

BUSINESS PLAN

1. DNI (Desired Net Income)	\$ _____
• What do you want to keep after the tax man?	
• GCI (line #2) minus expenses & taxes	
2. GCI (Gross Commission Income)	\$ _____
• Shortcut: divide line #1 (DNI) by .75 to get GCI	
• Expenses = 10%	
• Taxes = 15%	
• TOTAL of 25%	
3. Average commission (per side)	\$ _____
• Multiply Avg Sales Price x Avg commission %	
• e.g. \$410,000 x 2.11% = \$8,651	
4. Total # of sides needed to close	# _____
• divide line #2 by line #3	
5. % of Income from Listings Sold	_____ %
• this is your decision to work with Sellers or Buyers or both... e.g. 50% Sellers & 50% Buyers	
6. Total # of Closed Listings needed	# _____
7. Total # of Listings Taken (Sellers) needed	# _____
• 100% of listings do NOT sell	
• What % will sell? (e.g. 95%)	
• Divide line #6 by this %	
8. % of Income from Buyer Side Transactions	_____ %
9. Total # of Closed Buyer Sides	# _____
10. Total # of Contracts (Buyers) needed	# _____
• 100% of all contracts do NOT close	
• What % will close? (e.g. 75%)	
• Divide line # 9 by this %	