



# 2019 Business Plan Overview

Enhanced navigation

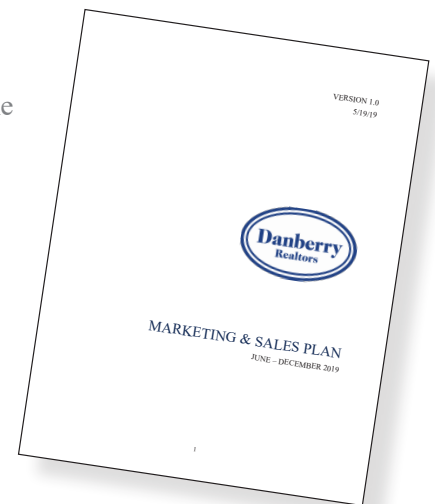
Prepared by: **Jane M. Doe, Danberry®**

## Positioning for Growth

This document provides a brief overview of my efforts to drive my business forward in the remaining half of 2019. Purposeful marketing and sales tactics will be employed over the next six months to achieve a goal of \$60,000 in personal income.

The intent of this overview is to provide visibility to the Danberry Executive Team on the various efforts that I have planned for the remainder of this year and into 2020. A substantial investment of time and resources is being put into these strategies and via this review, I'm seeking the approval to push forward with my planned program as detailed within this document.

To ensure the greatest chance of achieving my goals, a 30+ page marketing and sales plan has been developed to drive the business. This is a living and breathing document that will be used throughout the year to set goals, ensure consistent messaging and to stay on brand. I look forward to your feedback and am excited about the next 180 days!



# Four Pillars for Building My Brand

## RECOGNITION

- Within the next five years, my team and I will be recognized as a top five real estate group in the Toledo metropolitan area
- We will be known for the educational content that we bring to the community in the form of live events, webinars and by being invited to speak at events
- Our team will be sought after by the community to share our knowledge in the workplace, universities and high schools
- We will participate in as many events that we can put in our calendar – both paid and free
- We will always carry business cards so that when we're at events, we can always promote the Danberry brand
- From a marketing standpoint, our online recognition will be second to none. We will implement highly targeted campaigns to reach those that we want to reach and upon doing so, make ourselves known to them for the values that we represent

## REPUTATION

- We will stay true to our values and brand differentiation
- We will seek to raise our reputation in the market by always asking for testimonials after we've successfully helped someone to buy or sell a home
- We will humbly ask for referrals and treat those referrals with the utmost respect and attention
- We will build a reputation that transcends beyond residential into commercial properties as well (2020 Goal)

## RELEVANCE

- We will be students of the Toledo metropolitan market – always ready to supply our clients with the most up to date information to assist in the purchase or sale of their property
- We will be great real estate agents – always ensuring that our sellers feel that we were able to get the best deal possible and buyers will feel as though we found them the best home at the best possible price

## DIFFERENTIATION

- With Jane introducing herself into the market as the first Vegan Realtor, we will weave into our communication platform the words that are associated with Veganism: ethical, passionate, compassion, thoughtfulness, etc. These words will be key in developing the brand and are noted below as a platform for the messaging.

## DIFFERENTIATION (Continued)

- We will communicate these values to people in a way that will be meaningful to them. Yes, veganism is important to Jane, but we'll need to express why it will matter to our clients and prospects. We'll not assume that they know what it means to be vegan and take the opportunity to briefly describe what it means, but then translate that into why Jane is a great realtor.
- We will make "veganism" our philanthropic arm to our business. We will illustrate this by giving back to the community through practices that are animal friendly (donation of time and services to protecting both domestic and wild animals), staying involved in causes that take care of abandoned or feral animals (Trap-Neuter-Release 'TNR', cat sanctuaries and fostering) and through our efforts to be environmentally friendly and sustainable.
- To illustrate our commitment to these causes, we will pledge a designated amount of our proceeds from the sale of a property to a cause of their choosing (from our list that support veganism) and literally right them a check on the spot that they can send to the organization. We will sit with our clients and as we are handed a check for whatever our commission, we will pull out a check book and write a monetary donation, put it in an envelope with a stamp and address it to the organization for the client to drop in a mailbox. We believe in putting our money where our mouth is.
- We will take the key words below that stand for Veganism and make them the foundation of all that we do as realtors. These may need to be defined further, but they are a starting point:

**Ethical:** Always doing what's right for our clients and what's in their best interest; never being pushy or encouraging the sale or purchase of a home that doesn't meet their wants, needs and financial circumstances

**Passionate:** We have a love for the business that is unmatched; a desire to see people in their "forever" home and we will do what it takes to ensure they are happy with their final choice

**Thoughtful:** We take the time to learn about our clients, what makes them tick and understand what they want/need; we'll put the time in to research the market, match them to lenders, and find the home that fits their profile – including both for purchase and for rental

**Sustainable:** We're environmentally conscious and conduct most of our business online and through email

**Compassionate:** Through our philanthropic arm support many vegan and animal friendly organizations and consider ourselves to be a voice for the voiceless





# Financial Goals

2019 (June-December): \$60,000

2020 (January-December): \$120,000

# households know me	100	1175	600
15% avg transaction rate	15 homes bought/sold	176 homes bought/sold	90 homes bought/sold
20% you capture	3 (buy/sell)	35 (buy/sell)	18 (buy/sell)
Avg Sale Price	\$125,000	\$125,000	\$250,000
Avg. Commission	\$1,750/transaction	\$1,750/transaction	\$3,500/transaction
Total 1099 Income	\$5,250	\$61,250	\$63,000

For the sake of argument (and based on these averages), I'll need to be able to get to know between 600 – 1200 people who own homes (or are in the market to be a first time buyer/buyer) over the next six (6) months, staying in touch with them regularly, providing them value and closing an average of four (4) deals per month through the remainder of the year to hit my goal of \$60,000.

The average is based on \$2,625/transaction and a rough average of the number of homes that I'll need to buy/sell (24) that are valued at roughly \$187,500.



## Five Rules of Ninja Selling

- Show up
- Pay attention and listen
- Tell the truth and keep my commitments
- Create value
- Don't get attached to the outcome.



# Marketing Strategy

## AUDIENCE

Vegans and Plant Based Home Buyers and Sellers  
 First Time Home Buyers  
 GenX Listing Their Homes and Buying Larger Ones to Accommodate Growing Families  
 Boomers Looking to Downsize  
 For Sale By Owners (FSBO)  
 Landlords & Renters

## ZIP CODES

43606  
 43613  
 43560  
 43551  
 43552  
 43537

## TACTICS

DIGITAL: Website, Videos  
 ADVERTISING: Paid Social, SEM  
 LEAD NURTURING: Landing Pages, Emails, Direct Mail  
 CONTENT: Market Exclusivity for Licensed Content (Books, PDFs, Audio Books)  
 EVENTS: Live Seminars, Webinars, Farmers Market  
 SOCIAL MEDIA: Paid Boosts  
 PR: Press Releases

# Timelines

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
<ul style="list-style-type: none"> <li>• Newsletter + Video</li> <li>• First Time Buyer Campaign</li> <li>• # Pt Marketing Campaign</li> <li>• Webinar 6/19</li> <li>• Press Release - Buyer Book</li> <li>• Farmers Market Table (Late June)</li> <li>• Website Edits</li> <li>• Social Media</li> <li>• Birthday Emails</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter + Video</li> <li>• Free Real Estate Review Campaign</li> <li>• Live Event 7/13</li> <li>• Webinar TBD</li> <li>• FSBO Drop-Offs</li> <li>• Introduces Friends &amp; Family Referral Program</li> <li>• Press Release - Seller Book</li> <li>• Farmers Market Table</li> <li>• Social Media</li> <li>• Birthday Emails</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter + Video</li> <li>• Live Event TBD</li> <li>• Webinar TBD</li> <li>• FSBO Drop-Offs</li> <li>• Attorney/Divorce Book Direct Mail</li> <li>• Target Expires with Book Direct Mail</li> <li>• Promote Friends and Family Referral Program</li> <li>• SEM Campaign</li> <li>• Farmers Market Table</li> <li>• Social Media</li> <li>• Birthday Emails</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter + Video</li> <li>• Live Event TBD</li> <li>• Webinar TBD</li> <li>• Live Event TBD</li> <li>• Webinar TBD</li> <li>• First Time Buyer Campaign</li> <li>• SEM Campaign</li> <li>• Farmers Market Table</li> <li>• Social Media</li> <li>• Birthday Emails</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter + Video</li> <li>• Live Event TBD</li> <li>• Webinar TBD</li> <li>• # Pt Marketing Campaign</li> <li>• Free Real Estate Review Campaign</li> <li>• SEM Campaign</li> <li>• Farmers Market Table</li> <li>• Social Media</li> <li>• Birthday Emails</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter + Video</li> <li>• Live Event TBD</li> <li>• Webinar TBD</li> <li>• SEM Campaign</li> <li>• Birthday Emails</li> </ul>

# Deploying My Marketing Tactics

My marketing will utilize a holistic approach to presenting and establishing my brand in the Toledo market. Detailed below are the different components that are in the works and will be utilized online and in print. Throughout each, the Danberry brand will be well-represented and respected.

**Enhanced navigation**

**Expanded Homepage**

**Buyer & Seller Resources**

**Re-Engineered Newsletter**

**Testimonial Gathering**

**Lead Gen Links**

**Lead Capture Landing Page**

**Free Home Buyers Guide**

**YouTube Channel Webinars | Live Events**

**Market Exclusivity for Licensed Content**

The image displays a comprehensive set of marketing materials for Danberry Real Estate. At the top, a navigation menu includes 'HOME SEARCH', 'FOR BUYERS', 'FOR SELLERS', 'COMMUNITIES', 'COMPANY', 'ABOUT US', and 'TESTIMONIALS'. Below this, a testimonial page features a quote from a client and a 'What people are saying about' section with star ratings. A 'Buyer & Seller Resources' sidebar lists services like 'Advanced Search', 'Account Info', and 'Mortgage Calculator'. A 'Re-Engineered Newsletter' preview shows sections for 'Fun at the Drive-Ins', 'Exciting Times Ahead!', and 'The Best Vegan Pancakes!'. A 'Lead Capture Landing Page' for the 'Free Home Buyers Guide' includes a form to request the guide. A 'YouTube Channel' section shows a video thumbnail of a woman in a red shirt. Finally, a 'Market Exclusivity for Licensed Content' section features a graphic with the text 'SELLING SECRETS YOU CAN'T AFFORD TO MISS'.