

ANALYSIS OF MY BUSINESS FOR THE YEAR 20__

Let's take a look at what we've accomplished in the past 12 months so we can learn from the experience and decide what our objectives are for the next twelve months.

1. Gross income for the past twelve months was: \$ _____ .

2. My quarterly income was:

	This Year	Last Year
First quarter:	_____	_____
Second quarter:	_____	_____
Third quarter:	_____	_____
Fourth quarter:	_____	_____

3. I worked an average of _____ hours per week.

4. I earned an average of _____ dollars per hour.

5. Total expenses this year were _____ . Gross income/expense ratio _____ %

6. My average closed sales price was _____ .

7. My average closed listing price was _____ .

8. I took _____ listings. I went on _____ listing appointments. _____ % listed.

9. I had _____ listings expire and _____ listings go off the market. _____ % of my listings sold.

10. I presently have _____ active listings.

11. I averaged _____ listings per month.

12. I averaged _____ calls per week of prospecting.

BUSINESS PLAN

13. My listings came from:

- Customer
- Referral from Customer
- Lender Referral
- Friend
- Staff
- REALTOR® Referral
- Business Contact
- Internet
- Sign/Floor Call
- Other

14. My sales came from:

- Customer
- Referral from Customer
- Sign Call
- REALTOR® Referral
- Lender Referral
- Friend
- Business Contact
- Internet
- Sign/Floor Call
- Other



BUSINESS PLAN

- 15. My total number of under contracts was _____ .
- 16. Total number of transactions closed (listings sold or sales) was _____ .
- 17. I had _____ under contracts cancelled.
- 18. My average commission per listing closed was _____ .
- 19. My average commission per buyer closed was _____ .
- 20. My average commission per closing was _____ .
- 21. How many new construction homes did I close _____ ?
- 22. What were my total business expenses _____ ?
- 23. How much referral money did I receive _____ ?
- 24. Number of days on market for MLS listings _____ .
- 25. Number of days on market for my listings _____ .
- 26. My sales price/list price ratio _____ %. MLS sales price/list price ratio _____ %
- 27. My highest priced listing closed _____ .
My lowest priced listing closed _____ .
- 28. My highest priced buyer closed _____ .
My lowest priced buyer closed _____ .

BUSINESS PLAN

29. Commission split

Listings Closed	Buyers Closed
1.5% _____	2.5% _____
2.0% _____	3.0% _____
2.5% _____	3.5% _____
3.0% _____	4.0% _____
3.5% _____	
4.0% _____	
5.0% _____	

I earned \$ _____ more because of _____ % split with other brokers.

30. How many three-day weekends? _____

31. How many weekends worked? _____

32. Total dollar volume of closed transactions: \$ _____

33. How many days off? _____ **Trips (three days or longer)** _____

34. How many days worked? _____

35. What was my most expensive expenditure this year? _____

Was it worth it? _____

36. What was my biggest mistake? _____

37. What was my biggest win? _____

Business Plan Analysis (pages 75-78) courtesy of Tami Spaulding, The Group, Inc.