

KNOW YOUR NUMBERS



GRIMALDI LAW FIRM
REAL ESTATE AND TITLE
WE GET YOU CLOSED!



Step 1: Know your numbers

This workout will walk you through the "process" of quantifying your plan, all the way from the numbers of deals you will need to number of closings you will need in order to reach your annual income goal.



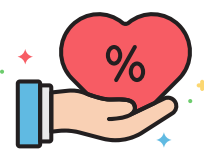
1. What is my desired **income** level?



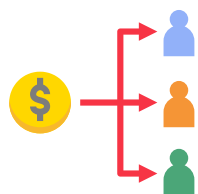
2. What was your **volume** for the last 12 months



3. Number of **deals closed** and funded in the last 12 months



4. **Average commission** per deal for past 12 months (#2 divided by #3)



5. What was **net commission** after broker split?



6. How many deals are needed to achieve my **desired income** level? (closed + funded)



7. Add a cancellation rate % (should be a maximum of 20% - industry average of 15%) How many **deals canceled** in the last 12 months that did not get re-executed.



8. How many deals under contract needed adding cancelation rate

| Year | Month | Week | Day |
|-------------|------------|------------|---------|
| \$100,000 | \$8,333.33 | \$1,923.07 | \$27.39 |
| \$1,500,000 | | | |
| 6 | | | |
| \$12,500 | | | |
| \$10,000 | | | |
| 10 | | | |
| 20% | | | |
| 12 | | | |

Step 2: Where did your leads come from?



Step 3: How many deals came from each source?



| | | |
|--|---|-------|
| • Social Media | % | _____ |
| • Referral Groups/Organisations | % | _____ |
| • Purchased Leads (Zillow, Realtor.com, etc) | % | _____ |
| • Referrals from Sphere | % | _____ |
| • Workshops and events, zoom meetings, etc. | % | _____ |
| • Cold Calling | % | _____ |
| • Other | % | _____ |
| • Other | % | _____ |
| | | 100% |

Step 4: What can you do to get more deal?



What are you doing now that you can do better?

Close rate?

Lead Source:

How to improve:

How much can you increase by improving?

What are you doing now that you can do more of?

Networking? Seminars?

Lead Source:

How can you increase:

How will increase impact your numbers:

What are you not doing now that will get you more deals?

Presentation?

What additional lead source will you add:

What is your estimate number of leads from this source:

Closed deals?