

Part Time

New Leads: None
Bonus Leads: 40 B1 or B2/wk
Lead Expense: \$250/wk

Weekly Activity:
6 Appointments
4 Sits
2 Applications
\$2,000 APV

Gross Income: \$4,000/mo
Lead Expense: \$1,000/mo
Net Income: \$3,000/mo

Full Time

New Leads: 10 CI or DL/wk
Bonus Leads: 30 B1 or B2/wk
Lead Expense: \$600/wk

Weekly Activity:
12 Appointments
8 Sits
5 Applications
\$5,000 APV

Gross Income: \$10,400/mo
Lead Expense: \$2,400/mo
Net Income: \$8,000/mo

Big Time

New Leads: 18 CI or DL/wk
Bonus Leads: 30 B1 or B2/wk
Lead Expense: \$1,000/wk

Weekly Activity:
18 Appointments
12 Sits
8 Applications
\$8,000 APV

Gross Income: \$20,000/mo
Lead Expense: \$4,000/mo
Net Income: \$16,000/mo

Prime Time

New Leads: 28 CI or DL/wk
Bonus Leads: 30 B1 or B2/wk
Lead Expense: \$1,500/wk

Weekly Activity:
24 Appointments
16 Sits
12 Applications
\$12,000 APV

Gross Income: \$30,000/mo
Lead Expense: \$6,000/mo
Net Income: \$24,000/mo