

BUSINESS PLAN

1 KEY PERFORMANCE INDICATORS

	2021		NOTES
	ME	Team	
Days Worked			
Total Hours of Power			
Listing Appointments			
Listings Taken			
Seller Sales			
Seller GCI			
Buyer Appointments			
Buyer Sales			
Buyer GCI			
Lessor GCI			
Lessee GCI			
Referrals Sent			
Referrals Received			
Referral GCI			
TOTAL UNITS	0	0	
TOTAL GCI	0	0	

BUSINESS PLAN

I'M COMMITTED TO HAVE THIS YEAR BE MY BEST YEAR EVER BECAUSE...

PERSONAL VISION

PROFESSIONAL VISION

5 KEY AREAS TO MASTER PROFESSIONALLY

- 1. _____
- 2. _____

5 KEY AREAS TO MASTER PERSONALLY

- 1. _____
- 2. _____

3. _____
 4. _____
 5. _____

3. _____
 4. _____
 5. _____

BUSINESS PLAN

3 TRANSACTION RESULTS / GOALS

SOURCE	2020 TRANSACTIONS		2021 GOALS		
	SELLERS	BUYERS	SELLERS	BUYERS	WHAT NEEDS TO CHANGE
Past Clients, SOI, Data Base					
Realtor Referrals					
Farm					
Internet Leads					
Open Houses					
Expireds					
FSBO/MMM					
Absentee Owners					
Zillow					
Investors					
Affiliate Referrals					
Just Listed / Just Sold					
Blogging					
Builder					
Buyer Seminars					
Cancelled Contracts					
Team Center of Influence					
Company Referrals					
Corporate or Business Accts.					

Demographic Farm					
Direct Mail					
Facebook					
Financial Planners					
Floor Time					
Former Realtors					
Google Ad					
Google+					
instagram					
Website					
Youtube					
SUBTOTALS	0	0	0	0	
TOTALS	0		0		NOTE: TRANSFER ENHANCEMENTS NEEDED TO SYSTEMS AND MARKETING CALENDAR
	LAST YEAR		THIS YEAR		

BUSINESS PLAN			
4	NEW PROSPECTS CONVERSATION NEEDED		
CONVERSATIONS CALCULATION			
ITEM			
AMOUNT		DIRECTIONS	
1	THIS YEAR'S TRANSACTIONS GOAL	0.00	INPUT total transactions you want

2	TOTAL NEW PROSPECT CONVERSATION NEEDED (ANNUALLY)	0	MULTIPLY Line 1 by 50 (conversation to sale ratio)
3	TOTAL NEW PROSPECT CONVERSATION NEEDED (MONTHLY)	0	DIVIDE Line 2 by 11 (months)
4	TOTAL DAILY NEW PROSPECT CONVERSATION NEEDED	0	DIVIDE Line 3 by 20 (monthly work days) *Minimum 5/5/4's

THE NUMBERS		
	YOU	TEAM
GCI Goal for This Year		
Number of Transactions Needed for Goals		
Number of Listing Appointments Set		
Number of Listings Taken		
Number of Listings Sold		
Number of Buyer Appointments Set		
Number of Buyer Sales		

BUSINESS PLAN		
5	BIG EVENTS + QUARTERLY EVENTS	
	JANUARY	FEBRUARY

APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

BUSINESS PLAN

6 BUSINESS EXPENSES

ITEM	2020 EXPENSE		2017 PROJECTED EXPENSES	NOTES
	MONTHLY	ANNUALLY		
Dues (RE Board Dues/MLS Dues)				
Business Entertainment (Meals, Coffee, Cocktails, Events)				
Coaching				
Communication (Mobile Phone, Home Bus Line)				
Education (Courses, Seminars, etc.)				
Equipment & Supplies				
Accounting/CPA				
Marketing				
Print Advertising				
Online Advertising/Website				
Direct Mail				
Signs, Flyers, Brochures, Presentation Materials				
Promotional (Gifts, Event Tickets, Sponsorships, etc.)				

Marketing Consulting				
Other Marketing				
Other Marketing				
Misc. Sales Cost (Agent Paid Inspections, Repairs, Goodwill, Staging, etc.)				
Outside Services (Consulting, Bookkeeping, etc.)				
Transaction Coordination				
Travel Expense (Airfare, Lodging, Ground Transportation, Incidentals)				
IRA Contribution				
Wages (Assistant, Employees)				
Zillow				
Other				
Other				
Other				
TOTAL BUSINESS EXPENSES	\$0	\$0	\$0	

BUSINESS PLAN

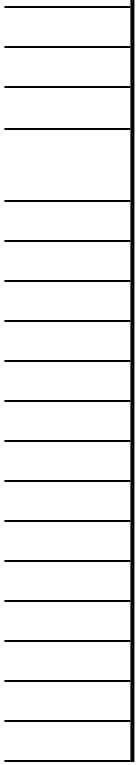
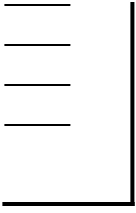
7 PERSONAL EXPENSES

ITEM	2020 EXPENSES	2021 EXPENSES	NOTES
Auto Gas			
Auto Insurance			
Auto Maintenance			
Auto Payments (Lease/Loan)			
Auto Purchase			
Auto Registration			

CATV/Satellite TV			
Cell Phone			
Charitable Contribution			
Childcare			
Clothing			
Club Membership			
Entertainment			
Food & Groceries			
General Household Items			
Gym, Health & Beauty			
Home & Yard Maintenance			
Homeowners Insurance			
Household Utilities			
Life Insurance			
Medical/Dental Expense			
Mortgages/Rent			
Personal Savings			
Property Taxes			
School Tuition K-12			
Vacation			
Retirement Savings			
College Funds			
Other			
Other			
Other			
Other			
Other			
TOTAL PERSONAL EXPENSES	\$0	\$0	







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