

ELITE
RETREAT

20
25



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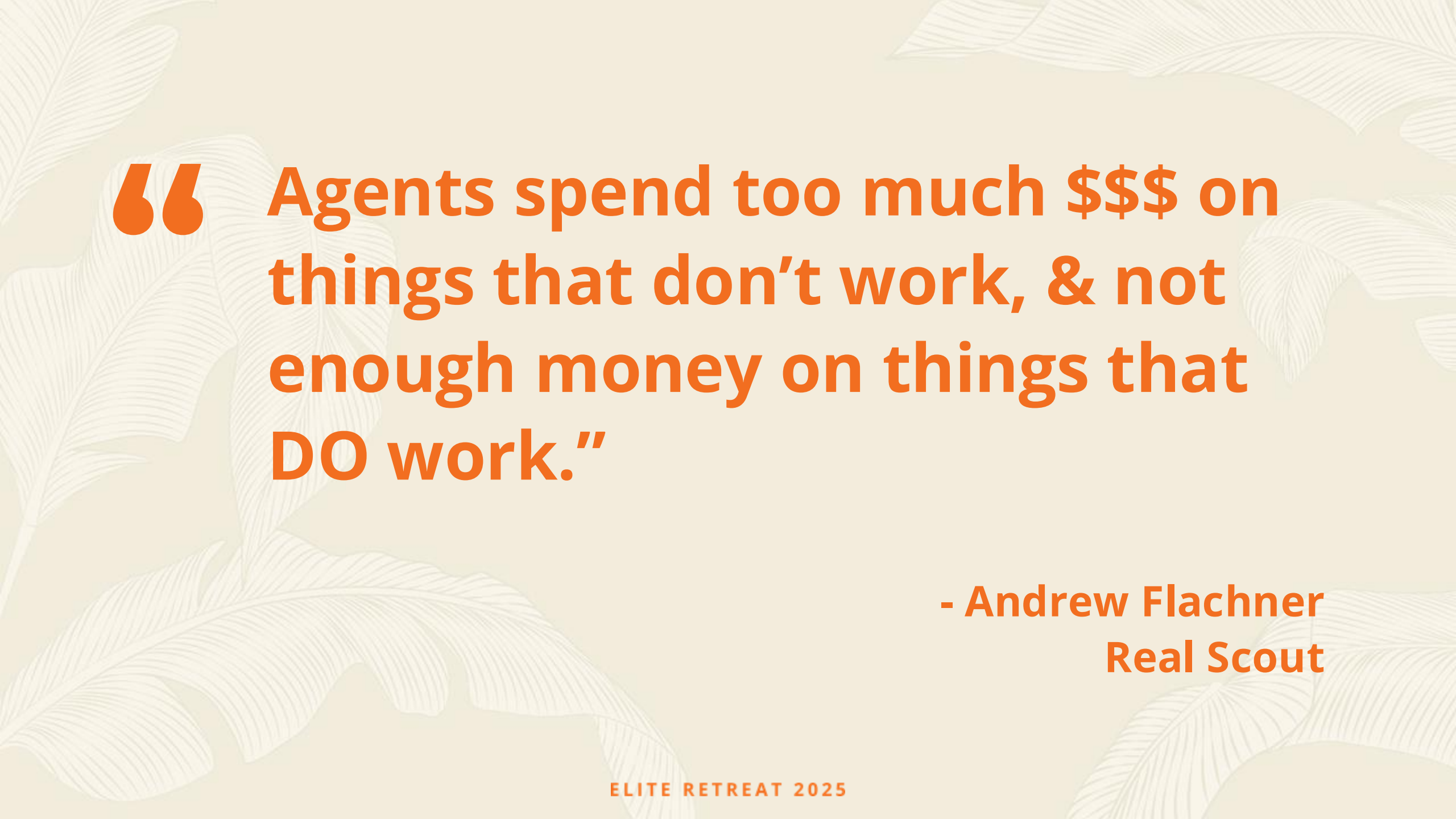
ELITE RETREAT 2025

A decorative background within a white rectangular frame, featuring a repeating pattern of stylized tropical leaves in a light gray color. The leaves are arranged in a way that creates a sense of depth and texture.

Tracking Made Simple



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“ Agents spend too much \$\$\$ on things that don’t work, & not enough money on things that DO work.”

**- Andrew Flachner
Real Scout**

What Are We Talking About?

- 1. WHAT ARE WE TRACKING?**
- 2. HOW DO WE TRACK?**
- 3. WHAT DOES THIS DATA TEACH US?**

Framework For Tracking

1. Time Spent
2. Money Spent/
Hard Costs
3. GCI
4. Conversations
& Appointments



ELITE RETREAT 2025



**HOW CAN I
MAKE THIS
CLAIM?**

The Numbers Never Lie

(Repeats & Referrals ONLY)

2023 Numbers:

- Total time spent: 56 hours
- Total cost: \$2,432
- GCI 2023 = \$125,000
- Return = 51x
- Hourly Rate: \$2,232

2024 SO FAR:

- Total time spent: 76 hours
- Total cost: \$3,217
- GCI 2024: \$255,442
- Return = 79x
- Hourly Rate: \$3,361
- Volume 2024 = \$13,165,029

Total Time

- Your time
- Anybody who's a part of the project's time
- Planning & Researching
- Ex) Open House

POP-BY COST BREAKDOWN: (EX. SPRING BASKETS 2024)

Bubbles x 40	\$0.50 Each - \$20 Total
Chalk x 40	\$0.23 Each - \$33.99 Total
Tissue Paper Packs x 5	\$1.25 Each - \$6.25 Total
Chalkboards x 40	\$1.25 Each - \$50 Total
Liquid IV x 40	\$1.48 Each - \$59.45 Total
Uno Cards x 40	\$1.25 Each - \$50 Total
Flower Straws x 40	\$1.25 Each - \$50 Total
Mini Sunscreens x 40	\$1.34 Each- \$53.98 Total
Flower Seeds x 80	\$1.25 Each - \$100 Total
Clear Mason Jars with Straws x 40	\$3.29 Each - \$131.96 Total
Ring Pops x 50	\$0.55 Each - \$21.99 Total
Gummy Bears x 50	\$.02 Each - \$9.07 Total
Baskets x 40	\$1.25 Each - \$50 Total
Play Dough x 40	\$1.25 Each - \$50 Total
Clay Pots x 44	\$1.25 Each - \$50 Total
Total x 40	Total Cost: \$886.81

Lead Generation Sub-Category

Let's Do Some Math

- Hourly Rate = $\text{GCI} / \text{Time Spent}$
- Return = $\text{GCI} / \text{Money Spent}$

**What are we
learning from
this data?**

- 1. CAC**
- 2. Dollar per Hour**
- 3. Is it Time to Get an Assistant?**
- 4. Is it WORTH it?**

CAC

- Customer Acquisition Cost
 - AKA, how much does it cost to acquire a customer?



Dollar Per Hour
= GCI/Time spent



Is It Time To Get An Assistant?

- Do you need to allocate certain tasks to open-up more time for you?
- Will this create more efficiency?
- What can I leverage out in my business?



Is It Worth It?

- Now that you know your hourly rate, you can determine the tasks that you're doing
 - Allows you to decide whether you need to spend more/less time

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