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Your Chief Artificial Intelligence Officer (CAiO)
Keynote Speaker



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NOTES:



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NOTES:

Making it Easy – Breaking Down the Numbers

The following are statistics formed based on tracking agents - from top producers to new - and creating guidelines for your performance. Below is an example.

Example:

Average Sale Price: \$250,000.00 @ 3% commission (one side only) =
\$7,500.00 X 70% (Agent's split) = Approx. \$5,000.00

\$100,000.00 in Earnings (Goal)

@ \$5,000.00 per transaction = 20 Transactions (sides/deals/ends, etc.)

Since taking more listings is the recipe for success in real estate the ratio should be:
60 / 40 (Listings taken / Buyer sales) = 12 Listings Sold / 8 Buyer Sales

(2/1). This ratio means for every 2 listings you take; you'll sell 1. Therefore, to sell 12 listings, you'll need to take 24 listings.

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(5/1). This ratio means for every five leads you generate; you'll get an appointment. Therefore, to book 48 appts, you'll need to generate 240 leads

(12/1). Means for every 12 people you talk to (contacts), you'll get a lead. Therefore, to generate 240 leads, you'll need 2,880 contacts.

If you take four weeks of vacation this year, one per quarter, that leaves 11 months left for business. Also, since you might only want to work 20 days a month, that leaves 220 working days for the year (11 months x 20). When you divide the 2,880 contacts into the 220 working days, that equals 13 CONTACTS / DAY.

At 8 – 12 contacts per hour, that equates to 1 to 1.5 hours of daily prospecting to achieve \$100,000.00 in earnings this year.

