

My Listings Needed

1.	Number of closed transactions you choose to reach your goal in one year	A	
2.	Calculate 10% fallout	$(A \times 10\%) = \mathbf{B}$	
3.	Add the number of your goal plus the 10% fallout	$(A + B) = \mathbf{C}$	
4.	What percentage of closings will be listings?	D	
5.	Multiply the number of your goal plus 10% fallout by the percentage of closings— <i>don't forget the decimal point!</i>	$(C \times D) = \mathbf{E}$	
6.	What percentage of your listings sell?	F	
7.	Divide the listings needed to close by the percentage of listings sold	$(E / F) = \mathbf{G}$	
8.	What are the average days on market?	H	
9.	Average turnover rate—divide the average days on market into 365	$(365 / H) = \mathbf{I}$	
10.	Number of listings you must carry at all times to make goal	$(G / I) = \mathbf{J}$	

Fill in the light gray boxes with your own data according to your goals, your business plan, and your market.

Calculate the rest of the values from top to bottom to arrive at your own “Listings Needed” value.

Listing Goal
Listings I need at all times:
Listings I have now:
Listings I need to bridge the gap: