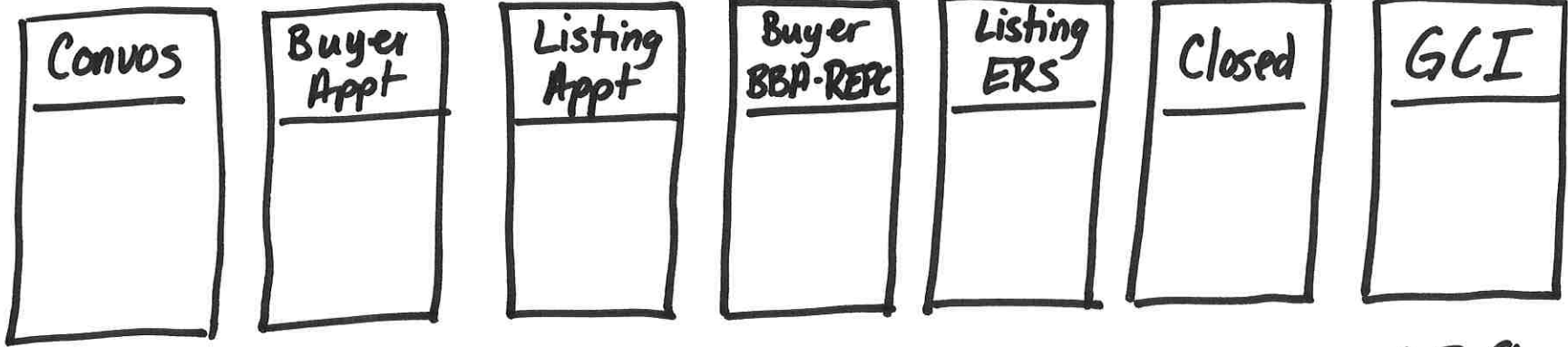


# of conversations to get an appointment

⑤ Buyer Appts   
 Listing Appts +   
 Total Appts =   
 x   
 Conversations =

④ BBA-REPC   Listing ERS  
 Appt to BBA Conversion  $\div$   %  $\div$   % Appt to ERS Conversion  
 Buyer Appts =  =  Listing Appt

START ①  
 \_\_\_\_\_ Desired Income  
 +  % Business Expenses  
 =  GCI



⑥ x 25%  
 =  Database Adds

Closed  ③  closed  
 % Buyers x  x  % Listings  
 Buyers Closed =  =  Listings Closed  
 BBA to Closed Ratio  $\div$   %  $\div$   % ERS to Closed Ratio  
 BBA-REPC =  =  Listing-ERS

$\div$  3 % ②  
 =  Total Volume  
 $\div$   Avg Price  
 =  Closed

Name \_\_\_\_\_

# of Conversations to get an appointment

⑤ Buyer Appts   
 Listing Appts +   
 Total Appts =   
 x 15  
 Conversations =

④ BBA-REPC   Listing ERS  
 Appt to BBA Conversion  $\div$  80%  $\div$  75% Appt to ERS Conversion  
 Buyer Appts =  =  Listing Appt

START ①  
 \_\_\_\_\_ Desired Income  
 + 20% Business Expenses  
 =  GCI

Convos

---



Buyer Appt

---



Listing Appt

---



Buyer BBA-REPC

---



Listing ERS

---



Closed

---



GCI

---



⑥ x 25%  
 =  Database Adds

Closed  ③  closed  
 90% Buyers x 50% x 50% Listings  
 Buyers Closed = \_\_\_\_\_ = \_\_\_\_\_ Listings Closed  
 BBA to Closed Ratio  $\div$  90%  $\div$  90% ERS to Closed Ratio  
 BBA-REPC =  =  Listing-ERS

$\div$  3% ②  
 = \_\_\_\_\_ Total Volume  
 $\div$  \_\_\_\_\_ Avg Price  
 =  Closed

Name \_\_\_\_\_