



Agent Key Numbers Definitions

- **Agent Annual Income Goal:** Amount of desired annual commission income earned in a fiscal year.
- **Desired Income from Listings:** The amount of your annual income goal driven by Listing vs Buyers.
- **Agent Split:** Commission percentage split with their company.
- **Average Sales Price per Transaction:** Average final closed price for listings and sales.
- **Average % Commission / Transaction Side:** Average commission percentage earned. Use an average between a Listing side sale and a Buyer side sale.
- **Listing Sales Rate:** The percentage of Listings sold divided by Listings taken. It is the percentage of your listings that sell and reflects the quality of inventory.
- **Average Days on Market:** The average number of days it takes for a listing to go from just listed to under contract.
- **Contacts Needed per Listing Appointment Obtained:** An honest estimate of the number of proactive contacts it takes to get a listing appointment scheduled. (A blend of New Contacts Initiated, FSBO Contacts, Expired Contacts, and Circle of Influence Contacts)
- **Presentations Made to Listing Obtained:** The number of times you must attend a listing appointment to obtain the listing. This can be new appointments and/or follow up appointments.
- **Average Time in Minutes per Contact:** The average time it takes you to research the contact and make the call or visit in person.
- **Number of Buyers needed to Close One Transaction:** The Number of Buyers you must work with in any stage of the process to get one Buyer not just under contract but closed. Remember to include buyer deals that fail or never close.
- **Number of Days for all Buyers to get one Executed Contract:** Remember to count the first contact date to include working with them using emails, calls and other contacts not just the days in the car!
- **Days Worked per Week:** Number of days you desire to work per week. (Try 5!)
- **Weeks Worked per Year:** Number of weeks you desire to work per year. (Not 52...)