

The Millionaire Real Estate Agent - The Economic Model

Instructions: Fill in the darker shaded cells and the rest will autopopulate. Enter your Net Income Goal, then expenses and COS (if you know them) or use the MREA amounts shown in the MREA Percentages column. Play with different commission amounts and conversion rates to see how the calculations change.

		MREA Percentages					
Total Net Income	\$ -	40%	\$0				
Expenses	\$ -	30%	\$0				
Cost of Sale	\$ -	30%	\$0				
Total gross income	\$ -	=	100%	\$0			
Avg. Commission amount	\$ -	/					
Total Units Sold	0.0	=					
			MREA				MREA
List side				Buy side			
Sellers as a percentage of your Total Units Sold	50%	x	50%	Buyers as a percentage of your Total Units Sold	50%	x	50%
Total seller listings sold	0.0	=		Total buyers sold	0.0		
		/				/	
% Sold Conversion Rate	70%		70%	% Sold Conversion rate	70%		70%
Total listings needed	0.0	=		Total buyer listings needed	0.0	=	
		/				/	
Appointment Conversion rate	75%		75%	Appointment Conversion Rate	70%		70%
Total seller appointments needed	0.0	=		Total buyer appointments needed	0.0	=	
Total Seller Appointments per Month	0.0			Total Buyer Appointments per Month	0.0		