

12 Month Blue Print

Step 1: Write out your income goal.

Example: Income goal = \$500,000

Step 2: Calculate the average commission in dollars in your office

Example: Average fee = \$20,000

Step 3: What is your office split

Example: 50%

Step 4: Your share of that fee = $\$20,000 \times 50\% = \$10,000$

Step 5: Calculate your list share ratio. You can work this out by looking at total listings last year vs total sales. Let's assume for this exercise it's 80%. That's 80% of your listings sell. This is called your LIST TO SHARE ratio.

Step 6: Calculate number of sales required to reach your income goal. This is done by dividing your income goal by your average fee.

Number of Sales = $\$500,000 / \$10,000 = 50$ sales a year

Step 7: Calculate number of listings required to reach your income goal. This is done by dividing number of sales a year needed by your list to sell ration.

Number of listings = $50 / 80\% = 62.5$ listings a year

Then assuming you work 11 months of the year divide 50 sales and 62.5 listings a year by 11 which

Total monthly sales = 4.5 a month

Total monthly listings = 5.68 a month