



PARTICIPANT

# Business Planning Clinic

Short Workbook

## Notices

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**WARNING!** Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

# Compliance: Do Not Call/Telephone Consumer Protection Act

## WARNING!

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The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

### ① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

### ① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

### ① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

### ① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

## DO NOT CALL DO'S AND DON'TS

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Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

### ① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

### ① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

### ① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2.any state Do Not Call list; 3. your internal list. If the number is on any of these listsome , delete it.

### ① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

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# 1. WHERE I AM TODAY

- ☐ I create and use a business plan as a daily, monthly, annual and long-term guide to run my business.
- ☐ I have created a business plan and intend to learn to understand and use it more effectively.
- ☐ I am fairly new to real estate and new to business planning.
- ☐ I am on a team and I am new to business planning.

## My Numbers

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1. The amount of money I need to pay for my lifestyle and get out of debt = \$\_\_\_\_\_
2. My business expenses annually (estimate) = \_\_\_\_\_
3. My average commission amount = \_\_\_\_\_
4. Number of listing appointments gone on last year = \_\_\_\_\_
5. Number of buyer appointments gone on last year = \_\_\_\_\_
6. Number of listings sold last year = \_\_\_\_\_
7. Number of buyers sold last year = \_\_\_\_\_
8. Number of names in my database = \_\_\_\_\_
9. My team consists of me +

## 2. WHERE I AM GOING

### Goals of this Course

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1. Understand the power of the Five Fundamental Business Models of The Millionaire Real Estate Agent (MREA).and recognize that the five models are interconnected for the important role of planning, checking on, and projecting your business.
2. Create a custom plan for your business whether you are new to real estate or a seasoned professional.
3. Initiate a plan of execution through accountability with a peer partner, productivity coach, Team Leader, team lead (if on a team), MCA, etc.

### My Three Learning Goals

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Three things I want to **understand** by the end of this training.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

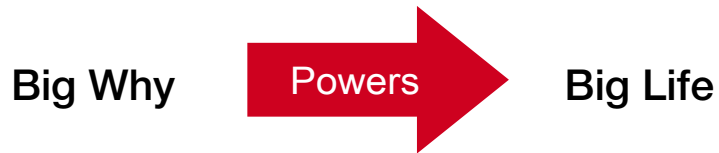
## 3. HOW I WILL MAKE IT HAPPEN

- ☐ Level One: Complete a business plan.
- ☐ Level Two: Complete a business plan and commit to following my written plan.
- ☐ Level Three: Complete a business plan, share it with my coach or peer partner who is committed to my personal growth, and execute my plan by checking my activities and results against it weekly, monthly, and annually.

## 1. Think Powered by a Big Why

**Big**—because you are after extraordinary results!

**Why**—is the reason you get up every day and do what you do.



### Big Why:

- Is your purpose, mission, and need
- Fuels you with focus and energy
- Powers your action

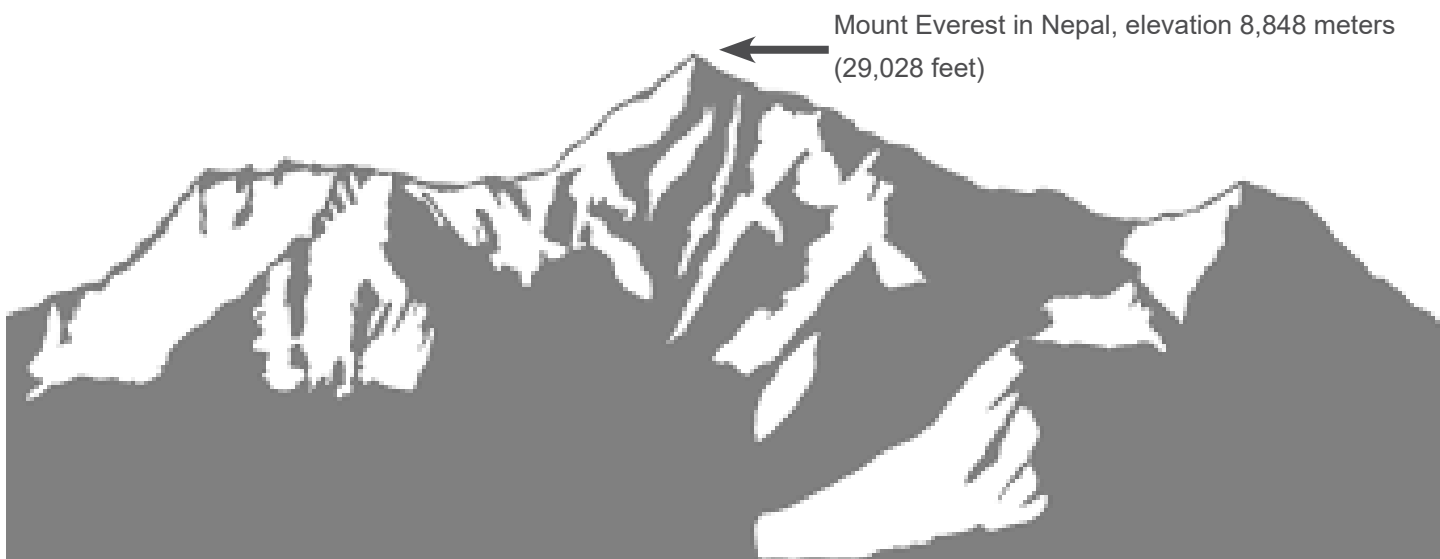
### My Big Why

*... one thing all high achievers have in common  
is they are working for a Big Why.*

*- The Millionaire Real Estate Agent*

## 2. Think Big Goals and Big Models

Climbing a big mountain is a Big Goal. A Big Goal takes a big plan.



### GOAL SETTING to the NOW

SOMEDAY GOAL



FIVE-YEAR GOAL



ONE-YEAR GOAL



MONTHLY GOAL



WEEKLY GOAL



DAILY GOAL



RIGHT NOW



# FIVE FUNDAMENTAL MODELS—ONE SYSTEM

## 1. Economic Model

A formula that describes the relationship between a series of activities and the specific outcomes they produce. It shows you where your money comes from, where it goes, and **how much is left over** for you.

*To achieve the amount of **net income** you desire ...*

## 2. Lead Generation Model

A plan for **where your money comes from**—from your lead generation activities. It is a companion to the Economic Model since leads are the fuel to the economic engine of your business.

*You will need to generate **X number of leads**, ...*

## 3. Budget Model

A plan for **where your money goes** between the time you receive it and keep it for yourself. The focus is on minimizing your expenses to maximize your profit.

*Spend **X amount of money** in specific areas to support these efforts, ...*

## 4. Organizational Model

A plan for **hiring help** and talent as your business grows to help you grow your business.

*Hire **X number of people** to service it all, and ...*

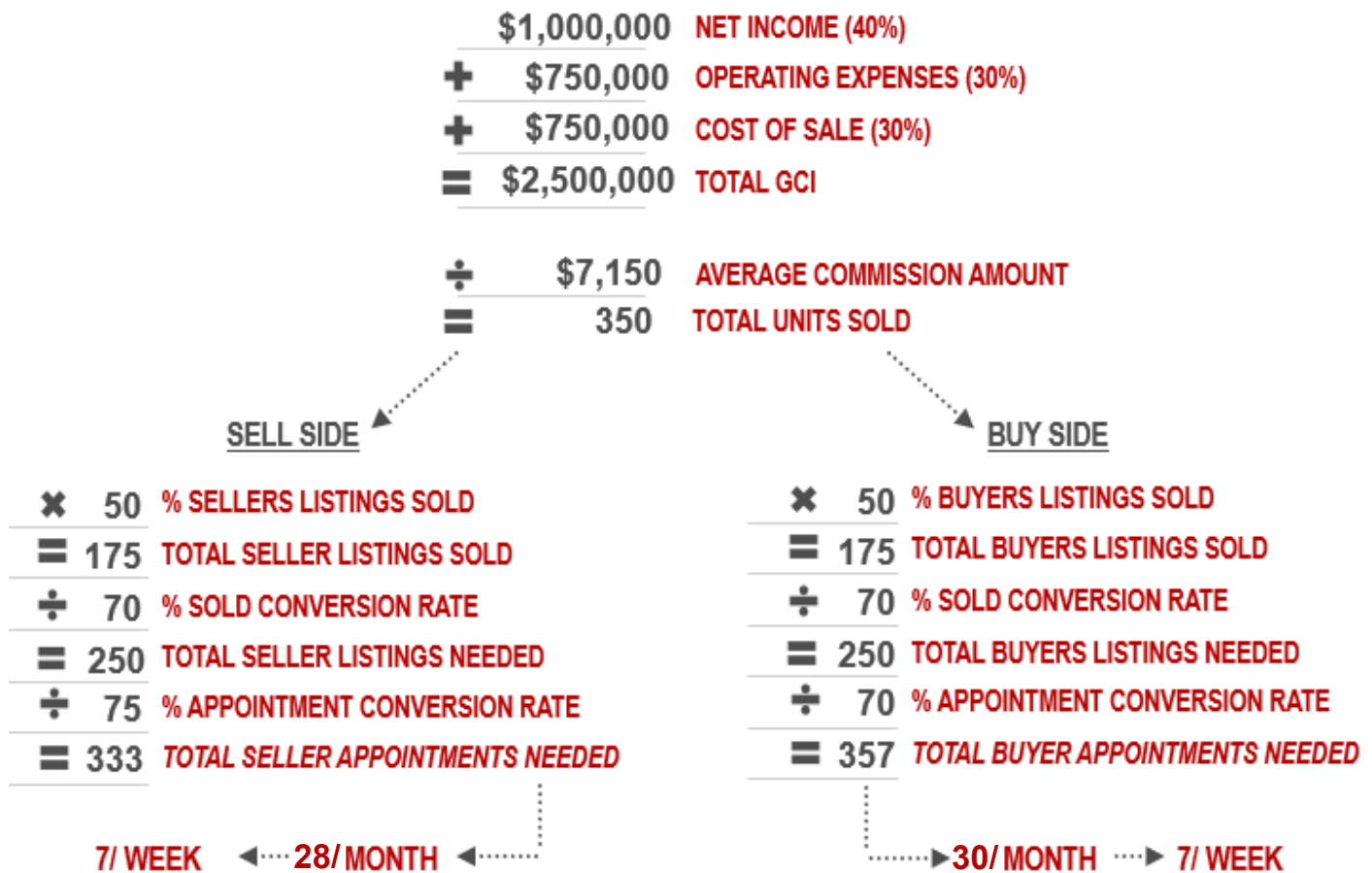
## 5. Expansion Model

A plan to apply your systematized business model in additional locations. (This model will not be covered in this course. For more information, attend the KWU course, Expansion System Orientation.)

***Apply** your systematized business model in additional locations.*

| *There is no model for chaos.*

# THE ECONOMIC MODEL



## Benefits of the Economic Model

1. Provides the number of appointments and units sold to meet your goal.
2. Reveals your conversion rates and identifies areas for improvement.
3. Allows for mastery over your business.
4. Keeps the focus on a Profit First perspective.
5. Helps keep your Budget Model in line.
6. Provides benchmarks to hold your team accountable to.
7. Allows you to gain insight into your economic decisions before you make them.

# LEAD GENERATION ACTIVITIES

| Prospecting  | Both  | Marketing  |
|--|---|--|
| <b>1. Phone or Face to Face</b> <ol style="list-style-type: none"> <li>Listings without Agency <ol style="list-style-type: none"> <li>FSBOs (For Sale by Owners)</li> </ol> </li> <li>Expired Listings</li> </ol> <b>2. Circle Prospecting</b> <ol style="list-style-type: none"> <li>Neighborhoods</li> <li>Apartment Complexes</li> <li>Recently Sold listings</li> <li>Recently Listed Properties</li> </ol> <b>3. Community Outreach</b> <ol style="list-style-type: none"> <li>Charity</li> <li>Volunteer Work</li> </ol> <b>4. Key Relationships</b> <ol style="list-style-type: none"> <li>Corporations</li> <li>Builders</li> <li>Banks</li> <li>Third-Party, Data Companies</li> <li>Investors</li> </ol> <b>5. Teaching and Speaking Opportunities</b> <b>6. Meals</b> <b>7. Door-to-Door Canvassing</b> <b>8. Networking Events</b> <b>9. Booths and Kiosks</b> <b>10. Walk-ins</b> <b>2. Text Correspondence</b> <ol style="list-style-type: none"> <li>SMS</li> <li>Messenger</li> <li>Email</li> </ol> | <b>1. Farming</b> <ol style="list-style-type: none"> <li>Geographic</li> <li>Demographic</li> </ol> <b>2. Events</b> <ol style="list-style-type: none"> <li>Open Houses</li> <li>Seminars</li> <li>Contests</li> <li>Client Appreciation Events</li> </ol> <b>3. Networking</b> <ol style="list-style-type: none"> <li>Sphere</li> <li>Past Clients</li> <li>Allied Resources</li> <li>Agents</li> </ol> <b>4. Purchased</b> <ol style="list-style-type: none"> <li>Referral Networks</li> <li>Advertising Networks</li> <li>Clientele</li> </ol> | <b>1. Advertising</b> <ol style="list-style-type: none"> <li>Pay per Click</li> <li>SEO</li> <li>Radio</li> <li>TV</li> <li>Newspapers</li> <li>Personal Vehicles</li> <li>Bus Stop Benches</li> <li>Social Media</li> <li>Portals</li> <li>Magazines</li> <li>Billboards</li> <li>Yellow Pages</li> <li>Grocery Carts</li> <li>Moving Vans</li> </ol> <b>2. Broadcast/Content Creation</b> <ol style="list-style-type: none"> <li>Radio Segments</li> <li>TV Shows</li> <li>Live Social Media</li> <li>Blogs</li> </ol> <b>3. Direct Mail (Non-Farm)</b> <ol style="list-style-type: none"> <li>Postcard Campaigns</li> <li>Special Events Cards</li> <li>Just Sold/Just Listing Cards</li> <li>Quarterly Market Updates</li> </ol> <b>4. Promotional Items/Swag</b> <b>5. Public Relations/Press</b> <ol style="list-style-type: none"> <li>News Releases</li> <li>Advice Columns</li> </ol> <b>6. Sponsorship</b> |

# BUDGET BENCHMARKS BY GCI

| AVERAGES     |                  |                  |                  |                  |                  |                    | BEST PRACTICES      |                    |
|--------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------|--------------------|
| GCI          | \$150,000        | \$340,000        | \$640,000        | \$970,000        | \$1,600,000      | \$3,400,000        | \$1,000,000         | \$2,500,000        |
| COS          | \$19,500<br>13%  | \$88,400<br>26%  | \$211,200<br>33% | \$368,600<br>38% | \$624,000<br>39% | \$1,530,000<br>45% | \$250,000<br>25%    | \$750,000<br>30%   |
| GROSS PROFIT | \$130,500<br>87% | \$251,600<br>74% | \$428,800<br>67% | \$601,400<br>62% | \$976,000<br>61% | \$1,870,000<br>55% | \$750,000.00<br>75% | \$1,750,000<br>70% |
| EXPENSES     | \$57,000<br>38%  | \$122,400<br>36% | \$236,800<br>37% | \$329,800<br>34% | \$560,000<br>35% | \$1,122,000<br>33% | \$360,000.00<br>36% | \$750,000<br>30%   |
| NET INCOME   | \$73,500<br>49%  | \$129,200<br>38% | \$192,000<br>30% | \$271,600<br>28% | \$416,000<br>26% | \$748,000<br>22%   | \$390,000.00<br>39% | \$1,000,000<br>40% |

## Operating Expenses by GCI

| AVERAGES                     |                                 |                   |                   |                   |                    |                    | BEST PRACTICES     |                     |                    |
|------------------------------|---------------------------------|-------------------|-------------------|-------------------|--------------------|--------------------|--------------------|---------------------|--------------------|
| GCI                          |                                 | \$150,000         | \$340,000         | \$640,000         | \$970,000          | \$1,600,000        | \$3,400,000        | \$1,000,000         | \$2,500,000        |
| Compensation                 | Salaries/Benefits               | \$8,370<br>5.6%   | \$33,218<br>9.8%  | \$90,304<br>14.1% | \$108,446<br>11.2% | \$223,840<br>14.0% | \$496,400<br>14.6% | \$191,000<br>19.10% | \$347,500<br>13.9% |
|                              | Professional Services           | \$3,270<br>2.2%   | \$4,454<br>1.3%   | \$6,016<br>0.9%   | \$6,887<br>0.7%    | \$9,600<br>0.6%    | \$17,680<br>0.5%   | \$7,000<br>0.70%    | \$12,500<br>0.5%   |
|                              | TOTAL                           | \$11,640<br>7.8%  | \$37,672<br>11.1% | \$96,320<br>15.1% | \$115,333<br>11.9% | \$233,440<br>14.6% | \$514,080<br>15.1% | \$198,000<br>20%    | \$360,000<br>14.4% |
| Lead Generation              | Listing Management              | \$5,055<br>3.4%   | \$10,608<br>3.1%  | \$16,832<br>2.6%  | \$29,294<br>3.0%   | \$47,040<br>2.9%   | \$112,200<br>3.3%  | \$23,000<br>2.30%   | \$62,500<br>2.5%   |
|                              | General Prospecting & Marketing | \$11,760<br>7.8%  | \$24,242<br>7.1%  | \$49,984<br>7.8%  | \$87,882<br>9.1%   | \$133,120<br>8.3%  | \$219,980<br>6.5%  | \$50,000<br>5%      | \$162,500<br>6.5%  |
|                              | TOTAL                           | \$16,815<br>11.2% | \$34,816<br>10.2% | \$66,816<br>10.4% | \$117,079<br>12.1% | \$180,160<br>11.3% | \$331,840<br>9.8%  | \$73,000<br>7.30%   | \$225,000<br>9.0%  |
| Occupancy                    |                                 | \$4,275<br>2.9%   | \$6,290<br>1.9%   | \$10,304<br>1.6%  | \$12,610<br>1.3%   | \$25,920<br>1.6%   | \$77,860<br>2.3%   | \$20,000<br>2%      | \$25,000<br>1.0%   |
| Education and Coaching       |                                 | \$7,500<br>5.0%   | \$18,020<br>5.3%  | \$29,504<br>4.6%  | \$36,860<br>3.8%   | \$53,760<br>3.4%   | \$78,540<br>2.3%   | \$23,000<br>2.30%   | \$62,500<br>2.5%   |
| Supplies/Office Expenses     |                                 | \$4,110<br>2.7%   | \$7,446<br>2.2%   | \$10,944<br>1.7%  | \$12,707<br>1.3%   | \$19,520<br>1.2%   | \$40,460<br>1.2%   | \$10,000<br>1%      | \$25,000<br>1.0%   |
| Communication and Technology |                                 | \$5,535<br>3.7%   | \$8,942<br>2.6%   | \$13,248<br>2.1%  | \$17,169<br>1.8%   | \$21,920<br>1.4%   | \$32,640<br>1.0%   | \$16,000<br>1.60%   | \$25,000<br>1.0%   |
| Automobile                   |                                 | \$4,440<br>3.0%   | \$5,984<br>1.8%   | \$8,000<br>1.3%   | \$10,379<br>1.1%   | \$12,800<br>0.8%   | \$19,380<br>0.6%   | \$10,000<br>1%      | \$15,000<br>0.6%   |
| Equipment/Furnishings        |                                 | \$915<br>0.6%     | \$1,190<br>0.4%   | \$1,664<br>0.3%   | \$2,619<br>0.3%    | \$5,280<br>0.3%    | \$12,240<br>0.4%   | \$5,000<br>0.50%    | \$7,500<br>0.3%    |
| Insurance                    |                                 | \$2,415<br>1.6%   | \$2,482<br>0.7%   | \$3,008<br>0.5%   | \$4,559<br>0.5%    | \$5,120<br>0.3%    | \$7,140<br>0.2%    | \$5,000<br>0.50%    | \$5,000<br>0.2%    |

**\$750,000**  
30% of GCI

# THE MREA CHART OF ACCOUNTS—P&L

| Monthly Profit and Loss               |  |
|---------------------------------------|--|
| Income                                |  |
| Residential Income                    |  |
| Listing Income                        |  |
| Sales Income                          |  |
| Builder/New Construction Income       |  |
| Referral Income                       |  |
| Leasing Income                        |  |
| Transaction/Administration Fee Income |  |
| Total Residential Income              |  |
| Commercial Income                     |  |
| Total Commercial Income               |  |
| Other Real Estate Income              |  |
| <b>Total Income (GCI)</b>             |  |
| Cost of Sales                         |  |
| Commissions Paid Out                  |  |
| Other - COS                           |  |
| <b>Total Cost of Sales</b>            |  |
| Gross Profit                          |  |
| Expenses                              |  |
| Compensation                          |  |
| Salaries/Benefits                     |  |
| Professional Services                 |  |
| Lead Generation and Conversion        |  |
| Listing Management                    |  |
| Prospecting and Marketing             |  |
| Occupancy                             |  |
| Education/Coaching/Dues/Travel        |  |
| Supplies/Office Expenses              |  |
| Communication/Technology              |  |
| Automobile                            |  |
| Equipment/Furnishings                 |  |
| Insurance                             |  |
| Other Expenses                        |  |
| <b>Total Expenses</b>                 |  |
| Business Profit                       |  |
| Below the Line Income                 |  |
| Interest Income                       |  |
| Vendor Supplier Income                |  |
| Profit Share Income                   |  |
| Other Income                          |  |
| <b>Total Below the Line Income</b>    |  |
| Below the Line Expenses               |  |
| Employee Profit Share                 |  |
| Other Pretax Expenses                 |  |
| Income Tax                            |  |
| <b>Total Below the Line Expenses</b>  |  |
| Net Income                            |  |

| Expenses                             |  |
|--------------------------------------|--|
| Lead Generation and Conversion       |  |
| Listing Management                   |  |
| Services                             |  |
| Marketing                            |  |
| Signage                              |  |
| Other                                |  |
| Total Listing Management             |  |
| Prospecting and Marketing            |  |
| Offline Advertising                  |  |
| Online Advertising                   |  |
| Print/Direct Mail                    |  |
| Third-Party Lead Sellers             |  |
| Events                               |  |
| Lead Conversion Tools                |  |
| Meals, Gifts, and Entertainment      |  |
| Other - Lead Generation              |  |
| Total Prospecting and Marketing      |  |
| Total Lead Generation and Conversion |  |

# THE HIRING PATH OF THE MREA

## THE 1ST LEVEL - Personal Productivity

### Areas of Mastery

- Lead generation
- Mindset and Vision

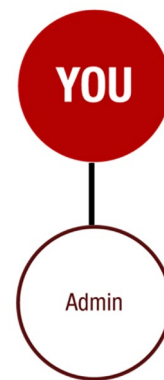


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## THE 2ND LEVEL - Hiring and Succeeding Through Others

### Areas of Mastery

- Hiring
- Training
- Accountability



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## THE 3RD LEVEL - Leadership and Systems, Laying Foundations for Growth

### Areas of Mastery

- Systems
- Succeeding through others
- Going “2-deep”



# The Hiring Path of the MREA (continued)

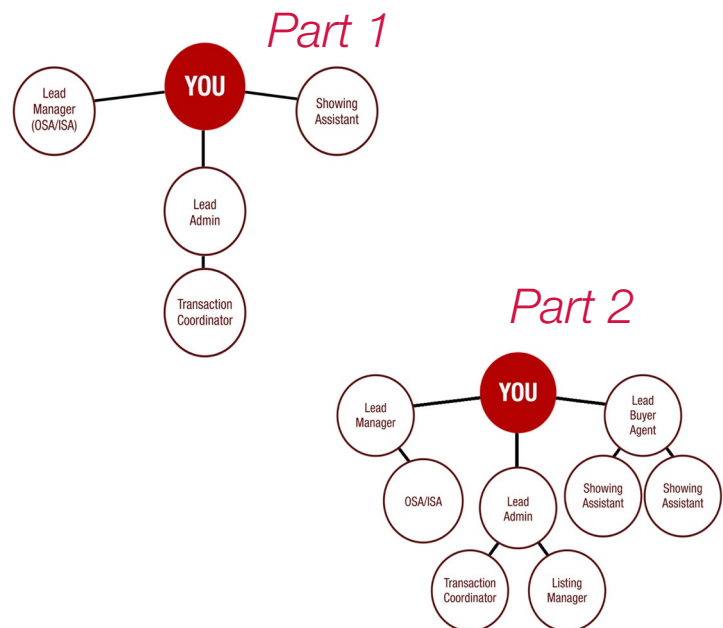
## THE 4TH LEVEL (PARTS 1 AND 2) - Leverage on the Buyer Side

### Areas of Mastery

- Leveraging out the buyer side
- Launching your lead generation division

### New Positions

- Showing Assistant (Part 1)
- Outbound Sales Associate (Part 1)
- Lead Buyer Agent (Part 2)
- Lead Manager (Part 2)
- Inbound Sales Associate (Part 2)



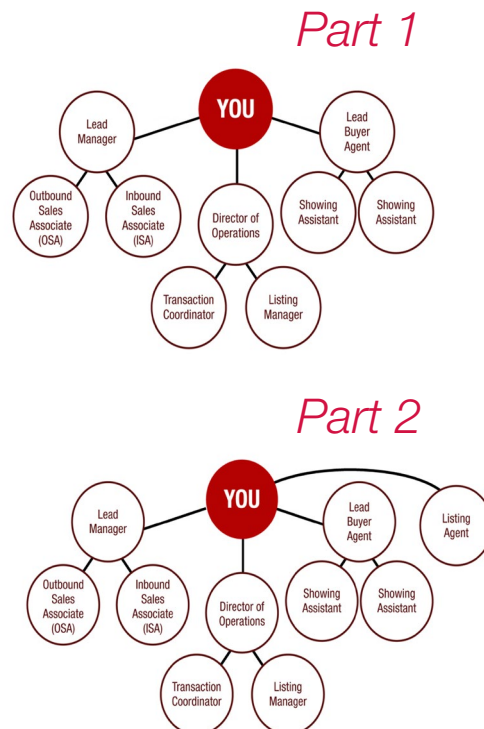
## THE 5TH LEVEL (PARTS 1 AND 2) - Leverage on the Seller Side

### Areas of Mastery

- Leveraging out the seller side
- Profitability
- Building your lead generation division

### New Positions

- Director of Operations (Part 1)
- Listing Agent (Part 2)





# The Hiring Path of the MREA (continued)

## THE 6TH LEVEL (PARTS 1 AND 2) - Expansion

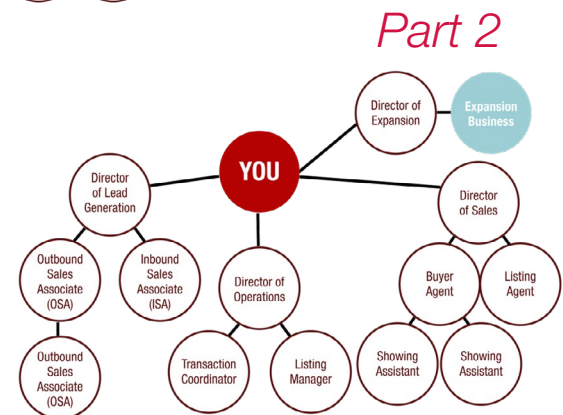
### Areas of Mastery

- Leadership
- Leverage
- Expansion



### New Positions

- Expansion Agent (Part 1)
- Director of Lead Generation (Part 1)
- Director of Sales (Part 1)
- Director of Expansion (Part 2)



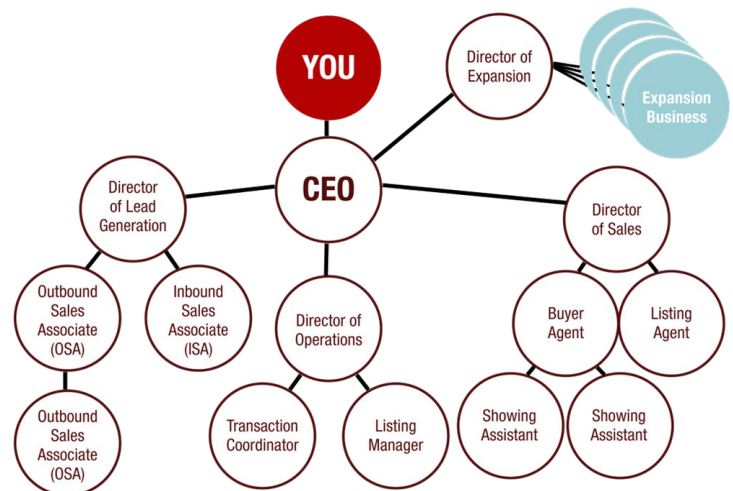
## THE 7TH LEVEL - Your CEO\*

### Areas of Mastery

- Replacing yourself
- Vision
- Accountability to growth and standards

### New Positions

- CEO\*



*\*Check your local real estate rules to see if C-suite terms are allowed in your jurisdiction before using them.*



# BUILD YOUR 4-1-1



## 4-1-1 ACTION GOAL WORKSHEET

Name \_\_\_\_\_

### ANNUAL GOALS

YEAR

Net Income: \$ \_\_\_\_\_ Contacts in Database: \_\_\_\_\_ Update Budget

Total Units Sold: \_\_\_\_\_ 1 Event for Leads

# Listing Appointments: \_\_\_\_\_ 2 Events for Contacts

# Buyer Appointments: \_\_\_\_\_

Attend Leverage Series  
Analyze my Economic Lead  
Gen, and Budget Models to  
determine my investment and  
the return I expect  
Hire \_\_\_\_\_ in \_\_\_\_\_ Qtr

### MONTHLY GOALS

MONTH OF

# Listing Appointments: \_\_\_\_\_ Add # Contacts: \_\_\_\_\_ Review Budget Model

# Buyer Appointments: \_\_\_\_\_ Call 1/3 of Database

Send 1 value to Leads

Send 2 value to

Contacts

and adjust as needed

Create and Review  
P&L results

Register for Career Visioning

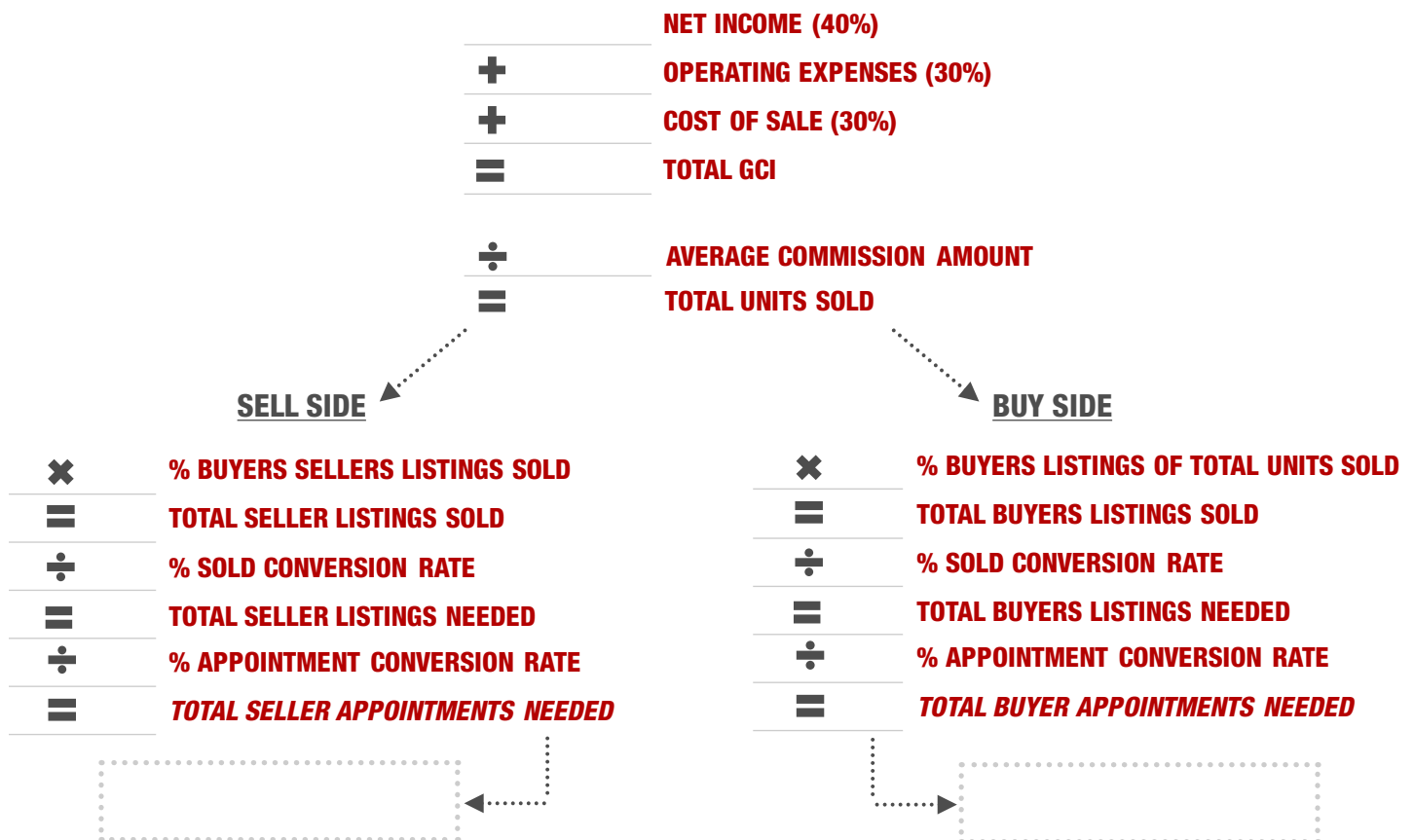
### WEEKLY GOALS

| WEEK 1                             | WEEK 2                             | WEEK 3                             | WEEK 4                             |
|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Listing Appointments: _____        | Listing Appointments: _____        | Listing Appointments: _____        | Listing Appointments: _____        |
| Buyer Appointments: _____          | Buyer Appointments: _____          | Buyer Appointments: _____          | Buyer Appointments: _____          |
| Add Contacts: _____                | Add Contacts: _____                | Add Contacts: _____                | Add Contacts: _____                |
| Make _____ Calls                   | Make _____ Calls                   | Make _____ Calls                   | Make _____ Calls                   |
| Send Email of Value to<br>Contacts | Send Email of Value to<br>Contacts | Send Email of Value to<br>Contacts | Send Email of Value to<br>Contacts |

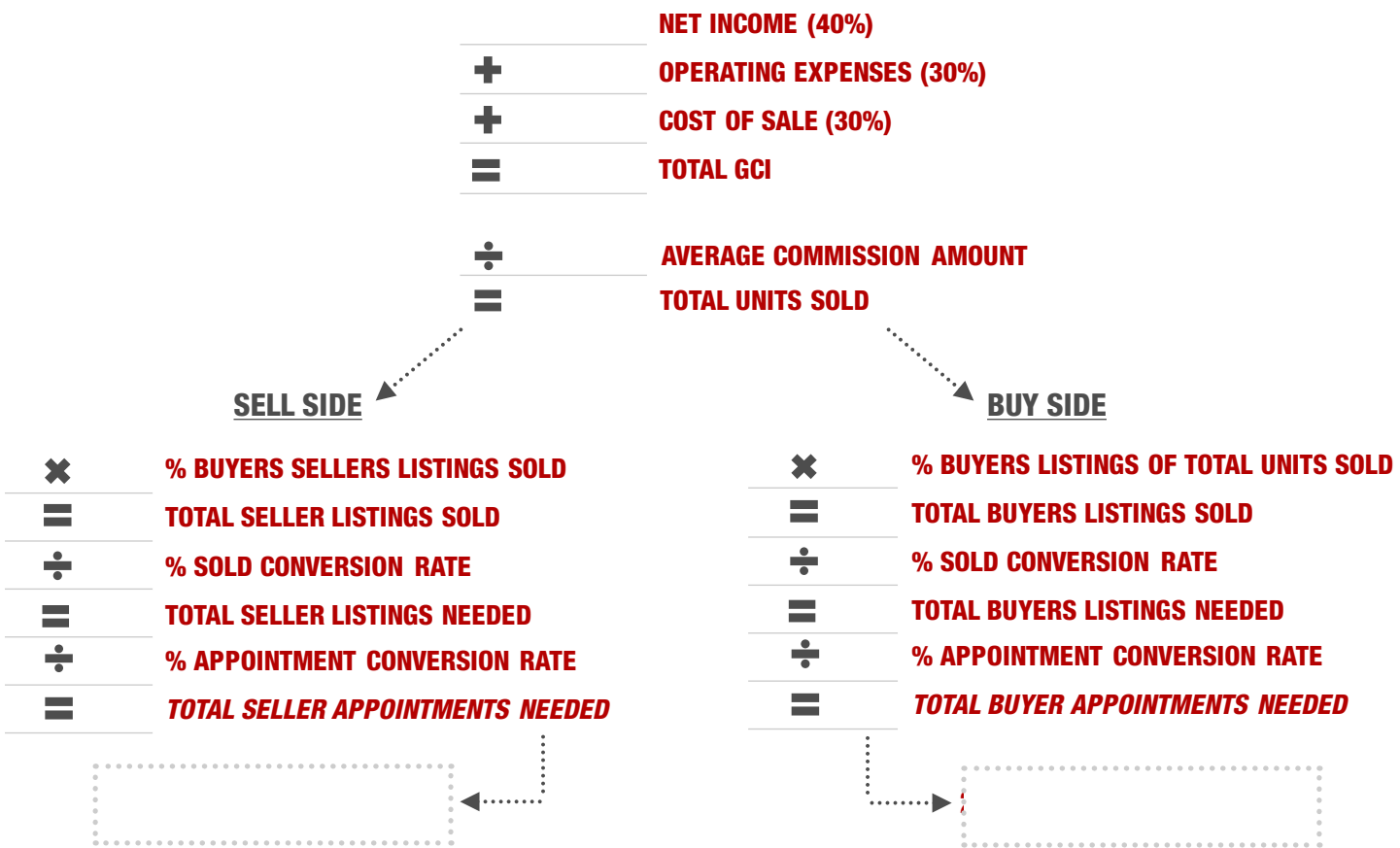


# MY BUSINESS PLAN - ECONOMIC MODEL (ACTUAL)

1. Begin by writing your Net Income goal.
2. Divide Net Income by 40% (.4) to calculate total GCI, and write this number down.
3. Multiply GCI by 30% (.3) for both Operating Expenses and Cost of Sale and write these down.
4. Write in your Average Commission Amount (refer back to Page 5)
5. Divide total GCI by your Average Commission Amount to calculate the number of units to be sold.
6. Calculate the rest of the formulas.
  - If you do not know your split between the Sell Side and the Buy Side, use an estimate or use the MREA example of 50/50.
  - Use estimates or MREA examples for each of the conversion rates.
7. Calculate how many appointments to go on monthly and weekly.



# MY BUSINESS PLAN - ECONOMIC MODEL (PRO FORMA)



What are my plans to improve?

# MY BUSINESS PLAN - LEAD GENERATION MODEL

## My Database, My Business

\_\_\_\_\_ Contacts needed to achieve the goals of my Economic Model

\_\_\_\_\_ Contacts in my database today \_\_\_\_\_ Contacts needed to add to my database

\_\_\_\_\_ Add each month \_\_\_\_\_ Add each week

## My Lead Generation Sources

### CURRENT

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### FUTURE

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## My Lead Generation Activity

\_\_\_\_\_ Lead Generation calls daily

## My 19 to Connect Touch Campaign for Leads

### Details

- 4 annual calls (quarterly)
- 12 monthly emails, newsletters, market reports, videos
- 2 promotional direct mail: magnet, calendar, market report
- 1 annual event, party, movie, get-together

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## My 36 to Convert Touch Campaign for Contacts

### Details

- 4 annual calls (quarterly)
- 26 bi-weekly emails offering information of value to the consumer
- 2 events, get-togethers, parties
- 4 promotional direct mail: magnet, calendar, market report, etc.

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# MY BUSINESS PLAN - BUDGET MODEL

1. Begin with your GCI Goal from your Economic Model.
2. Enter values for **My Budget Plan** based on your GCI and how you run your business.
3. Compare to an **MREA budget**. Multiply the percentages in the “% of GCI” column with your GCI. Enter the result in the “\$\$ Based on MREA” column. This provides a look at what you would be spending if your expenses followed the model. This may not reflect your business.

**My GCI Goal:** \_\_\_\_\_ **for year** \_\_\_\_\_

| COST OF SALES                   | MREA               |            | \$\$ BASED ON MREA | MY BUDGET PLAN |
|---------------------------------|--------------------|------------|--------------------|----------------|
|                                 | \$\$\$             | % OF GCI   |                    |                |
| Listing Specialist(s)           | \$125,000          | 5%         |                    |                |
| Buyer Specialist(s)             | \$625,000          | 25%        |                    |                |
| Other COS                       | minimal            |            |                    |                |
| <b>TOTAL COS</b>                | \$750,000          | 30%        |                    |                |
| OPERATING EXPENSES              | MREA               |            | \$\$ BASED ON MREA | MY BUDGET PLAN |
|                                 | \$\$\$             | % OF GCI   |                    |                |
| Compensation                    | \$360,000          | 14.4%      |                    |                |
| Lead Generation                 | \$225,000          | 9%         |                    |                |
| Occupancy                       | \$25,000           | 1%         |                    |                |
| Education and Coaching          | \$62,500           | 2.5%       |                    |                |
| Supplies/Office Expenses        | \$25,000           | 1%         |                    |                |
| Communication and Tech          | \$25,000           | 1%         |                    |                |
| Auto                            | \$15,000           | .6%        |                    |                |
| Equipment                       | \$7,500            | .3%        |                    |                |
| Insurance                       | \$5,000            | .2%        |                    |                |
| <b>TOTAL OPERATING EXPENSES</b> | \$750,000          | 30%        |                    |                |
| <b>TOTAL EXPENSES</b>           | \$1,500,000        | 60%        |                    |                |
| <b>NET INCOME</b>               | <b>\$1,000,000</b> | <b>40%</b> |                    |                |

# MY BUSINESS PLAN - PROFIT & LOSS

| MONTHLY PROFIT AND LOSS STATEMENT    |    |
|--------------------------------------|----|
| INCOME                               | \$ |
| Residential Income                   |    |
| Commercial Income                    |    |
| Other Real Estate Income             |    |
| <b>TOTAL INCOME (GCI)</b>            |    |
| COST OF SALES                        |    |
| Listing Specialist(s)                |    |
| Buyer Specialist(s)                  |    |
| Other COS                            |    |
| <b>TOTAL COS</b>                     |    |
| GROSS PROFIT                         |    |
| OPERATING EXPENSES                   |    |
| Compensation                         |    |
| Lead Generation                      |    |
| Occupancy                            |    |
| Education and Coaching               |    |
| Supplies/Office Expenses             |    |
| Communication and Tech               |    |
| Auto                                 |    |
| Equipment                            |    |
| Insurance                            |    |
| <b>TOTAL OPERATING EXPENSES</b>      |    |
| <b>TOTAL EXPENSES</b>                |    |
| BUSINESS PROFIT                      |    |
| BELOW THE LINE INCOME                |    |
| Interest Income                      |    |
| Vendor Supplier Income               |    |
| Profit Share Income                  |    |
| Other Income                         |    |
| <b>TOTAL BELOW THE LINE INCOME</b>   |    |
| BELOW THE LINE EXPENSES              |    |
| Employee Profit Share                |    |
| Other Pretax Expenses                |    |
| Profit Share Income                  |    |
| Income Tax                           |    |
| <b>TOTAL BELOW THE LINE EXPENSES</b> |    |
| NET INCOME                           |    |

# MY BUSINESS PLAN - CURRENT ORGANIZATION

Where am I on the path to people leverage? (Write down the roles in your **current** organizational chart.)

| What are my areas of mastery? (Rate yourself on each one.)     | 1<br>Low | 2 | 3 | 4<br>High |
|--|----------|---|---|-----------|
| 1. Lead generation, capture, and conversion to appointments    |          |   |   |           |
| 2. Presentations to buyers and sellers to get agreement        |          |   |   |           |
| 3. Showing buyers and marketing sellers                        |          |   |   |           |
| 4. Writing and negotiating contracts                           |          |   |   |           |
| 5. Coordinating sales to closing                               |          |   |   |           |
| 6. Managing the money  |          |   |   |           |
| 7. Hiring (Important! Take KWU Career Visioning before hiring) |          |   |   |           |
| 8. Training  |          |   |   |           |
| 9. Accountability  |          |   |   |           |

What are my plans to improve and/or delegate/get hep with?



# MY BUSINESS PLAN - FUTURE ORGANIZATION

What level of the organizational model do I strive for? (Write down the roles you would like in your **future** organizational chart.)

What steps will I take to begin the journey to my new organizational model?

