Lead Generation Business Plan

Should You Repeat or Delete Last Year's Lead Generation Systems?

1. My average closed sales price was: $_____.

2. My average closed listing price was: $_____.

3. My total number of transactions closed (listings sold or sales) was: _____.

4. I took _____ listings. I went on _____ listing appointments. _____% listed.

5. I had _____ listings expire and _____ listings go off the market. _____% of my listings sold.

6. I presently have _____ active listings.

7. I averaged _____ listings per month.

8. My sales price/list price ratio: _____%

9. MLS sales price/list price ratio: _____%

10. My highest priced listing closed: $_____.

11. My lowest priced listing closed: $_____.

12. My highest priced buyer closed: $_____.

13. My lowest priced buyer closed: $_____.

14. Total dollar volume of closed transactions: $_____.

15. My average commission per listing closed was: $_____.

16. My average commission per buyer closed was: $_____.

17. My average commission per closing was: $_____.

18. My average buyer commission split was _____%, listing commission _____%

19. I averaged _____ calls per week of prospecting / center calls / farm / lead follow up.

20. My total number of under contracts was: _____.

21. I closed _____ new construction homes.

22. Number of days on market for MLS listings: _ _____.

23. Number of days on market for my listings: _____.

24. My total business expenses were: $_____.

26. My most expensive expenditure this year: $_____.

- Was it worth the cost? _____.

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Create an excel sheet or a list of last years closings by customer name, commission amount, lead source, & exactly how they came to use you as their trusted agent or use page 3 as a worksheet.

Name	Lead Source	Commission Amt	Initial Lead Attraction

Example:

Past Client
Client Referral
Facebook or Twitter
Lender Referral
My Blog
Friend or Family
My Staff
Realtor Referral
Business Contact
Internet Lead Provider 1
Internet Lead Provider 2
Customer Inquiry Floor Call
YouTube Video
Craigslist to Web Offer
Office Generated
Sign Call
IVR Type Call
Just Listed / Just Sold / Postcard / Call /F2F
Farm Neighborhood Relationship Postcard / Call / F2F
Expired Postcard / Call / Mail / F2F
IDX Search Provider with Lead Capture
People Farm, Personal Hobbies, Sports, Activities, Religious Meetings, Clubs
Business Networking Group
Website Lead
Unknown, they contacted me
Other
Other
Other

27. My worst decision was: _____.

28. I learned this: _____.

29. My best decision was: _____.

30. This year I plan to add these systems: _____

_____

_____

_____

_____

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Last Name	Lead Source	Commission	Action to Repeat this Year

Be sure to schedule time to review and repeat or delete your systems for success.