

## Motivation

**Mission Statement:**

**My WHYs:** (What does this business allow you to do? Keep it to 4 or less.)

## 2009 at a Glance:

How many transactions closed? \_\_\_\_\_

Gross commission? \_\_\_\_\_

Total Fees Paid to Office? \_\_\_\_\_

Total Take Home? \_\_\_\_\_

What was My P Time: \_\_\_\_\_

What was My I Time: \_\_\_\_\_

What was My N Time: \_\_\_\_\_

What was my dollar per hour? \_\_\_\_\_

Total Listings Taken? \_\_\_\_\_

Total Listings Sold? \_\_\_\_\_

Total number of Sides from Buyers? \_\_\_\_\_

Total number of referrals sent out? \_\_\_\_\_

Number of Referrals Sent Out actually closed? \_\_\_\_\_

Where did my business come from this year?

- \_\_\_\_\_ Transactions from agent referrals
- \_\_\_\_\_ Transactions from referrals of past clients/sphere
- \_\_\_\_\_ Transactions website Leads
- \_\_\_\_\_ Transactions Office Leads
- \_\_\_\_\_ Transactions from Sign calls
- \_\_\_\_\_ Transactions from other(specify) : \_\_\_\_\_

What went well?

What did not go well?

What were my expenses?

Worth It?

Do it Again?

_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>
_____	Yes <input type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input type="checkbox"/>

## **Brainstorming**

**What needs to be updated in prelisting packet?**

**What needs to be updated in listing presentation?**

**What needs to be updated in out-of-town prospects and buyers packets?**

**How can your website be improved to make it more useful to clients?**

**Ideas for 2010 to research and consider implementing.**

**“Just One Thing” in 2010** (One goal/focus for each category.)

Personal:

Work:

Do:

Learn:

Home/Family:

Friends:

Income:

**5 Things I will do this year to maximize my profits and increase my revenue.**

1.

2.

3.

4.

5.

**10 Specific Things to keep my existing business**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

**5 Things to improve or enhance to keep business up-to-date.**

- 1.
- 2.
- 3.
- 4.
- 5.

**10 Specific activities to generate new and referall business.**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**5 Things I'm doing to improve the quality of the service I am offering.**

1.

2.

3.

4.

5.

**Comprehensive Marketing Calendar**( Aim for 3 touches/month, mix of art &science mailers)

<b>Marketing Activities</b>		
	Direct Mail	Face-to-Face
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

## **Overall Business Goals**

Long Term (beyond the next 12 months):

Short Term (within the next 12 months):

## Mapping Your Year.....

**Create a list of tasks.** Using the information on the previous page, create a list of tasks necessary to complete each short term goal. If it's a monetary goal such as make \$100,000, the task associated would be to close a certain number of transactions based on your average selling price and commission rate.

**Prioritize List.** Review list and decide which tasks you would like to accomplish in the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> quarter of 2010. Hint: not everything can be in the 1<sup>st</sup> quarter! Be reasonable and honest with yourself about what is realistic. Watch for opportunities to "batch" tasks. For instance, consider doing three months of mailers at one time.

**Schedule Tasks.** Now its time to break tasks into monthly goals. In addition to the list already created, be sure to include tasks from the brainstorming section above such as Marketing Activities, Things to Improve my existing business, Ideas to Research, etc.

**This should create an in-depth month by month schedule for achieving your goals and building the business as you would like. Again, I caution you to make a schedule that is reasonable! Of course you want to challenge yourself, but remember you also have time to practice real estate!**

**In conjunction with this activity you will also want to consider what you can "outsource". If you currently have an assistant or team, consider using this time to also create a month by month "expectations list" for them. If you do not have an assistant, consider using a virtual assistant on a project basis or ask any one in your office if they have someone they hire per hour for projects. You can outsource almost anything these days. It is very cost effective, and it will free up your time to do what you do best, sell real estate (in case you were wondering :). I can personally recommend eLance.com, a service where you post your project and individuals from all over the world bid for the job.**

## A Look Ahead....

**What my business will look like when I am done with this year.** In as much detail as possible write a few paragraphs depicting where business is coming from, how much business you saw on average, what type of clients, don't forget to add details about organization, time management, and goal achievement.

## By The Numbers

### Income and Transaction Goals and Operational Budget

(Example Spreadsheet at end of planner)

What Will It Take To Hit Your Desired Income?		
Desired Income From Real Estate		
	Listings	Sales
Percent of Total Income (Listings and Sales should equal 100%)		
Annual Income		
Average Sales Price		
Average Commission - Percentage		
Average Commission – Dollar Amount		
Agent's Share of Commission (Office Split)		
Agent's Average Commission (Average Commission Dollar Amount x Office Split)		
Annual # of Units Closed (Annual Income/Agent's Average Commission)		
Percent that Actually Close		
Annual Units That Need to be Taken (Annual # of Units Closed/Percent that actually close)		
Monthly Units to be Taken (Annual Units That Need to be taken/12)		
Closed Volume (Annual # of Units Closed x Average Sales Price)		
Combined Volume (Closed Listing Volume + Closed Sales Column)		

## OPERATING BUDGET

PERSONAL PROMOTION	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

GIFTS AND THANK YOU'S	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

SPECIAL EVENTS	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

<b>LISTINGS EXPENSE</b>	<b>MONTHLY EXPENSE</b>	<b>QUARTERLY EXPENSE</b>	<b>ANNUAL TOTAL</b>
<b>SUB-TOTAL</b>			

<b>BUYER EXPENSE</b>	<b>MONTHLY EXPENSE</b>	<b>QUARTERLY EXPENSE</b>	<b>ANNUAL TOTAL</b>
<b>SUB-TOTAL</b>			

PRESENTATION MATERIALS	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

OFFICE EXPENSES	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			



**EXAMPLES.....**

Desired Income From Real Estate		\$ 60,000
	<b>Listings</b>	<b>Sales</b>
Percent of Total Income	25%	75%
Annual Income	\$①15,000	\$③45,000
Average Sales Price	\$300,000	\$300,000
Average Commission – Percent	3%	3%
Average Commission – Dollars	\$9,000	\$9,000
Agent’s Share of Commission	60%	60%
Agent’s Average Commission	\$②5,400	\$④5,400
Annual # of Units Closed	①÷②2.77	③÷④8.33
Percent that Actually Close – ÷	80%	80%
Annual Units to be Taken	3.46	10.41
Monthly Units to be Taken – ÷12	.28	.87
Closed Volume	\$831,000	\$2,499,000
Combined Volume		\$3,330,000

PERSONAL PROMOTION	MONTHLY	QUARTERLY	YEARLY TOTALS
Post Cards	90.00	---	1080.00
Personal Letters	---	25.00	100.00
Buyer/Seller Packets	20.00	---	240.00
Business Cards	---	---	80.00
Photography	---	75.00	300.00
Website	10.00	---	120.00
8 in 8	---	---	350.00
Monthly Ads Insert	30.00	---	360.00
Monthly Regional Marketing	30.00	---	360.00
<b>SUB-TOTAL</b>			<b>2990.00</b>

GIFTS & THANK YOUS	MONTHLY	QUARTERLY	YEARLY TOTALS
Thank You Cards	10.00	---	120.00
Referrals		50.00	200.00
Meals		150.00	600.00
Home Anniversaries		30.00	120.00
<b>SUB-TOTAL</b>			<b>1040.00</b>

SPECIAL EVENTS	MONTHLY	QUARTERLY	YEARLY TOTALS
Annual Cocktail Party	---	---	350.00
½ way to St Pattys			200.00
Other			100.00
<b>SUB-TOTAL</b>			<b>650.00</b>

<b>LISTING EXPENSES</b>			<b>YEARLY TOTALS</b>
Signs/Riders			100.00
Brochure Boxes			28.00
Just Listed Cards			280.00
Just Sold Cards			280.00
Color Brochures			160.00
Inspections			1000.00
House Cleaning			280.00
<b>SUB-TOTAL</b>			<b>2128.00</b>

<b>BUYER EXPENSES</b>			<b>YEARLY TOTALS</b>
Thank You Cards			50.00
Copies			50.00
Meals			100.00
House Cleaning			700.00
<b>SUB-TOTAL</b>			<b>900.00</b>

<b>PRESENTATION MATERIALS</b>			<b>YEARLY TOTALS</b>
Letters, FSBO			50.00
Pre-listing Packet			75.00
Buyer's Packet			125.00
Listing Packet			100.00
Folders			250.00
<b>SUB-TOTAL</b>			<b>600.00</b>