FOR ESTABLISHED PRODUCERS · PRIVATE

The Business Worth Owning Audit.

Twelve questions across four dimensions of your real estate business — to tell you whether you're building an asset or running a high-paying job.

AUDIENCE

$150K+ GCI producers re-evaluating their model.

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HOW TO USE THIS

A 20-minute private exercise.

Twelve questions across four dimensions of your business. Answer them privately. No one else needs to see this. Most agents finish in under 20 minutes.

This is not a fee comparison, a cap-vs-cap math problem, or a sales pitch. Most decisions about real estate careers get made by comparing the wrong numbers. This audit asks the right ones.

> I built this from the four business models I've coached agents through for over a decade. Gary Keller's MREA frames a similar question — "is your real estate practice a business or a job?" Twelve questions later, you'll know your answer.

The four dimensions you'll be auditing:

1. **Economic Model** — How money actually moves through your business.
2. **Lead Generation Model** — Where business comes from, and how reliably.
3. **Organizational Model** — Who does what, in what order you hire.
4. **Budget Model** — Whether you run above or below the line.

Score keeping is simple:

Mark each question that gives you pause — that you can't answer cleanly, or that surfaces something uncomfortable.

Count those at the end. Your score gate (last page) tells you what to do next.

DIMENSION ONE

Economic Model.

How money actually moves through your business. Not what you tell people you do — what shows up in the bank.

1. If I asked you for your Average Sale Price × Volume × Commission % over the last 24 months, could you produce all three numbers without looking?
2. Do you know your Cost of Sale per transaction — what it actually costs you in dollars to close one deal — or are you tracking gross GCI without that subtraction?
3. What's your Break-Even Plus number — the GCI you need to hit your personal income target after every line of business expense — and is your year currently on pace to clear it?

DIMENSION TWO

Lead Generation Model.

Where your business comes from, and how reliably. Not what you remember — what you can prove from your CRM.

4 What percentage of your closed business in the last 12 months came from your database — people you already had a relationship with — versus from cold sources you don't control?

5 Do you have a written contact rhythm for your sphere — something like a 36:12:3 cadence (36 touches a year, 12 personal, 3 face-to-face) — or is your follow-up reactive?

6 If you stopped lead generating tomorrow for 90 days, would your pipeline survive? Where exactly would the next deal come from?

DIMENSION THREE

Organizational Model.

Who does what — and in what order you hired them. The single most expensive set of mistakes I see agents make.

7 Do you have an org chart — even an org chart of one — that shows every role in your business and who currently fills it?

8 Did you hire your first role in the right order? Admin → Buyer Agent → Listing Specialist → Lead Coordinator → Director of Operations. Or did you hire reactively — usually a buyer agent you didn't yet have the listings to feed?

9 Of the hours you worked last week, how many were doing $25/hour work that someone else could have done for you? And what's your hourly value when you're doing $250/hour work?

DIMENSION FOUR

Budget Model.

Whether you run above the line — by plan — or below the line — by checking-account-balance.

10 Do you run a 12-month rolling business budget you update monthly, or do you make spending decisions based on what's in your operating account today?

11 What is your gross profit margin (GCI minus all business expenses) — and is it growing, flat, or shrinking year over year?

12 If your business produced 30% more GCI next year, do you know exactly which expense lines would scale and which would stay fixed — or would the extra income just disappear?

IF SOMETHING SURFACED

What to do next.

If 0–3 questions made you pause:

Your model is sound. File this audit and run it again in 12 months. The work to do is mostly inside the model you've already chosen — sharpen the lead-gen rhythm, tighten the budget, hire the next role on schedule.

If 4–6 questions made you pause:

You're at the gap most $150K–$300K agents hit: the model that got you here won't get you to the next ceiling. The work isn't a brokerage move yet — it's a model conversion. Get coached on which dimension to fix first.

If 7–9 questions made you pause:

You're running the business out of your head, not on paper. That's survivable up to a point — the point you've reached. The next 90 days should be spent writing down each of the four models, in that order. Pick a coach who teaches MREA models and start there.

If 10–12 questions made you pause:

You don't have a business yet. You have a high-paying job that requires you to show up every day or it stops. That's not a criticism — it's the trap most successful agents stay in for their entire career. The good news: the way out is structural, and there's a sequence to it. Start a confidential conversation.

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