The Lifetime Value of a Customer

Calculate the Value of Your Database

You sell a buyer a home	$2,500
In 7 years you list the home	$3,000
They purchase their second home	$3,000

Buyer refers you to one friend

You sell their friend a house	$3,000
You list the friend's home	$3,000
Friend purchases a second home	$4,000

Buyer Decides to Move Again

You sell original buyers 2nd home	$3,000
You sell them a move up home	$4,000

Buyer refers you to a second friend

You sell their friend a house	$4,000
In 7 years you list the friend's home	$4,000
Friend purchases a second home	$4,000

Now add it all up. Use your own figures.

What if the buyer's friend refers you?

How much will the lifetime value be now?

Can you see that over time and if properly followed up the lifetime value of a customer can easily reach $50,000 or more?

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