

LOCATOR LEAD FUNNEL

We designed the Locator Lead Funnel to transform lead generation into a mathematical formula.

Focus on elements you can control like conversion rate and lead volume. Don't use new construction, commission rates, or rental rate because you have no control over those elements.

Even when commission rates drop or the economy is in crisis, you can improve your conversion rate and add more leads to your funnel. You control your revenue, not market conditions!

The lead funnel focuses on two numbers: average invoice amount and closing ratio.

Look at your invoices from the past six months and calculate the average commission invoiced. Commission rates go up and down constantly so recalculating your average invoice every couple of months will keep your lead funnel accurate.

Next, calculate your average closing ratio. Your closing ratio with a repeat client or referral will most likely be much higher than an online lead. If you are going through this process because you want to add new online lead sources into your business, you should recalculate your average closing ratio often.

As demonstrated below, if you enter the amount of money you want to make this year, divided by the amount of your average invoice and your closing ratio, the number of leads you need to add to your lead funnel each month becomes a mathematical formula.

Frequently recalculating your lead funnel will help keep your revenue the same throughout the year regardless of market conditions. When you need more leads, spend more money on marketing.

LEAD FUNNEL WITH 1 IN 10 CLOSING RATIO

ANNUAL REVENUE GOAL	MONTHLY REVENUE GOAL	AVERAGE COMMISSION INVOICE	MONTHLY INVOICES NEEDED	AVG CLOSING RATIO	LEADS NEEDED PER MONTH	LEADS NEEDED PER WEEK
\$100,000	\$8,333	\$700	12	1 in 10	119	30
\$100,000	\$8,333	\$750	11	1 in 10	111	28
\$100,000	\$8,333	\$800	10	1 in 10	104	26
\$100,000	\$8,333	\$850	10	1 in 10	98	25
\$100,000	\$8,333	\$900	9	1 in 10	93	23
\$100,000	\$8,333	\$950	9	1 in 10	88	22

Build your own funnel! Make a copy of our Google Sheet to calculate your own lead funnel.

[Click here to make a copy of our Lead Funnel.](#)