

BUSINESS PLAN



“By failing to prepare, you are preparing to fail”
- Benjamin Franklin

MY BUSINESS PLAN: REAL ESTATE

One Year Business Planning Objectives for the period _____ of 20____ through
_____ 20_____

Numbers Breakdown

1. Transaction Goal _____
2. Average Sales Price \$ _____
3. Total Volume \$ _____

4. Gross Closed Commissions \$ _____
5. Gross Commissions after Franchise Fees \$ _____
6. Agent Commissions after Office Split % _____
7. Total Number of Listing Sold Goal _____
8. Total Number of Buyers Sold Goal _____
9. Percent (%) of Listings that Sell % _____
10. Total Number of Listings Taken Goal _____
11. Number of Listings Taken per Month _____
12. Number of Listings Taken per Week _____

MISSION STATEMENT

Explain in a paragraph or two “WHY” you must accomplish your goals and objectives. * What is important about the goals you have set? * Why will you push through your comfort zone and what are the consequences in your life if you do not change? * What is your life’s ultimate meaning and how does real estate tie in to your purpose? *

Today I confirm that I am Committed to the above objectives:

Date: _____

**WHAT IS YOUR “WHY” or “DRIVING FORCE” IN LIFE?
(money...security...freedom...recognition...family...love...God?)**

1. Why do I want to make more money and workless?

2. Why is your answer to # 1 Important?

3. Why is the answer to #2 so Important?

4. How will this make you FEEL?

**WHAT IS YOUR “WHY” or “DRIVING FORCE” IN LIFE?
(money...security...freedom...recognition...family...love...God?)**

5. What is important about Feeling this way?

6. So what Truly is the Meaning behind your need to change? What is your Purpose?

7. Keep asking yourself “Why is this important and how will that make me feel” until you get to the root of your life’s meaning and how real estate ties into your purpose.

Remember this Critical Thought:

A great real estate business will not provide your life with meaning and purpose...

**Meaning and purpose in your life will cause you to develop
A GREAT REAL ESTATE BUSINESS!!!**

BUSINESS PLANNING OBJECTIVES

My Prospecting and Lead Generation Systems

CREATING A BUSINESS PLAN THAT YIELD'S A PREDICTABLE RESULT, REQUIRES 3 IMPORTANT VARIABLES:

1. Knowing your average commission: _____
2. Knowing your closing ratio: _____
3. Knowing your prospecting numbers! (When I run x system, this amount of time, it takes x amount of contacts to book 1 appointment)

KEY MINDSET FACTORS TO CONFIRM DAILY

1. Don't be attached to the outcome! Prospecting is a numbers game!
2. Accept rejection as normal and deal with it!
3. Prospecting equals security and freedom... Not prospecting equals stress and lack of control!
4. Set prospecting appointments and show up for them every day! Set minimum daily standards!
5. Consistency is critical so develop good prospecting habits. This is the key to my success!

MY PROSPECTING SYSTEMS

3. REFERRAL PARTNERS

My Specific plan of execution:

Number of days/week I will run it: _____

How much time will I allocate towards it: _____

What time will I perform it: _____

NUMBERS ANALYSIS

How many contacts does it take to get a lead: (avg 10-20): _____

How many leads to get an appointment? (avg 5): _____

How many appointments to get a deal: _____

MY PROSPECTING SYSTEMS

4. PURCHASED LEADS (Zillow, Trulia, etc.)

My Specific plan of execution:

Number of days/week I will run it: _____

How much time will I allocate towards it: _____

What time will I perform it: _____

NUMBERS ANALYSIS

How many contacts does it take to get a lead: (avg 10-20): _____

How many leads to get an appointment? (avg 5): _____

How many appointments to get a deal: _____

MY PROSPECTING SYSTEMS

5. BLOG/FACEBOOK/GOOGLE

My Specific plan of execution:

Number of days/week I will run it: _____

How much time will I allocate towards it: _____

What time will I perform it: _____

NUMBERS ANALYSIS

How many contacts does it take to get a lead: (avg 10-20): _____

How many leads to get an appointment? (avg 5): _____

How many appointments to get a deal: _____

MY PROSPECTING SYSTEMS

6. EXPIRED LEADS

My Specific plan of execution:

Number of days/week I will run it: _____

How much time will I allocate towards it: _____

What time will I perform it: _____

NUMBERS ANALYSIS

How many contacts does it take to get a lead: (avg 10-20): _____

How many leads to get an appointment? (avg 5): _____

How many appointments to get a deal: _____

<h1>MY PROSPECTING SYSTEMS</h1>

7. FSBO LEADS

My Specific plan of execution:

Number of days/week I will run it: _____

How much time will I allocate towards it: _____

What time will I perform it: _____

NUMBERS ANALYSIS

How many contacts does it take to get a lead: (avg 10-20): _____

How many leads to get an appointment? (avg 5): _____

How many appointments to get a deal: _____

MY PROSPECTING SYSTEMS

8. EVENT MARKETING

My Specific plan of execution:

Number of days/week I will run it: _____

How much time will I allocate towards it: _____

What time will I perform it: _____

NUMBERS ANALYSIS

How many contacts does it take to get a lead: (avg 10-20): _____

How many leads to get an appointment? (avg 5): _____

How many appointments to get a deal: _____

**BUSINESS PLANNING OBJECTIVES
LEAD FOLLOW UP & AUTOMATION**

KEY MINDSET FACTORS TO CONFIRM DAILY

1. Follow up is the Key to prospecting. Most people are not ready when I first contact them.
2. Our Job is to “Be there at the right time!” Ask questions to see when the right time will be.
3. Learn the lead follow up script and workflows and never feel like I am bothering anyone again!
4. Qualify my leads with great detail and only keep motivated prospects.
5. Maintain my lead follow up even when I get off track with my prospecting.
6. Be diligent and religious using the Spider CRM to manage all lead follow-up.

LEAD FOLLOW UP OBJECTIVES

OBJECTIVE

SPECIFIC PLAN OF ACTION WITH TIME

1.

2.

3.

4.

HABIT BUILDING OBJECTIVES

What time will I do my lead follow up appointment DAILY _____

<p style="text-align: center;">BUSINESS PLANNING OBJECTIVES LISTING PROPERTY AND THE LISTING PRESENTATION</p>

KEY MINDSET FACTORS TO CONFIRM DAILY

1. Don't be attached to the outcome! Be honest, sell my program and on to the next if they do not choose me.
2. Develop and use a strong Pre-Listing Package. Go in with Confidence and Conviction.
3. Be willing to turn down the listing if the seller is unrealistic in their price or demands.
4. Price is 75% of my presentation and 90% of the reason a home will or will not sell!
5. Always focus on getting price reductions including those properties I feel are "priced right."

LISTING OR LISTING PRESENTATION OBJECTIVES

OBJECTIVE

SPECIFIC PLAN OF ACTION WITH TIME

1.

2.

3.

4.

BUSINESS PLANNING OBJECTIVES
LISTING PROPERTY AND THE LISTING PRESENTATION

HABIT BUILDING OBJECTIVES

What days and at what time will I schedule listing appointments?

How many times per week will I practice my listing presentation?

What day and time will I call my sellers each week with updates & price reductions?

NUMBER ANALYSIS

How many listings am I going to take in the next 12 months?

How many appointments must I go on to take those listings?

Based on my inventory to monthly sale ration, how many listings to I need in my inventory to achieve my goal?

HABIT BUILDING OBJECTIVES:

Where to I waste the most time? _____

What do I do that I do not need to do or could delegate? _____

What situations interrupt my daily schedule? _____

BUSINESS PLANNING OBJECTIVES
OTHER CRITICAL BUSINESS OBJECTIVES

KEY MINDSET FACTORS TO CONFIRM DAILY

- 1. Focus on your spiritual purpose and understand why meaning and balance is critical.
- 2. Set up an inspirational or motivational program to help stay excited and focused.
- 3. Set up a health and fitness program for optimal energy and self esteem
- 4. If I don't have an assistant or plan to get one... I am an assistant earning assistant's pay.
- 5. Set up a Program focused on developing customers for life.

OTHER BUSINESS OBJECTIVES

OBJECTIVE

SPECIFIC PLAN OF ACTION WITH TIME

1.

2.

3.

4.

QUARTERLY BUSINESS PROJECTION AND EVALUATION (p.1)

TRANSACTION GOAL

VOLUME GOAL

#	MONTH	LISTINGS TAKEN PROJECTION	LISTINGS TAKEN ACTUAL	LISTINGS SOLD PROJECTED	LISTINGS SOLD ACTUAL	BUYERS SOLD PROJECTION	BUYERS SOLD ACTUAL
	JANUARY						
	FEBRUARY						
	MARCH						
	APRIL						
	MAY						
	JUNE						
	JULY						
	AUGUST						
	SEPTEMBER						
	OCTOBER						
	NOVEMBER						
	DECEMBER						

**QUARTERLY BUSINESS
PROJECTION AND EVALUATION (p.2)**

MONTHLY

NUMBERS ANALYSIS AND STATUS REPORT

DATE: _____

TOTAL UNITS	TOTAL LISTINGS TAKEN
TOTAL VOLUME \$	LISTINGS TAKEN
TOTAL UNITS CLOSED	LISTINGS PENDING
TOTAL UNITS PENDING	TOTAL LISTINGS VOLUME \$
TOTAL VOLUME CLOSED \$	BUYERS SOLD
TOTAL VOLUME PENDING \$	BUYERS VOLUME

MY IDEAL WEEK

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:00 AM							
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
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