

## Down & Dirty Worksheet

### The Present

1. Total closed GCI this year \$ \_\_\_\_\_
2. Divided by total closed transactions \_\_\_\_\_
3. Equals the average closed commission \$ \_\_\_\_\_

### The Future

4. GCI goal for next year \$ \_\_\_\_\_
5. Divided by average commission (Line 3) \$ \_\_\_\_\_
6. Equals closed transactions needed to accomplish GCI goal \_\_\_\_\_
7. Plus allowance for fall throughs (including sales and listings that don't close. Typically 10-40%) \_\_\_\_\_
8. Total transactions needed line 6 + 7 \_\_\_\_\_

### The Prospects

The average prospects needed to make a sale vary from agent to agent and from market to market. If you do not have a number it is suggested that you start with 4, meaning that it takes 4 prospects to make a sale or get a listing.

*Example-* If your goal is 10 closed transactions, you would need 40 prospects.

9. Total prospects (transactions \_\_\_\_\_ x \_\_\_\_\_) = \_\_\_\_\_



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