Team Mastery™

Session 6
Team Business Planning and Production

To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES

During this session you will:

- Build your team production based Business Plan.

- Break down your allocation to each Sales Team Member.

- Set up your Triple Track Monitoring system.

BUSINESS PLANNING

- Clarity of purpose

_____

_____

_____

_____

- Organized and executable priorities

_____

_____

_____

_____

- Consistent action – what we do

_____

_____

_____

_____

"When the tide goes out you will know who has been skinny dipping."

- Warren Buffett

CONSCIOUS COMPETENT THEORY

Conscious Competent Theory

Unconsciously Competent

Consciously Competent

Consciously Incompetent

Unconsciously Incompetent

_____

_____

_____

_____

TEAM BUSINESS PLANNING TOOL

Name _____ **Coach:** _____ **Date:** _____

A. Gross Commission Income for prior 12 months $ _____

B. Number of closed transactions in last 12 months   _____

C. Number of buyer represented sales in last 12 months   _____

D. Number of listings sold in last 12 months   _____

E. Total Dollar volume closed in the last 12 months $ _____

F. Average commission per closing for prior 12 months
    *Calculate by **A ÷ B**. $ _____

G. Average sale price over the past 12 months
    *Calculate by **E ÷ B** $ _____

H. Number of listings taken in the last 12 months   _____

I.   Number of exclusive buyer representation contracts written in the last 12
     months   _____

J. Number of listing presentation appointments for the last 12 months   _____

K. Number of buyer consultative appointments for the last 12 months   _____

L. Listings closed to listings taken % (# of listing sold for the past 12 months
    ÷ # of listings taken for the past 12 months)
    D ÷ H   _____ %

M. Buyers closed to buyer representative contracts % (# of buyers closed for
    the past 12 months ÷ # of buyer representative contracts for the past 12
    months) **C ÷ I**
                                                                             _____ %

N. Conversion ratios % (# of listings taken for the past 12 months ÷ # of
    listing presentation appointments taken for the past 12 months) **H ÷J**
                                                                             _____ %

O. Conversion ratios % (# of buyer clients created (i.e. signed   buyer agency
    agreement or committed to work with you) for the past 12 months ÷ # of
    buyer consultative appointments for the past 12 months) **I ÷ K**
                                                                             _____ %

TEAM LEADER BUSINESS PLANNING TOOL

Name _____ Coach: _____ Date: _____

A. Gross Commission Income for prior 12 months $ _____

B. Number of closed transactions in last 12 months   _____

C. Number of buyer represented sales in last 12 months   _____

D. Number of listings sold in last 12 months   _____

E. Total Dollar volume closed in the last 12 months $ _____

F. Average commission per closing for prior 12 months
    *Calculate by **A ÷ B**. $ _____

G. Average sale price over the past 12 months
    *Calculate by **E ÷ B** $ _____

H. Number of listings taken in the last 12 months   _____

I. Number of exclusive buyer representation contracts written in the last 12 months   _____

J. Number of listing presentation appointments for the last 12 months   _____

K. Number of buyer consultative appointments for the last 12 months   _____

L. Listings closed to listings taken % (# of listing sold for the past 12 months ÷ # of listings taken for the past 12 months)
    D ÷ H   _____ %

M. Buyers closed to buyer representative contracts % (# of buyers closed for the past 12 months ÷ # of buyer representative contracts for the past 12 months) **C ÷ I**   _____ %

N. Conversion ratios % (# of listings taken for the past 12 months ÷ # of listing presentation appointments taken for the past 12 months) **H ÷ J**   _____ %

O. Conversion ratios % (# of buyer clients created (i.e. signed buyer agency agreement or committed to work with you) for the past 12 months ÷ # of buyer consultative appointments for the past 12 months) **I ÷ K**   _____ %

LISTING AGENT BUSINESS PLANNING TOOL

Name _____ **Coach:** _____ **Date:** _____

A. Gross Commission Income for prior 12 months $ _____

B. Number of closed transactions in last 12 months _____

C. Number of listings sold in last 12 months _____

D. Total Dollar volume closed in the last 12 months $ _____

E. Average commission per closing for prior 12 months
  *Calculate by **A ÷ B**. $ _____

F. Average sale price over the past 12 months
  *Calculate by **D ÷ B** $ _____

G. Number of listings taken in the last 12 months _____

H. Number of listing presentation appointments for the last 12 months _____

I. Listings closed to listings taken % (# of listing sold for the past 12 months ÷ # of listings taken for the past 12 months)
  C ÷ G _____ %

J. Conversion ratios % (# of listings taken for the past 12 months ÷ # of listing presentation appointments taken for the past 12 months) **G ÷ H**

  _____ %

BUYER'S AGENT BUSINESS PLANNING TOOL

Name _____ **Coach:** _____ **Date:** _____

A. Gross Commission Income for prior 12 months

$ _____

B. Number of closed transactions in last 12 months

_____

C. Number of buyer represented sales in last 12 months

_____

D. Total Dollar volume closed in the last 12 months

$ _____

E. Average commission per closing for prior 12 months

    *Calculate by **A ÷ B**.

$ _____

F. Average sale price over the past 12 months

    *Calculate by **D ÷ B**

$ _____

G. Number of exclusive buyer representation contracts written in the last 12 months

_____

H. Number of buyer consultative appointments for the last 12 months

_____

I. Buyers closed to buyer representative contracts % (# of buyers closed for the past 12 months ÷ # of buyer representative contracts for the past 12 months) **C ÷ G**

_____ %

J. Conversion ratios % (# of buyer clients created (i.e. signed   buyer agency agreement or committed to work with you) for the past 12 months ÷ # of buyer consultative appointments for the past 12 months) **G ÷ H**

_____ %

SAMPLE BUSINESS PLANNING TOOL

A. Gross Commission Income for prior 12 months — $1,000,000

B. Number of closed transactions in last 12 months — 190

C. Number of buyer represented sales in last 12 months — 100

D. Number of listings sold in last 12 months — 90

E. Total Dollar volume closed in the last 12 months — $35,000,000

F. Average commission per closing for prior 12 months
*Calculate by **A ÷ B**. — $5,263.15

G. Average sale price over the past 12 months
*Calculate by **E ÷ B** — $184,210.53

H. Number of listings taken in the last 12 months — 120

I. Number of exclusive buyer representation contracts written in the last 12 months — 130

J. Number of listing presentation appointments for the last 12 months — 190

K. Number of buyer consultative appointments for the last 12 months — 150

L. Listings closed to listings taken % (# of listing sold for the past 12 months ÷ # of listings taken for the past 12 months) **D ÷ H** — 75%

M. Buyers closed to buyer representative contracts % (# of   buyers closed for the past 12 months ÷ # of buyer representative contracts for the past 12 months) C ÷ I — 77%

N. Conversion ratios % (# of listings taken for the past 12 months ÷ # of listing presentation appointments taken for the past 12 months) — 63%

O. Conversion ratios % (# of buyer clients created (i.e. signed buyer agency agreement or committed to work with you) for the past 12 months ÷ # of buyer consultative appointments for the past 12 months) — 87%

TEAM PRODUCTION SEASONALITY TOOL

Name _____ **Coach:** _____ **Date:** _____

PRODUCTION SEASONALITY

My market averages

% of business produced in 1st calendar quarter _____%

% of business produced in 2nd calendar quarter _____%

% of business produced in 3rd calendar quarter _____%

% of business produced in 4th calendar quarter _____%

My personal averages

% of business produced in 1st calendar quarter _____%

% of business produced in 2nd calendar quarter _____%

% of business produced in 3rd calendar quarter _____%

% of business produced in 4th calendar quarter _____%

TEAM BUSINESS PLAN

Name _____ **Coach:** _____ **Date:** _____

Production Seasonality: _____% _____% _____% _____%

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
1. What is my desired income level?	$_____	$_____	$_____	$_____	$_____
2. Average commission per closing for the last 12 months (F. from prior page)	Year $_____				
3. Number of closed transactions required (#1 ÷ #2)	_____	_____	_____	_____	_____
4. Number of closed transactions in last 12 months (B. from prior page)	_____	_____	_____	_____	_____
5. What is my average sale price? (G. from prior page)	Year $_____				
6. What is my dollar volume closing goal? (#3 x #5)	$_____	$_____	$_____	$_____	$_____
7. % of closed transactions that are buyer controlled sales. (C from prior page ÷ #4.)	Year _____%				
8. % of closed transactions that are listings sold. (D. from prior page ÷ #4.)	Year _____%				
9. Number of listings closed goal. (#3 x #8)	_____	_____	_____	_____	_____

10. Number of buyer controlled sales closed goal. (#3 x #7)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
____	____	____	____	____

11. % (M. from prior page)

Year
____%

12. % (L. from prior page). This should be a minimum of 80% - target of 95%.

Year
____%

13. Calculate the number of buyer broker agreements or clients created I will need to meet my buyers unit closing goal. (#10 ÷ #11)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
____	____	____	____	____

14. Calculate the number of listings taken needed to meet listings closed goal. (#9 ÷ #12)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
____	____	____	____	____

15. Conversion percentage (# of listings taken ÷ listing appointments) (N. from prior page) This should be a minimum of 60% - target 80%

Year
____%

16. Conversion percentage (# of buyer clients created ÷ # buyer appointments) (O. from prior page)

Year
____%

17. Number of listing appointments needed (#14 ÷ #15)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
____	____	____	____	____

18. Number of buyers appointments needed (#13 ÷ #16)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
____	____	____	____	____

TEAM LEADER BUSINESS PLAN

Name _____ **Coach:** _____ **Date:** _____

Production Seasonality: _____% _____% _____% _____%

1. What is my desired income level?

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	$_____	$_____	$_____	$_____	$_____

2. Average commission per closing for the last 12 months (F. from prior page)

	Year
	$_____

3. Number of closed transactions required (#1 ÷ #2)

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	_____	_____	_____	_____	_____

4. Number of closed transactions in last 12 months (B. from prior page)

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	_____	_____	_____	_____	_____

5. What is my average sale price? (G. from prior page)

	Year
	$_____

6. What is my dollar volume closing goal? (#3 x #5)

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	$_____	$_____	$_____	$_____	$_____

7. % of closed transactions that are buyer controlled sales. (C from prior page ÷ #4.)

	Year
	_____%

8. % of closed transactions that are listings sold. (D. from prior page ÷ #4.)

	Year
	_____%

9. Number of listings closed goal. (#3 x #8)

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	_____	_____	_____	_____	_____

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
10. Number of buyer controlled sales closed goal. (#3 x #7)	____	____	____	____	____

11. % (M. from prior page)	Year	
	____%	

12. % (L. from prior page). This should be a minimum of 80% - target of 95%.	Year	
	____%	

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Calculate the number of buyer broker agreements or clients created I will need to meet my buyers unit closing goal. (#10 ÷ #11)	____	____	____	____	____
14. Calculate the number of listings taken needed to meet listings closed goal. (#9 ÷ #12)	____	____	____	____	____

15. Conversion percentage (# of listings taken ÷ listing appointments) (N. from prior page) This should be a minimum of 60% - target 80%	Year	
	____%	

16. Conversion percentage (# of buyer clients created ÷ # buyer appointments) (O. from prior page)	Year	
	____%	

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
17. Number of listing appointments needed (#14 ÷ #15)	____	____	____	____	____
18. Number of buyers appointments needed (#13 ÷ #16)	____	____	____	____	____

LISTING AGENT BUSINESS PLAN

Name _____ **Coach:** _____ **Date:** _____

Production Seasonality: _____% _____% _____% _____%

1. What is my desired income level?

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
$_____	$_____	$_____	$_____	$_____

2. Average commission per closing for the last 12 months (E. from prior page)

Year
$_____

3. Number of closed transactions required (#1 ÷ #2)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
_____	_____	_____	_____	_____

4. Number of closed transactions in last 12 months (B. from prior page)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
_____	_____	_____	_____	_____

5. What is my average sale price? (F. from prior page)

Year
$_____

6. What is my dollar volume closing goal? (#3 x #5)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
$_____	$_____	$_____	$_____	$_____

7. % of closed transactions that are listings sold. (C. from prior page ÷ #4.)

Year
_____%

8. Number of listings closed goal. (#3 x #7)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
_____	_____	_____	_____	_____

9. % (I. from prior page). This should be a minimum of 80% - target of 95%.

Year
_____%

10. Calculate the number of listings taken needed to meet listings closed goal. (#8 ÷ #9)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
_____	_____	_____	_____	_____

11. Conversion percentage (# of listings taken ÷ listing appointments) (J. from prior page) This should be a minimum of 60% - target 80%

Year
_____%

12. Number of listing appointments needed (#10 ÷ #11)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
_____	_____	_____	_____	_____

BUYER'S AGENT BUSINESS PLAN

Name _____ **Coach:** _____ **Date:** _____

Production Seasonality: _____ %   _____ %   _____ %   _____ %

	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
1. What is my desired income level?	$_____	$_____	$_____	$_____	$_____
2. Average commission per closing for the last 12 months (E. from prior page)	$_____				
3. Number of closed transactions required (#1 ÷ #2)	_____	_____	_____	_____	_____
4. Number of closed transactions in last 12 months (B. from prior page)	_____	_____	_____	_____	_____
5. What is my average sale price? (F. from prior page)	$_____				
6. What is my dollar volume closing goal? (#3 x #5)	$_____	$_____	$_____	$_____	$_____
7. % of closed transactions that are buyer controlled sales. (C from prior page ÷ #4.)	_____ %				
8. Number of buyer controlled sales closed goal. (#3 x #6)	_____	_____	_____	_____	_____
9. % (I. from prior page). This should be a minimum of 80% - target of 95%.	_____ %				
10. Calculate the number of buyer broker agreements or clients created I will need to meet my buyers unit closing goal. (#8 ÷ #9)	_____	_____	_____	_____	_____
11. Conversion percentage (# of buyer clients created ÷ # buyer appointments) (J. from prior page)	_____ %				
12. Number of buyers appointments needed (#10 ÷ #11)	_____	_____	_____	_____	_____

SAMPLE CLARIFYING YOUR TEAM BUSINESS PLAN

	Production Seasonality:	15%	30%	35%	20%
1. What is my desired income level?	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	$1,250,000	$187,500	$375,000	$437,500	$250,000
2. Average commission per closing for the last 12 months (F. from prior page)	Year				
	$5,263				
3. Number of closed transactions required (#1 ÷ #2)	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	237	36	72	83	46
4. Number of closed transactions in last 12 months (B. from prior page)	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	190	29	57	66	38
5. What is my average sale price? (G. from prior page)	Year				
	$184,211				
6. What is my dollar volume closing goal? (#3 x #5)	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	$43,658,007	$6,548,701	$13,097,402	$15,280,302	$8,731,602
7. % of closed transactions that are buyer controlled sales. (C from prior page ÷ #4.)	Year				
	53%				
8. % of closed transactions that are listings sold. (D. from prior page ÷ #4.)	Year				
	47%				
9. Number of listings closed goal. (#3 x #8)	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	111	17	34	39	21
10. Number of buyer controlled sales closed goal. (#3 x #7)	Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
	125	19	38	44	24

11. % (M. from prior page)

Year
77%

12. % (L. from prior page). This should be a minimum of 80% - target of 95%.

Year
75%

13. Calculate the number of buyer broker agreements or clients created I will need to meet my buyers unit closing goal. (#10 ÷ #11)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
162	24	48	57	33

14. Calculate the number of listings taken needed to meet listings closed goal. (#9 ÷ #12)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
148	22	44	52	30

15. Conversion percentage (# of listings taken ÷ listing appointments) (N. from prior page) This should be a minimum of 60% - target 80%

Year
63%

16. Conversion percentage (# of buyer clients created ÷ # buyer appointments) (O. from prior page)

Year
87%

17. Number of listing appointments needed (#14 ÷ #15)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
235	35	70	82	48

18. Number of buyers appointments needed (#13 ÷ #16)

Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
186	28	56	65	37

TRIPLE TRACK GOAL SETTING

As a young real estate salesperson I was fortunate to find early success in the business and I attributed much of this success to goal setting which I did faithfully on a yearly basis and revised my goals monthly.

Therefore, when I became manager of a real estate office I insisted that all my agents have goals and that we review them on a regular basis.

Each year my agents would parade into my office for their annual goal setting conference and, each year, I was confronted with improper approaches to goal setting that were doomed to failure.

Bill, who had never earned more than $10,000 in any one year would approach me and promise that this year he was going to earn $100,000. I didn't know if I should laugh in his face or tell him to get more realistic but I didn't want to discourage his dream so we set a goal of $100,000.

Then Alice would appear for her appointed meeting. Alice had never made less than $100,000 a year for the last four years, but she would suggest a goal of $50,000. All my reasoning and persuasion could not alter her "safe" approach to goal setting and we would agree on a goal of $50,000.

We would have monthly reviews but about 6 months into the year Bill would come to the startling revelation that he was not going to reach his $100,000 goal. In fact, he was on track for his usual $10,000 having earned only $5,000 by mid-year. It didn't take much math prowess for him to compute that $95,000 in earnings for the second half of the year was way over his ability, so he would abandon his goal.

Likewise, Alice would appear having already made her usual $50,000 by mid-year and she would refuse to revise her annual goal upward so any motivation for her to stretch to a new level was gone.

 It didn't take long for me to realize that there was something missing in "single track" goal setting. I began to notice that many of my agents would set too ambitious of a goal and when they would realize that they could not achieve their goal they simply gave up the challenge.

Conversely, other agents would set their goals low so they knew that they could beat them and, thus, had little challenge. In fact, there were precious few agents that were stretching at years end to accomplish a new earnings level as most had either abandoned their goal or already exceeded it.

I knew the program wasn't working well but I had no other alternative so I continued to annually perform the motions of "single track" goal setting.

Over a period of time I discovered that goal setting must be more personalized and allow for success and reward and still be able to stimulate the participant to new accomplishments they never dreamed possible.

From this thought pattern "triple track" goal setting was born.

For new agents and low earning experienced agents it is important that they earn enough money to be able to pay for their daily obligations. These vary with the individual as some have only themselves while other have immediate or extended families for which they are responsible.

The "first track" is to assure sufficient earnings to pay for the basic needs in life such as food, clothing, shelter, automobile etc. No extras such as entertainment, sports etc. are to be included. This level is to assure sufficient money earned from real estate activities will pay for their annual obligations.

This first track is called *MINIMUM ACCEPATBLE* and simply means that they can not afford to make anything less than this amount and, if they do, they should consider leaving the real estate business. It is a cold, factual and unbending dollar amount but a challenge that one must confront.

For experienced agents like Alice who has been making $100,000 a year for the last few years, "minimum acceptable" for her becomes $100,000. She has proven she can do it and should accept no less.

However, we don't want to live our life in a minimum acceptable mode so let's consider what it would cost to have an average life. Again this varies with the individual but one can now add those items that would lead to an average life style. It may include music lessons or sporting events for the children, entertainment for the family, vacation, retirement reserves etc.

Once this amount is identified it will become our second track and be entitled *AVERAGE ANTICIPATED* because we honestly anticipate to live a life of no less than average amenities.

For our experienced agent, Alice, this goal should be tied to her lifestyle needs but, also, the next reasonable level of earnings accomplishment such as $150,000.

Finally, we arrive at the third track which embraces our dreams and allows them to become reality. What are some of the special things you have always wanted out of life…..a large home, a fancy automobile, a trip around the world, sufficient retirement funds… and what will they cost? These "dreams" will be the basis for the third track called *MAXIMUM OBTAINABLE*.

Now that we have identified the three tracks and ascertained their importance to our personal life, we are ready to plan for our success.

The planning process requires that you know what your average listing and selling price is and that you know what percentage of listings taken will sell.

Utilizing the attached form, place your annual monetary goal in the "total" block under the "$ generated" heading.

The codes for the other headings are:

LA: listing appointments / LT: listings taken / LS: listings sold (listing side only)
BA: buyer appointments / S: sales (selling side only)

You should now decide what percentage of your total income will be derived from the listing side or the selling side and, knowing the average value of each, compute the number of listing sides and sales side needed to achieve your goal. Also compute the total number of listings you must take to achieve your listing sold goal. For example, if 70% of your listings are selling and you need 10 listings sold then you will need 14+ listings to achieve your goal.

Now you are prepared to distribute your listing and sales activities plus the dollars you intend to generate throughout the calendar year and repeat the goal setting exercise for the *AVERAGE ANTICIPATED* and *MAXIMUM ATTAINABLE* columns.

Complete the "last year" column and monthly fill in the "actual" column and then review your progress. Are you ahead of last year to date? Where are our current activities exceeding or failing to support our goals. You may be at minimum acceptable in sales but at average anticipated in listings taken. Now you know where to focus your future activities for the next month.

The last two columns on the far right of the form allows you to track your "Net $ Closed" and "$ Volume Closed".

When the Triple Track goal setting process is thoughtfully filled out it will allow you to set meaningful goals that apply directly to your needs and responsibilities and sensitize your activities and goal results to your market area and seasonality.

Manager Notes

You can encourage maximum accomplishment by assisting your agents with visual support. If an agents goal is to take a trip around the world then install, and monthly change, a travel poster at their desk. If they want a fancy automobile, purchase a miniature edition and place it on their desk. Goal setting should be fun and visual.

When the monthly goal setting statements are available, use a marking pen to circle their "actual" results compared with their triple track. If their "actual" listing taken activity is at the "minimum acceptable" level then circle the numbers in red so the agent can see they are in an unacceptable area. Use green for "average anticipated" and blue for "maximum obtainable". This will allow the agent to quickly see and evaluate their strengths and weaknesses and also provide a colorful report.

For new agents and agents struggling to meet their goals, monthly personal reviews are suggested. For those meeting and exceeding their goals personal reviews every 2 or 3 months is sufficient but always issue them their monthly Triple Track report.

By the way, triple track goal setting is also a powerful way to plan and maintain budgets for a residential office.

Al Mayer
Coach
Real Estate Champions

Team Triple Track

% of Buisiness	Month	Minimum Acceptable						Average Anticipated						Maximum Obtainable						Actual						Last Year						# of LC	Net $Closed	$ Volume Closed
		LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd			
	January																																	
	February																																	
	March																																	
	Subtotal																																	
	April																																	
	May																																	
	June																																	
	Subtotal																																	
	July																																	
	August																																	
	September																																	
	Subtotal																																	
	October																																	
	November																																	
	December																																	
	Subtotal																																	
	Total																																	

Legend for the Triple Track
LA = Listing Appointments
LT = Listings Taken
LS = Listings Sold
LC = Listing Closed

BA = Buyer Appointments (Interview / Consultation)
BC = Buyers Committed (Committed clients either buyer agency signed or verbal commitment)
BP = Buyer Pending Contracts
BS = Homes Closed (on Buyer's side)

40% Conversion LA
LT / .40 = # of LA Needed
75% Conversion LS
LS / .75 = # of LT Needed

40% Conversion BC
S / .4 = # of BC Needed
60% Conversion BA
BA / .6 = # of BA Needed

Team Leader Triple Track

% of Buisiness	Month	Minimum Acceptable						Average Anticipated						Maximum Obtainable						Actual						Last Year						# of LC	Net $Closed	$ Volume Closed
		LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd			
	January																																	
	February																																	
	March																																	
	Subtotal																																	
	April																																	
	May																																	
	June																																	
	Subtotal																																	
	July																																	
	August																																	
	September																																	
	Subtotal																																	
	October																																	
	November																																	
	December																																	
	Subtotal																																	
	Total																																	

Legend for the Triple Track
LA = Listing Appointments
LT = Listings Taken
LS = Listings Sold
LC = Listing Closed

BA = Buyer Appointments (Interview / Consultation)
BC = Buyers Committed (Committed clients either buyer agency signed or verbal commitment)
BP = Buyer Pending Contracts
BS = Homes Closed (on Buyer's side)

40% Conversion LA
LT / .40 = # of LA Needed
75% Conversion LS
LS / .75 = # of LT Needed

40% Conversion BC
S / .4 = # of BC Needed
60% Conversion BA
BA / .6 = # of BA Needed

Listing Agent Triple Track

% of Buisiness	Month	Minimum Acceptable					Average Anticipated					Maximum Obtainable					Actual					Last Year					# of LC	Net $Closed	$ Volume Closed
		LA	LT	LS	BS	$ Gen'rtd	LA	LT	LS	BS	$ Gen'rtd	LA	LT	LS	BS	$ Gen'rtd	LA	LT	LS	BS	$ Gen'rtd	LA	LT	LS	BS	$ Gen'rtd			
	January																												
	February																												
	March																												
	Subtotal																												
	April																												
	May																												
	June																												
	Subtotal																												
	July																												
	August																												
	September																												
	Subtotal																												
	October																												
	November																												
	December																												
	Subtotal																												
	Total																												

Legend for the Triple Track
LA = Listing Appointments
LT = Listings Taken
LS = Listings Sold
LC = Listing Closed
BP = Buyer Pending Contracts

40% Conversion LA
LT / .40 = # of LA Needed

75% Conversion LS
LS / .75 = # of LT Needed

Buyer's Agent Triple Track

% of Buisiness	Month	Minimum Acceptable					Average Anticipated					Maximum Obtainable					Actual					Last Year					Net $Closed	$ Volume Closed
		BA	BC	BP	BS	$ Gen'rtd	BA	BC	BP	BS	$ Gen'rtd	BA	BC	BP	BS	$ Gen'rtd	BA	BC	BP	BS	$ Gen'rtd	BA	BC	BP	BS	$ Gen'rtd		
	January																											
	February																											
	March																											
	Subtotal																											
	April																											
	May																											
	June																											
	Subtotal																											
	July																											
	August																											
	September																											
	Subtotal																											
	October																											
	November																											
	December																											
	Subtotal																											
	Total																											

Legend for the Triple Track
BA = New Buyer Appointments
BC = Binding Buyer Contracts
BP = Pending Contracts
BS = Homes Closed

40% Conversion BC
S / .4 = # of BC Needed
60% Conversion BA
BA / .6 = # of BA Needed

Team Triple Track EXAMPLE

% of Buisiness	Month	Minimum Acceptable						Average Anticipated						Maximum Obtainable						Actual						Last Year						# of LC	Net $Closed	$ Volume Closed
		LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd	LA	LT	LS	BA	BS	$ Gen'rtd			
	January							11	7	6	9	6	63,156																					
	February							12	7	6	9	6	63,156																					
	March							12	8	7	10	7	73,682																					
	Subtotal							**35**	**22**	**17**	**28**	**19**	**189,500**																					
	April							22	13	11	15	11	115,786																					
	May							24	15	11	18	13	126,312																					
	June							24	16	12	22	14	136,838																					
	Subtotal							**70**	**44**	**34**	**56**	**38**	**375,000**																					
	July							26	16	13	22	14	142,101																					
	August							27	18	13	21	15	147,364																					
	September							29	18	13	22	18	147,364																					
	Subtotal							**82**	**52**	**39**	**65**	**44**	**437,500**																					
	October							25	15	10	20	12	115,786																					
	November							13	10	6	17	6	63,156																					
	December							48	30	21	37	24	250,000																					
	Subtotal							**86**	**55**	**37**	**74**	**42**	**428,942**																					
	Total							**235**	**148**	**111**	**186**	**125**	**1,250,000**																					

Legend for the Triple Track
LA = Listing Appointments
LT = Listings Taken
LS = Listings Sold
LC = Listing Closed

BA = Buyer Appointments (Interview / Consultation)
BC = Buyers Committed (Committed clients either buyer agency signed or verbal commitment)
BP = Buyer Pending Contracts
BS = Homes Closed (on Buyer's side)

40% Conversion LA
LT / .40 = # of LA Needed
75% Conversion LS
LS / .75 = # of LT Needed

40% Conversion BC
S / .4 = # of BC Needed
60% Conversion BA
BA / .6 = # of BA Needed

ACTION PLANS – WEEK 6

1. Calculate your seasonality for your business.

2. Complete your Team Business Plan calculations.

3. Lay out the Team Triple Track form.