

Projecting the Results of a Pro-Active versus a Reactive Career

Which “Career” Do You Want?

The following are descriptions of the kind and number of activities agents do to create certain levels of business. These are taken from studies of particular agents’ daily schedules and their results.

A Reactive-Based Plan	$\frac{1}{2}$ transaction per month*
To generate business:	Reactive activities only Leads from floor time and open house

A Blended Plan	1 $\frac{1}{2}$ transactions per month
To generate business	$\frac{1}{2}$ reactive / $\frac{1}{2}$ proactive activities Reactive leads from floor time and open houses = $\frac{1}{2}$ transaction Proactive leads from 100 contacts/mo. = 1 transaction

A Proactive-Based Plan	2+ transactions per month
To generate business	$\frac{1}{4}$ reactive / $\frac{3}{4}$ proactive Reactive leads from floor time and open houses = $\frac{1}{2}$ transaction Proactive leads from 200 contacts/mo = 2 transactions

* This is 2 transactions/year higher than the average in a large multiple listing service with over 15,000 members.

Excerpted from Business Planning System for the Real Estate Professional by Carla Cross, Carla Cross Seminars, Inc. Available for purchase at www.carlacross.com.

