



Real Estate Business Goals

	<input type="text"/>	Leads/Month	<input type="text"/>	Leads/Year	<input type="text"/>	Leads/Day
	<input type="text"/>	Listings/Month	<input type="text"/>	Listings/Year		
	<input type="text"/>	Sales/Month	<input type="text"/>	Sales/Year		

YOUR GROSS COMMISSION GOAL \$

$$(\$ \text{ [] }) \times (\text{ [] }) = \$ \text{ [] }$$

(Average \$/Deal) X (Sales/yr.) = Gross Commission Goal

Use this Worksheet

Income needed annually in order to take care of NEEDS: \$ _____
 Income needed to take care of Taxes (Add 15%) \$ _____
 Add 10% for life savings \$ _____
 Add 10% for Investment Savings \$ _____
 Add 10% for Giving to Charity \$ _____
TOTAL Money Goal \$ _____

Divide that by your avg. \$/deal for your market area = # of Deals per year needed: _____

So how many listings do you need? _____
 How many LEADS do you need to record in your lead tracker? ____/Yr divided by 12 _____

S.M.A.R.T.E.R. GOAL SETTING for Real Estate

- S**PECIFIC - Goals must be clearly defined
- M**EASURABLE - Goals must be measurable
- A**TTAINABLE - Goals must be realistically achievable
- R**ELEVANT - Goals must associate and be in concert with your WHY
- T**IMELINE - Goals must have a timeline or deadline
- E**XCITING - Goals must be worth celebrating once you achieve it
- R**EMIND - Goals must be at top of mind throughout the timeline

