

Empower Your Business with the Economic Model

Blank Economic Model

_____	Net Income
+	_____
_____	Operating Expenses
+	_____
_____	Cost of Sale
=	_____
_____	Total GCI
/	_____
_____	Average Commission Amount
=	_____
_____	TOTAL UNITS SOLD

TOTAL UNITS SOLD



Sell Side

×	_____	% Seller Listings Sold
=	_____	Total Seller Listings Sold
/	_____	% Sold Conversion Rate
=	_____	Total Seller Listings Needed
/	_____	% Appointment Conversion Rate
=	_____	TOTAL SELLER APPOINTMENTS NEEDED

Buy Side

×	_____	% Buyer Listings Sold
=	_____	Total Buyer Listings Sold
/	_____	% Sold Conversion Rate
=	_____	Total Buyer Listings Needed
/	_____	% Appointment Conversion Rate
=	_____	TOTAL BUYER APPOINTMENTS NEEDED