The Economic Model of the Millionaire Real Estate Agent

**LEAD GENERATION**

- **Listing Appointments**
  - 308/yr or 25.73/mo.
  - 80% Conversion Rate
  - Listings Taken: 246.96/yr or 20.58/mo.
  - Listings Sold: 160/yr or 13.33/mo.
  - Average Sales Price: $250,000
  - Listing Sales Volume: $40M/yr or $3.33M/mo.

- **Buyer Appointments**
  - 309.98/yr or 25.58/mo.
  - 65% Conversion Rate
  - Buyer Listings Taken: 199.55/yr or 16.63/mo.
  - Buyers Sold: 160/yr or 13.33/mo.
  - Average Sales Price: $250,000
  - Buyer Sales Volume: $40M/yr or $3.33M/mo.

**Annual Sales Volume** $80 Million

- **Total Annual GCI** $2.4 Million
- **Total Cost of Sales** $700,000
- **GCI from Listing Sales** $1.2 Million
- **COS from Listing Specialist** $100,000
- **Total Gross Income** $1,700,000

- **$700,000 Operating Expenses**
- **$1 Million in Net Income**