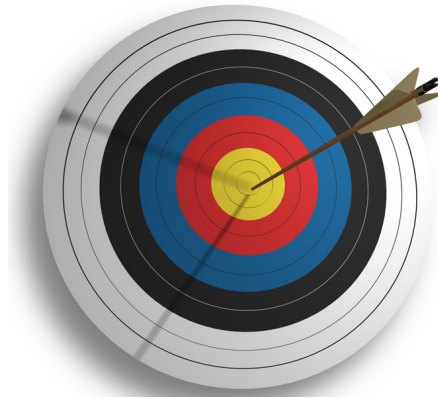


Success Targeting System™



This Guide Will Help You Set Personal
Income Goals And Personalize The
3-Steps To YOUR Real Estate Business

Note:

This is the guide 3-Steps Ultimate™ members use to see which ready-to-use marketing promotions they want to use. If you're ready to become a member go to: www.3-Steps.com & click "Apply"

Critical Rate of Sales Worksheet

INCOME GOAL = \$ _____ per year \$100,000 per year
 \$ _____ per month \$8,400 per month

Step #1: Calculate Your Total Fixed Overhead Per Month

How much gross income do you need to cover your fixed expenses?

	\$\$	Example
• Your Compensation Target	_____	<u>\$8,400</u>
(add)		
• Fixed Operating Costs	_____	<u>\$4,000</u>
➤ Rent of Office or Facilities, supplies, etc.	_____	\$500
➤ Utilities (electric, gas, water)	_____	\$100
➤ Office phone, cell phone, hotline, Internet	_____	\$250
➤ Computer, software, printer, ink	_____	\$100
➤ MLS fees, continuing education, etc.	_____	\$75
➤ Car payment, fuel, maintenance reserve, etc.	_____	\$525
➤ Insurance: health, auto, liability, disability, etc.	_____	\$250
➤ Fixed marketing (personal marketing)	_____	\$1,000
➤ Assistant's part-time help	_____	\$1,200
 TOTAL Fixed Overhead PER MONTH =	 =====	 <u>\$12,400</u>

Step #2: Calculate Your NET Profit Per Transaction

How much of each commission do you get to keep?

	\$\$	Example
• Average Gross Commission	_____	<u>\$6,000</u>
(subtract)		
• Variable Cost of Sale	_____	<u>\$2,000</u>
➤ Broker Fees (split, E&O insurance)	_____	\$1,500
➤ Direct Marketing Costs (ads, signs, etc.)	_____	\$500
▪ Total Direct Cost of Sale		
 TOTAL Contribution Margin =	 =====	 <u>\$4,000</u>

Step #3: Calculate # of Transaction Sides To Meet Earnings Target

How much of each commission goes toward covering your fixed overhead?

	\$\$	Example
• Fixed Overhead – Total from Step #1 above	_____	\$12,400
(divide)		
• Contribution Margin – Total from Step #2 above	_____	\$4,000
 TOTAL Sides To Reach Goal =	 _____	 <u>3.1 / month</u> (37 / year)

“What Systems Will I Use To Hit These Goals?” See next page...



Personal Money Map™

1. My NET Income Goal For This Year = \$ _____

2. My Transaction Goals For This Year = # of sides _____ / year = _____ / mo.

3. Calculate # of Leads To Meet Goals

	#	Example
• Closings PER MONTH To Reach Income Goal	_____	3
• Prospects PER MONTH To Produce 1 Closing	x 20	20 (average)
TOTAL <u>Leads</u> Needed PER MONTH =	_____	<u>60 / month</u> (2 / day)

4. Target Markets (Where Is Greatest Potential For New Business?)

• Referral Leads From Power List™	# Contacts =	_____
• Transactional Leads From Existing Activity	# Listings/Buyers =	_____
• New Leads From Fertile Niche Markets:		
1. Hot Target Prospects _____	# Ads =	_____
2. FSBO, Expired Promotions _____	# Promos =	_____
3. Strategic Farm Areas _____	# Mailings =	_____

5. List Out Projected Sources Of Business For This Year

STEP 1 – Lead Flow™

(Systems To Get New Clients)

	#	\$\$	% of Total
• Lead Blitz™ Systems _____	_____	_____	_____
• Craigslist Cash™ Systems _____	_____	_____	_____
• Facebook Fanatic™ Systems _____	_____	_____	_____
• Google Goldmine™ Systems _____	_____	_____	_____
• Commission Surge™ Systems _____	_____	_____	_____
• Bankable Advertising™ Systems _____	_____	_____	_____

STEP 2 – Compound Prospecting™

(Systems To Leverage Existing Activity)

	#	\$\$	% of Total
• Buyer Magnet™ Systems _____	_____	_____	_____
• Listing Multiplier™ Systems _____	_____	_____	_____
• Dominant Agent™ Systems _____	_____	_____	_____

STEP 3 – Critical Mass™

(Systems To Build Personal Market Share)

	#	\$\$	% of Total
• 7-Day Referral Machine™ Systems _____	_____	_____	_____
• Build Your Power List™ Systems _____	_____	_____	_____
• 365 Profits™ Systems _____	_____	_____	_____
• WOW Your Clients™ Systems _____	_____	_____	_____
• Referral Programming™ Systems _____	_____	_____	_____
• After Sale Magic™ Systems _____	_____	_____	_____
• Champion Creator™ Systems _____	_____	_____	_____
• Top 20% Power Players™ Systems _____	_____	_____	_____