

RETURN ON INVESTMENT FOR NEIGHBOURHOOD MAILING

How many sales do you need to make to see a return on your neighbourhood investment? Use this ROI Calculation sheet to estimate the investment required as well as the potential return. You'll see neighbourhood mail is an investment that will pay off over time.

NEIGHBOURHOOD YOU'RE MINING: _____

	EXAMPLE:	YOUR CALCULATIONS:
YEARLY COST (BEFORE TAX) monthly cost x number of mailing months	\$3,036	
AVERAGE SELLING PRICE determined from sales data	\$445,000	
ESTIMATED COMMISSION your commission (\$ figure) based on the avg sell price above	\$8,675	

SALES/YEAR	EXAMPLE: PROFIT/LOSS	YOUR CALCULATIONS: PROFIT/LOSS
0	-\$3,036.00	
1	\$5,639.00	
2	\$14,314.00	
3	\$22,989.00	
4	\$31,664.00	
5	\$40,339.00	

CALCULATE PROFIT/LOSS:

To calculate the profit/loss, multiply the number of sales per year by your estimated commission. From that number, deduct the yearly cost of the mailing.

(# SALES/YEAR x ESTIMATED COMMISSION)
- YEARLY COST = PROFIT/LOSS

EXAMPLE FOR 2 SALES/YEAR:

2 X \$8,675 = \$17,350
\$17,350 - \$3,036 = \$14,314

Once you've found an area that has high turnover, sustainable average selling prices and is familiar to you, give us a call to put together your Business Builder.

NOTES:



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