

| ITEM | CONTENT | NOTES |
|--|---|-------|
| <p>I. Analysis</p> <p>1. How much dollar income did you make in the last 12 months?</p> <p>2. How many transactions did you open in the last 12 months?</p> <p>3. How much in gross dollar (\$) commission closed to you did you receive?</p> <p>4. How much in referral income (\$) did you receive?</p> <p>5. How much in other business related income did you receive?</p> <p>6. Calculate the Average value per transaction to you. (total income ÷ total # of transactions).</p> <p>7. Calculate or estimate as accurately</p> | <p>This analysis starts from _____ (Mo.) 20__ as the reference date.</p> <p>\$ _____</p> <p># _____</p> <p>\$ _____</p> <p>\$ _____</p> <p>\$ _____</p> <p>\$ _____</p> | |



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|---|-----------------|-------|
| <p>11. Calculate or estimate as accurately as possible the total hours spent managing and developing the marketing program.</p> | <p># _____</p> | |
| <p>12. Determine your hourly billing rate. (this is the total amount of dollars generated per average transaction divided by the total average hours spent by you personally working with the client; not the prospecting or admin. time).</p> | <p>\$ _____</p> | |
| <p>13. Calculate the costs of those marketing hours by multiplying total hours × your personal hourly billing rate.</p> | <p>\$ _____</p> | |

