

A Review of Your Business

Listings Taken _____ Listings Sold _____ % of LT to LS _____

Sales Closed _____ Total Escrows Closed (LS + Sales) _____

Listing Sold Volume _____ GCI \$ _____

Closed Sales Volume _____ GCI \$ _____

Total Closed Sales Volume _____ **Total GCI \$** _____

Average Listing Sold Price (LS Volume / Number Listings Sold) \$ _____

Average Closed Sales Price (Sales Volume / # Closed Sales) \$ _____

Average Days on Market for your listings _____

% of sales price to list price for your listings _____

Number of resales sold _____ Number of new homes sold _____

Source of Buyers/Sellers		
	Buyers	Sellers
<i>Reactive Prospecting</i>		
Floor Time		
Open Houses		
Sign Calls		
Ad Calls		
Just Listed/Just Sold Postcards		
<i>Proactive Prospecting</i>		
Past Clients		
SOI Referral		
Farm		
FSBOs		
Expires		
Cold Calls		
Just Listed/Just Sold calls		
Door Knocking		
Internet		
Relocation		