

Goals Worksheet

				LY Total Listings	6
				LY Total Buyers	8
				LY Listings Sold	2
				LY Buyers Bought	6
				LY Total Transactions	8
				LY Total Volume	\$ 1,200,000.00
				Average Sale Price (LY Total Volume / LY Total Transactions)	\$ 150,000.00
				Volume Goal	\$ 1,000,000.00
				Total Transactions for Goal (Volume to Achieve Income / Avg Sale Price)	7
				Total Transactions	
				7	
				Listing Percentage	25%
				(LY Listings Sold / LY Total Transactions)	
				Buyers Percentage	75%
				(LY Buyers Bought / LY Total Transactions)	
				Listings Sold	2
				Buyers Bought	5.0
				LY, (%) of my listings sold	33%
				(LY Listings Sold / LY Total Listings)	
				LY, (%) of my buyers bought	75%
				(LY Buyers Bought / LY Total Buyers)	
				Therefore, listings needed	5
				(Listings Sold / % of Listings Sold)	
				Therefore, buyers agencies needed	7
				(Buyers Bought / % of Buyers Bought)	
				Assume, I get 80% of the listings that I interview for, then appts needed	6
				Assume, I get 80% of the buyers that I interview for, then appts needed	8
				Therefore, listing appts per month	1
				Therefore, buyer appts per month	1
					2
				If 50 Contacts = 1 Appt then	
				100	
				or	
				5	
				CONTACTS PER DAY	

2018 PROSPECTING CALENDAR								2018 PROSPECTING CALENDAR							
AUDIENCE	BUDGET	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	AUDIENCE	BUDGET	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Target Audience								Target Audience							
Sphere of Influence								Sphere of Influence							
Client Appreciation								Client Appreciation							
Community Service								Community Service							
Lead Generation								Lead Generation							
Facebook Ads								Facebook							
Email Blast								Email Blast							
Expired & FSBO								Expired & FSBO							
Daily Number		8	8	8	8	8	8	Daily Number		8	8	8	8	8	8

2018 PROSPECTING CALENDAR								2018 PROSPECTING CALENDAR							
AUDIENCE	BUDGET	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	AUDIENCE	BUDGET	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Target Audience	\$100/month	Happy New Year	2017 Year in Review EDM		White Lake Sports Support	White Lake Community Calendar EDM		Target Audience	\$100/month	4th Parade Invite EDM	Beach Days w/ Kids EDM	High School Football EDM		Thanksgiving EDM	Christmas Parade Invite EDM
Sphere of Influence	\$100/month	Happy New Year	2017 Year in Review	Referral Request	White Lake Sports Support	White Lake Community Calendar		Sphere of Influence	\$100/month	July 4th Parade Invite	Beach Days w/ Kids	High School Football		Thanksgiving	Christmas Card & Calendar
Client Appreciation	Varies		Mid Winter Movie Night Feb 8 Delivery			Flower Day May 20 Event		Client Appreciation		Fireworks Party July 4th Event			Pumpkin Delivery Oct 26 Delivery		Christmas Tree Giveaway Dec 1 Event
Community Service	Varies							Community Service	Varies						
Lead Generation	\$500	Realtor.com	Realtor.com	Realtor.com	Realtor.com	Realtor.com	Realtor.com	Lead Generation	\$500	Realtor.com	Realtor.com	Realtor.com	Realtor.com	Realtor.com	Realtor.com
Facebook Ads	\$50	Personal Ad	Personal Ad	Personal Ad	Personal Ad	Personal Ad	Personal Ad	Facebook	\$50	Personal Ad	Personal Ad	Personal Ad	Personal Ad	Personal Ad	Personal Ad
		Home Value	Home Value	Home Value	Home Value	Home Value	Home Value			Home Value	Home Value	Home Value	Home Value	Home Value	Home Value
		Happy New Year	2017 Year in Review	Referral Request	WL Sports Support	White Lake Calendar				July 4th Parade	Beach Days w/ Kids	High School Football		Thanksgiving	Christmas Parade
Email Blast	\$25/month	HomeActions	HomeActions	HomeActions	HomeActions	HomeActions	HomeActions	Email Blast	\$25/month	HomeActions	HomeActions	HomeActions	HomeActions	HomeActions	HomeActions
Expired & FSBO	\$25/month	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	Expired & FSBO	\$25/month	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You	10 Letters, 10 Calls, 10 Thank You
Daily Number		8	8	8	8	8	8	Daily Number		8	8	8	8	8	8