

# **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 %