



## Video: **Agent Key Numbers - Introduction**

*Make sure you have downloaded and printed your Session Material*

### **Introduction**

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### **The Power of Key Numbers**

- Help with their Business Model
- Impact yours and their Profitability
- Increase their Capacity
- Put you and them a position of control
- Know and understand their numbers
- Determine their Business Model
- Build a list of Causes & Cures
- Implement a proactive strategy
- They are great for goal setting
- They can easily be measured for accountability
- They have a positive impact on the health of the agent's business

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Let's get started!

Notes:

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## Video: Key Number Definitions

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### Agent Input Key Numbers

Agent Annual Income Goal	\$0
Desired Income from Listings	\$0
Agent Split	0%
Average Sales Price / Transaction	\$0
Average % Commission / Transaction Side	0.00%
Sales Rate ( % of Listings that Sell )	0%
Average Days on Market	0
Contacts Needed per Listing Appointment Obtained	0
Presentations Made to Listings Obtained	0
Average Time in Minutes / Contact	0
Number of Buyers Needed to Close One Buyer Transaction	0
Number of Days from 1st Buyer Meeting to Executed Contract	0
Days Worked / Week	0
Weeks Worked / Year	0

**Agent Annual Income Goal** - Amount of desired annual commission income earned in a fiscal year.

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**Desired Income from Listings** - The amount of the annual income goal driven by Listings vs Buyers.

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**Agent Split** - Commission percentage split with their company.

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**Average Sales Price per Transaction** - Average final closed price for all listings and sales sides.

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**Average % Commission / Transaction Side**- Average commission percentage earned. Use an average of both Listing side sale and a Buyer side sale.

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**Sales Rate** - The number of Listings sold divided by Listings taken. It is the percentage of your listings that sell and reflects the quality of inventory.

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**Average Days on Market** - The average number of days it takes for a listing to go from just listed to under contract.

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Notes:

**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).

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**Presentations Made to Listing Obtained** - The number of times they must attend a listing appointment to obtain the listing. This can be new appointments and/or follow up appointments.

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**Average Time in Minutes per Contact** - The average time it takes them to research the contact and make the call or visit in person.

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**Number of Buyers needed to Close One Transaction** - The Number of Buyers they 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.

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Notes:

### **Number of Days for all Buyers to get one Executed Contract -**

The number of days they work with a buyer. 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.

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**Days Worked per Week** - Number of days they desire to work per week.

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**Weeks Worked per Year** - Number of weeks they desire to work per year.

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### **Final Thoughts**

Notes:

**>>> Next Video <<<**



### Video: **Working with the Spreadsheet**

Notes:

#### **Working with the Spreadsheet**

- Input their \_\_\_\_\_ numbers

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- \_\_\_\_\_ the results

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- Make \_\_\_\_\_

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- Small adjustments have a large \_\_\_\_\_ on  
capacity and profitability

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## Managing Agent Key Numbers – Session 3



Agent Input Key Numbers	
Agent Annual Income Goal	\$0
Desired Income from Listings	\$0
Agent Split	0%
Average Sales Price / Transaction	\$0
Average % Commission / Transaction Side	0.00%
Sales Rate ( % of Listings that Sell )	0%
Average Days on Market	0
Contacts Needed per Listing Appointment Obtained	0
Presentations Made to Listings Obtained	0
Average Time in Minutes / Contact	0
Number of Buyers Needed to Close One Buyer Transaction	0
Number of Days from 1st Buyer Meeting to Executed Contract	0
Days Worked / Week	0
Weeks Worked / Year	0

Notes:

**Next Steps**

**>>> Next Video <<<**



## Video: **Buyer Agent Business Model**

Notes:

### **Buyer Agent Business Model**

- Focus on Buyers
- Need access to Lead Generation
- Leads can cost money to purchase or a percentage to receive referrals
- Limits your capacity

### **To Succeed:**

- Value \_\_\_\_\_ Skills

- Strong \_\_\_\_\_ Skills

- Consistent source of \_\_\_\_\_

- Strong \_\_\_\_\_ Skills

- \_\_\_\_\_ Schedule to meet their needs



## Pros and Cons

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Notes:

# Managing Agent Key Numbers – Session 4



Agent Input Key Numbers	
Agent Annual Income Goal	\$0
Desired Income from Listings	\$0
Agent Split	0%
Average Sales Price / Transaction	\$0
Average % Commission / Transaction Side	0.00%
Sales Rate ( % of Listings that Sell )	0%
Average Days on Market	0
Contacts Needed per Listing Appointment Obtained	0
Presentations Made to Listings Obtained	0
Average Time in Minutes / Contact	0
Number of Buyers Needed to Close One Buyer Transaction	0
Number of Days from 1st Buyer Meeting to Executed Contract	0
Days Worked / Week	0
Weeks Worked / Year	0

Notes:

## Example

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## Final Thoughts

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## Video: **Balanced Agent Business Model**

Notes:

### **Balanced Agent Business Model**

- Focus on Sellers and Buyers (50/50)
- The listing Inventory drives leads
- Sellers become the best buyers
- The exposure drives more business
- Allows you to earn passively

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### **To Succeed:**

- Develop your \_\_\_\_\_ and \_\_\_\_\_

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- Develop your \_\_\_\_\_ Skills

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- Develop your \_\_\_\_\_  
\_\_\_\_\_ Skills

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## Pros and Cons

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Notes:

Notes:

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## Video: Listing Agent Business Model

Notes:

### Listing Agent Business Model

- Focus on Sellers (70/30)
- Positioned as the market expert
- The exposure drives more business
- Cherry Pick the best buyers
- Allows you to earn passively

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### To Succeed:

- Develop your SOI and Prospecting

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- Develop your Presentation Skills

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- Develop \_\_\_\_\_ Skills

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- Become part of the \_\_\_\_\_

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## Pros and Cons

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Notes:

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Agent Split	0%
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Average Time in Minutes / Contact	0
Number of Buyers Needed to Close One Buyer Transaction	0
Number of Days from 1st Buyer Meeting to Executed Contract	0
Days Worked / Week	0
Weeks Worked / Year	0

Notes:

## Example

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## Final Thoughts

>>> Next Video <<<





## Video: **Wrap Up**

### Wrap Up

- Use the Spreadsheet to help \_\_\_\_\_ their Business Model

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- Think about \_\_\_\_\_ for the Key Numbers they need to improve

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- \_\_\_\_\_ is the best approach

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- It will take three months or more to see true results

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- Remember, \_\_\_\_\_ changes to a number will have a \_\_\_\_\_ impact on their business

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Thank You!

Notes: