

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