



# What's in *YOUR* Vault?

Your database is the most valuable asset in your business. Four numbers tell you what it's worth, what it should produce, and what it's leaving on the table.

**Example agent:** 300 contacts · 12 closings last year · \$480,000 average sale · 2.5% commission. Write your own numbers on each line.

## STEP 1 · TRUE VALUE

### What it pays you now

Closings ÷ contacts = your conversion rate. Average sale × commission = your average commission.  
Closings × average commission = what your database pays you every year.

$$12 \div 300 = 4\% \cdot \$480,000 \times 2.5\% = \$12,000$$

$$12 \times \$12,000 =$$

*\$144,000 a year*

MINE \_\_\_\_\_

## STEP 2 · OPPORTUNITY

### What it should produce

About 10% of a database moves every year. Most agents win 3-5% of it. Intentional touches and daily reps can push you to 7%.

$$300 \text{ contacts} \times 7\% =$$

*21 closings a year*

MINE \_\_\_\_\_

## STEP 3 · THE GAP

### What it's leaving on the table

Should yield – did yield = the gap in closings. Multiply by your average sale and your commission rate.

$$21 - 12 = 9 \cdot 9 \times \$480,000 \times 2.5\% =$$

*\$108,000 a year*

MINE \_\_\_\_\_

## STEP 4 · EVERY CONTACT

### What each person is worth

True value ÷ 12 is your database's monthly paycheck. True value ÷ contacts is what you lose every time one of them uses someone else.

$$\$144,000 \div 12 = \$12,000 \text{ a month}$$

$$\$144,000 \div 300 =$$

*\$480 per contact*

MINE \_\_\_\_\_

### Touches are deposits.

You can't make a withdrawal from a vault you never deposit into. Over five years, the example gap adds up to \$540,000.

Run your plan: [coachwithrobin.com/yourfinancialplan](https://coachwithrobin.com/yourfinancialplan)