



MID-YEAR REVIEW

Name: _____ Coach: _____

As with the quarterly review that many of you did the end of March.... we now have to do a mid-year review. We have to take the time to accumulate and analyze what has happened in our business. The easiest way to do this is to take several hours, if necessary, and pull all of the appropriate numbers together so we can make logical decisions instead of emotional decisions regarding what we have to do next. **WE DO NOT HAVE A CHOICE**.... we have to accumulate these numbers so we can move forward with our business. I am very aware of the fact that a number of you do not have most of these numbers. I'm also aware of the fact that without them we cannot build, or assist you in building, your business to the desired level of productivity nor can we assist you in creating the profit you deserve.

1. Transaction goal for 20__ is _____
2. Listing goal for 20__ is _____
3. Total listing appointments first six months _____ (yours' only, not showing or listing agents')
4. Total listings taken first six months _____
5. Staff listing appointments first six months _____
6. Staff listings taken first six months _____
7. Total listings sold first six months _____
8. Total buyer sales first six months _____ (yours' only, not staff's)

9. Staff buyer sales first six months _____
10. Total of numbers 7, 8 and 9 _____
11. First six months equals ____% of 20__ goal.
12. Total closed deals first six months _____
13. Total paid income first six months _____
14. Total pendings as of June 30th _____
15. Total inventory as of June 30th _____
16. I prospected _____ hours per day in the first six months for a total of _____ hours.
17. I made _____ contacts per day the first six months for a total of _____ contacts.
18. My staff prospected _____ hours per day for the first six months for a total of _____ hours.
19. My staff made _____ contacts per day for the first six months for a total of _____ contacts.
20. My contacts per hour equals _____ contacts.
21. My staff's contacts per hour equals _____ contacts.
22. My contacts per appointment equals _____ contacts.
23. My staff's contacts per appointment equals _____ contacts.
24. My contacts per listing taken equals _____ contacts.
25. My staff's contacts per listing taken equals _____ contacts.

26. My contacts per listing sold equals _____ contacts.
27. My staff's contacts per listing sold equals _____ contacts.
28. My contacts per closed deal equals _____ contacts.
29. My staff's contacts per closed deal equals _____ contacts.
30. My total hours prospecting per listing taken equals _____ hours.
31. My staff's total hours prospecting per listing taken equals _____ hours.
32. My total hours prospecting per deal closed equals _____ hours.
33. My staff's total hours prospecting per deal closed equals _____ hours.
34. My listing appointments to listings taken ratio is _____.
35. Total expirds or canceled in the first six months is _____.
36. Total price reductions in the first six months equals _____.
37. Total deals fell apart during the first six months equals _____.
38. Total days worked in the first six months _____.
39. What did I do exceptionally well during the first six months of the year? (list them specifically).

40. What did I not do well in the first six months? (list them specifically).

41. I need to work on the following skills during the second half of the year.

42. I need to develop the following disciplines during the second half of the year.

If this entire six month review is extremely difficult for you, or makes you uncomfortable, it tells me any one of the following

1. You probably don't know where your business is coming from or why you are getting it.
2. You're probably buying a lot more business than you realize and/or are willing to admit.
3. You're probably earning substantially less profit per transaction than you should be.
4. You are probably frustrated and at times even somewhat angry at yourself and sometimes at me for trying to take you through this process.

Complete this and have it ready for your coach at the end of June.



Mike Ferry