


QUESTION:
How much do you need to fuel your life and accomplish your goals for the year?

1	Estimated bills this year	
2	Desired savings this year	
3	Funds needed for Goal #1	
4	Funds needed for Goal #2	
5	Funds needed for Goal #3	
6	Subtotal financial goal this year (Lines 1+2+3+4+5)	
7	My additional real estate expenses this year	
8	My Business Financial Goal (Lines 6+7)	



Goal Projector:



1	<i>Business Financial Goal from previous page</i>	
2	<i>Average sales price in your market</i>	
3	<i>Average commission percentage (per side)</i>	
4	<i>Average commission income per transaction side (Line 2 x Line 3)</i>	
5	<i>Your commission split percentage</i>	
6	<i>Average commission income per transaction (Line 4 x Line 5)</i>	
7	<i>Number of transactions you need in the year (Line 1 ÷ Line 6)</i>	
8	<i>Average number of appointments needed to result in one closed transaction</i>	
9	<i>Number of appointments you need in a year: (Line 7 x Line 8)</i>	
10	<i>Number of working weeks per year</i>	
11	<i>Number of appointments you need each week (Line 9 ÷ Line 10)</i>	
12	<i>Average number of prospecting contacts needed to result in one appointment</i>	
13	<i>Number of prospecting contacts you need to make each week to generate the income you expect (Line 11 x Line 12)</i>	

Exercise: Determine Your Double Play

To determine your own Double Play, look back at Line 13 of your Goal Projector:

1. Contacts

How many do you need to make every week? _____ (Goal Projector Line 13)
÷ by how many days a week you plan on working:

5 = _____ 6 = _____ 7 = _____

2. Appointments

How many do you need to make every week? _____ (Goal Projector Line 11)

The Double Play	This Year's Goal	My Double Play
1. Make contacts 2. Go on appointments	\$ _____	1. Make contacts # _____ EVERY DAY 2. Go on # _____ appointments EVERY WEEK

RECORD YOUR DOUBLE PLAY: DAILY

The Double Play	M	T	W	T	F	S
# Contacts						
# Appointments						

TALLY EVERY WIN!

PLAYS OF THE DAY	TOTALS
Listing Agreements	
Buyer Representation Agreements	
Contracts Written	
Contracts Closed	