

## REAL ESTATE GOALS WORKSHEET

- |   |             |
|---|-------------|
| 1. What is your average sales price over last 12 months?  | 1. \$ _____ |
| 2. What is your area's average commission percentage (typical 3%)?  | 2. % _____  |
| 3. Multiply line #1 by line #2 for your average commission amount earned  | 3. \$ _____ |
| 4. How much would you like to earn in the next 12 months? = Big Goal  | 4. \$ _____ |
| 5. How much is your Minimum \$ required earnings for in the next 12 months?   | 5. \$ _____ |
| 6. Subtract line #5 (minimum \$) from line #4 (big goal) =  | 6. \$ _____ |
| 7. How many hours per week are you available / willing to work?   | 7. # _____  |
| 8. How many people (not in the industry) are in your database?  | 8. # _____  |
| 9. How many people, <u>who know you</u> , are in your database?   | 9. # _____  |
| 10. How many people, <u>who DO NOT know you</u> , are in your database?   | 10. # _____ |
| 11. Divide line #5 by #3 = number of deals to hit Minimum \$  | 11. # _____ |
| 12. Divide line #6 by #3 = number of 'extra' deals to hit Big Goal  | 12. # _____ |
| 13. Add lines #11 and #12 = number of deals needed for Big Goal total   | 13. # _____ |
| 14. Divide line #9 by 20. <i>Note- you should receive 1 piece of your database business for every 20 people <u>who know you</u>, if contacted regularly (12-16 times per year)</i>      | 14. # _____ |
| 15. Divide line #10 by 80. <i>Note- you should receive 1 piece of your database Business for every 80 people <u>who DO NOT know you</u>, if contacted regularly (12 times per year)</i> | 15. # _____ |
| 16. Add lines #14 and #15 = Total of your database business   | 16. # _____ |
| 17. Estimated number of 'extra' deals via Open Houses, Expired listings, FSBO listings, etc.  | 17. # _____ |
| 18. Add lines #16 and #17 for total number of deals closed  | 18. # _____ |
| 19. Subtract line #18 from line #13 = number of extra deals needed for your Big Goal  | 19. # _____ |

**Note: if line #19 is 0 (or less) and meets your Big Goal, go to the EXPENSE Section. If not, continue on line #20**

- |   |              |
|---|--------------|
| 20. Multiply line #19 by #3 = Income short of Big Goal                      | 20. \$ _____ |
| 21. Brainstorm ways to close the extra number of needed deals from line #19 |              |

---



---



---

**SUB TOTALS**

- 22. Multiply line #18 by #3 = earned commission revenue per year 22. \$ \_\_\_\_\_
- 23. Divide line #22 by 12 (months) = earned commission revenue per month 23. \$ \_\_\_\_\_
- 24. Input number from #18 for total number of transaction closings 24. # \_\_\_\_\_
- 25. Divide line #24 by 12 (months) = number of transaction closings per month 25. # \_\_\_\_\_

**ESTIMATED ANNUAL EXPENSES**

- 26. Board Dues (Local, State and NAR) 26. \$ \_\_\_\_\_
- 27. Annual MLS Dues 27. \$ \_\_\_\_\_
- 28. Annual Lockbox Access 28. \$ \_\_\_\_\_
- 29. Fathom monthly fee x 12 (e.g., Gold plan: \$99 x 12 = \$1,188) 29. \$ \_\_\_\_\_
- 30. Transaction fees - multiply line #24 by your plan’s trans. fee (e.g., Gold plan: \$250) 30. \$ \_\_\_\_\_
- 31. Marketing Expenses (estimate) 31. \$ \_\_\_\_\_
- 32. Other Expenses (estimate) 32. \$ \_\_\_\_\_
- 33. Add lines #26 thru #32 = Total Estimated Expenses 33. \$ \_\_\_\_\_

**TOTAL NET INCOME**

- 34. Subtract line #33 from line #22 = TOTAL NET INCOME 34. \$ \_\_\_\_\_

**\*Important note:** Consult your CPA regarding quarterly tax filings and set aside a percentage of each transaction to pay year-end income taxes.

**SEASONAL ADJUSTMENTS**

*\*Note: Seasonal adjustment is based on national average and each market may differ slightly*

**Monthly Closings** - multiply line #24 by the percentage in each month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
62.94%	76.92%	111.89%	104.9%	130.07%	134.27%	125.87%	125.87%	83.92%	86.71%	83.92%	72.73%

**Monthly Income** - multiply line #22 by the percentage in each month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
62.94%	76.92%	111.89%	104.9%	130.07%	134.27%	125.87%	125.87%	83.92%	86.71%	83.92%	72.73%