

*Ambiance Realty*  
Sales Associate Productivity Guide

*Step 1: Establishing Income Goals*

A) Personal Expenses (per month)

HOUSING

Mortgage/rent \$ \_\_\_\_\_

Utilities \$ \_\_\_\_\_

    Gas/electric \$ \_\_\_\_\_

    Telephone \$ \_\_\_\_\_

    Water/Sewer \$ \_\_\_\_\_ \$ \_\_\_\_\_

Repairs/maintenance \$ \_\_\_\_\_

AUTOMOBILE

Auto payment(s) \$ \_\_\_\_\_

Auto Insurance \$ \_\_\_\_\_

Auto repairs/maintenance \$ \_\_\_\_\_ \$ \_\_\_\_\_

MEDICAL

Physicians/dentists \$ \_\_\_\_\_

Medicine \$ \_\_\_\_\_ \$ \_\_\_\_\_

PERSONAL

Gifts/charity \$ \_\_\_\_\_

Clothing \$ \_\_\_\_\_

Laundry/dry cleaners \$ \_\_\_\_\_

Tuition \$ \_\_\_\_\_

Groceries \$ \_\_\_\_\_

Subscriptions \$ \_\_\_\_\_

Entertainment \$ \_\_\_\_\_

Credit card payments \$ \_\_\_\_\_

Personal loan(s) \$ \_\_\_\_\_

Health/Life insurance payments \$ \_\_\_\_\_

Miscellaneous \$ \_\_\_\_\_

Savings \$ \_\_\_\_\_

**Total Monthly Personal Expenses \$ \_\_\_\_\_**

**Total Annual Personal Expenses \$ \_\_\_\_\_**

B) Business Expenses

		Annually	Monthly
Marketing budget			
Farming mailings	\$ _____		
SOI mailings	\$ _____		
Just Listed/Sold mailings	\$ _____		
Client Follow-up	\$ _____		
Doors	\$ _____	\$ _____	\$ _____
Professional fees			
MLS	\$ _____		
Assn of REALTORS	\$ _____	\$ _____	\$ _____
Business auto expenses (gas, repairs, etc.)		\$ _____	\$ _____
Business insurance (auto, E&O)		\$ _____	\$ _____
Business supplies		\$ _____	\$ _____
Licenses		\$ _____	\$ _____
Telephone		\$ _____	\$ _____
Home Office	\$ _____		
Cellular/Pager	\$ _____		
Pager		\$ _____	\$ _____
Taxes		\$ _____	\$ _____
Savings for business items (computer, fax, etc.)		\$ _____	\$ _____
Computer software/supplies		\$ _____	\$ _____
Conventions/conferences		\$ _____	\$ _____
Courses/seminars		\$ _____	\$ _____
Miscellaneous		\$ _____	\$ _____
<b>Total Business Expenses</b>		<b>\$ _____</b>	<b>\$ _____</b>
Profit		\$ _____	\$ _____
<b>Total Personal Expenses</b>		<b>\$ _____</b>	<b>\$ _____</b>
<b>Income Goal</b>		<b>\$ _____</b>	<b>\$ _____</b>

# *Ambiance Realty*

## Sales Associate Productivity Guide

Associate: \_\_\_\_\_

### Step 2

Annual Earnings Goal	A	\$
Average Sales Price	B	\$
Average Gross Commission Split Per Unit	C	%
Average Gross Commission Per Unit (Line B x by Line C)	D	\$
Your Commission Split	E	%
Your Average Commission Per Unit (Line D x Line E)	F	\$
Closed Units Required (Line A ÷ by Line F)	G	
Percentage of units under contract that will close	H	%
Number of units under contract required (Line G ÷ by Line H)	I	
Percent of business desired from closed listings	J	%
Listings under contract required (line I x line J)	K	
Listings that sell	L	%
Listings required (line K ÷ Line L)	M	
Listing presentations required (line M ÷ 85%)*	N	
Percent of business desired from closed sales	O	%
Purchase contracts required (line I x line O)	P	
Buyers needed to obtain required purchase contracts (line P x 3)**	Q	
<b>WEEKLY GOALS</b>		
Weeks worked in next 12 months	R	
<b>WEEKLY LISTING PRESENTATIONS REQUIRED (line N ÷ line R)</b> If less than 1, adjust accordingly. For example: .5 = 1 every 2 weeks	S	
<b>BUYER(S) NEEDED EACH WEEK (line Q ÷ line R)</b> If less than 1, adjust accordingly. For example: .5 = 1 every 2 weeks	T	

**Notes:**

Your broker/manger can supply you with your office's figures. If unavailable, use the following:

Use \$150,000 for average sales price in line B

Use 90% for line H

Use 85% for line L

\*Company statistics show that associates using LISTING PRESENTATIONS obtain the listing 85% of the time.

\*\*Assumption: one in three buyers will make an offer through you. Multiply the number on line P by 3.

# Sales Associate Productivity Guide

## Step 3

<b>LISTINGS</b>						
Enter the number from line N						
Listing Sources	Contacts = Presentation	X	Desired # of Presentations	Contacts Required		
				Annually	Monthly	Weekly
Sphere of Influence	100	X				
Expired Listings	15	X				
FSBOs	5	X				
Farming	100	X				
Target Canvassing	50	X				
Other		X				
	Total Must equal N	=				
<b>SALES</b>						
Enter the number from line Q						
Buyer Sources	Contacts = Prospect	X	Buyers per Source	Contacts Required		
				Annually	Monthly	Weekly
Sphere of Influence	50	X				
Internet	5	X				
Open Houses	3	X				
Signs/Ads	10	X				
Target Canvassing	100	X				
Other						
	Total Must equal Q	=				