

Lead Generation Model Prepared for:

(A) Desired Yearly GCI	\$_____	
(B) Average Commission Rate	_____%	
(C) Sales Volume to Reach Desired CGI	\$_____	(A) ÷ (B)
(D) Average Sales Price	\$_____	
# Transactions Needed to Reach Desired Yearly GCI	_____	(C) ÷ (D)

TRANSACTION PROJECTIONS

Network

(E) # of People in Network	_____
(F) Projected Network Transactions (E x 5 x .05)	_____

Generated Leads

FSBO	_____ per Week x 50 Weeks	_____
Expired	_____ per Week x 50 Weeks x .75	_____
Open House	_____ per Year x 5 x .50	_____
Ad/Sign	_____ per Week x 50 Weeks x .40	_____
Purchased Bus.	_____ per Week x 50 Weeks x .40	_____
Google	_____ per Week x 50 Weeks x .40	_____
Social Media	_____ per Week x 50 Weeks x .40	_____
(G) Total Generated Leads		_____
(H) Projected Generated Transactions (G x .05)		_____
Total Projected Transactions (F + H)		_____

