

Business Plan

FOR

PURPOSE

The purpose of this is to provide a specific guideline of reviewing your goals, at a minimum, of every quarter to see if you are on track with your annual goals. It will allow us to make any required adjustments we may need moving forward into the remainder of our year. This review is designed to help me achieve my personal annual financial goal (net income to me) of \$_____.

The plan is specific as to the amount of business I have closed in the preceding quarter and will then allow me to calculate what lead generating activities I will need to accomplish each week, each month and each quarter of the remaining year.

I am committed to monitoring my business generation activities in order to make sure that I am on target. I am willing to alter my activities and my plan if it is not working for me. I am committed to learning and practicing new skills and habits that will help me achieve my goals.

This plan is designed to create growth for me, both financially and personally. By signing this document, I am committing my efforts and energies toward the accomplishment of this plan.

Signature

Date

ANALYSIS

During the previous 3 months, I have accomplished the following numbers. I will use these numbers in setting my goals for the remainder of year.

- 1) My past 3 months gross commission income was \$_____.
 - 2) I worked an average of _____ hours per week during the _____ weeks that I worked this past quarter.
 - 3) My average sales price was \$_____.
 - 4) I took _____ listings.
 - 5) I had _____ of those listings sell (close).
 - 6) I averaged _____ hours per week of active business generation.
 - 7) My three most productive sources for listings were:
 - a. _____
 - b. _____
 - c. _____
-
1. My total number of side (units) closed (listings sold or sales) for the last 3 months were: _____
 2. My average commission per closed side was \$_____
 3. If I multiply these numbers X 4, will they meet or exceed my goals? If no, what do I need to focus on to achieve my goals this year?

ANNUAL FINANCIAL AND PRODUCTION GOALS

1. My annual commission (GCI) goal will be: \$ _____

2. My average commission per side (unit) will be \$ _____

3. The number of closed sales (sides) necessary to achieve my income goal (#1 divided by #2): _____

4. My projected closings will come from:

A. Listings sold: _____

B. Buyers sold: _____

5. Projecting that _____% of my listings will sell, the number of listings I will need to take in will be (#4A divided by the % of #5): _____

6. Considering that _____% of my buyer contracts will cancel, I will need to write a total number of (#4B divided by (100% minus the % of #6): _____

7. Since I plan to get listings on _____% of my listing appointments, I will need to go on the following number of listing appointments (#5 divided by the % of #7): _____

8. Since I sell a home to _____% of the buyers I work with, I will need to work with the following number of new buyers in (#6 divided by the % of #8): _____

9. My number of appointments needs to be: _____

Listing Appointments _____ Per Month _____ Per Week

New Buyers _____ Per Month _____ Per Week

Total _____ Per Month _____ Per Week

BUSINESS GENERATION ACTION PLAN

I know that business generation (prospecting and lead management) is one of the most important activities in building production, income and long-term business success. Therefore, the final part of my business plan is focus on and commit to the prospecting I will do.

While I cannot always control the results, I know that I can manage my time and activities. The more time I spend marketing my services, the more likely it is that I will achieve my goals. Therefore, I commit to the following business generation action plan:

Prospecting Activity	Weekly Hours	Monthly Hours
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
Total Hours:	_____	_____

OBJECTIVES FOR THE NEXT 12 MONTHS

The following are the major objectives that I want to accomplish this year (gross commission income, prospecting contacts, listings taken, listings sold, buyer sales, education & training, travel, purchases, health, personal, etc.):

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____