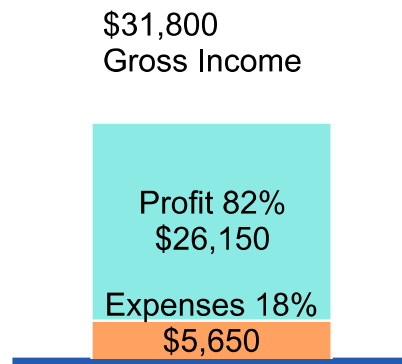
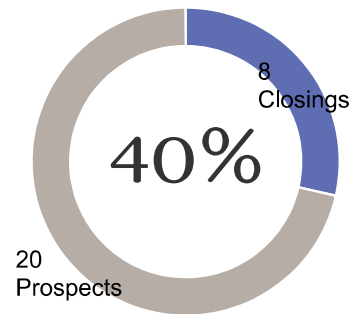


# 2018 Annual Complete Report - Summary

## PROFIT AND LOSS



## CONVERSION RATE



## TRANSACTION SUMMARY

Average Closing Volume  
**\$265,663**  
Average Closing Income  
**\$3,180**

## EFFICIENCY ANALYSIS

**1.35**  
Business Building Hours Per Prospect  
*(27 Business Building Hours To get 20 Prospects)*

**3.38**  
Business Building Hours Per Closing  
*(27 Business Building Hours To get 8 Closings)*

## HOURLY RATE ANALYSIS

Based On Gross Income  
**\$66**  
*( \$31,800 / 480 hours)*

Based on Net Income  
**\$54**  
*( \$26,150 / 480 hours)*

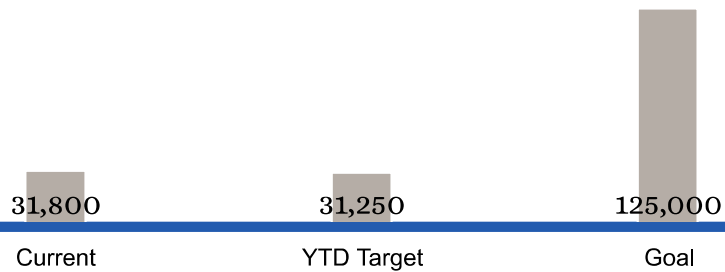
## YTD VOLUME CLOSED

**\$2,125,100**  
Through 3/31/2018

# 2018 Business Plan Progress Tracker

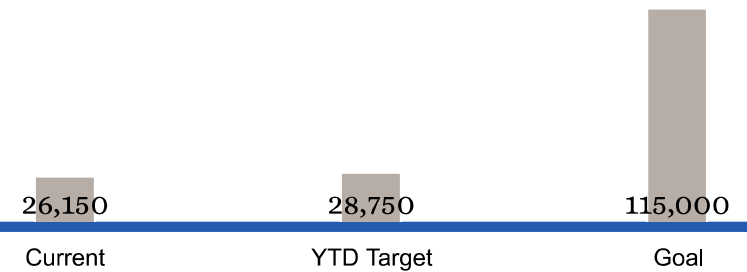
## INCOME

\$550 ahead



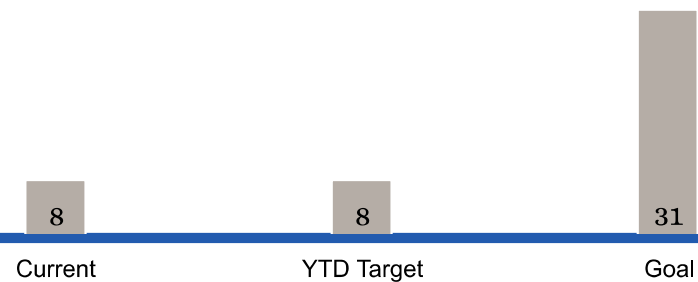
## PROFIT

\$2,600 behind



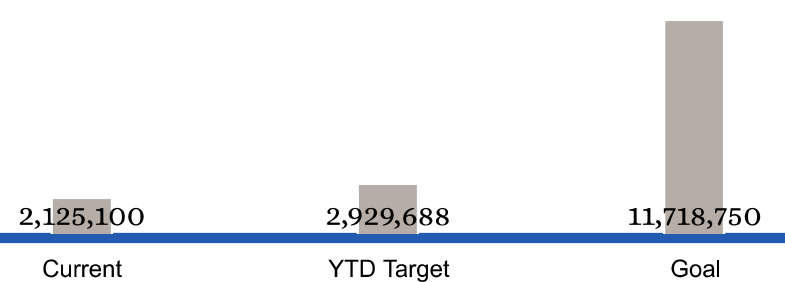
## NUMBER OF TRANSACTIONS

0 ahead



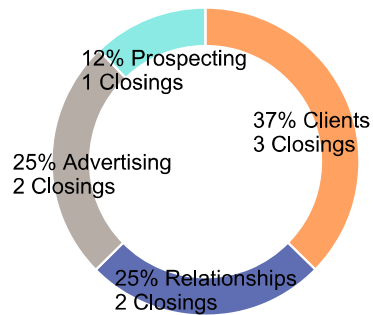
## VOLUME

\$804,588 behind

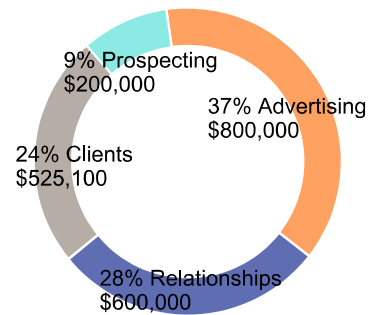


# 2018 Pillars Dashboard I

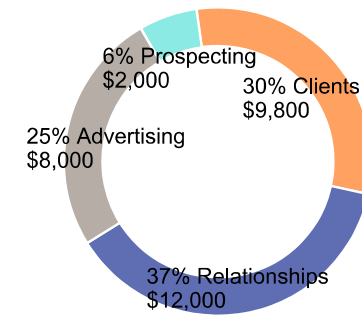
## QUANTITY



## VOLUME

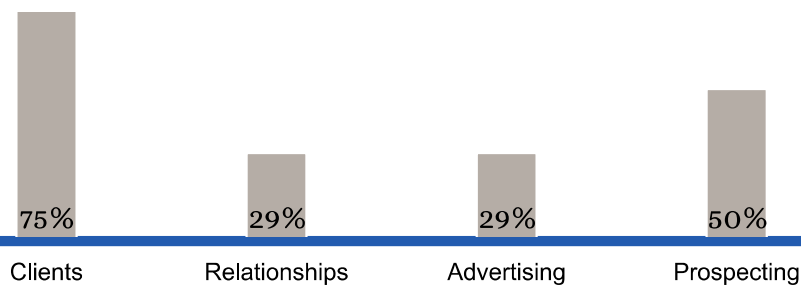


## INCOME

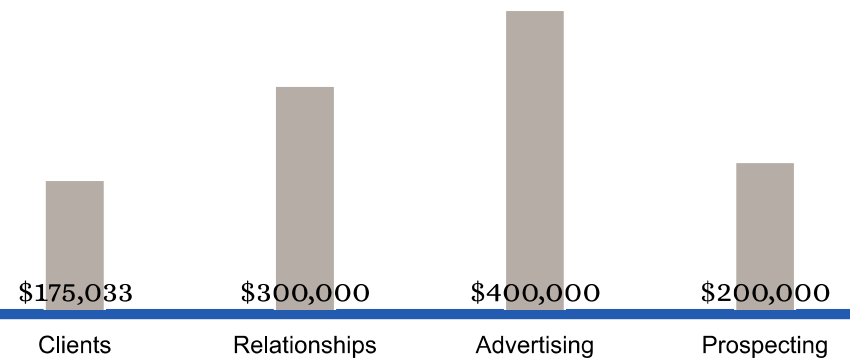


Clients	3	Clients	\$525,100	Clients	\$9,800
Relationships	2	Relationships	\$600,000	Relationships	\$12,000
Advertising	2	Advertising	\$800,000	Advertising	\$8,000
Prospecting	1	Prospecting	\$200,000	Prospecting	\$2,000

## PILLARS CONVERSION RATE

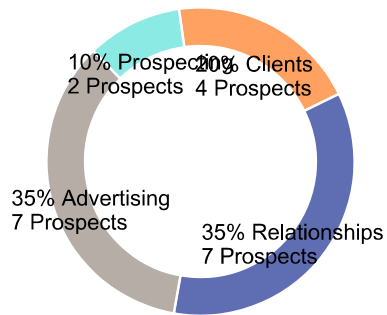


## PILLARS AVERAGE VOLUME

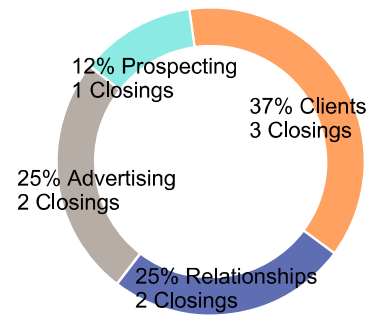


# 2018 Pillars Dashboard II

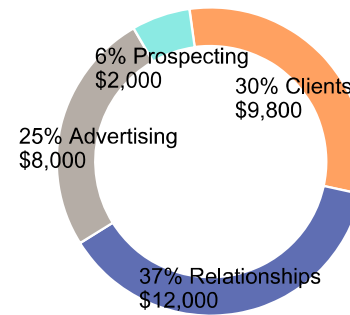
## PROSPECTS



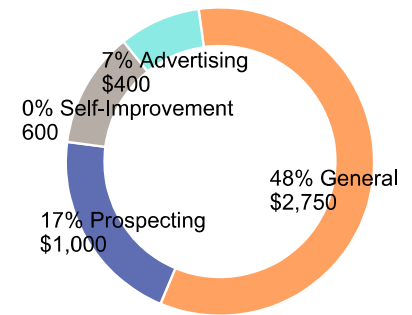
## CLOSINGS



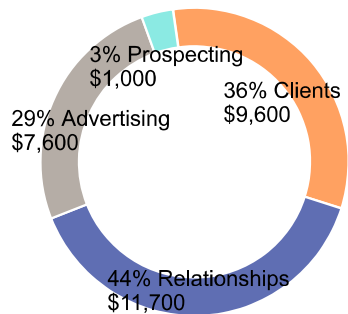
## INCOME



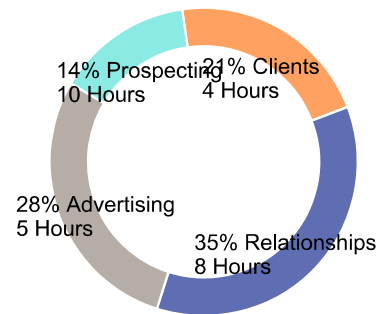
## EXPENSES



## PROFIT



## ACTIVITY



# 2018 Annual Report Statistics

AVERAGE MO. PROSPECTS

**6.67**  
(20 Prospects / 3)

AVERAGE MO. CLOSINGS

**2.67**  
(8 Closings / 3)

AVERAGE MO. VOLUME

**\$708,367**  
(\$2,125,100 / 3)

AVERAGE MO. INCOME

**\$10,600**  
(\$31,800 / 3)

AVERAGE MO. EXPENSES

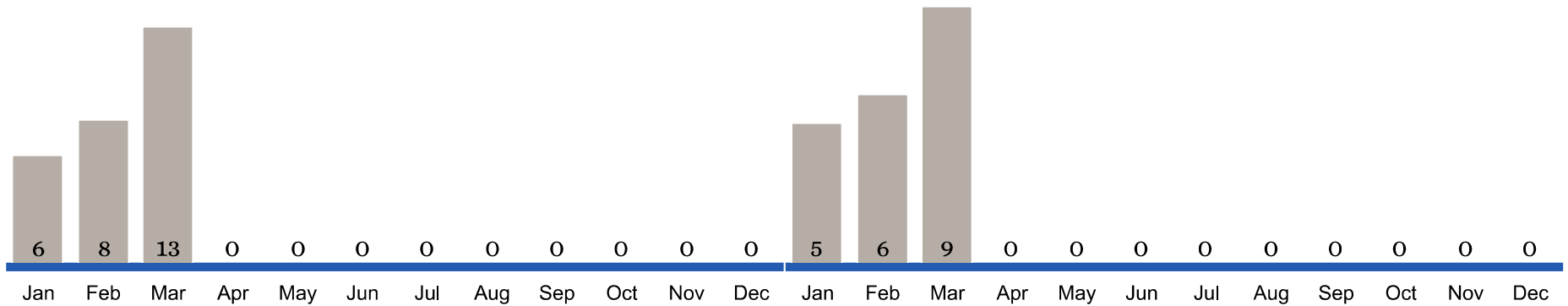
**\$1,883**  
(\$5,650 / 3)

AVERAGE MO. PROFIT

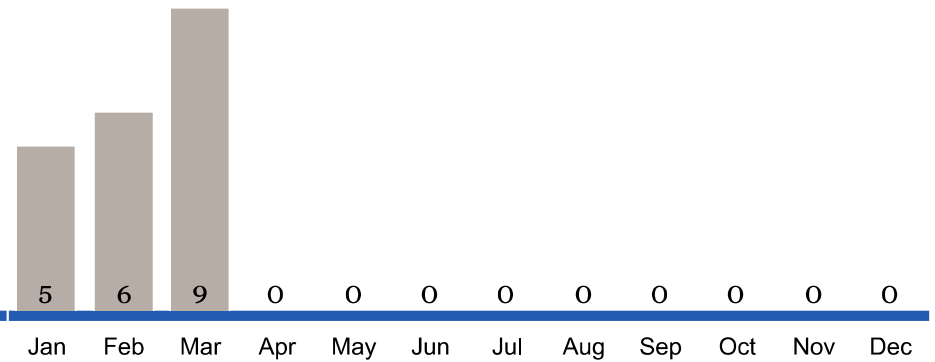
**\$8,717**  
(\$26,150 / 3)

# 2018 Input Output Report

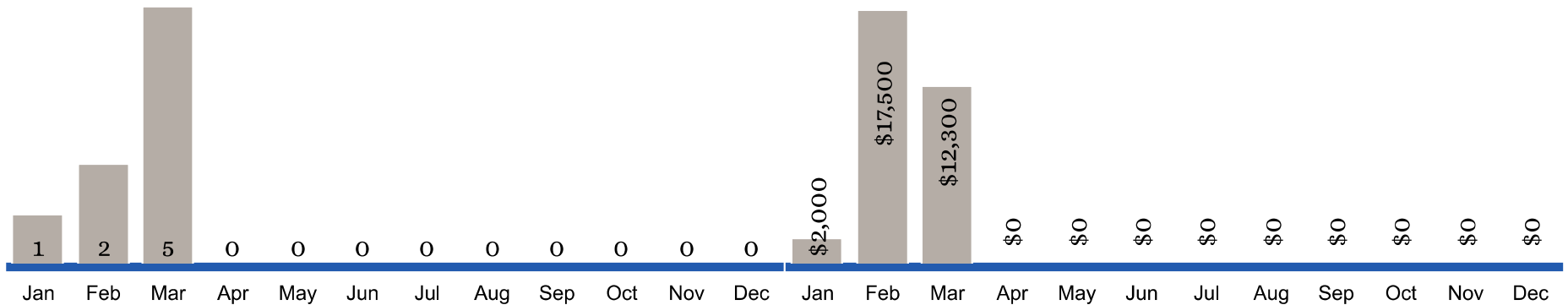
## BUSINESS BUILDING HOURS WORKED



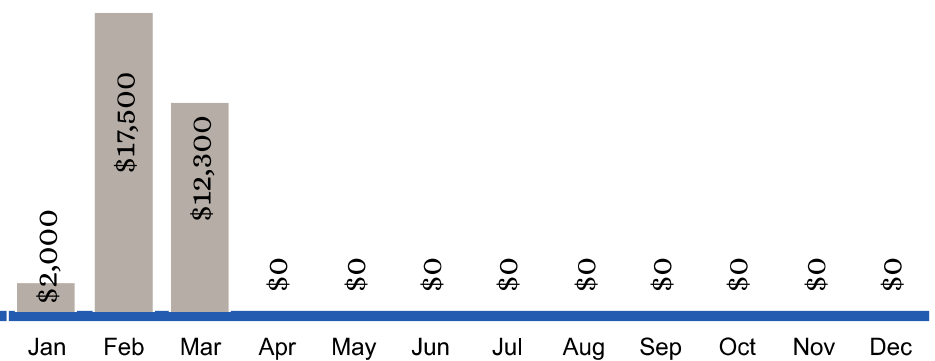
## PROSPECTS TIMELINE





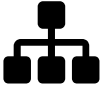

## CLOSINGS TIMELINE



## INCOME BY MONTH







# 2018 Top Performers

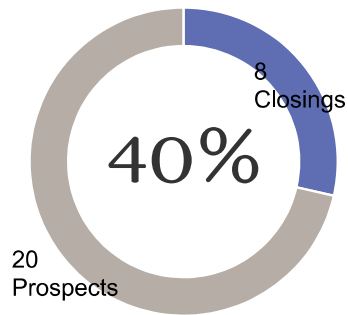
TOP PERFORMERS	CONVERSION RATE	VOLUME CLOSED	INCOME EARNED
 Pillar	Clients <b>75 %</b>	Advertising <b>\$800,000</b>	Relationships <b>\$12,000</b>
 Category	Current Client <b>100 %</b>	Website - Video Site <b>\$500,000</b>	Lender <b>\$10,000</b>
 Source	Baseball <b>100 %</b>	Youtube <b>\$500,000</b>	Jim Franks <b>\$10,000</b>
 Activity	Article Writing <b>100 %</b>	Video Production <b>\$500,000</b>	Networking - Closed Group <b>\$10,000</b>

# 2018 Prospects Report

## TOP PERFORMERS

	Advertising	7
	Past Client	4
	Around Here Magazine	3
	Database Marketing	4

## CONVERSION RATE



## EFFICIENCY ANALYSIS

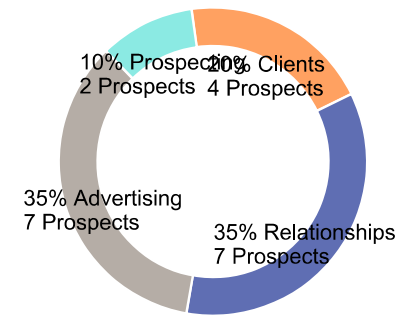
**1.38**  
Hours per Prospect

**27.50**  
Business Building Hours Invested to get

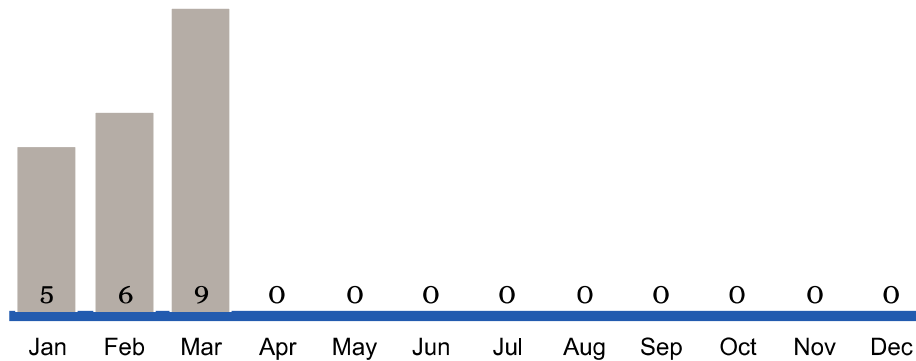
**20.00**  
Prospects

$(1.38 = 27.50 / 20)$

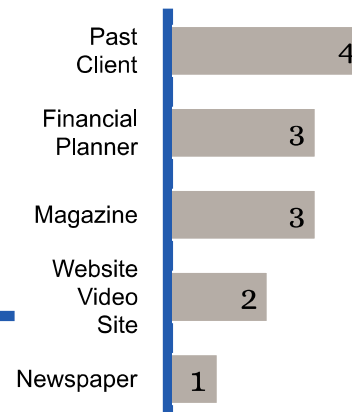
## BY PILLAR



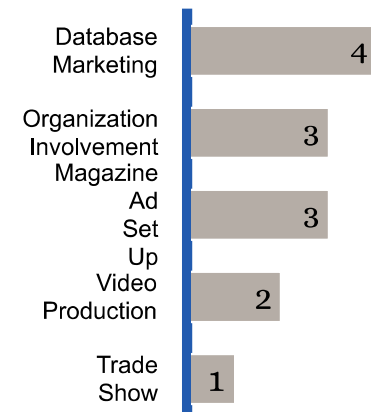
## PROSPECTS TIMELINE



## TOP CATEGORIES IN UN...



## TOP ACTIVITIES IN UNITS

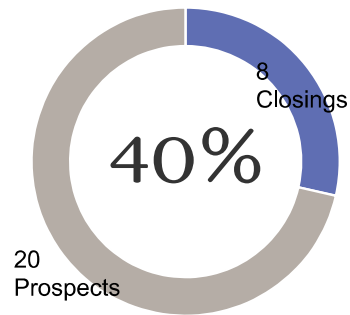


# 2018 Closings Report

## TOP PERFORMERS

	Clients	3
<small>Pillar</small>		
	Past Client	2
<small>Category</small>		
	Thompsons	1
<small>Source</small>		
	Database Marketing	2
<small>Activity</small>		

## CONVERSION RATE



## EFFICIENCY ANALYSIS

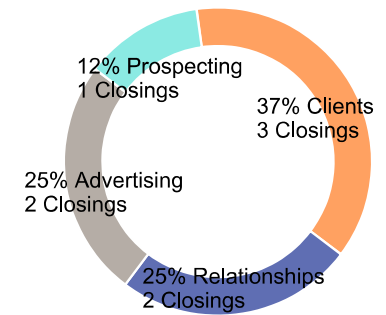
**3.44**  
Hours per Closing

**27.50**  
Business Building Hours  
Invested to get

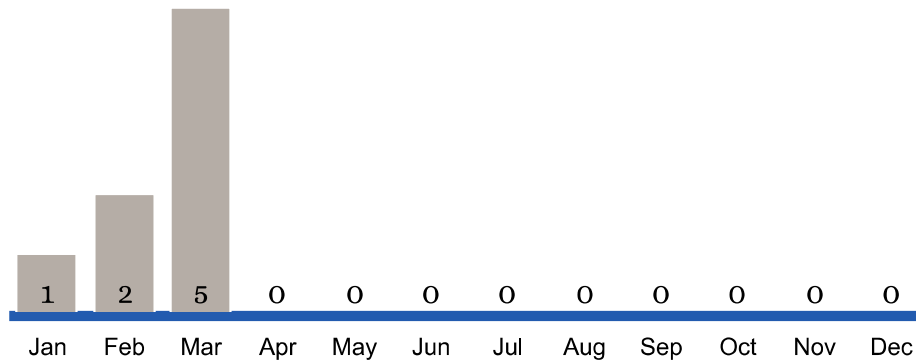
**8.00**  
Closings

$(3.44 = 27.50 / 8)$

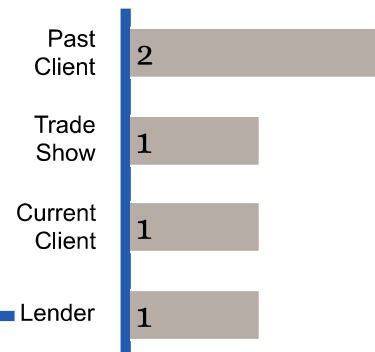
## BY PILLAR



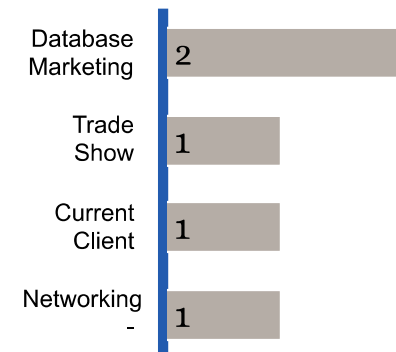
## CLOSINGS TIMELINE



## TOP CATEGORIES IN UN...

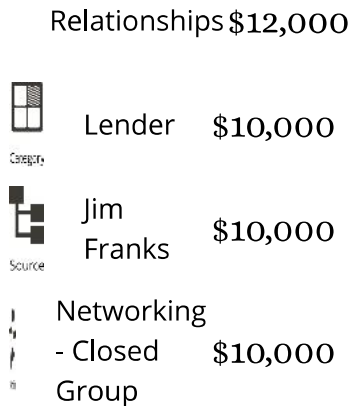


## TOP ACTIVITIES IN UNITS



# 2018 Income Report

## TOP PERFORMERS



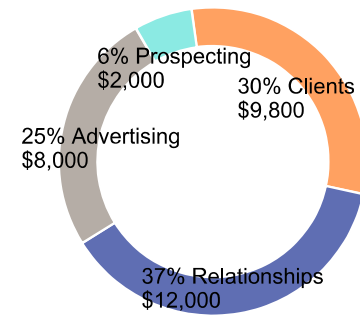
## INCOME SUMMARY

Average income per closing  
**\$3,180**  
 Average Closing Income  
**\$265,663**

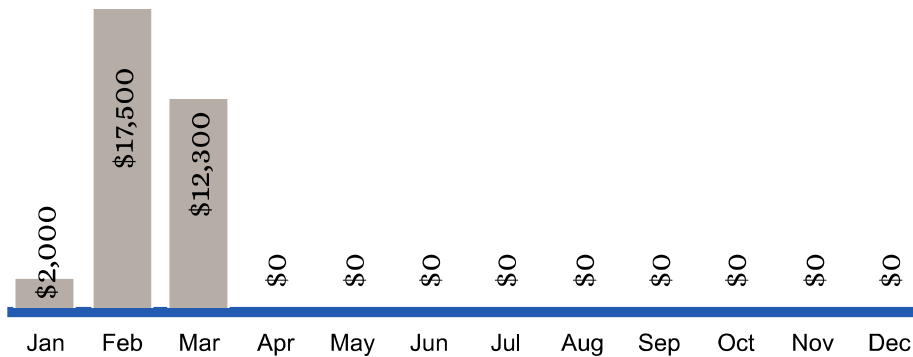
## YTD INCOME

**\$31,800**  
 Through 3/31/2018  
 Projected annual income  
**\$127,200**

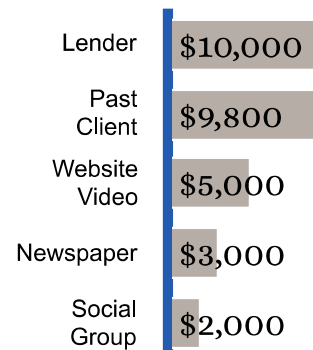
## BY PILLAR



## INCOME TIMELINE



## TOP CATEGORIES

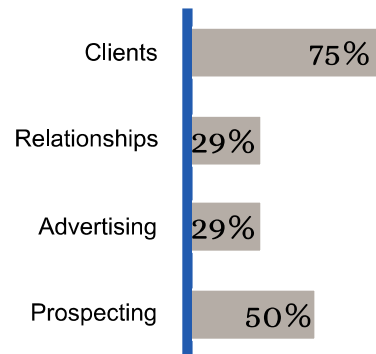


## TOP ACTIVITIES

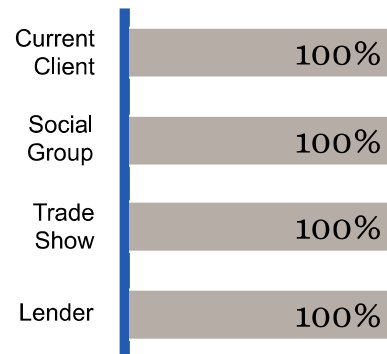


# 2018 Conversion Rate Report

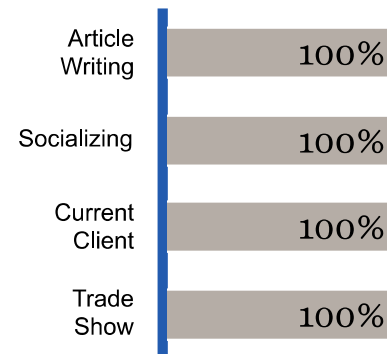
## PILLARS CONVERSION %



## TOP CATEGORIES



## TOP ACTIVITIES



## CATEGORIES WITH CONVERSION

		<u>PROSPECTS</u>	<u>CLOSINGS</u>
Trade Show	100%	1	1
Social Group	100%	1	1
Newspaper	100%	1	1
Lender	100%	1	1
Past Client	50%	4	2
Website - Video Site	50%	2	1

## CATEGORIES WITH NO CONVERSION

		<u>PROSPECTS</u>	<u>CLOSINGS</u>
Magazine	0%	3	0
Financial Planner	0%	3	0

## ACTIVITIES WITH CONVERSION

		<u>PROSPECTS</u>	<u>CLOSINGS</u>
Trade Show	100%	1	1
Socializing	100%	1	1
Networking - Closed Group	100%	1	1
Article Writing	100%	1	1
Database Marketing	50%	4	2
Video Production	50%	2	1

## ACTIVITIES WITH NO CONVERSION

		<u>PROSPECTS</u>	<u>CLOSINGS</u>
Organization Involvement	0%	3	0
Magazine Ad Set Up	0%	3	0

## SOURCES WITH CONVERSION

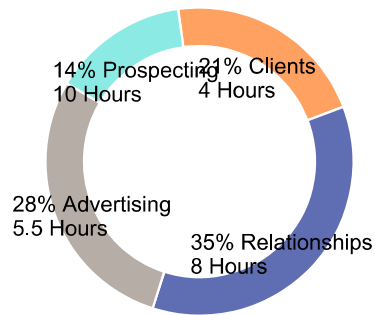
		<u>PROSPECTS</u>	<u>CLOSINGS</u>
Jim Franks	100%	1	1
Daily News	100%	1	1
Business Expo	100%	1	1
Baseball	100%	1	1
Youtube	50%	2	1
Tom Smith	50%	2	1
Thompsons	50%	2	1

## SOURCES WITH NO CONVERSION

		<u>PROSPECTS</u>	<u>CLOSINGS</u>
Ted Benson	0%	3	0
Around Here Magazine	0%	3	0

# 2018 Activity Report

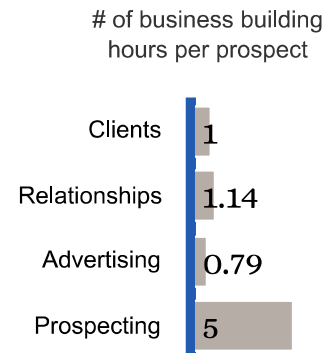
## BY PILLAR



## PROSPECT EFFICIENCY

**1.38**  
 Business Building Hours Per Prospect  
*( 27.5 Business Building Hours To get 20 Prospects)*

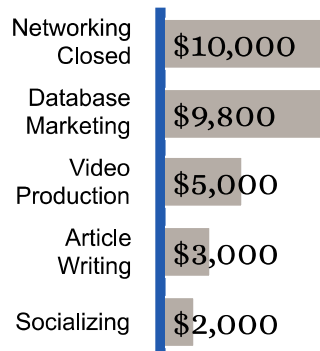
## PILLARS EFFICIENCY/PR...



## HOURLY RATE GROSS

Based on Gross Income  
**\$66.25**  
*( \$31,800 / 480 hours)*  
*Based on 40-hr. week*

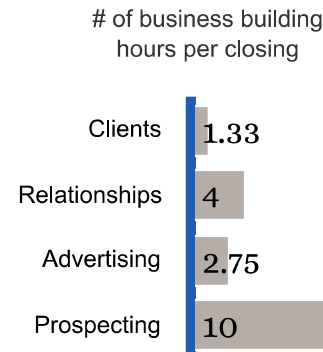
## TOP ACTIVITIES INCOME



## CLOSING EFFICIENCY

**3.44**  
 Business Building Hours Per Closing  
*( 27.5 Business Building Hours To get 8 Closings)*

## PILLARS EFFICIENCY/CL...



## HOURLY RATE NET

Based On Net Income  
**\$54.48**  
*( \$26,150 / 480 hours)*  
*Based on 40-hr. week*

# 2018 Mileage Report

## TOTAL MILES DRIVEN

**140**  
**46.67**  
Monthly Avg.

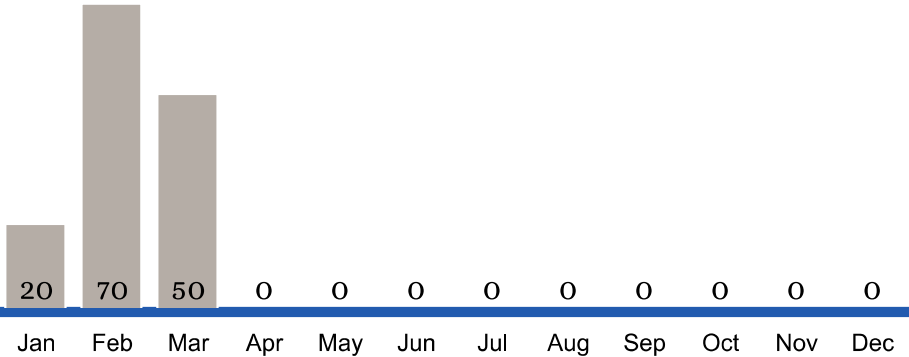
## MILEAGE DEDUCTION

**\$79.10**  
(140 x \$0.565)

## HOURS DRIVEN ANALYSIS

**2.33 HRS**  
(140 / 60 - 1 mile every minute)

## MILEAGE TIMELINE



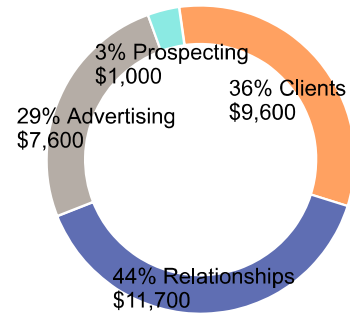
# 2018 Profit & Loss Report

## PROFIT AND LOSS

\$31,800  
Gross Income



## PROFIT BY PILLAR



## EXPENSE SUMMARY

Clients	\$200
Relationships	\$300
Advertising	\$400
Prospecting	\$1,000
Other	\$3,750
<b>TOTAL</b>	<b>\$5,650</b>

# 2018 Traditional Profit & Loss Statement

### Gross Receipts Or Sales

Advertising \$1,450  
Commission / Fees \$0  
Interest - Other \$0  
Office Expenses \$0  
Rent \$0  
Supplies \$0  
Travel \$200  
Wages \$200

TOTAL EXPENSES: \$5,650

### \$31,800

Car & Truck Expense \$0  
Insurance \$500  
Legal / Professional \$0  
Meals / Entertainment \$150  
Repairs \$0  
Taxes \$0  
Utilities \$0  
Other Expenses \$1,850

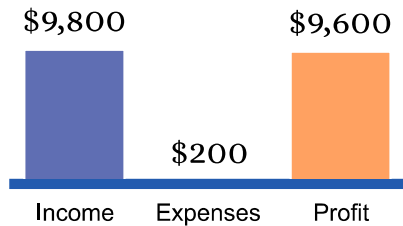
NET INCOME: \$26,150

# RETURN ON INVESTMENT CALCULATIONS

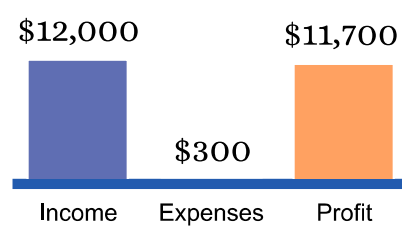
## ROI Based on Expenses to Income

<u>PILLAR</u>	<u>GROSS INCOME</u>	<u>EXPENSES</u>	<u>PROFIT/PILLAR</u>	<u>PROFIT MARGIN</u>	<u>ROI (EXCLUDING HOURS WORKED)</u>
Clients	\$9,800	\$200	\$9,600	98%	4800% <b>Best</b>
Relationships	\$12,000	\$300	\$11,700	98%	3900%
Advertising	\$8,000	\$400	\$7,600	95%	1900%
Prospecting	\$2,000	\$1,000	\$1,000	50%	100% <b>Worst</b>

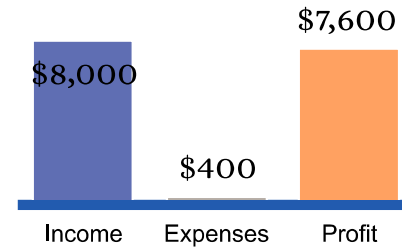
**Clients**  
ROI 4800%



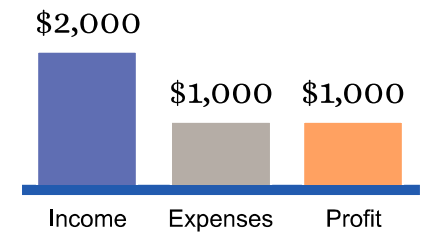
**Relationships**  
ROI 3900%



**Advertising**  
ROI 1900%



**Prospecting**  
ROI 100%

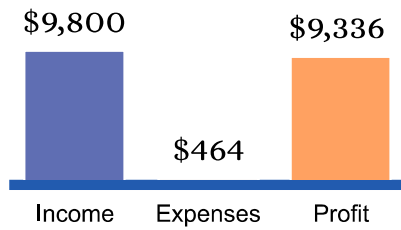


## ROI Based on Hours & Expenses to Income

<u>PILLAR</u>	<u>GROSS INCOME</u>	<u>EXPENSES</u>	<u>HOURS WORKED</u>	<u>WAGES INVESTED</u>	<u>TOTAL CAPITAL INVESTED</u>	<u>PROFIT/PILLAR</u>	<u>ROI</u>
Clients	\$9,800	\$200	4	\$264	\$464	\$9,336	2012% <b>Best</b>
Relationships	\$12,000	\$300	8	\$528	\$828	\$11,172	1349%
Advertising	\$8,000	\$400	5	\$330	\$730	\$7,270	996%
Prospecting	\$2,000	\$1,000	10	\$660	\$1,660	\$340	20% <b>Worst</b>

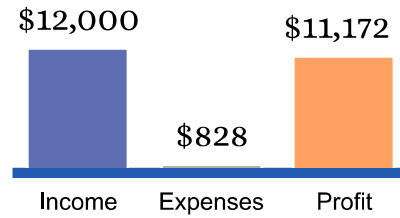
### Clients

ROI 2012%



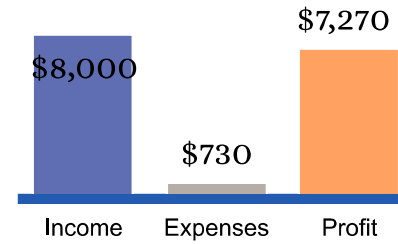
### Relationships

ROI 1349%



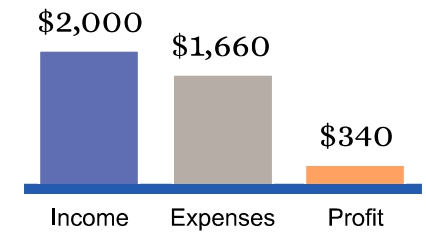
### Advertising

ROI 996%



### Prospecting

ROI 20%



# 2018 Relationships & Advertising Report

Within the relationship and advertising pillars, there are two sub-pillars that have different dynamics. Pay attention to the difference in each comparison above and modify your time and money investments accordingly.

RELATIONSHIPS			ADVERTISING	
PERSONAL	PROFESSIONAL		INTERNET	TRADITIONAL
2	5	Prospects	3	4
1	1	Closings	1	1
50%	20%	Conversion Rate	34%	25%
\$150,000	\$450,000	Volume	\$500,000	\$300,000
\$2,000	\$10,000	Income	\$5,000	\$3,000
1	7	Hours Invested	4	2
\$66	\$462	Estimated Wages (based on your hourly rate)	\$264	\$132
\$0	\$300	Expenses	\$100	\$300
\$1,934	\$9,238	Profit	\$4,636	\$2,568

# Coaching Advice

## SUMMARY PAGES

These numbers are vital to your business. You will see real time results for such things as income, expenses and profit. You discover your conversion rate, average transaction size and income which is vital to business planning. Pay attention to how many business building hours you spend to get a prospect and more importantly a closing. You also see your hourly rate of income based on both gross and net income. Finally, Logsperty generates some powerful pillar-related and monthly statistics.

## PROSPECTS

Pay attention to what pillars, categories, and activities bring you the most prospects. Always watch your conversion rate and try to make that as high as possible. Check your prospects timeline for trends or seasonal factors. Upward trends may mean bringing on more support to go to the next level, and downward trends mean you may need to invest more business building hours or change your overall systems for getting prospects.

## CLOSINGS & INCOME

Pay attention to what pillars, categories and activities have the most closings and income. Continue to work in areas where you are closing the most and largest transactions. Also, note what pillars, categories and activities net the lowest success rates. In order to increase your overall closings and income, decide if you are going to go deeper into your areas of success or shore up your weaknesses in your less successful arenas.

## CONVERSION RATES

Pay attention to what pillars, categories and activities have the best conversion rates. Be sure to spend quality time and money with these as they have proven to pay off. Also, pay attention to what pillars, categories and activities have the lowest conversion rates. If any of these has 3 or more prospects but no closings, it may be time to revamp your systems or move on from a specific relationship or advertising venue.

## ACTIVITIES

Pay close attention to the efficiency analysis. In this section, the lower the number the better. Take note of what pillars have the lowest hours per prospect. Even more importantly, pay attention to the hours per closing for each pillar. This will show you where you are the most effective and least effective in generating closings. You may realize you need to divert hours from inefficient pillars to pillars that get more closings with less time invested.

## PROFIT AND LOSS

There is some complex math in this section, but the results are pure gold. You are looking for what pillars have the highest return on investment (ROI) for the money you have invested in each. Logsperty also calculates your ROI when factoring in the profit against the time and money invested. The time component is calculated with your gross hourly rate multiplied by the number of business building hours for each pillar. Notice the differences between the sections when factoring both time and money.