

# Agent EZ Business Plan Starter

Name: \_\_\_\_\_ Date \_\_\_\_\_

1. What is your annual income goal? \$ \_\_\_\_\_

2. What would that amount of money mean to you, ie. what would you do with it?  
\_\_\_\_\_  
\_\_\_\_\_

3. Considering your average commission how many total units? \_\_\_\_\_

4. Of these units what is the ratio of buyer sales to listings sold?

Buyers sold, # \_\_\_\_\_ % \_\_\_\_\_.

Listings sold # \_\_\_\_\_ % \_\_\_\_\_.

5. My primary lead sources will be? (Farming, personal promotion, referrals).  
\_\_\_\_\_  
\_\_\_\_\_

6. Problems I need to solve or improve (listing presentation, time management, etc)

a.  
\_\_\_\_\_  
\_\_\_\_\_

b.  
\_\_\_\_\_  
\_\_\_\_\_

c.  
\_\_\_\_\_  
\_\_\_\_\_

7. What level of accountability would you like from your production advisor?  
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\_\_\_\_\_

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