



THE COMMAND COLLECTIVE®

G-P-S (GOALS – PRIORITIES - STRATEGIES)

GOAL: (Goal is your Net Income Goal and the Closed Number of Units from Kelle App)

PRIORITY 1: Main Lead Generation Lever to get you to your Net Income Goal.

Lead Gen Lever: _____

Closed Unit Goal for this Priority: _____

STRATEGY 1: _____

STRATEGY 2: _____

STRATEGY 3: _____

STRATEGY 4: _____

STRATEGY 5: _____

PRIORITY 2: Second Lead Generation Lever to get you to your Net Income Goal..

Lead Gen Lever: _____

Closed Unit Goal for this Priority: _____

STRATEGY 1: _____

STRATEGY 2: _____

STRATEGY 3: _____

STRATEGY 4: _____

STRATEGY 5: _____

PRIORITY 3: Third Lead Generation Lever to get you to your Net Income Goal.

Lead Gen Lever: _____

Closed Unit Goal for this Priority: _____

STRATEGY 1: _____

STRATEGY 2: _____

STRATEGY 3: _____

STRATEGY 4: _____

STRATEGY 5: _____

G-P-S TIPS

GOAL: A Specific, Measurable, Attainable, Realistic and Time-Bound Goal for your real estate business.

PRIORITIES: The most important “areas of priority” required to accomplish your goal. Identifying 3 areas of priority forces you to select the most important things—the 20%.

STRATEGIES: The specific activities or action steps needed to get the priority accomplished.