





Number of transactions working with Buyers: \_\_\_\_\_

Number of Buyer interviews needed: \_\_\_\_\_

At what conversion rate \_\_\_\_\_%

Number of showings per Buyer: \_\_\_\_\_

Total number of showings for the year: \_\_\_\_\_

Number of showings every month: \_\_\_\_\_

Number of showings every week: \_\_\_\_\_

Number of showings every day: \_\_\_\_\_

Number of open houses each year: \_\_\_\_\_

Number of open houses each month: \_\_\_\_\_

Number of leads from Internet Referral Services for the year, month and week: \_\_\_\_\_

Number of leads from Ad Words campaign for the year, month and week: \_\_\_\_\_

Number of leads from Website for the year, month and week: \_\_\_\_\_

Number of leads from personal referrals for the year, month and week: \_\_\_\_\_

### **Budget:**

Fixed expenses: \$\_\_\_\_\_

Variable expenses: \$\_\_\_\_\_

Marketing expenses: \$\_\_\_\_\_

Advertising expenses: \$\_\_\_\_\_

Administrative expenses: \$\_\_\_\_\_

### **Time Management**

Online social networking on at least 3 sites

Blog at least three times a week

Schedule education time

Schedule time to work on marketing

Schedule time off

Administrative Duties

### **Miscellaneous**

Home Buyer's Seminars

Rotary, Bridge Club, Church etc,

**This is only a sampling of the items in most recommended Agent Business Plans.**

## 2. Definition and Example

Reduce your measurable goal to initial appointments with new Clients.

<b>Production Goal:</b>	<b>\$4,000,000 Sales Volume</b>
<b>Divided by Average Price:</b>	<b>\$200,000 Average Sale Price</b>
<b>Transaction Goal:</b>	<b>20 Sales</b>

A modestly competent Agent will sell a house to Buyers or for Sellers with at least half of the new Clients with whom they have an initial appointment.

**Appointments Needed For the Year: 40 Appointments**

You use a 40 week year to allow plenty of time distracted or down time.

**Appointments per Week: 1 Appointment per Week**

Yes, this is just one appointment per week, forty weeks out of the year, and only half of those appointments resulting in a sale. For some Agents it is inconceivable that their success is this simple. We have used this system with thousands of Agents for over ten year. It is completely accurate and effective in achieving the goal and at the same time motivating the Agent to work smarter.

Most Agents sell more than they have ever sold before with just one initial appointment per week. For some Agents it takes between one and two. Up to three appointments per week move an Agent solidly into the top producer category.

Agents just never knew to focus on this one simple single measure or how to measure it. Focusing on it and measuring it correctly produces astonishing results.

### Definition of a New or Initial Appointment

Only two things count as appointments.

1. Listing Appointment. Note that this is an appointment where you present your marketing plan and pricing to the Seller. A walk through is not an appointment.
2. Buyer Appointment
  - a. Either a sit-down appointment with a Buyer where you decide that you want to work with them and they decide to work with you or not. (This type of appointment is preferred.)
  - b. Or, for Agents who do not have sit-down Buyer appointments, (not preferred) count the Buyer as an appointment when you have taken them out a second time. Or if they buy a house the first time you are with them.

### Multiple Appointments

- a. When you have a listing appointment and you discuss buying as well.
- b. When you list more than one property each listing counts as an appointment.
- c. When you have builder whose lots you are representing the appointments are apportioned one at a time as they sell.

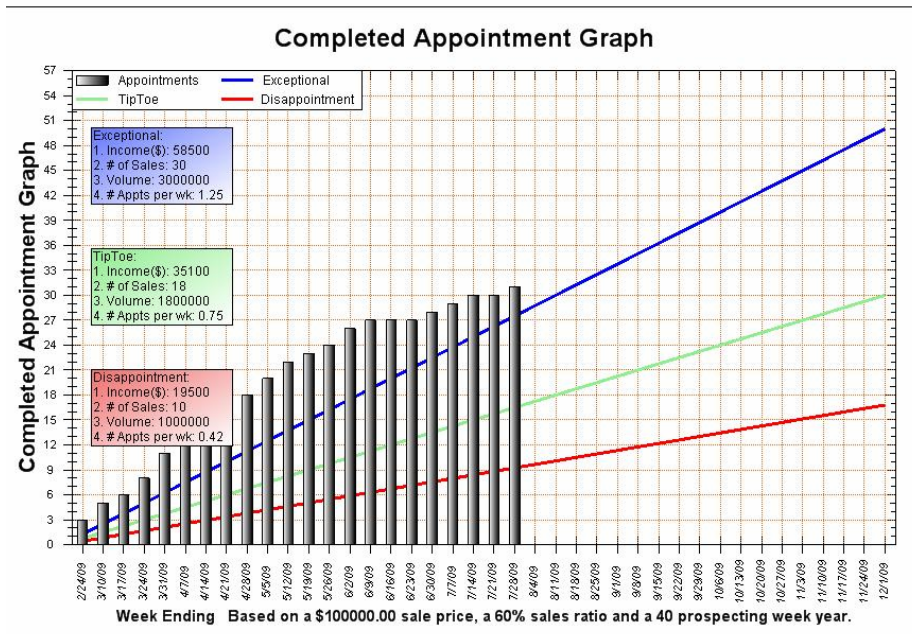
### 3. Appointment Record and Graph

This method of tracking keeps you focused and motivated on your goal.

Week Ending Date	Client Name	Buyer or Seller	Source of Appointment	Agent	Yes: Y No: N Maybe: ?	If Yes Price When Sold	Edit	Delete
07/28/2009	1 Vang	Buyer	Farm	Bev	Yes	135,000	<a href="#">Edit</a>	<a href="#">Delete</a>
07/14/2009	1 Keeley	Seller	Sphere of Influence referral	Jodi	Yes	240,000	<a href="#">Edit</a>	<a href="#">Delete</a>
07/07/2009	1 Sheila	Buyer	Sphere of Influence	Kelli	Maybe	0	<a href="#">Edit</a>	<a href="#">Delete</a>
06/30/2009	1 Keith and Heather	Seller	Sphere of Influence referral	Anessa	Yes	135,000	<a href="#">Edit</a>	<a href="#">Delete</a>
06/09/2009	1 Audrey Parker	Buyer	Floor Time	Catherine	Yes	2,500,000	<a href="#">Edit</a>	<a href="#">Delete</a>
06/02/2009	1 Rebecca Smith	Buyer	Open house	Rich	Maybe	0	<a href="#">Edit</a>	<a href="#">Delete</a>
	2 Brent Rogers	Buyer	Cold call	Rich	Maybe	0	<a href="#">Edit</a>	<a href="#">Delete</a>
05/26/2009	1 Max Sheinfeld	Buyer	Floor Time	Rich	Yes	375,000	<a href="#">Edit</a>	<a href="#">Delete</a>
05/19/2009	1 Arnold Klinsky	Buyer	Internet	Julie Andrews	Maybe	0	<a href="#">Edit</a>	<a href="#">Delete</a>
	1 Tom Buyer	Buyer	Internet	Lin	Yes	175,000	<a href="#">Edit</a>	<a href="#">Delete</a>
05/12/2009	2 Sam Schwartzkoff	Seller	Sphere of Influence Past Client	Rich	Maybe	0	<a href="#">Edit</a>	<a href="#">Delete</a>
	1 Harry Hoppin	Buyer	Floor Time	Rich	Maybe	0	<a href="#">Edit</a>	<a href="#">Delete</a>
05/05/2009	2 Lisa Garlick	Seller	Sphere of Influence Past Client	Rich	Yes	215,000	<a href="#">Edit</a>	<a href="#">Delete</a>
	1 Rebecca Bishop	Seller	Internet	Rich	Yes	462,000	<a href="#">Edit</a>	<a href="#">Delete</a>
04/28/2009	2 Tom Brady	Buyer	Reputation	Rebecca	Maybe	0	<a href="#">Edit</a>	<a href="#">Delete</a>
	3 James Fearch	Buyer	Sphere of Influence referral	Rebecca	Yes	319,000	<a href="#">Edit</a>	<a href="#">Delete</a>
04/21/2009	1 Becky Biggets	Seller	Internet	Rich	No	0	<a href="#">Edit</a>	<a href="#">Delete</a>
04/14/2009	1 Kevin Carpenter	Seller	Sphere of Influence Past Client	Rebecca	Sold	259,000	<a href="#">Edit</a>	<a href="#">Delete</a>

This tracking system is from the Rich Levin's Success Charts.

This Graph quickly identifies whether you are reaching your Goals.



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You can subscribe to Rich Levin's Success Charts for free a [www.FreeChartsTrial.com](http://www.FreeChartsTrial.com).