

LIFETIME VALUE OF A STUDENT: REAL ESTATE EDUCATION IMPACT CALCULATOR

When you teach a student, you're not just helping them pass a test — you may be influencing **every transaction they ever do**, and every education decision they make along the way. Use this worksheet to calculate the **true value** of serving a licensee throughout their real estate career.

CAREER PATH OF A REAL ESTATE LICENSEE IN OKLAHOMA

Phase	Required Courses	Typical Duration	Est. Tuition (\$)
Pre-License	90-hour Sales Pre-License Course	Year 0	\$ _____
Post-License	45-hour Post-License Course	Year 1	\$ _____
CE Cycle 1	30 hours	Years 1–3	\$ _____
CE Cycle 2	30 hours	Years 4–6	\$ _____
Broker License (optional)	90-hour Broker Pre-License Course	Varies	\$ _____
Broker in Charge	15-hour BIC Course + 15 hours Electives	Post-Broker License	\$ _____
Total Value per Student		~5-year average career	\$ _____

1. How many of your past students have returned for another course?
_____ out of _____

2. What systems do you have in place to retain students for:

3. What could increase each student's lifetime value by 20%? (*e.g., loyalty pricing, referral programs, follow-up reminders*)

4. How would I treat this student if I knew they were worth \$2,000 over 5 years?
