

BUSINESS PLAN

This first page is very basic but few agents even do this much and we wonder why the failure rate is so high. Dig in and find every bill you have. The yearly and quarterly bills need to be broken into their monthly amount. For business expenses, that includes brokerage split, tech fees, and any little services you pay.

$$\begin{array}{ccccccc} \text{Personal Bills} & & \text{Biz Expenses} & & \text{Fun/Growth} & & \text{Monthly Need} \\ \boxed{} & + & \boxed{} & + & \boxed{} & = & \boxed{} \end{array}$$

$$\begin{array}{ccccccc} \text{Monthly Need} & & \text{1.25 for taxes} & & & & \text{Yearly Income} \\ \boxed{} & \times & \boxed{} & \times & 12 & = & \boxed{} \end{array}$$

$$\begin{array}{ccccccc} & & & & \text{Houses you} & & \\ & & & & \text{need to sell} & & \\ \text{Yearly Income} & & \text{Avg Commission} & & & & \\ \boxed{} & \div & \boxed{} & = & \boxed{} & & \end{array}$$

So you have the number. How are you going to sell that many houses?

Some time soon you will have to figure out the real numbers behind this. Until then, guess how many appointments you need to get sales.

Let's say you are working online leads. For every 100 people you talk to, you get 15 conversations. Those lead to 3 appointments and that leads to 1 closing. Or you are sphere based and for every 100 people you reach out to, 75 pick up. You get 5 appointments which leads to 4 closings. You will only know this if you track.

$$\begin{array}{ccccccc} \text{Contacts} & & \text{Conversations} & & \text{Appointments} & & \text{Closings} \\ \boxed{} & = & \boxed{} & = & \boxed{} & = & \boxed{} \end{array}$$

Now, you need to figure out which contacts you are making and when you will do it. Check out the Prospecting Paths and Time Blocking lessons.

BUSINESS EXPENSES

DESCRIPTION	AMOUNT
MLS Dues	
Association Dues	
Advertising	
Supplies	
Web	
Photos	
Classes	
Total	

PREVIOUS BUSINESS

TRACKING	NUMBERS
Days worked	
Dials/Outgoing Messages	
Contacts	
Listing Appointments Set	
Listing Appointments Gone On	
Listings Taken	
Listings Cancelled/Expired	
Listings Closed	
New Buyer Appts Set	
Buyers Pended	
Buyers Cancelled	
Buyers Closed	
Average List Sale	
Average Buy Sale	
Days worked	

SOURCE OF BUSINESS

Source	Closed	Cost	Income	Net

BUSINESS GOALS

TRACKING	NUMBERS
Days worked	
Dials/Outgoing Messages	
Contacts	
Listing Appointments Set	
Listing Appointments Gone On	
Listings Taken	
Listings Cancelled/Expired	
Listings Closed	
New Buyer Appts Set	
Buyers Pended	
Buyers Cancelled	
Buyers Closed	
Average List Sale	
Average Buy Sale	
Vacation Days	

You do not rise to the level of your goals. You fall to the levels of your systems.

You either noticed, or ignored, that the business plan listed "monthly need." After talking with 100's of agents over the years, I've noticed few hit their goals, unless that goal matches their needs.

This need can be financial or it can be pride/competition.

Most agents magically have the same goal; earn \$100,000. But that goal is meaningless in reality and there is no pain if it is missed.

Let's amend the above quote to this: **"You do not rise to the level of your goals. You stay at the level of comfort."**

Where does the pain come in to your life in regards to your income? Is it at a certain dollar amount? Is it that someone said you couldn't sell more than X homes? Is it that you want to save people from the terrible agent that you sold you your house?

This is where commitment comes in. You are committed to being comfortable. We are all, it's in every single living thing.

Let's look at goals a little different now.

Write down your goal for the next 12 months, or whatever length of time works for your mind. This is either a dollar amount or closings.

Goal _____

What will my life look like when I hit that goal?

What will my bank account look like?

How much money will I save?

How much money will I invest?

How will I feel?

What opportunities will I gain?

What will happen to my self-confidence?

What will my partner get to do?

What experiences will I have?

Will I respect myself more?

Based on these answers, do you want to change your goal?

Let's get real. It's fun to think about big numbers and everything going well, but if you are convinced we fall to the level of our comfort, let's look at the goal this way.

What will my life look like if I don't hit that goal?

What will my bank account look like?

How will I feel?

What opportunities will I miss?

What will happen to my self-confidence?

What will my partner miss out on?

What experiences will I have to put off?

Will I respect myself less?

Based on these answers, do you want to change your goal?

I am committed to doing the things I believe are required to hit this goal.

Goal _____

I am committed to ___ contacts every week.

I am committed to ___ appointments every week.

I am committed to ___ new clients every month.

I am committed to ___ open houses every month.

I am committed to spend _____ on marketing every month.

ROARING AGENTS PROSPECTING PATHS

SPHERE

Family

Friends

Facebook

Find Your
Ambassadors

Consistent
Communication

Ask for out of
area referrals

OPEN HOUSES

Multiples
Each Week

40+ Signs

Door
Knock

Use the Open
as your office

Plan, Promote
and Market

Hold FSBO's
Open

NETWORKING

Join Paid
Group

Join Local
Chamber

Create Your
Own

Be Consistent

Meet Outside
of the Group

Community
Events

COLD CALLS

FSBO's

Expired
Listings

Call Around a
Neighborhood

Agent's Outside
of Your Area

Call About
Buyer's Needs

Steal
Thunder

SOCIAL MEDIA

Get
Purposeful

Get
Systematic

Be
Consistent

Engage More
Than Post

Share The
Journey

Promote Local
Businesses

ONLINE ADS

Google Ads

Facebook
Ads

Hire a
Company

Be Relentless
on Follow-up

Expect Leads
to Take Time

Never Give
Up On Them

If you are ready to go beyond what you just need and what you are committed to accomplish, let's start here.

