

Agent B-Plan Summit

How to Write a Business Plan for a Real Estate Agent

Top Agent B-Plan Review



Les Walden

last year

141 closings

\$22 million

NOTE: all items marked in yellow are supplied by you; everything else is calculated automatically

REVENUE/PRODUCTION

Desired take-home revenue:	351,243
Gross commission income:	682,025
Average sales price:	160,096
Average commission rate:	0.0300
Average commission:	4,803
Transactions needed:	142
Total sales volume:	22,733,632

EXPENSES

Payroll	47,573	14.00%
Advertising	44,175	13%
Supplies	54,369	16%
Franchise fees	0	0%
Auto	11,893	3.50%
Postage	6,796	2%
Professional fees	6,796	2.00%
Miscellaneous	3,398	1%
TOTAL	175,000	51.50%

Alternative: take your pervious 3 years P&L statements and calculate your own percentages for each year, then come up with an average percentage in each category. Remember, percentages are % of GCI. Also remember, your own salary is not included in these numbers.

	\$50,000 to \$100,000	\$100,001 to \$200,000	\$200,001 to \$500,000	\$500,001 to \$1,000,000	\$1,000,001 to \$2,000,000
Payroll (taxes and health insurance)	4%-8%	10%-12%	11%-14%	15%-18%	17%-19%
Advertising	16%-18%	14%-16%	11%-13%	8%-9%	6%-8%
Supplies: telephone, rent travel, education, equipment	16%-18%	12%-14%	8%-10%	6%-8%	4%-6%
Franchise fees (if necessary)	6%-10%	6%-10%	6%-10%	6%-10%	6%-10%
Auto Expense	6%-7%	4%-5%	3%-4%	2%-3%	1%-2%
Postage	3%-4%	2%-3%	2%	1%-2%	1%-2%
Professional Fees	2%	2%	1%-2%	1%	1%
Miscellaneous	1%	1%	1%	1%	1%
RANGE	52%-68%	51%-63%	43%-56%	40%-52%	37%-49%
AVERAGE	60%	57%	49.5%	46%	43%
REVENUE (after Expenses)	40%	43%	50.5%	54%	57%

Transactions Total:

142

Listings Closed:

48 34%

Buyers Closed:

94 66%

LISTINGS

Listings Closed:	48
Conversion percentage:	70%
Listings Taken:	69
Listing Appointments %	70%
Listing Appts. Needed:	99
Leads converted to Appts %	60%
Listing Leads Needed:	164

BUYERS

Buyers Closed:	94
Conversion percentage:	95%
Buyer Offers Accepted:	99
Buyers Shown who wrote- %	55%
Buyer Appts. Needed:	179
Lead conversion %:	20%
Qualified leads needed:	897

Establishing Monthly Targets

NOTE: Use your previous 3 years numbers to come up with % of total transactions closed in that month; use an average percentage. If you don't have the histories, divide equally over 12 months ($1/12 = .0833$, or 8.33%)

NOTE: all items marked in yellow are supplied by you; everything else is calculated automatically

	Listings Closed	% of year	Listings Taken	Listing Appts.	
January	2.19	4.54%	3.13	4.47	
February	4.39	9.09%	6.27	8.96	
March	2.19	4.54%	3.13	4.47	
April	4.39	9.09%	6.27	8.96	
May	4.39	9.09%	6.27	8.96	
June	6.58	13.63%	9.40	13.43	
July	4.39	9.09%	6.27	8.96	
August	5.48	11.36%	7.84	11.19	
September	5.48	11.36%	7.84	11.19	
October	3.29	6.81%	4.70	6.71	
November	2.19	4.54%	3.13	4.47	
December	3.29	6.81%	4.70	6.71	
Totals	48.26		68.94	98.48	TOTAL

	Buyers Closed	% of year	Offers Accepted	Appts. Taken	Leads Needed
January	3.19	3.40%	3.35	6.10	30.49
February	7.54	8.04%	7.93	14.42	72.11
March	7.54	8.04%	7.93	14.42	72.11
April	7.54	8.04%	7.93	14.42	72.11
May	7.54	8.04%	7.93	14.42	72.11
June	10.77	11.49%	11.34	20.61	103.05
July	5.38	5.74%	5.66	10.30	51.48
August	9.69	10.34%	10.20	18.55	92.73
September	12.92	13.79%	13.60	24.73	123.67
October	7.54	8.04%	7.93	14.42	72.11
November	6.46	6.89%	6.80	12.36	61.79
December	7.54	8.04%	7.93	14.42	72.11
Totals	93.62		98.54	179.17	895.86

Marketing Plan

& Budget

(LWT
hosting)

IVR / Hotline

Listed/Sold
Postcards

January

99

70

150

February

99

70

150

March

99

70

150

April

99

70

150

May

99

70

150

June

99

70

150

July

99

70

150

August

99

70

150

September

99

70

150

October

99

70

150

November

99

70

150

December

99

70

150

Subtotals by
type of mktg.

1188

840

1800

	More with Les	Thank You Program	Giving Back Program	Constant Contact
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January				35
February				35
March				35
April				35
May				35
June				35
July				35
August				35
September				35
October				35
November				35
December				35

Subtotals by type of mktg.	0	0	0	420
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	(Pro-Leads)	Real Pro (IDX)	signage	Visual Tour
January	150	40	200	30
February	150	40		30
March	150	40		30
April	150	40		30
May	150	40	200	30
June	150	40		30
July	150	40		30
August	150	40		30
September	150	40	200	30
October	150	40		30
November	150	40	200	30
December	150	40		30

Subtotals by
type of mktg. 1800 480 800 360

House Warm

Party

Outdoor

Fresh Start

January

1200

160

February

1200

160

March

500

1200

240

April

500

1200

240

May

500

320

June

500

400

July

500

400

August

500

400

September

500

400

October

500

320

November

500

240

December

500

240

Subtotals by
type of mktg.

5000

4800

3520

	New Website	Yearly Calendar	Month TOTAL
January			2,134
February	3000		4,934
March			2,514
April			2,514
May	1000		2,594
June	1000		2,474
July	1000		2,474
August	1000		2,474
September	1000		2,674
October	1000		2,394
November	1000		2,514
December	1000		2,314

32,008

Subtotals by type of mktg.	11000	0	0
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TOTAL MARKETING BUDGET: 44,175

OVER(negative) or UNDER(positive) BUDGET: **\$12,167**

		Svenja	Rita
	# months worked in yr.	6	12
	% of transactions responsible for:	0.250	0.750
BUYERS			
Buyers Closed:	94	23	70
Conversion percentage:	95%	95%	95%
Buyer Offers Accepted:	99	25	74
Buyers Shown who wrote- %	55%	55%	55%
Buyer Appts. Needed:	179	45	135
Lead conversion %:	20%	20%	20%
Qualified leads needed:	897	224	673

NOTE: each Buyer Specialist may have different conversion percentages, so this allows you to calculate their individual numbers.

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Q&A

Les Walden

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