

MISSED CALL MATH

The Revenue You're Leaving Behind

Five minutes. That's how long this takes. Fill in your numbers below, do the math, and find out exactly what your unanswered calls are costing you every single month.

STEP 1 — YOUR BASELINE NUMBERS

Start With What You Know

Fill in each field below using your last 90 days of activity. If you don't track calls, use your best estimate — the math still works.

Average inbound calls per week (all sources)

How many calls do you get asking about listings, buyers, sellers, referrals?

_____ calls/week

Estimated % of calls you miss or send to voicemail

Be honest. Industry average for solo agents is 27–40%.

_____ %

% of answered inbound calls that convert to a qualified lead

Qualified = someone you actually followed up with and had a real conversation.

_____ %

% of qualified leads that turn into closed transactions (close rate)

Your actual close rate from inbound calls — not your overall close rate.

_____ %

Average gross commission per transaction (GCI)

Your average — not your top deal. Use actuals from the last 12 months.

\$ _____

STEP 2 — THE MATH

Run Each Calculation in Order

A Missed calls per week

$(\text{Calls/week}) \times (\% \text{ you miss} \div 100)$

If you get 10 calls/week and miss 30%, that's 3 missed calls per week.

\$ _____

B Missed calls per month

$(A) \times 4.3$

4.3 is the average weeks per month. Write this number down.

\$ _____

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C Missed leads per month

$(B) \times (\text{your lead conversion rate} \div 100)$

These are qualified leads you never spoke with. They called someone else.

\$ _____

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D Lost transactions per month

$(C) \times (\text{your close rate} \div 100)$

This is how many closed deals walked out the door because you didn't answer.

\$ _____

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E MONTHLY REVENUE LOST

$(D) \times (\text{your avg GCI})$

This is the number most agents find uncomfortable. That's the point.

\$ _____

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F ANNUAL REVENUE LOST

$(E) \times 12$

Now ask yourself: what would you do with that number?

\$ _____

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STEP 3 — BENCHMARK YOUR NUMBERS

How Do You Compare?

Metric	Typical Solo Agent	Top 20% Agents
Calls missed per week	2-4	0-1
Lead-to-qualified conversion	20-35%	45-65%
Inbound close rate	12-20%	25-40%
Monthly missed revenue	\$2,400-\$8,500	<\$500

The Uncomfortable Truth

The math doesn't lie. A solo agent taking 8 calls a week, missing 30% of them, with a 25% lead conversion and 20% close rate at \$9,500 average GCI loses roughly \$4,560/month in potential revenue — that's \$54,720 per year. Miranda costs \$499/month. You do the math. — TheAgentWhoAnswers.com

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