Real Estate Business Planning

**Goals...**

1**. Set your minimum production goal for this year: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**And your minimum income goal for this year: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2. Set your aggressive production goal: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**And your aggressive income goal:** **$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3. List 3 compelling benefits for accomplishing this goal:**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. How will you reward yourself when you hit the goal?**

**5. Incorporate last year’s numbers into your business-building strategies.**

Example: If you had 15 listings sell last year & sold 12 buyers for a total volume of

$6,150,000, then your average sales price was $227,750.)

# of Closings in last 12 months: \_\_\_\_\_\_\_\_ # of Listings Taken in last 12 months: \_\_\_\_\_\_\_\_

# of Listings Closed in last 12 months: \_\_\_\_\_\_\_\_ # of Listings Expired in last 12 months: \_\_\_\_\_\_\_\_

# of Buyers Closed in last 12 months: \_\_\_\_\_\_\_\_ # of Buyers in Buyer Rep now: \_\_\_\_\_\_\_\_

If your New Year goal is $10 Million in closed sales volume, you’ll need \_\_\_\_\_\_ closings.

(Divide sales volume goal by actual average sales price.)

Take the average sales price times 3%\* to get your average check: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many listings is that? \_\_\_\_\_\_\_\_ Buyers closed? Buyers closed? \_\_\_\_\_\_\_\_

Taking that new production & total closings goal, what is the income? $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Take average commission check & multiply that by the # of closings you set as your goal.)

\*Use the appropriate numbers and % for your market and your business.

**6. Tracking to reach new goals includes recording and reviewing these numbers and actions on a weekly basis:**

# of Listing Appointments/Week: \_\_\_\_\_\_\_\_

# of Listing Appointments not converted: \_\_\_\_\_\_\_\_

Due to (a) your choice: \_\_\_\_\_\_\_\_ (b) other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# of Price Reductions: \_\_\_\_\_\_\_\_\_ Length of Marketing Time after Reduction: \_\_\_\_\_\_days/months?

# of Buyers Shown: \_\_\_\_\_\_\_\_ vs. # of Buyers Closed: \_\_\_\_\_\_\_\_

# of Pending Fall-outs: \_\_\_\_\_\_\_\_ (Log reason) \_\_\_\_\_\_\_\_

# of Buyer Leads/Day/Week: per Internet: \_\_\_\_\_\_\_\_ per Signs: \_\_\_\_\_\_\_\_

per Personal Referrals: \_\_\_\_\_\_\_\_ Other: \_\_\_\_\_\_\_\_

# of Hours spent/week prospecting: \_\_\_\_\_\_\_\_

Types of prospecting: FSBO \_\_\_\_\_\_\_\_ Past Client/Database \_\_\_\_\_\_\_\_ Other: \_\_\_\_\_\_\_\_

**Business Plan Making It Happen...**

List the new systems/skills/disciplines/people required to reach your goals.

(On a separate page of paper if needed.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**7. Create your action plan to hit your goal. What action steps are needed?**

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**8. What business activities will you do to reach your goal?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Your Business Plan Is:**

$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in Sales in \_\_\_\_\_\_\_ (Year.)

$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Income in\_\_\_\_\_\_\_ (Year.)

\_\_\_\_\_\_\_\_\_\_ Listings Closed in \_\_\_\_\_\_\_ (Year.)

\_\_\_\_\_\_\_\_\_\_ Buyers Closed in \_\_\_\_\_\_\_ (Year.)

Top 3 Goals:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Corresponding Reward for each of 3 Goals Reached:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Systems you’ll establish This Year:

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Disciplines You’ll Adopt This Year:

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