



DECONSTRUCTION

- The R-Factor Question
- The DOS Conversation
- Knowing Your Numbers
 - Number of Transactions _____
 - Pull-Through Rate _____
 - Average Commission Per Closing _____
 - Can you break these questions down by source of business? By time invested?
 - What is your Acquisition Cost in terms of time and money?
 - What % of your income do you re-invest into education and marketing?
 - What is your hourly wage?

BUILDING A PARTHENON

- 3-5 Pillars, each with its own:
 - Marketing Plan
 - Budget
 - Time Commitment
 - Skill Assessment
 - Knowledge Acquisition Plan
 - Quantifiable Production Expectation
- Examples of Pillars