

# Annual Goal vs. Actual Worksheet

Annual Goal vs. Actual Worksheet			
Category	Year: _____		
	Goal	Actual	Variance
<b>Lead Generation</b>			
Seller Leads			
% Conversion to Seller Appointments			
Seller Appointments			
Buyer Leads			
% Conversion to Buyer Appointments			
Buyer Appointments			
<b>Listings Taken</b>			
% Seller Appointments Conversion to Listings			
Seller Listings Taken			
% Buyer Appointments Conversion to Buyer Agreements			
Buyer Listings (Agreements) Taken			
<b>Contracts Written</b>			
% Seller Listings to Contracts			
Seller Contracts Written (units)			
% Buyer Listings to Contracts			
Buyer Contracts Written (units)			
Seller Contracts Written Volume			
Buyer Contracts Written Volume			
Seller Contracts Written GCI			
Buyer Contracts Written GCI			
<b>Contracts Closed</b>			
Seller Contracts Closed (units)			
Buyer Contracts Closed (units)			
Seller Contracts Closed Volume			
Buyer Contracts Closed Volume			
Seller Contracts Closed GCI			
Buyer Contracts Closed GCI			
<b>Money</b>			
Total GCI			
Cost of Sales			
Operating Expenses			
Net Income			
<b>People</b>	Planned annually, monthly, and weekly on your 4-1-1		
<b>Systems/Tools</b>	Planned monthly and weekly on your 4-1-1		
<b>Personal Education</b>	Planned annually, monthly, and weekly on your 4-1-1		

