

Chapter 1

Those Numbers

The numbers do not lie. Matter of fact, the numbers are as unbiased and truthful as anything can be. By understanding and tracking your numbers, you will be able to see patterns, increase efficiencies, and make wiser decisions. After all, you are the CEO of your own little business, and a CEO makes decisions based upon numbers.

So what are you doing with your numbers? Wait... What are these numbers I speak of?

Of course your Goals and Micro Goals! In order to grow any business, we need to understand and track these numbers constantly so that we can adjust as needed in order to hit our goal. In Launch, we went over how to create your plan of attack to reach your goal based upon your unique sales history. It is crucial to track these numbers. Failure to track these numbers will result in potentially not hitting your

goal, usually less net, working more, and many other negative outcomes.

This is why the first chapter is numbers.

1. Do you know your GCI goal? What is it _____
2. What is your Production Goal? _____
3. How many sales is that? _____

Now be honest. Did you make up your answers or did you calculate them? I am copying this from Launch so it may seem redundant but it is so crucial to learn and master. You MUST track these numbers to ensure that you are on track to reach your goal as well.

Follow this equation

Goal - 250,000 (GCI)

Average Sales Price (ASP)

Average Commission (AC)

$GCI / AC = \text{Number of sides required (NOS)}$

$ASP \times NOS = \text{Production Goal}$

So $250,000 / 5,000 = 50$ sides

$50 \times 200,000 = 10,000,000$ in production.

Now time to dig deeper. As you grow, your conversion rate will increase, but the average base level conversion rate we use is 52%. So if you need 50 sides, you will need roughly 96 unique appointments per year. Qualified 1st meeting only.

$50 / .52 = 96$

Break that 96 down to a weekly number and you will get 1.85 appointments per week. This then is your weekly focus. How are you going to get the required number of appointments? Of course, everyone's goals are different, and these numbers are for reference only.

It takes roughly 30 warm contacts to get a side, and it takes roughly 90 cold contacts to get one side.

More math.

96 Appointments x 30 = 2,880 warm contacts per year. 240 per month. 55 per week.

96 appointments X 90 = 8,640 cold contacts per year. 720 per month. 166 per week.

Your Numbers

GCI Goal _____

Average Sales Price _____

Average Commission _____

GCI _____ / AC _____ = # of Sides

Average Sales Price _____ X # of Sides _____ = Production Goal. _____

of Sides X 30 = Warm contacts per year _____

Per year / 12 = Warm contacts per month _____

Per year / 52 = Warm contacts per week

of Sides X 90 = Cold contacts per year_____

Per year / 12 = Cold contacts per month _____

Per year / 52 = Cold contacts per week _____

We teach it is one or the other per week - Warm or Cold. A perfect plan incorporates both, so one week focus on cold and the other focus on warm. This is then added to your time block schedule. Now just do it!

Now we need to discuss the importance of the Pipeline. This term is used in various ways, but for me, the Pipeline is a tangible business that wants to buy or sell within 12 months. People with whom you have met and discussed their goals, wants, and needs. Not a lead you talked to on the phone per say. Someone that is real and tangible.

Look at it this way. You meet 10 prospects about selling their home, and they all have a value of 300,000. They need to sell for various reasons over the next year. These people you want to have a little more focus on, give a little more attention to because they are real business.

If you talked to 10 people on the phone, while still viable and potential business, they are still in a nurture state until you get the appointments. A nurture is a lead that has expressed interest in the market but is not yet tangible. You stand a better chance of converting the ones you have met already. You will convert some of the nurtures too, but since there is not a deeper connection do not add them to the pipeline yet. The goal is to add them to the pipeline so keep following up.

Matter of fact, I have a saying I am always saying. THE MONEY IS IN THE FOLLOW UP. Lead, Nurture, Pipeline, Pending, Closed, Referral. Over and over and over again.

If you can get in the habit of tracking your pipeline, then great things will happen. But follow this rule, you need to get your pipeline to equal your production goal at all times. As you are taking one out, you are putting one back in. So if your goal is 8,000,000 in production, you need to have 6,000,000-8,000,000 in your pipeline at all times.

Seems logical right? But this little piece is seldom followed. It is crucial that you as the business owner track this and adjust as needed. If you see the pipeline slacking, turn up the prospecting. If you see there is more in the pipeline than needed, adjust your goal higher and go for it. By keeping your pulse on this metric, you define your lead generation need, and through discipline, you do the required activities until the deficiency is made up.

The More GCI system tracks this for you. By having a management level system track your business and analyze potential future business, you are being proactive and not reactionary. Being proactive allows you to work with less stress, make smarter decisions, and run your business like a business.

Start to track your Pipeline NOW.

But what about Production? Pendings, Number of Contacts, Number of appointments. Yes! Tracking all of that is just as important.

Let me paint a picture for you. You wake up and since you are in tune with your numbers, you know that you made the required number of appointments for the week and made the required number of contacts as well. It is Thursday, and you have an appointment booked for Friday afternoon and one on Saturday morning. Your goal is 2 unique appointments for the week. You are caught up and have no

negative gaps.

What do you do?

So many agents keep working because they have a fear business will disappear. This is where the anxiety comes from. Yet if you are all caught up, if you are on track, you can take some time for yourself.

What if I told you that through being organized and focused I work an average of 30 hours per week in real estate. Now in the beginning, it was 80 hours; I learned the hard way. By knowing what you need to do, focusing on doing it, and doing and tracking it coupled with being financially literate, watching the budgets, and leading with revenue, you will hit your goals. And I always hit my goals. I could do way more, but for me I created the perfect work / life balance.

Start to track these numbers on MoreGCI.com today. If you are not going to track them on the system, track them at least in a spreadsheet, that is how I started and where we developed from.

Please watch the video for this chapter at

www.MoreGCI.com/Grow

To learn the systems and tools we use and recommend visit

www.moregci.com/secrets