



## 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? \_\_\_\_\_.

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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<u>Last Name</u>	<u>Lead Source</u>	<u>Commission</u>	<u>Action to Repeat this Year</u>

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