The Four Models
The Issues and Numbers of the Millionaire Real Estate Agent

1. 320 Closed Sales –
   $250K Average Price
2. $2.4 Million GCI
3. $700K Cost of Sales
   $700K Operating Expenses
4. 27.73 Seller Listing Appts./mo.
   25.53 Buyer Listing Appts./mo.
5. 20.53 Seller Listings Taken/mo.
   16.63 Buyer Listings Taken/mo.
6. 13.33 Sellers Sold/mo.
   13.33 Buyers Sold/mo.

Economic Model

Organizational Model

1. Three Key Hires:
   • Administrative Manager
   • Lead Seller Specialist
   • Lead Buyer Specialist
2. Seven Recruiting Sources
3. Nine Compensation Options

Budget Model

1. Database
   • 960 Met
   • 8,000 Haven’t Met
2. Cost
   • $51,660 – $53,560/yr.
   • $96,000 – $192,000/yr.
3. Focus on Listings

Lead-Generation Model

“Don’t Just Become a Business—
Become a Big One!”