

# Property Listing Opportuniy Index



Source: Dean Jackson

1. List your last 10 sold or expired listings (don't include current listings)
  2. Give yourself a point for each of the categories if applicable.
  3. Total your score (Total Possible 50 points)
  4. Divide your number by 10...that's your PLOI ( the actual number each listing you take is worth)
- Example: If you score is 15 out of 50...your PLOI is 1.5x  
 If you put real dollar amounts to this, it's easy to see how much this could be worth.

Address	Sold Listing (1 point)	Found buyer for the property (1 point)	Found buyer for different property (1 point)	Got another listing (1 point)	Got a referral that turned into a transaction (1 point)	Total
Total From Possible: 50 Points						