

# Business Planning & Sales Pipeline

## Term Guide

### Business Planning

**Financial Goal:** Total dollar amount of gross commission income from all transactions

#### For Buyers

**Units:** Total number of buyer transactions

**Volume:** Total dollar amount of buyer transactions

**GCI:** Total dollar amount of gross commission income from buyer transactions

#### For Sellers

**Units:** Total number of seller transactions

**Volume:** Total dollar amount of seller transactions

**GCI:** Total dollar amount of gross commission income from seller transactions

#### For Referrals

**Units:** Total number of referral transactions

**Volume:** Total dollar amount of referral transactions

**GCI:** Total dollar amount of gross commission income from referral transactions

### Sales Pipeline

**Suspects:** Total number of suspects or contacts

**Qualified Prospects:** Total number of qualified prospects

Ratio or percentage of Suspects that will be converted to Qualified Prospects

**Appointments:** Total number of appointments

Ratio or percentage of Qualified Prospects that will be converted to Appointments

**Offers:** Total number of offers

Ratio or percentage of Appointments that will be converted to Offers

**Pendings:** Total number of pendings

Ratio or percentage of Offers that will be converted to Pendings

**Closings:** Total number of closings

Ratio or percentage of Pendings that will be converted to Closings