

MC#/NAME: _____

DATE: _____

GUERRILLA
WARFARE



PLEASE ATTACH A MAP OF THE MARKET CENTER TERRITORY

1. MARKET ANALYSIS

How many licensed residential Agents are

- a. Active in your local Board that supports your Territory area?

Board Name _____ # of agents _____

- b. Active in your Market Center territory? _____

- c. Cappers in your Market Center territory? _____

Provide data below for all closed real estate transactions in the Board(s) that support your Territory area?

	# of Transactions	Sales Volume
Five years ago		
Three years ago		
Last year		

2. MARKET CENTER TERRITORY DATA SUMMARY

Provide data below for all closed real estate transactions in your Market Center territory for all brokerages.

# of Agents	# of Caps	Units Closed Prev 12 mos	Volume Closed Prev 12 mos	Average Sales Price

*Data may be obtained from MLS data or third-party source, such as Broker Metrics.

3. COMPETITION

Number of competitive real estate firms in the territory: _____

Research the top 5 residential real estate companies in the territory (all transactions).

Company Name	Broker/Mgr Name	# of Offices	# of Agents	Closed Units	Volume	Active Listings	MS Rank
Keller Williams							
1							
Comments (caps, fees, expansion, etc.):							
2							
Comments (caps, fees, expansion, etc.):							
3							
Comments (caps, fees, expansion, etc.):							
4							
Comments (caps, fees, expansion, etc.):							
5							
Comments (caps, fees, expansion, etc.):							

4. COMPETITIVE COMPENSATION ANALYSIS

Agent Dollar							
Vol.	GCI	KW	CO 1:	CO 2:	CO 3:	CO 4:	CO 5:
\$1M	\$30,000						
\$2M	\$60,000						
\$3M	\$90,000						
\$4M	\$120,000						
\$5M	\$150,000						
Company Dollar							
\$1M	\$30,000						
\$2M	\$60,000						
\$3M	\$90,000						
\$4M	\$120,000						
\$5M	\$150,000						
Royalty							
\$1M	\$30,000	\$1,800					
\$2M	\$60,000	\$3,000					
\$3M	\$90,000	\$3,000					
\$4M	\$120,000	\$3,000					
\$5M	\$150,000	\$3,000					
Transaction Fees							

5. MARKET SHARE

Market Center Current Market Share/Closed Volume: _____%

Market Center Current Market Share/Closed Units: _____%

How many agents in Market Center Rank: Top 10: _____ Top 25: _____ Top 50: _____ Top 100: _____

6. MARKET CENTER COMPENSATION

Commission Split(s): _____% / _____%

Market Center Cap: \$ _____

Team Cap: \$ _____

Expansion Agent Cap: \$ _____

Transaction fees billed to an agent or assessed at closing: _____

Based on information from the competitive analysis, would you like to propose any changes to the Market Center Compensation?

☐ Yes ☐ No

If yes, what changes would you like to propose?

7. EXPANSION: Host Market Center Statement submitted? ☐ Yes ☐ No (please attach)

8. BUDGET: Attach Budget Summary from Forecast Model

Completed by: _____
Date

OP: _____
Date