

# Productivity Junkies - Economic Formula

## Productivity Junkies



by darin persinger

Net Income	_____	
Expense + Cost of Sales	_____	
Total Gross Commission Income	_____	
Avg. Commission % per side	÷ _____	
Total Volume	_____	
Avg. Sales Price	÷ _____	
Total Sold	_____	
Conversion Ratio	÷ .50 or 50%	Do you know your own conversion ratio's? Add your own.
Total Signed Agreements	_____	
Conversion Ratio	÷ .50 or 50%	Do you know your own conversion ratio's? Add your own.
Total New Appointments	_____	
# of work weeks	÷ _____	
Total New Appointments Per Week	_____	

Now add your # for Total New Appointments Per Week to Your 1-2-1

## Productivity Junkies - Biz Dev Formula

**1 Hour Of Content Creation Per Day** \*See Content Creation Sheet

**2 Hours of Business Development**

Spend this time prospecting and marketing. *FSBO, Expireds, Sphere, Lead conversion, Craigslist, Open House, Letters, Note Cards, Emails, Facebook, etc...*

Your primary objective of the Biz Dev time is to schedule an appointment for your Face to Face time. Secondary objective, maintain and enhance relationships.

**1 Face to Face**

1. New Clients \_\_\_\_\_ \*This number should be from your Total New Appointments Per Week
2. Current Clients
3. Past Clients

*\*See the 1-2-1 Activity Sheet*