ICENHOWER Coaching & Consulting

Production Ratio Planner

MY CONVERSION RATIOS

1. My gross commission income goal for this year is: _____

2. My average gross commission last year was:
   (divide your last year's gross commission by the number of sides that you closed) _____

3. To reach my goal of $ 0 (*#1*), I will need to do (*#1/#2*) transactions this year: _____ transactions

4. Last year, I went on (_) listing appointments: _____ listing appointments

5. Last year, I listed (_) properties: _____ properties

6. Last year I sold (_) listings: _____ listings

7. *(Divide #6 by #4)*

   My closing percentage on listings sold compared to listing appointments taken is:
   (This helps you calculate how many appointments are needed to reach your goal.) _____ closing %

8. This year, I want to close on (_) listings: _____ listings

9. ***(Divide #8 by #7)***

   Figuring that my closing % will continue to be 0.0 **% (*#7*), I will need to go on (_) listing appointments to close on** 0 **(*#8*) listings:** _____ listing appointments

10. Last year, I met with (_) potential buyers: _____ potential buyers

11. Last year I worked with (_) buyers: _____ buyers

12. Last year, I sold homes to (_) buyers: _____ Buyers

13. *(Divide #12 by #10)*

    My closing percentage on buyers closed compared to buyers I initially met with is:
    (This helps you calculate how many buyer appointments are needed to reach your goal.) _____ closing %

14. This year, I want to sell homes to (_) buyers: _____ buyers

15. ***(Divide #14 by #13)***

    Figuring that my closing % will continue to be 0.0 **% (#13), I will need to go on (_) buyer appointments to sell homes to** 0 **(#14) buyers:** _____ buyer appointments

Note: "Last year" refers to the past 12 months

© Copyright Icenhower Coaching & Consulting, Inc. All rights reserved.

MY PRODUCTION PLANNING

Now divide #9 (number of listing appointments needed) by the number of months you will work this year & number of weeks you will work this year for listing appointments needed below.

(Note: there are 12 months & 52 weeks in a year)

Listing Appointments Needed: 0.0

Number of months you will work: _____

Number of weeks you will work: _____

Listing Appointments: _____ **Per Month** _____ **Per Week**

Now divide #15 (number of buyer appointments needed) by number of months you will work this year & number of weeks you will work this year for buyer appointments needed below.

(Note: there are 12 months & 52 weeks in a year)

Buyer Appointments Needed: 0.0

Number of months you will work: _____

Number of weeks you will work: _____

New Buyer Appointments: _____ **Per Month** _____ **Per Week**

My Gross Income Goal (GIG) for this year (from #1) is:

$ 0

I NEED TO CREATE 0.0 **APPOINTMENTS PER MONTH**

I NEED TO CREATE 0.0 **APPOINTMENTS PER WEEK**

© Copyright Icenhower Coaching & Consulting, Inc. All rights reserved.