

## Commission Structure Budget Year:

- Split "Fixed" Commission
- Tiered "Graduated" Commission

| Agent Commission %   | Earning/Company \$   | Remove Tier              |
|----------------------|----------------------|--------------------------|
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> |

Update Commission Structure

Add New Commission Tier

### Help

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### Commission Structure Budget Year:

- Split "Fixed" Commission
- Tiered "Graduated" Commission

**Tier Type**

- Net Earnings
- GCI
- Company Dollar

| Agent Commission %   | Earning/Company \$   | Remove Tier              |
|----------------------|----------------------|--------------------------|
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> |
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> |
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> |
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> |
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> |
| <input type="text"/> | <input type="text"/> | <input type="checkbox"/> |

[Update Commission Structure](#)

[Add New Commission Tier](#)

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## Projections / Assumptions

### Budget Year:

|   |                      |                                |                      |
|---|----------------------|--------------------------------|----------------------|
| Income goal before taxes but after expenses for (NOT GCI)                                   | <input type="text"/> | UPDATE & SAVE<br>UPDATE & SAVE |                      |
| Average annual % growth rate of your business over the next 5 years                         | <input type="text"/> |                                |                      |
| Average annual home price inflation for the next 5 years                                    | <input type="text"/> |                                |                      |
| Average annual economic inflation for the next 5 years                                      | <input type="text"/> |                                |                      |
| Number of leads needed to obtain one sale or listing appointment                            | <input type="text"/> |                                |                      |
| Appointments needed to obtain one listing or buyer  | <input type="text"/> |                                |                      |
| National Franchise Fee (only enter a percentage)  | <input type="text"/> |                                |                      |
| Average buyer commission percentage   | <input type="text"/> |                                |                      |
| Average listing commission percentage (Total of List and CO-OP. i.e. 6% NOT JUST YOUR SIDE) | <input type="text"/> |                                |                      |
| Annual Referral Fees Paid   | <input type="text"/> |                                |                      |
| Annual Misc. Income   | <input type="text"/> |                                |                      |
| <b>Seasonality Factors</b>  |                      |                                |                      |
| Quarter 1   | Quarter 2            | Quarter 3                      | Quarter 4            |
| <input type="text"/>  | <input type="text"/> | <input type="text"/>           | <input type="text"/> |

|  | Listing              | Buyer                |
|--|----------------------|----------------------|
| Average Sales Price  | <input type="text"/> | <input type="text"/> |
| Expected percentage of listings to buyers for                | <input type="text"/> | <input type="text"/> |
| Mandatory agent paid transaction fees                        | <input type="text"/> | <input type="text"/> |
| Average % of listings or accepted buyer contracts that close | <input type="text"/> | <input type="text"/> |

[Update Projections / Assumptions](#)

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## Annual Business Overhead Budget Year:

| Description                             | Total | Work Sheet                 | Remove                   |
|---|-------|----------------------------|--------------------------|
| Override Marketing Worksheet (See Help) | \$0   | -                          | -                        |
| Automobile Expense                      |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| MLS Monthly Fees                        |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Annual Portion of Real Estate Licenses  |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Signs                                   |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Computer and Software                   |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Lock Boxes                              |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Web Fees and Email                      |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Professional Fees (CPA & Coach)         |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Office Supplies                         |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| Cell Phone                              |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| CRS Dues and Annual Education           |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
| E&O Insurance                           |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
|   |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
|   |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
|   |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |
|   |       | <a href="#">Work Sheet</a> | <input type="checkbox"/> |

**Total of Annual Business Overhead** \$0

**Allowance for Terminated Transactions** \$0

**Annual Referral Fees Paid** \$0

**Personal Marketing Work Sheet Total** \$0

**Total Overhead** \$0

[Update Business Overhead Expenses](#)

[Add New Expense](#)



UPDATE & SAVE  
 UPDATE & SAVE  
 UPDATE & SAVE  
 UPDATE & SAVE

### Direct Expenses Per Transaction Budget Year:

| Description           | Listing \$           | % of Total Listing Expense | Buyer \$             | % of Total Buyer Expense | Total \$ | Total % | Remove                   |
|-----------------------|----------------------|----------------------------|----------------------|--------------------------|----------|---------|--------------------------|
| Just Listed Cards     | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| Just Sold Cards       | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| MLS Expense           | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| Newspaper Advertising | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| Virtual Tour          | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| House Brochures       | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| Closing Gift          | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| Meals & Entertainment | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| Deal Savers           | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| <input type="text"/>  | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| <input type="text"/>  | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |
| <input type="text"/>  | <input type="text"/> | 0%                         | <input type="text"/> | 0%                       | \$0      | 0%      | <input type="checkbox"/> |

UPDATE & SAVE  
 UPDATE & SAVE

Client fee paid directly to agent per listing transaction   
 Client fee paid directly to agent per buyer transaction

Listing Total \$0  
 Buyers Total \$0

Update Transactions

Add Transaction Expense Item



## Annual Personal Marketing Budget

Budget Year:

| Mailings     | Cost Per Piece | Postage Per Piece | Quantity Per Distribution | Cost Per Distribution | Distributions Per Year | Cost Per Year | Remove                   |
|--------------|----------------|-------------------|---------------------------|-----------------------|------------------------|---------------|--------------------------|
| Farm Mailing |                |                   |                           | \$0                   |                        | \$0           | <input type="checkbox"/> |
| Calendars    |                |                   |                           | \$0                   |                        | \$0           | <input type="checkbox"/> |
|              |                |                   |                           | \$0                   |                        | \$0           | <input type="checkbox"/> |
|              |                |                   |                           | \$0                   |                        | \$0           | <input type="checkbox"/> |
|              |                |                   |                           | \$0                   |                        | \$0           | <input type="checkbox"/> |

| Other Personal Marketing Items | Cost Per Occurrence | Number of Occurrences Per Year | Total Cost Per Year | Remove                   |
|--------------------------------|---------------------|--------------------------------|---------------------|--------------------------|
| General Newspaper Advertising  |                     |                                | \$0                 | <input type="checkbox"/> |
|                                |                     |                                | \$0                 | <input type="checkbox"/> |
|                                |                     |                                | \$0                 | <input type="checkbox"/> |
|                                |                     |                                | \$0                 | <input type="checkbox"/> |

|                            |     |
|----------------------------|-----|
| <b>Budget</b>              | \$0 |
| <b>Contingency(20%)</b>    | \$0 |
| <b>Total Annual Budget</b> | \$0 |

[Update Personal Marketing](#)

[Add Mailing](#)

[Add Other Marketing Item](#)

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## Contacts Required per Appointment Budget Year:

| Sources Of Business    | Contacts Required per Appointment |
|------------------------|-----------------------------------|
| Just Listed/Sold Cards | <input type="text"/>              |
| Sphere of Influence    | <input type="text"/>              |
| Geographic Farm        | <input type="text"/>              |
| Floor Duty             | <input type="text"/>              |
| Sign Calls             | <input type="text"/>              |
| Open House             | <input type="text"/>              |
| Repeat Business        | <input type="text"/>              |
| -                      | <input type="text"/>              |
| ---                    | <input type="text"/>              |

UPDATE & SAVE  
 UPDATE

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[Sources Of Business](#) | [Appointments](#) | [To Accomplish Your Goal](#)



### Contacts Needed To Accomplish Your Goal Budget Year:

|                        | Per Month | Per Year |
|------------------------|-----------|----------|
| General Newspaper      | 1         | 12       |
| Sphere of Influence    | 25        | 300      |
| Golf Charity           | 0         | 4        |
| Just Listed/Sold Cards | 250       | 3000     |
| Past Clients           | 43        | 520      |
| Open Houses            | 2         | 30       |
| Geographic Farm        | 750       | 9000     |

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This is an example, your system will generate for you a page that is very similar, listing your sources of business. Use this page as a guide to check how realistic your goals are. You should also use this page to help you plan your activities for each month and the entire year.

Remember, any that costs you money or time should be accounted for in your business plan. Now would be a good time to check your Personal Marketing Expenses and see if they are sufficient to meet your goals.

### Sources of Business Budget Year:

|  | Listing | Buyer | Total |
|--|---------|-------|-------|
| Projected Transactions from Plan Summary | 0       | 0     | 0     |

| Sources Of Business                               | # Of Closed Listings | # Of Closed Buyer    | # Of List and Buy Deals | Listings as a % of Total Listings | Buyer as a % of Total Buyers | % of Total Transactions | Remove                   |
|---|----------------------|----------------------|-------------------------|-----------------------------------|------------------------------|-------------------------|--------------------------|
| Just Listed/Sold Cards                            | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| Sphere of Influence                               | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| Geographic Farm                                   | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| Floor Duty  | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| Sign Calls  | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| Open House  | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| Repeat Business                                   | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| <input type="text"/>                              | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| <input type="text"/>                              | <input type="text"/> | <input type="text"/> | <input type="text"/>    | 0%                                | 0%                           | 0%                      | <input type="checkbox"/> |
| <b>Total Entered</b>                              | 0                    | 0                    | 0                       | 0%                                | 0%                           | 0%                      |                          |
| <b>Total Remaining to be assigned to a source</b> | 0                    | 0                    |                         |                                   |                              |                         |                          |

UPDATE & SAVE  
 UPDATE & SAVE



Update Sources of Business

Add Sources of Business



**Transaction Log**  
**Andy Wright - Createaplan.com**  
**1/1/2004 -- 12/31/2004**  
**Budget Year: 2004**

**Listing Transactions**

| Property Description | Source of Business   | Date Closed | Days On Market | Sale Price | % List vs. Sale | Direct Transaction Expenses | Agent Earnings | Total Commission Rate | Net Listing Commission Rate | Title Company |
|----------------------|--|-------------|----------------|------------|-----------------|-----------------------------|----------------|-----------------------|-----------------------------|---------------|
| Harris               | Transaction Terminated - Listing Expenses moved to Expense/Other |             |                |            |                 |                             |                |                       |                             |               |
| Collins              | Sphere of Influence  | 01/12/2004  | 96             | \$200,000  | 94.34%          | \$618                       | \$4,410        | 6%                    | 3%                          | Compass Title |
| Carter               | Sphere of Influence  | 01/15/2004  | 104            | \$209,900  | 97.63%          | \$756                       | \$3,762        | 5.5%                  | 2.5%                        | Compass Title |
| Brunos               | Sphere of Influence  | 01/22/2004  | 111            | \$260,000  | 96.65%          | \$801                       | \$5,005        | 5.75%                 | 2.75%                       | Compass Title |
| Kwal                 | Past Clients   | 02/03/2004  | 328            | \$320,000  | 100%            | \$35                        | \$3,840        | 4.3%                  | 1.5%                        | Jersey Title  |
| Jossland             | Past Clients   | 02/10/2004  | 99             | \$124,500  | 99.6%           | \$315                       | \$2,976        | 6%                    | 3%                          | Compass Title |
| Porthup              | Past Clients   | 02/11/2004  | 80             | \$189,000  | 100%            | \$602                       | \$4,536        | 6%                    | 3%                          | KEYTitle      |
| Varras               | Just Listed/Sold Cards   | 03/25/2004  | 60             | \$204,000  | 99.76%          | \$896                       | \$3,570        | 5.5%                  | 2.5%                        | Mellon        |
| Rogers               | Golf Charity   | 03/26/2004  | 53             | \$315,000  | 96.92%          | \$956                       | \$6,300        | 5.5%                  | 2.5%                        | NeuCity       |
| Cott                 | Geographic Farm  | 03/26/2004  | 93             | \$18,600   | 9.92%           | \$860                       | \$4,464        | 6%                    | 3%                          | Compass Title |
| Behrens              | Past Clients   | 04/23/2004  | 141            | \$352,500  | 99.3%           | \$1,021                     | \$7,755        | 5.75%                 | 2.75%                       | Compass Title |



|                  |  |            |     |           |        |       |         |       |       |               |
|------------------|--|------------|-----|-----------|--------|-------|---------|-------|-------|---------------|
| Gelix            | Geographic Farm  | 04/27/2004 | 35  | \$213,000 | 99.07% | \$754 | \$5,112 | 6%    | 3%    | Compass Title |
| Atoehr           | Past Clients   | 04/28/2004 | 96  | \$415,000 | 97.65% | \$723 | \$9,130 | 5.75% | 2.75% | Compass Title |
| Tarivids         | Open Houses  | 04/29/2004 | 87  | \$166,500 | 99.7%  | \$673 | \$3,996 | 6%    | 3%    | Compass Title |
| Heiner           | Past Clients   | 04/29/2004 | 118 | \$197,800 | 98.9%  | \$673 | \$4,153 | 6%    | 3%    | Compass Title |
| Marnett          | Geographic Farm  | 05/27/2004 | 197 | \$299,500 | 98.2%  | \$913 | \$7,188 | 6%    | 3%    | Compass Title |
| Kellow           | Other  | 05/28/2004 | 57  | \$189,000 | 100%   | \$234 | \$4,536 | 6%    | 3%    | Compass Title |
| LT Rep           | Past Clients   | 06/24/2004 | 107 | \$240,000 | 97.96% | \$589 | \$5,760 | 6%    | 3%    | Compass Title |
| Grewst           | Sphere of Influence  | 06/25/2004 | 175 | \$100,000 | 80%    | \$250 | \$3,000 | 6%    | 3%    | a             |
| 5632 Harrison Ct | Transaction Terminated - Listing Expenses moved to Expense/Other |            |     |           |        |       |         |       |       |               |
| Irving           | Open Houses  | 08/18/2004 | 82  | \$250,000 | 96.15% | \$748 | \$6,000 | 6%    | 3%    | Compass Title |
| Elle             | Other  | 09/27/2004 | 82  | \$189,500 | 99.74% | \$324 | \$4,169 | 5.75% | 2.75% | Compass Title |
| Monds            | Geographic Farm  | 09/28/2004 | 111 | \$320,000 | 98.16% | \$856 | \$7,680 | 6%    | 3%    | Compass Title |
| Soen             | Geographic Farm  | 09/28/2004 | 95  | \$320,000 | 98.46% | \$698 | \$7,040 | 5.75% | 2.75% | Compass Title |
| 1234 Oakley Ave  | Transaction Terminated - Listing Expenses moved to Expense/Other |            |     |           |        |       |         |       |       |               |

| Listing Totals                 |                         |                    |                    |                           |                        |                            |                              |                        |                      |                           |
|--------------------------------|-------------------------|--------------------|--------------------|---------------------------|------------------------|----------------------------|------------------------------|------------------------|----------------------|---------------------------|
| Number of Listing Transactions | Terminated Transactions | Average List Price | Average Sale Price | Average List verse Sale % | Average Days On Market | Total Transaction Expenses | Average Transaction Expenses | Total Listing Earnings | Total Listing Volume | Effective Commission Rate |
| 22                             | 3                       | \$244,273          | \$231,536          | 94.79%                    | 109                    | \$14,295                   | \$650                        | \$114,382              | \$5,093,800          | 2.76%                     |



## Buyer Transactions

| Property Description | Source of Business  | Date Closed | Asking Price | Sale Price | % Ask vs. Sale | Direct Transaction Expenses | Agent Earnings | Sale Commission Rate | Mortgage Company        | Warranty Company      |
|----------------------|---------------------|-------------|--------------|------------|----------------|-----------------------------|----------------|----------------------|-------------------------|-----------------------|
| Jones                | Past Clients        | 01/12/2004  | \$250,000    | \$250,000  | 100%           | \$338                       | \$5,250        | 3%                   | Builder.com             | New Home              |
| Kwal                 | Past Clients        | 02/03/2004  | \$280,000    | \$275,000  | 98.21%         | \$329                       | \$5,775        | 3%                   | BuildersChoice<br>eLoan | New Build             |
| Cwyer                | Geographic Farm     | 05/27/2004  | \$240,000    | \$240,000  | 100%           | \$329                       | \$7,200        | 3%                   | HMC                     | New Home Construction |
| Kood                 | Past Clients        | 05/28/2004  | \$210,000    | \$205,000  | 97.62%         | \$214                       | \$4,305        | 3%                   | HMC                     | None                  |
| Jawson               | Sphere of Influence | 06/28/2004  | \$255,000    | \$250,000  | 98.04%         | \$325                       | \$5,250        | 3%                   | Mellon                  | AllHomeInc            |
| Anight               | Open Houses         | 07/27/2004  | \$350,000    | \$340,000  | 97.14%         | \$425                       | \$8,160        | 3%                   | HMC                     | New Construction      |
| Court                | Geographic Farm     | 08/12/2004  | \$212,000    | \$210,000  | 99.06%         | \$158                       | \$5,040        | 3%                   | Mellon                  | BestWarranty Inc      |
| Vickenberg           | Open Houses         | 08/19/2004  | \$160,000    | \$159,500  | 99.69%         | \$25                        | \$3,190        | 2.75%                | HMC                     | None                  |
| Solo                 | Past Clients        | 08/19/2004  | \$199,000    | \$198,000  | 99.5%          | \$645                       | \$4,752        | 3%                   | HMC                     | MyFirstHome           |
| Howard               | Open Houses         | 09/28/2004  | \$200,000    | \$200,000  | 100%           | \$329                       | \$4,200        | 3%                   | HMC                     | New                   |

| Buyer Totals                 |                   |                    |                           |                            |                              |                      |                    |
|------------------------------|-------------------|--------------------|---------------------------|----------------------------|------------------------------|----------------------|--------------------|
| Number of Buyer Transactions | Average Ask Price | Average Sale Price | Average List verse Sale % | Total Transaction Expenses | Average Transaction Expenses | Total Buyer Earnings | Total Buyer Volume |
| 10                           | \$235,600         | \$232,750          | 98.79%                    | \$3,117                    | \$312                        | \$53,122             | \$2,327,500        |



| Listing and Buyer Totals     |                    |                            |                |              |
|------------------------------|--------------------|----------------------------|----------------|--------------|
| Total Number of Transactions | Average Sale Price | Total Transaction Expenses | Total Earnings | Total Volume |
| 32                           | \$212,037          | \$17,412                   | \$167,504      | \$7,421,300  |



Plan Actual Investor Summary Home Select Plan Year

Expense Log | Transaction Log | Misc. | Reports

View Expenses New Expense

### View Expenses

**Budget Year:**

|   |                      |
|---|----------------------|
| Start Date                                  | <input type="text"/> |
| End Date                                    | <input type="text"/> |
| <input type="button" value="Get Expenses"/> |                      |

OR

|  |     |
|--|-----|
| Quarter                                    | 1 ▾ |
| <input type="button" value="Get Expense"/> |     |

|   |
|---|
| 1 |
| 2 |
| 3 |
| 4 |

OR

Plan Actual Investor Summary Home Select Plan Year

Expense Log | Transaction Log | Misc. | Reports

View Expenses New Expense

### Add / Update Expense

**Budget Year:**

|                           |                      |
|---------------------------|----------------------|
| Date (Format: MM/DD/YYYY) | <input type="text"/> |
| Description               | <input type="text"/> |
| Amount                    | \$0                  |
| Type                      | Business Overhead ▾  |

|                    |
|--------------------|
| Business Overhead  |
| Personal Marketing |
| Other              |

[Help](#)




Allen Wright - Company Name

### Activity Log

### Quarter 1 (2005) Activities, Appointments and Closed Transactions

|                        |                         |                       | January<br>Monthly Total |       | February<br>Monthly Total |       | March<br>Monthly Total |       | Quarter 1 Totals     |                       |                                | Quarter 1 (2005) Plan vs. Actual |                            |                   |
|------------------------|-------------------------|-----------------------|--------------------------|-------|---------------------------|-------|------------------------|-------|----------------------|-----------------------|--------------------------------|----------------------------------|----------------------------|-------------------|
| Sources Of Business    | Quarterly Activity Goal | Monthly Activity Goal | Activities               | Appts | Activities                | Appts | Activities             | Appts | Activities Performed | Appts from Activities | Quarterly Activities Performed | Planned Closed Transactions      | Actual Closed Transactions | % of Closed Goals |
| Referral - Past Client | 50                      | 16                    | 0                        | 0     | 17                        | 0     | 20                     | 0     | 37                   | 0                     | 74%                            | 1                                | 0                          | 0%                |
| Referral From Sphere   | 100                     | 33                    | 2                        | 1     | 23                        | 0     | 17                     | 1     | 42                   | 2                     | 42%                            | 1                                | 0                          | 0%                |
| Geographic Farm        | 375                     | 125                   | 250                      | 0     | 750                       | 1     | 250                    | 2     | 1250                 | 3                     | 333%                           | 0.5                              | 1                          | 200%              |
| Open Houses            | 4                       | 1                     | 3                        | 2     | 5                         | 1     | 3                      | 0     | 11                   | 3                     | 275%                           | 1                                | 1                          | 100%              |
| Past Clients           | 20                      | 6                     | 7                        | 0     | 7                         | 2     | 2                      | 2     | 16                   | 4                     | 80%                            | 0.75                             | 1                          | 133%              |
| Just Listed Cards      | 400                     | 133                   | 0                        | 0     | 50                        | 0     | 150                    | 0     | 200                  | 0                     | 50%                            | 0.5                              | 1                          | 200%              |
| Floor Duty             | 3                       | 1                     | 0                        | 0     | 0                         | 1     | 0                      | 0     | 0                    | 1                     | 0%                             | 0.25                             | 0                          | 0%                |
| Sphere of Influence    | 60                      | 20                    | 10                       | 2     | 10                        | 2     | 16                     | 2     | 36                   | 6                     | 60%                            | 1.25                             | 2                          | 160%              |
| Other                  | -                       | -                     | -                        | -     | -                         | -     | -                      | -     | -                    | -                     | -                              | -                                | 0                          | -                 |
|                        |                         |                       |                          |       |                           |       |                        |       |                      |                       | <b>Total</b>                   | 6.25                             | 6                          | 96%               |



# Plan Summary

## Budget Year: 2004

### Revenue/Expense Projections

|                         | Year 1    | Year 2    | Year 3    | Year 4    | Year 5    |
|-------------------------|-----------|-----------|-----------|-----------|-----------|
| Post-split revenue      | \$147,959 | \$170,892 | \$197,381 | \$227,975 | \$263,311 |
| Gross expenses          | \$45,522  | \$51,576  | \$58,436  | \$66,207  | \$75,013  |
| Net Income Before Taxes | \$102,437 | \$119,317 | \$138,945 | \$161,767 | \$188,298 |

### Total Sales Required To Meet Goal

|   | Listing            | Buyer              | Total              |
|---|--------------------|--------------------|--------------------|
| Number of contracts needed to write in 2004 | 28                 | 14                 | 42                 |
| Number of contracts that need to close      | 25                 | 12                 | 37                 |
| <b>TOTAL SALES \$</b>                       | <b>\$5,000,000</b> | <b>\$2,400,000</b> | <b>\$7,400,000</b> |

### Total Expenses Per Transaction

|  | Listing  | Buyer    |
|--|----------|----------|
| Total direct expenses per transaction      | \$762    | \$206    |
| Total business overhead per transaction    | \$648    | \$648    |
| Total expenses per transaction             | \$1,411  | \$854    |
| Total closings                             | 25       | 12       |
| Total expenses for all transactions closed | \$35,268 | \$10,254 |

