of Presentations Per Source		Contacts to Make One Presentation	=	Annual Contacts Needed	/	Weeks Worked Per Year	=	Weekly Contacts Needed
Canvassing: Phone	4	x	150	=	600	/	50	=	12
Canvassing: In Person	2	x	100	=	200	/	50	=	4
FSBO's	10	x	5	=	50	/	50	=	1
Expired Listings	10	x	15	=	150	/	50	=	3
Sphere of Influence	5	x	100	=	500	/	50	=	10
Target Marketing	5	x	100	=	500	/	50	=	10
Activity Calls	5	x	50	=	250	/	50	=	5
Other	0	x	0	=	0	/	50	=	0
Other	0	x	0	=	0	/	50	=	0
Total	41								

Buyers

Total Buyers Needed		21							
Source	Annual # of Buyers Per Source		Contacts to Produce a Buyer	=	Annual Contacts Needed	/	Weeks Worked Per Year	=	Weekly Contacts Needed
Signs/Ads	5	x	10	=	50	/	50	=	1
Open Houses	3	x	10	=	30	/	50	=	1
Sphere of Influence	4	x	50	=	200	/	50	=	4
Canvassing	6	x	100	=	600	/	50	=	12
Activity Calls	6	x	100	=	600	/	50	=	12
Other	0	x	0	=	0	/	50	=	0
Other	0	x	0	=	0	/	50	=	0
Total	24								

A Note About Assumptions

Initially, you may want to use these assumptions to complete the Goal Setting form. As you become productive and develop your own records, adjust the assumptions to reflect your actual performance in the field..

- 80% of all opened transactions will close
- 60% of your business will come from closed listing sides and 40% of your business will come from closed buyer sides
- 70% of all listings taken will close
- One out of every three marketing presentations will end with a signed listing agreement
- One out of every three buyer prospects will become a purchaser

The plan also provides a suggested number of contacts needed to produce a marketing presentation and a buyer.

NOTE: Check with your broker to validate the assumptions and suggested number of contacts for your market area.