

# Backwards Business Plan



Income Goal: \$ \_\_\_\_\_

Average *NET* Commission per Closing: \$ \_\_\_\_\_

# Closings Required:  $\text{Income} \div \text{Average Commission} =$  \_\_\_\_\_ (round up)

Average Sales Price: \$ \_\_\_\_\_

Volume:  $\text{Closings} \times \text{Average Price} =$  \$ \_\_\_\_\_

Contract to Close Conversion Rate: (if unsure use 90%) %

# Contracts Needed:  $\text{Closings} \div \text{Contract to Close \%} =$  \_\_\_\_\_ (round up)

Lead to Contract Conversion Rate: (if unsure use 25%) %

# Leads Needed:  $\text{Contracts} \div \text{Lead to Contract \%} =$  \_\_\_\_\_ (round up)



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**SCOTT WYNN**  
*Branch Manager*  
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CO LIC# 100018227

**CINDY HOWETH**  
*Branch Director*  
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**MARLA WYNN**  
*Sr. Loan Officer*  
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