

Business Plan for Real Estate

1.		Net Income (before taxes)
2.		Gross Closed Income GCI = Net Income ÷ (Use .463 for Net a Million or \$500,000, or .5 for Net under \$500,000)
3.		Cost of Sale - COS (29.2% of GCI)
4.		Operating Expenses (24.5% of GCI)

For line 5, multiply GCI from line 2 by the percentage of business that you want from Seller and Buyers. All other information comes from your numbers by tracking your business.

5. Gross Revenue Sellers (GCI x _____% from Sellers) = _____
6. GCI ÷ Commission _____% = Seller Sold Volume _____
7. Volume ÷ ASP _____ = Transactions _____
8. Transactions ÷ 85% (100%-15% Fall Out) = Total # Transactions _____
9. Transactions ÷ Conversion Rate _____% = Listings Taken _____
10. Listings Taken ÷ Conversion Rate _____% = Listing Appts _____
11. Listing Appts ÷ 12 Months = Number of Appts Each Month _____
12. Appts Each Month ÷ 4 Weeks = Number of Appts Each Week _____
13. *Appts ÷ Total # of Weeks Worked (_____) = Number of Appts Each Week _____*

14. Gross Revenue Buyers (GCI x _____% from Buyers) = _____
15. GCI ÷ Commission _____% = Buyer Sold Volume _____
16. Volume ÷ ASP _____ = Transactions _____
17. Transactions ÷ 85% (100%-15% Fall Out) = Total # Transactions _____
18. Transactions ÷ Conversion Rate _____% = Buyer Agreements _____
19. Buyer Agreements ÷ Conversion Rate _____% = Buyer Appts _____
20. Buyer Appts ÷ 12 Months = Number of Appts Each Month _____
21. Appts Each Month ÷ 4 Weeks = Number of Appts Each Week _____
22. *Appts ÷ Total # of Weeks Worked (_____) = Number of Appts Each Week _____*

23. Add lines 12 _____ & 21 _____ = Total Number of Appts Each Week _____