



## Sellstate Goal Setting Guide Develop Annual Financial Goals

A) Income	<b>Last Year</b>	<b>Realistic Goal</b>	<b>Projected Increase</b>
<b>Income Total</b>	\$	\$	\$
From Listings	\$	\$	\$
From Buyers	\$	\$	\$
<b>Transaction Total</b>	#	#	#
From Listings	#	#	#
From Buyers	#	#	#
<b>Average Commission Total</b>	\$	\$	\$
From Listings	\$	\$	\$
From Buyers	\$	\$	\$

B) Expense	<b>Last Year</b>	<b>Realistic Goal</b>	<b>Projected Increase</b>
Auto	\$	\$	\$
Membership Dues, Fees	\$	\$	\$
Phone	\$	\$	\$
Internet	\$	\$	\$
Office Supplies	\$	\$	\$
Advertising Media	\$	\$	\$
Marketing (postcards, Other	\$	\$	\$
<b>Total Expense</b>	\$	\$	\$

C) Income vs.    \$ \_\_\_\_\_    \$ \_\_\_\_\_    \$ \_\_\_\_\_  
Expense

\*If you have no previous history seek help from broker for office averages.