







# Quantum Masters Coaching™

## BUSINESS ANALYSIS

### Marketing Expenses

For: \_\_\_\_\_

Twelve Months Ending: \_\_\_\_\_

	Past 12 months	Plan next 12 months
1 Newspapers Ads		
2 Magazine Ads		
3 Yellow Pages		
4 TV/Radio		
5 Direct Mail		
6 Church/ Club Directories		
7 Promotional flyers		
8 Postage		
9 Yard Signs/ Riders		
10 Photography		
11 Marketing Tools		
12 Personalized Marketing tools		
13 Open House supplies		
14 Other		
15		
16		
17		
<b>TOTAL MARKETING EXPENSES:</b>		

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## BUSINESS ANALYSIS

### Non-Marketing Business Expenses

For: \_\_\_\_\_

Twelve Months Ending: \_\_\_\_\_

	Past 12 months	Plan next 12 months
1 Auto (Lease/loan payment)		
2 Auto Expenses (gas maintenance)		
3 Auto Insurance		
4 E&O Insurance		
5 Dues (Realtor Assn, clubs, etc)		
6 MLS		
7 Professional books and tape		
8 Phone		
9 Office Supplies		
10 Equipment (Fax, software, copier)		
11 Computer Hardware 7Maintenance		
12 Seminars		
13 Lock Boxes		
14 Professional Services (Acct/Atty)		
15 Secretarial/Personal assistant		
16 Transaction Coordinator		
17 Sales Conference		
18 Licenses		
19 Gifts		
20 Business magazines		
21 Entertainment		
22		
23		
<b>TOTAL BUSINESS EXPENSES:</b>		

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## BUSINESS ANALYSIS

### Business Expenses Analysis

For: \_\_\_\_\_

Twelve Months Ending: \_\_\_\_\_

**Total Commission Income (1099)** \$ \_\_\_\_\_

Expenses:

Marketing: \$ \_\_\_\_\_

Business: \$ \_\_\_\_\_

**Total Expenses** \$ \_\_\_\_\_

**Profit (loss)** \$ \_\_\_\_\_

(Subtract Expenses from Income)

What % of your income is invested back into your business: \_\_\_\_\_ %

What % of your income is invested in Personal Marketing: \_\_\_\_\_ %

What are your opportunities for improving effectiveness?

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## BUSINESS ANALYSIS

### Production Analysis

For: \_\_\_\_\_

Twelve Months Ending: \_\_\_\_\_

1. Total Commission Income Earned \_\_\_\_\_

#### LISTING SIDE

2. Number of Listings taken \_\_\_\_\_

3. Number of Listings sold \_\_\_\_\_

4. % of Listings sold (Line 3 ÷ Line 2) \_\_\_\_\_

5. Total Volume of Listings Sold \_\_\_\_\_

6. Average Sales Price (Line 5 ÷ Line 3) \_\_\_\_\_

#### BUYER CONTROLLED SALES

7. Number of Buyer sales \_\_\_\_\_

8. Total Volume of BCS \_\_\_\_\_

9. Average Sales Price of the BCS (Line 8 ÷ Line 7) \_\_\_\_\_

#### UNIT TOTALS

10. Number of Listings Sold \_\_\_\_\_

11. Number BCS \_\_\_\_\_

12. Total Closed \_\_\_\_\_

#### AVERAGE INCOME PER UNIT

13. Total Commission Earned (Line 1) \_\_\_\_\_

14. Total Closed Units (Line 12) \_\_\_\_\_

15. Average Commission Earned per Unit ((Line 13 ÷ Line 14) \_\_\_\_\_

16. % business from Listings Sold (Line 3 ÷ Line 4) \_\_\_\_\_

17. % Business from BCS (Line 7 ÷ Line 14) \_\_\_\_\_