Calling Kick Off Analysis
Best Agent Business

Please complete this form and send to calling@bestagentbusiness.com or fax to 240-751-4247
Make your best estimates. The numbers do not need to be perfect.

Name:

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

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

3. Buyer Referral Commission (25%): Ex: 1,500 _____

4. Number of buyers out of every 10 at showing stage that close: _____
   Value of a lead at showing stage: Ex. $750
   _____ of how many closes.

5. Estimate value of buyer lead at hot stage: _____
   Value of a Buyer A Lead: Ex. $450

6. How many hours of calling will you and/or agents do daily: Circle One 0 1 2
   Person Name/Role:_____ 0 1 2
   Person Name/Role:_____ 0 1 2

8. Estimated number of Clients/SOI? Ex: 500 _____
   Client_____ SOI_____

9. Estimated number of buyer leads: Ex. 500 _____
   Buyer A (Hot) Purchase 0-3 months
   Buyer B (Warm) Purchase 3-6 months
   Buyer C (Cold) Purchase 6 months out

10. Estimated number of seller leads: Ex. 100 _____
    Seller A (Hot) Sell 0-3 months
    Seller B (Warm) Sell 3-6 months
    Seller C (Cold) Sell 6 months out