



Expired Marketing Analysis Best Agent Business

Please complete this form and send to expiredfsbo@bestagentbusiness.com
or fax to 240-751-4247

Make your best estimates. The numbers do not need to be perfect.

Name: _____

1. The key part of this analysis is how much is it worth
for you to get a listing appointment with an expired? _____

2. How much would you be willing to pay for a
listing appointment? Ex: if you could just buy one. _____

3. Average sales price in your area: Ex: \$200,000 _____

4. Average commission check (3%) Ex: \$6,000 _____

5. Seller Referral Commission (25%) Ex: \$1,500 _____

6. How many hours of Expired calling will you do daily? 0 1 2 _____

7. Listing Leads and Closings:
For 10 Listing Appointments with Expireds,
How many listings will you take? _____ of 10

For 10 Listings you take, how many will you sell? _____ of 10

You will Sell ____% of Listing Appointments

An Expired Listing Appointment is worth \$____ * ____% = \$_____