

# ESPN RADIO WINCHESTER

((1340AM • 106.9FM))

## Budget Calculator Worksheet

Industry or Business Type:

Real Estate Agent

Avg. Gross Sale:

\$299,998

Average home price in Franklin County in July 2024 according to Rocket Homes.

**Something to consider:**

What Products or Jobs offer the highest margin?

Avg. Net Revenue

\$7,499.95

Based on an estimated 2.5% commission.

**Something to consider:**

What Products or Jobs would you like to do more of?

Products Sold

18

Number of Homes Sold

**Something to consider:**

The budget can be targeted - focusing on a particular revenue stream or product.

Estimated Total Gross Revenue

\$134,999.10

Avg. Net Revenue (Commission) x Number of Sales

**Something to consider:**

Studies Show that B2C Businesses should allot between 5-10% of their gross revenue on their marketing budget.

Average Radio ROI

6 to 1

Based on return on investment studies performed by the Radio Advertising Bureau and other resources.

**Something to consider:**

Studies have shown that Sports Radio actually boast approximately a 12 to 1 return on investment ratio!

Proposed Annual Budget

\$7,500

The commission from 1 Sale.

**Recommendation:**

Play with these numbers to find your "sweet spot".

Estimated Gross Return

\$45,000

Based on 6 to 1 ROI

**Something to consider:**

This is how we **CREATE** a marketing budget for your business. Through growing your top-line.

Estimated Business Growth

33.33%

From 18 Homes Sold to 24 Homes Sold.

**Something to consider:**

In the example, even if the proposal only increases your sales by 1 home per year (5.6%) you have still covered your budget with us AND spent a year growing your brand recognition!

Industry or Business Type:

Avg. Gross Sale:

What is your average sale price?

Avg. Net Revenue

How much do you net per sale on average?

Number of Sales

How many sales do you make?

Estimated Total Gross Revenue

Average Net Revenue x Number of Sales

Average Radio ROI

Conservative Estimate

Proposed Annual Budget

Estimated Gross Return

Multiply ROI x Budget

Estimated Business Growth