



2022 Business Plan



Make it happen in 2022!

“

*“The realization of your plan
is worth more than any single transaction.
Refuse to let your business interfere
with your plan — **trust the process.**”*

Tom

2022 Business Plan

Part A : Foundations

Commitment

Interested? Committed? Obsessed? You're about to lay out your plan for 2022, your bridge to your future. But a plan without the will to execute is only words on a page. So, write a message to yourself and your coach stating how seriously you are committed to implementing this plan and being held accountable to it.

Accountability

What additional accountability do you need to ensure your success? Let your coach know.

Why

What motivates you? A powerful Why comes out of a clear understanding of self. Do not write what should motivate you. Acknowledge the truth about what drives you.

2022 Business Plan

Part A : Foundations

Vision

A vision statement is a clear, detailed description of your business in the future, say, 3-5 years from now. It clarifies your long-term goal. It should be Specific, Measurable, Actionable, Realistic and Time-bound. Unlike your mission, it is usually not meant to be publicized.

Mission

A mission statement articulates the purpose of your business and your means of reaching it. It should be a simple sentence or a phrase. The public needs to see it. And you need to focus on it.

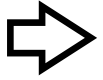
Values

Values shape identity and guide decision making. Instead of single words, write brief sentences. Consider - and feel free to use - Tom's: 1) *Deliver Value*; 2) *Embrace Innovation*; 3) *Build and Maintain Trust*; 4) *Execute with Relentless Discipline*; 5) *Strive for Greatness*. *Share your values with the public. Embrace them yourself.*

2022 Business Plan

Part B : Business Goal Setting

Activity & Ratios



IMPORTANT NOTE: To best calculate these numbers, complete this page using the business plan in *illum*.

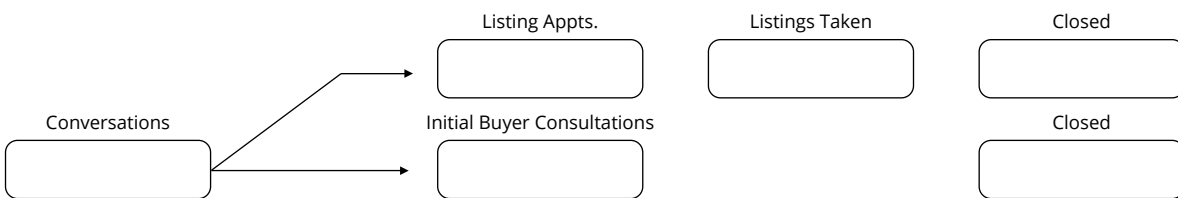


	Percentage of listing appointments that result in listings taken
	Percentage of listings taken that close
	Percentage of initial buyer appointments that close
	Conversations per close

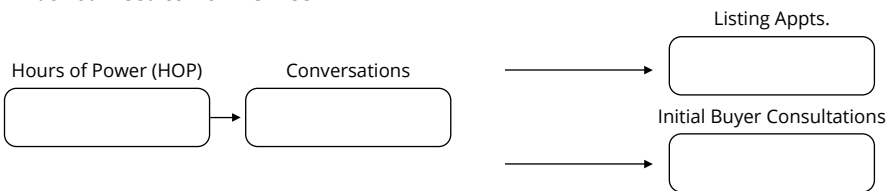
Conversations		Hours of Power (HOP)		
	:	1		Avg. Conversations per Hour of Power

	Prospecting Days Per Week
	Prospecting Weeks Per Year

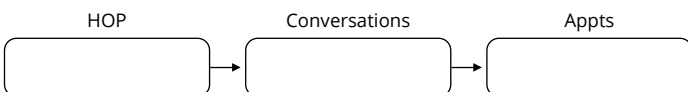
What You Need to Do This Year



What You Need to Do This Week



What You Need to Do Today!



2022 Business Plan

Part B : Business Goal Setting

Predicted Seasonality

A well-thought-out business plan should be a continual reference point for your business. However, if your numbers aren't realistic, it's easy to dismiss your plan as irrelevant. Realistic means taking into account how sales patterns fluctuate during the year. If winter is a slow time, you need to account for that so you don't fall short of a revenue objective you couldn't meet.

Projected Units Sold per Month and per Quarter

2022

<input type="text"/>	January	}	}	<input type="text"/>	Quarter 1
<input type="text"/>	February				
<input type="text"/>	March				
<input type="text"/>	April	}	}	<input type="text"/>	Quarter 2
<input type="text"/>	May				
<input type="text"/>	June				
<input type="text"/>	July	}	}	<input type="text"/>	Quarter 3
<input type="text"/>	August				
<input type="text"/>	September				
<input type="text"/>	October	}	}	<input type="text"/>	Quarter 4
<input type="text"/>	November				
<input type="text"/>	December				

2022 Business Plan

Part C : Marketing and Lead Generation Planning

Agent Marketing Plan

Your marketing plan should increase brand AWARENESS and lead ACQUISITION (generation). To do so, it must define the channels of communication you will use to reach specific audiences. Your audiences consist either of people you know or people you don't know, and your channels are meant to communicate either one-to-one (1:1) or one-to-many (1:M). And you need to determine the frequency of your contacts and interactions.

Unique Selling Proposition (USP)

What differentiates you from everyone else? Consider the problem you address, the solution you offer and what benefit that solution provides. That is the formula for creating a USP. You may have more than USP to address each of the types of prospect you solicit or even each side of a transaction.

Lead Source/Audience

Geographic Farm (GF) - Rolling Mill Estates (500 Residences)

Marketing Plan

Advertising to create awareness and consideration

- 24 open houses (OH) (semi-monthly)
- 12 bulk mailers (monthly)
- Targeted FB videos (monthly)

Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

- 24 open houses (OH) (semi-monthly)
- Ref./use FB seller follow-up plan
- Ref./use FB buyer follow-up plan

Networking Plan

Socializing to foster referral-producing relationships

- Annual community event booth
- PTA board meetings
- Community bus. assoc. meetings

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

- Annual community event booth
- Ref./use FB seller nurture plan
- Ref./use FB buyer nurture plan

Transactions Goal

5

Prospecting Plan

Contacting a group of people in search of leads

- OH neighbor invites (semi-monthly)
- Circle prospecting (3 days/week)
- Purchase Zillow/Trulia leads in GF

2022 Business Plan

Part C : Marketing and Lead Generation Planning

Lead Source/Audience #1

Marketing Plan

Advertising to create awareness and consideration

- _____
- _____
- _____
- _____
- _____
- _____

Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

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- _____
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- _____
- _____
- _____

Networking Plan

Socializing to foster referral-producing relationships

- _____
- _____
- _____
- _____
- _____
- _____

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

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- _____
- _____
- _____

Transactions Goal

Prospecting Plan

Contacting a group of people in search of leads

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- _____
- _____
- _____
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- _____

2022 Business Plan

Part C : Marketing and Lead Generation Planning

Lead Source/Audience #2

Marketing Plan

Advertising to create awareness and consideration

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- _____
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Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

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- _____
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Networking Plan

Socializing to foster referral-producing relationships

- _____
- _____
- _____
- _____
- _____
- _____

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

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- _____
- _____
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Transactions Goal

Prospecting Plan

Contacting a group of people in search of leads

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- _____
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- _____

2022 Business Plan

Part C : Marketing and Lead Generation Planning

Lead Source/Audience #3

Marketing Plan

Advertising to create awareness and consideration

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- _____
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- _____
- _____
- _____

Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

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- _____
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Networking Plan

Socializing to foster referral-producing relationships

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- _____
- _____

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

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Transactions Goal

Prospecting Plan

Contacting a group of people in search of leads

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2022 Business Plan

Part C : Marketing and Lead Generation Planning

Lead Source/Audience #4

Marketing Plan

Advertising to create awareness and consideration

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Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

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Networking Plan

Socializing to foster referral-producing relationships

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Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

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Transactions Goal

Prospecting Plan

Contacting a group of people in search of leads

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2022 Business Plan

Part C : Marketing and Lead Generation Planning

Lead Source/Audience #5

Marketing Plan

Advertising to create awareness and consideration

- _____
- _____
- _____
- _____
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Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

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Networking Plan

Socializing to foster referral-producing relationships

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Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

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Transactions Goal

Prospecting Plan

Contacting a group of people in search of leads

- _____
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2022 Business Plan

Part C : Marketing and Lead Generation Planning

Lead Source/Audience #6

Marketing Plan

Advertising to create awareness and consideration

- _____
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- _____
- _____
- _____

Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

- _____
- _____
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- _____
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- _____

Networking Plan

Socializing to foster referral-producing relationships

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- _____
- _____
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- _____
- _____

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

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Transactions Goal

Prospecting Plan

Contacting a group of people in search of leads

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2022 Business Plan

Part D : Operations Planning

Operations Initiatives

The more productive you are, the more money you make. The more organized you are, the more you can keep your focus. Operations is about streamlining your business and improving efficiencies. Reflect on your business with your coach. What areas can you work on that will have the greatest impact?

What I will do	Priority (Score 1-5) with 5 being most important
<ul style="list-style-type: none">• Hire an assistant before Q4.• Standardize/formalize my transaction process.• Determine ROIs on lead sources.• Purchase a more robust accounting software – and use it!• Enter my numbers into illūm at the end of each day.• Streamline my open house system (find a sign-in app).	4 5 3 5 4 3

What I will do / Where I need accountability	Priority (Score 1-5) with 5 being most important
<ul style="list-style-type: none">•••••••••••••••••••••	

2022 Business Plan

Part E : Pre-Planning Analysis

Pre-Planning Analysis

SWOT Analysis

A SWOT analysis complements your vision. Your vision tells you where you're going. A SWOT analysis helps describe where you are. With a clear assessment of where you stand, the more effectively you can plan and build a bridge to your future. Write as many points as necessary to be thorough.

Examples

Strengths Creating engaging, informative videos for social media	Weaknesses Non-standardized, inefficient transaction management
Opportunities The agent who dominates the area adjacent my geo farm is retiring, so that area has good farming potential	Threats The competition just opened an office to better serve the area that includes my geo-farm

Internal Factors	Strengths	Weaknesses
	Opportunities	Threats
External Factors		

2022 Business Plan

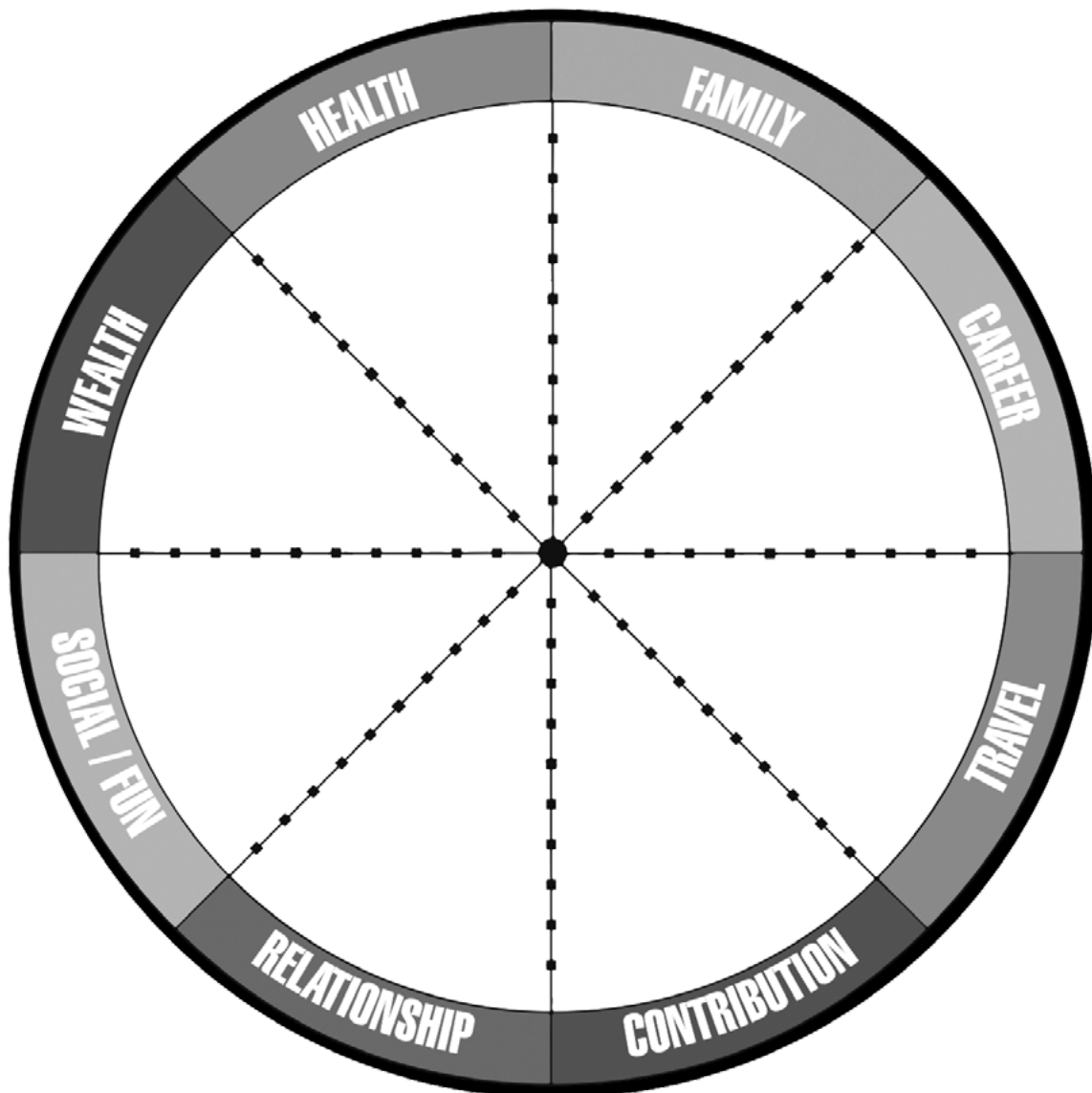
Part F : 8 Equities

Circle of Life

With so much clamoring for our attention, it's easy to lose sight of the big picture. But success is more than a single focus.

In the coming year, what will you do to live a more holistic, balanced and abundant life?

Consider the circle below. Each dot represents 10% of where you want to be. How are you doing in each area? Consider your potential, your obligations and your passions. Fill in each piece of the pie. Then pause to reflect and set some powerful life goals for 2022!



2022 Business Plan

*This is not intended to be used in lieu of professional tax guidance. Calculations for pre-tax contributions as well as business expenses depend on entity structure and other accounting considerations.

*Please enter the eight required inputs

Financial Plan	
Total 2022 GCI Goal	<input type="text"/>
Projected Net Commissions on GCI	<input type="text"/>
Other Real Estate Related Pre-Tax Income	<input type="text"/>
Total Projected Pre-Tax Income	<input type="text"/>
Projected 2022 Tax	<input type="text"/>
Projected Net Income Less Taxes	<input type="text"/>
Post-Tax Income from Other Sources	<input type="text"/>
Projected Net Income from all Sources	<input type="text"/>
Your 2022 Budget (incl. Business Expenses)	<input type="text"/>
Net Income Surplus (Black) / Deficit (Red)	<input type="text"/>

Budget Inputs	Monthly Spend	Annual Spend
Months in Coaching This Year	<input type="text"/>	
Personal Expenses >	<input type="text"/>	<input type="text"/>
Business Expenses >	<input type="text"/>	<input type="text"/>
Debt Reduction Goal >	<input type="text"/>	<input type="text"/>
Pre-Tax Savings Goal	<input type="text"/>	<input type="text"/>
Post-Tax Savings Goal	<input type="text"/>	<input type="text"/>
Post-Tax Income from Other Sources	<input type="text"/>	<input type="text"/>
Combined Federal & State Tax Rate	<input type="text"/>	

How to Allocate Each Commission Check

to Business Account

%

to Personal Account & Pre-Tax Savings

%

to Tax Account

%

My 2022 Personal Expenses



IMPORTANT NOTE: To best calculate these numbers, complete this page using the digital plan in illūm.



Essentials (Savings and Taxes)	Average Monthly Spend	Annual Spend	% of Total Budget
Home			
Transportation			
Medical			
Utilities			
Groceries			
Personal Care			
Family Obligations			
Education			
Lifestyle			
Legal / Professional Counsel			
Donations / Charity			
Other Insurance			
Credit Card / Other Personal Debt Pmts.			
Other			
TOTAL			

My 2022 Business Expenses

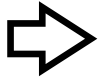


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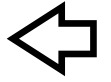


Expenses	Average Monthly Spend	Annual Spend	% of Total Budget
License / E&O			
Professional Development / CE / Events			
Coaching			
Office / Desk / Broker / Association Fees			
Communication / Technology			
Legal / Professional Counsel			
Advertising / Marketing			
Assistant Salary			
Transportation / Travel			
Credit Card / Other Business Debt Pmts.			
Other			
TOTAL			

My Savings and Debts



IMPORTANT NOTE: To best calculate these numbers, complete this page using the digital plan in illūm.



Liquidity	
Cash Available	
Long-Term Debt	
Mortgage 1	
Mortgage 2	
Mortgage 3	
Student Loans	
Other Loans	
TOTAL	
Short-Term Debt	
Credit Card	
Other Loans	
Other Loans	
TOTAL	
Tax Debt	
Unpaid Property Taxes	
Unpaid Income Taxes	
Other Loans	
TOTAL	

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Note: For a more comprehensive business plan with built-in calculators, please see the business plan in illum.



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