

2023

BUSINESS PLAN





ULTIMATE *Goal Setting*



Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.

- PABLO PICASSO -

the EXECUTION: KEEPING TRACK OF YOUR PROGRESS

- Check your progress very regularly. This will help you build habits and these habits will have a long-lasting impact.
- Keeping track and developing habits will be worth much more than trying to achieve big things in the short term.

But first...

STRATEGY

2023 Goal: _____

EX: Sell blank # of homes, make \$200,000 in profit or net \$200,000, Volume Goal

is your goal **OBTAINABLE?**

Let's find out by reviewing last year!

EX: What did you do in relation to your goal and any other life events, pregnancy, health issues, weddings, move, anything that could have slowed your progress.

2022 Volume _____

Life Events: _____

What steps will help you achieve your 2023 GOAL?

EX:

Hire help, workout, go to church, increase lead sources, get organized, stop wasting time with people that prevent you from reaching your goals, stop cutting your commission, watch less T.V.

1. _____
2. _____
3. _____
4. _____
5. _____

What should you **STOP** doing to reach your 2023 GOAL?

EX: spending time with bad leads, cutting your commission, trying to do too much)

1. _____
2. _____
3. _____
4. _____
5. _____

What is your **WHY?**

Nothing is more important, than understanding why you want to achieve this goal.

What do you expect to gain from reaching your goal?

Total sales volume divided by total homes sold =
Average sales price

Total sales volume times what % commission
converted to a decimal = gross commission

Gross Commission divided by total sales volume
= average commission

Gross Commission – expenses = Net commission

Lets BREAK IT DOWN

2023 Goal: _____

How many homes do you need to list to be able to achieve your goal?

(Total # of homes needed to close divided by % of listings you close)

-You should be able to get at least one buyer from every listing.

Preferred: 75 Listings /25 Buyers Based on Experience 80-90%

Transactions _____

How many listing appointments do you need to go on or schedule to hit your goal?

(This is going to come from the total # of homes you need to list divided by the % of listing appointments you have where you walk away with a listing agreement.)

(# of listing appointments I need divided by % that don't cancel)

Appointments _____

How many people do you need to contact to make these appointments?

(Do you need to speak with 25, 35, 45 people in order to get one to say yes?)

People _____

How many people do you need to contact, to hit your goal?

(# of appointments needed times the of people you need to talk to, to make an appointment)

Contacts _____

How many people do you need to talk to a day to hit your goal?

2023 Goal: _____

EX:

(Total # of people you need to contact divided by the # of Business days in a year.)

-There are 260 Business days per year

How are you going to reach out to the total number of people to reach your goal?

Lead Source 1 – VIP Group

Lead Source 2 - OJO

Lead Source 3 - Zillow

Lead Source 4 – OpCity

Lead Source 5 - Primestreet

Lead Source 6 – Friends, Family

Lead Source 7 – FSBO's Expireds

Lead Source 8 – Seminars

Lead Source 9 – Homelight Seller Leads

Lead Source 10 – KV Core

Lead Source 11 – BPO's

Lead Source 12 – Veterans United Realty

Lead Source 13 – Expert Home Offers

Lead Source 14- Open Houses

Make sure you stay
ACCOUNTABLE

Check yourself on a monthly basis and make sure you are on pace to hit your annual goals by dividing your annual numbers by 12 and then checking every month to see if you hit your monthly goals and if not what are you going to do to make sure you hit your goals next month?



PLAN IT OUT

DAILY

TIME	ACTIVITY
	WAKE UP
	EXERCISE
	REVIEW BUSINESS PLAN
	PROSPECT
	FOLLOW UP ON LEADS
	UPDATE DATABASE & PROSPECTING TRACKER
	GO TO LUNCH
	WORK ON ADMINISTRATIVE TASKS
	GO ON APPOINTMENTS

WEEKLY

DAY	TIME	ACTIVITY
		EMAIL YOUR DATABASE
		POST ON SOCIAL MEDIA
		LATE-NIGHT PROSPECTING SESSION

MONTHLY

DAY	TIME	ACTIVITY
		MAIL YOUR LETTER TO YOUR DATABASE FARM
		CALL YOUR SELLER LEAD DATABASE

QUARTERLY

DAY	TIME	ACTIVITY
		CALL YOUR SPHERE OF INFLUENCE, PAST CLIENT, REFERRAL PARTNER DATABASE

ANNUALLY

DAY	TIME	LOCATION	ACTIVITY
			CLIENT EVENT

January

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

February

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

March

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

April

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

May

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

June

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

July

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

August

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

September

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

October

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

November

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED

December

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSION EARNED