

The Effect of Average Sales Price on Unit Sales

Goal = 2.4 Million in GCI

Average Sales Price	Closed Units
\$150,000	534
\$200,000	400
\$250,000	320
\$300,000	267

Percentage Decrease in Closed Units Per 10% Price Increase to Reach \$2.4 Million in GCI Goal

% Increase in Price	Average Sales Price	Commission	Closed Units/Yr.	Difference	% Decrease Closed Units
	150,000	4,500	534		
10%	↓		↓		
	165,000	4,950	484	50	9.4%
	↓		↓		
	181,500	5,445	440	44	9.1%
	↓		↓		
	199,650	5,990	401	39	8.9%
	↓		↓		
	219,615	6,588	364	37	9.2%
	↓		↓		
	240,990	7,227	332	32	8.8%
	↓		↓		
	264,990	7,950	302	30	9%
	↓		↓		
	291,489	8,745	274	28	9.3%