

The Real Estate Agent's EZ Business Plan



1. Personal Survival Money Needed	
2. Business Survival Money Needed	
3. Subtotal	
4. Retirement Money Needed (10% of Line 3)	
5. Income Tax (20% of Line 1)	
6. Education (5-10% of Line 2)	
7. Next Level Personal Items (10-20% of Line 3)	
8. Business Improvements (10-20% of Line 3)	
9. Subtotal of Lines 4-8	
10. Total Money Committed to (Line 3 + Line 9)	

Personal Business Plan

Desired Income	(A) _____
Average Commission Per Slide	(B) _____
Number of Sides needed to reach income ($A \div B = C$)	(C) _____
75% Comes from Listings Sold Sides ($C \times 0.75 = D$)	(D) _____
25% Comes from Buyer Sides ($C \times 0.25 = E$)	(E) _____
What % of Listings end up selling?	(F) _____ %
How many listings do you need to get per year? ($D \div F = G$)	(G) _____
How many listings is that per month? ($G \div 12 = H$)	(H) _____
How many listing appointments needed to get 1 listing?	(I) _____
Number of listings a month? (Answer is line H)	(J) _____
Number of appointments needed per month? ($I \times J = K$)	(K) _____
How many appointments a week? ($K \div 4 = L$)	(L) _____
How many calls do you need to make to schedule 1 appt.?	(M) _____
Monthly # of appointments scheduled? (Answer is line K)	(N) _____
Number of calls needed to be made each month? ($M \times N = O$)	(O) _____
How many calls a week? ($O \div 4 = P$)	(P) _____

NAME: _____

TO BE COMPLETED BY: _____