|  |  |
| --- | --- |
| CORE VALUES(NON-NEGOTIABLES) |  |
|  |
|  |
|  |
|  WHYWhy are you in the business? |  |
|  |
|  |
| Target MarketWho is your absolute ideal client (details)? |  |
|  |
|  |
|  |

**S.W.O.T. Analysis: Name your top 3 in each category.**

**Strengths and Weaknesses are internal and Opportunities and Threats are external.**

**Strengths:**

**Weaknesses:**

|  |  |
| --- | --- |
| **LONG TERM VISION****Big, Harry Audacious Goal****What will life look like in 10 years?** | **What is the one thing you want people to identify you with most?** |
| **What will you be known for professionally?** |
|  |
| **What will your business look like?** |
|  |
| **3 to 5 Year Goals**What will your business look like in 3 to 5 years? | **#1 Source of business:** |  |
| **#2 Source of business:** |  |
| **#3 Source of business:** |  |
| **Number of Transactions:**  |  |
| **Average Sales Price:** |  |
| **Average Commission Rate:** |  |
| **Total Revenue:**  |  |
| **1 Year Goals**What will your business look like in 1 year? | **#1 Source of business:** |  |
| **#2 Source of business:** |  |
| **#3 Source of business:** |  |
| **Number of Transactions:**  |  |
| **Average Sales Price:** |  |
| **Average Commission Rate:** |  |
| **Total Revenue:**  |  |
| **Quarterly Plan**How am I going to get there? |  **Task to be completed: Who is involved? By what date?** |

**Opportunities:**

**Threats:**