



# Salesperson \$150k



Since 1974

Earning \$150,000 annually selling new homes on owners' lots in Polk County, Florida, requires a high-volume, commission-focused strategy, targeting a niche that connects landowners with "build-on-your-lot" (BOYL) builders.

Based on typical 3% commissions on new construction, you would need to facilitate approximately \$5 million in total sales volume annually. For example, selling 10 homes with an average build cost of \$500,000 (excluding land) [**or 20 homes at \$250,000**] would achieve this goal.

General Construction & Development +1

Here is the blueprint to reach this target:

## 1. Leverage High-Commission Opportunities

- **Target Custom/Semi-Custom Builds:** Unlike subdivision agents who might get lower commissions, agents acting as intermediaries between buyers and custom builders can secure 3% to 5% commission on the total build cost.
- **Utilize "Builder Package" Incentives:** Partner with local builders who offer incentives for bringing clients with their own land. Some builders offer commissions on both the land value (if purchased through you) and the vertical construction.
- **Targeted Builders in Polk County:** Partner with active BOYL builders such as [**Meadows Realty & Construction Co., LLC**].

Sadler Homes +4

## 2. Market Positioning and Lead Generation

- **Locate Landowners:** Identify, target, and market to owners of vacant land in high-growth areas like Lakeland, Winter Haven, Bartow, [and Highlands Counties.]
- **"No HOA" Specialization:** Many buyers looking for new homes on their own lots want to avoid HOA restrictions. Market your services as "New Homes, No HOA."
- **Offer Turnkey Solutions:** Partner with builders to offer a "one-stop shop" where you assist with land acquisition, septic/well permitting, and construction financing, streamlining the process for the buyer.

## 3. Key Strategies for High Income

- **Focus on High-Value Builds:** Selling five \$1 million custom homes requires less effort than twenty **\$250k homes** to reach the same income.
- **Brokerage Split Optimization:** At a 3% commission rate, a 50/50 broker split would require \$10 million in sales. Aim for a high-split (80/20 or 90/10) or a 100% commission brokerage to maximize your take-home pay.
- **Specialize in "Build on Your Lot" Contracts:** Understand the unique nuances of builder contracts, financing (construction-to-permanent loans), and permitting in Polk County.

Summary of Targets to \$150k

- **Total Sales Goal:** ~\$5,000,000 - \$6,000,000 (build costs)
- **Commission Rate:** 2.5% - 3%
- **Avg Transaction:** 8-12 homes
- **Key Action:** Establish solid partnerships with local custom builder with [**Meadows Realty & Construction Co., LLC**] who have capacity to build on scattered lots since 1974.

Interview & Website

- **[www.WaymonMeadows.com](http://www.WaymonMeadows.com)**
- **863.287.5981**





