



Designed To Help Real Estate
Agents Maximize Their Business!

Module 1

Business Planning

A Simple Guide to Success



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Simple Guide to Success

Steps for Completing “Business Planning” Worksheet

1. Complete section labeled “How Much?”
 - a. (Question #1) Enter the amount you want to earn. Also, enter a specific date that is significant to you (i.e. Dec 31, 20__, or 12 months from the date you complete this worksheet, or other specific date significant to you.)

2. Complete section labeled “What I Do.”
 - a. (Question #2) Enter on the line the number of days you want to work in an average week.
 - b. (Question #3) Enter on the line the number of hours you want to work in an average day.
 - c. (Question #4) Enter on the line the number of weeks you want to work in an average year.
 - d. (Question #5) Enter on the line your expected income per month. You can calculate this number by dividing your expected annual income (Question #1) by 12 (The number of months in a year).
 - e. (Question #6) Enter on the line your expected income per weeks worked. You can calculate this number by dividing your expected annual income (Question #1) by the number of weeks you want to work (Question #4).
 - f. (Question #7) Enter on the line your expected income per hour. You calculate this number by dividing your expected annual income (Question #1) by the total number of hours you plan to work during the year. Calculate the total number of hours that you plan to work by multiplying your answers for Questions #2, #3, and #4.



3. Complete section labeled “How I Do It!”
 - a. (Question #8) Enter your current average net commission per transaction on the line. If you are a new agent ask your broker / office manager for a number that is reasonable for new agents in your area.
 - b. (Question #9) To calculate this number divide your desired annual income (Question #1) by your average net commission (Question #8). The answer is the number of transactions that you need to achieve to earn your annual desired income.
 - c. (Questions #10 and #11) These questions allow you to decide what aspects of the business you want to work. If you prefer to work listings then determine how many of your total transactions you want to be listings versus working with buyers. If you prefer to work with buyers determine how many transactions you want to be with buyers versus listings. This is entirely your decision, but you should decide how you want to approach your business. It will make it easier for you to determine how you are going to effectively use your time when you answer Questions #10 and #11.
4. Complete section labeled “Strategy.” Fill in the blanks of this section using the appropriate answers to the questions in the Simple Guide to Success. First blank fill in your name. Second blank, enter your desired annual income (Question #1). Third blank, enter the number of transactions you will need to achieve your annual income goal (Question #9). Fourth blank, summarize how you plan to work your business (i.e. ... focus my efforts primarily on listings (or buyers). To do this I will spend 60% of my time working on FSBO’s. I will also spend 20% of my time working expired listings. The remaining 20% of my allotted time I will hold in reserve for working with buyers.

Note: It is very important that you complete the “Strategy” section. It will allow you to create a clear vision of how you will proactively work your business so that you can schedule your time appropriately on a daily / weekly basis.



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Fill in the following chart to determine what you will receive in compensation, and how much time will be required to achieve it.

How Much?

1) I will earn \$ _____ by _____ (12 months from today).

What I Do.

2) I will work _____ days per week.

3) I will work _____ hours per day.

4) I will work _____ weeks per year,

and this will earn me.....

5) \$ _____ per month

6) \$ _____ per week worked

7) \$ _____ per hour worked

How I Do It!!

8) My average commission is \$ _____.

9) I must close _____ transactions.

10) I will close _____ listings.

11) I will close _____ buyers.



Programs designed to help Agents and Brokers take their business to the next level.

Maximizing Results in Real Estate (MRRE) has been created to provide real estate agents and brokers with the tools and training needed to help them grow their business. The MRRE programs combine proven real estate concepts used by successful agents along with time-tested success principles. MRRE provides this unique combination of effective skills and concepts in a way that any agent at any level of experience and success can gain something valuable. Our programs will spark the imagination and deliver tools needed to achieve greater success. Do something that your future self will thank you for. Contact us about to see how MRRE can help you make this year your best year ever!

Maximizing Results in Real Estate

Programs include:

- **Monday Morning Kick-Start Webinars (Weekly 10:00 AM to 10:30 AM)**
- **Maximizing Results Training Programs**
 - **State of Ohio 3 Hour CE Certified Seminar**
 - **Custom Training Sessions Available Upon Request**
- **Individual and Group Coaching Programs**
 - **Ask About The "Produce Before You Pay" Coaching Program**
- **Mastermind Group Sessions (covers key success principles)**

For more information go to www.maximizingresultsllc.com

We can also be followed on LinkedIn and Facebook at **Maximizing Results**, or on Twitter at **@MaximizingR**.

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