

Business Analysis

For: _____

12 months ending: _____

0 How much TOTAL income did you make in the last 12 months? (your 1099) \$ **50,000**

2 How much commission income from CLOSED Transactions did you receive? \$ **45,000**

3 How much in referral income (\$) did you receive? \$ **5,000**

4 How much in other business related income did you receive? \$ **0**

5 How many transactions you **OPENED** in the last 12 months? # **8**

6 Calculate or estimate as accurately as possible the total number of transaction # that fell out. **2**

7 How many **CLOSED** transactionS in the past 12 months # **6**

8 Calculate the average value per **Opened** transaction to you. (total income ÷ total # of **Opened** transactions: Line 2 ÷ Line 5) \$ **5,625**

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9 Calculate the average value per **Closed** transaction to you. (total income ÷ total # of **Closed** transactions: Line 2 ÷ Line 7) # **7,500**

10 Calculate or estimate as accurately as possible the total number of clients you **worked** with to close these transactions. (Not just deals fell through, but clients who didn't buy + client's who bought =total) # **15**

List and identify all sources of marketing expenses related to your business.

Company Name	Amount Spent
Impact Marketing	\$ 3,500
Community Papers	\$ 600
Signs	\$ 400
Newspaper Ads	\$ 4,300
Photos	\$ 345
Brochures	\$ 1,800
Total:	\$ 10,945

13 Calculate the Average marketing cost of each transaction: Line 11 ÷ Line 7 \$ **1,824**

14 Calculate or estimate as accurately as possible the total hours spent creating, managing and developing the marketing program. **90**

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15 Calculate or estimate as accurately as possible the TOTAL time spent on closed clients (B and S) Productive time only # 115

16 Determine your hourly billing rate. This is the total dollars generated by closed transaction (Line 2) divided by the total hours spent by you personally working with the client; not the prospecting or admin time (Line 15) \$/hr \$ 391.30

17 Calculate the costs of Your marketing hours by multiplying total Marketing hours × your personal hourly billing rate. (Line 14 X Line 15) \$ \$ 35,217.39
