



2025 Business Performance and Sources

Est. Appointment Totals 2025: Listings Appts: _____ Buyer Appts: _____
 Est. Taken Goal 2025: Listings Taken: _____ Buyer Listings Taken: _____
 Est. Closed Units 2025: Listings Sold: _____ Buyer Sales: _____
 GCI/Income Earned: GCI: _____ Profit Net: _____

In the space below, please indicate where your closed business came from over the past year. Include projected transactions currently in your pending pipeline that are due to close by year's end.

Source	Number of transactions	Cost of securing business (a)	Income earned (b)	Net income (b-a=c)
Past Clients				
Sphere of Influence/ Contacts				
Geo Farm				
Just Listed/Just Sold				
Vendors (Lenders, inspectors, etc)				
Agent Referrals				
Past Client Referrals				
Relocation				
Staff Referrals				
Sign Calls				
Advertising				
Website				
Direct Mail				
Social Media				
Other				
Other				
Other				

The *greatness* in you.



Please bring the following information to the Business Planning event.

1. What is your average sale price?
2. What is your average commission amount in %?
3. What percentage of your listings go pending?
4. What percentage of your listing appointments turn into a listing?
5. What percentage of your buyer consultations turn into a buyer brokerage agreement?
6. What percentage of your buyer agreements turn into a sale?
7. What percentage of your business is buyer vs seller?
8. How many people are in your database?
9. If you have a farm, how many and how long have you been connecting with them?
10. What is your Gross Commission Goal for 2026?

We look forward to seeing you Thursday, October 30. This event will be a valuable resource for your business in 2026.

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