



BUSINESS PLAN WORKBOOK

REAL ESTATE BUSINESS 20

NAME:



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STRATEGIC PLAN

To reach your goals and run your business effectively, you have to make a plan and follow it. Here are the steps to make a Strategic Plan for your business.

1. What do I want to achieve in my business in five years?

2. What do I want to achieve in my life in five years?

3. What do I want to achieve in my business in one year?



STRATEGIC PLAN

4. What do I want to achieve in my life in one year?

5. What do I want to achieve in my business in six months?

6. What do I want to achieve in my life in six months?



STRATEGIC PLAN

7. How will I know I am making progress?

8. What is the biggest pain right now in my business?

9. What is going really well for me in my business right now?



PERSONAL OBJECTIVES

FOR THE YEAR ENDING DECEMBER 31, 20

Family:

Faith:

Fun:

Friends:

Fitness:



CORE VALUES

BRAINSTORM

Write down all the words or phrases that describe the character traits you value the most. There are no wrong answers. If it's important to you, write it down. Take the time to fill up every blank.

Now, read through your list and carefully consider how each one fits you. Cross off words one by one until you are left with the handful that you identify with most strongly. Be intentional. The remaining words will be your core values – the qualities that are truly the most important to you, that truly define who you are. We suggest that you have five to ten core values.

Write your chosen core values in the provided space. You may choose to incorporate each word into a sentence, or you can keep it simple and just use the word itself.

My Core Values:



MISSION STATEMENT

GUIDING QUESTIONS

Carefully consider the following questions and write your answers in the space provided.

1. Why am I in business?

2. What makes me unique?

3. What do I want to be known for?



MISSION STATEMENT

4. What do I intend to do better than everyone else?

5. What do I want to accomplish in my business?

Use your Core Values and your answers to the Guiding Questions to complete the sentence below and create your mission statement.

EXAMPLE:

I am a real estate professional committed to providing my clients with the best possible experience during the transaction process. I provide accurate information and intelligent options to empower my clients in achieving their desired goals. I invest my time to build long-term relationships based on my mutual loyalty, and respect of my clients' best interests and objectives. I measure my success by the repeat business I receive from my clients and from the referrals to their friends and family I receive from them.

My mission is to:

SWOT ANALYSIS

UNDERSTANDING YOUR STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS.

Use the chart below to fill out your own SWOT.



SWOT ANALYSIS

NAME:

DATE:

STRENGTHS

OPPORTUNITIES

WEAKNESSES

THREATS

SWOT ANALYSIS

NAME:

DATE:

STRENGTHS

OPPORTUNITIES

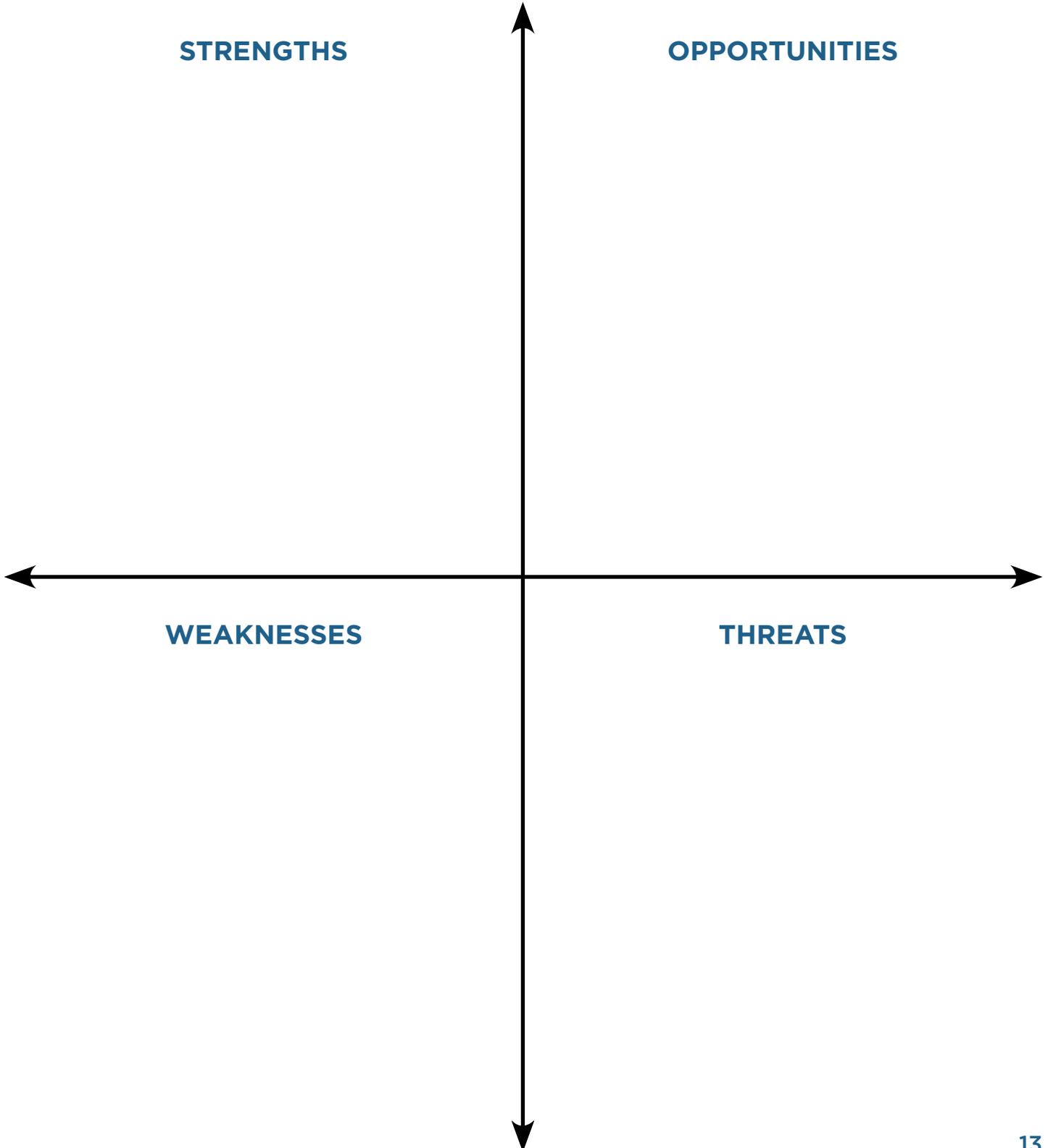
WEAKNESSES

THREATS

SWOT ANALYSIS

MASTER LIST

Combine common SWOT answers.





SWOT ANALYSIS

STRENGTHS/OPPORTUNITIES PAIRINGS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

WEAKNESSES

LEARN

OUTSOURCE



INCOME GOAL SHEET

See online version.

Sales Executive:

My goal is \$

\$

\$

Net annually

Expenses %

Gross annually

Commission % for listing transaction side: %

Commission % for buyer transaction side: %

Your commission split: %

Average closed listing sales price: \$ Percent of business: listings: % transactions @ \$ each=\$

Average closed buyer sales price: \$ Percent of business: sales: % transactions @ \$ each=\$

Annual closings:

Yearly gross = \$

Monthly closings:

THE LISTING GOAL

To have listings sold, given % ratio of listings to listings sold means annual listings needed

To have listings, given % ratio of presentations to listings means presentations annually

To have presentations annually means to have presentations monthly

To have presentations monthly means one every days OR presentations per week. (allowing 2 weeks vacation)

THE SELLING GOAL

To have buyer sales, given % ratio of buyers shown to closings means buyers per year

To have buyers annually means buyers monthly

To have buyers monthly means one buyer every days OR buyers per week

Goals for:

Monthly Annually

Listing Appts. Attended

Listings Taken

Listing Closed

Buyers Closed

Annual Closings

Income \$

\$

Prospecting Activities

Activity When (time)? How Much?

4 PILLARS OF INCOME

WHAT IS YOUR INCOME GOAL?

Per month \$

Per year \$

Closings per month:

Closings per year:

WHAT ARE YOUR 4 PILLARS OF INCOME?



BUSINESS MARKETING PLAN

Choose from the following list the activities you will be implementing:

Top 50

- Monthly email
- Quarterly mail
- Call once a month
-
-
-

Sphere of Influence

- Continual monthly contact system
- Personal phone call 4 times a year
- Birthdays and Anniversaries
- One letter a month
-
-
-

Prospecting

- Geographic Farming
- For Sale By Owner
- Expired Listings
- Out of Town agents
- First time home buyers
- Social Networking (Facebook, Twitter etc.)
- Referral networks and clubs
- Out of town buyers
- Relocation resources
-
-
-

Website

- Maintain destination website
- Add more than six photos of each listing
- Publish open houses weekly
- Publish featured properties
- Use personalized auto-responders
- Utilize Vanity and Content site
- Utilize stealth sites (CMA's FSBO Branding here is minor)
-
-
-

E-Marketing

- Consciously collect email addresses
- Return e-mail in a timely fashion
- Have multiple websites
- Include eSignature with call to action
- Give away something of value
- Capture email for drip campaigns
- Brand your own name (not @gmail but @yourcompany or @your company)
-
-
-

Other

- Read four business books this year
- Attend a minimum of four seminars a year
- Attend national conventions such as NAR
- Foster relationships with agents who are where you want to be (financially, lifestyle, transactions)
- Mentor with agents who are where you want to be income, lifestyle and transaction-wise
-
-
-

GOAL ACHIEVEMENT SYSTEM

Identify five SMART business goals.

Goal:

Why?

Excuses for Failure:

Resolve:

GOAL ACHIEVEMENT SYSTEM

Family:

Why?

Excuses for Failure:

Resolve:

Faith:

Why?

Excuses for Failure:

Resolve:

Fun:

Why?

Excuses for Failure:

Resolve:

Friends:

Why?

Excuses for Failure:

Resolve:

Fitness:

Why?

Excuses for Failure:

Resolve:



SPRINT

Make a copy of this Action Plan worksheet for each goal.

Goal:

Action Item

Due Date

Assigned To



SPRINT

Make a copy of this Action Plan worksheet for each goal.

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CASH FLOW BUDGET WORKSHEET

Cash Outflows

Monthly

Quarterly

Yearly

Advertising

Automobile Expenses

Bank Charges

Education and Training (CE)

Fees & Dues

Insurance (Auto)

Insurance (Health)

Insurance (Other) E&O

Interest Expense

Internet Related Expenses

Loan Payments

Miscellaneous

Office Expenses

Office Supplies

Personal Draws/Income

Real Estate Signs

Rent or Desk Fees

Shows & Conventions

Subscription Services

Technology (Hardware & Software)

Taxes & Licenses

Taxes (Income)

Travel Expenses

Utilities & Telephone

Charitable contributions

Totals:

TEAM NOTES AND REMINDERS

1. Show up on the daily team meeting/accountability call. This helps to make sure you are staying on track and allows your fellow teammates to help push you toward your success.
2. Stick to your daily schedule! We help you make your schedule because it is based around your goals. If you stick to the schedule, you hit your goals. Rome wasn't built in a day.
3. If you need help, ASK FOR HELP! There is TONS AND TONS of training at eXp and also on our team. If you have an idea, lets figure it out together! You don't need to reinvent the wheel.
4. Your success will be defined by the amount of awkward conversations you a willing to have. Get awkward, get authentic, get paid. Don't forget: Consistency in Conversations = Closings.

The team meetings are M-F at 5am PST and 8am PST on Zach's zoom room. We also have open office hours from 815-9am and from 330pm-430pm also on zoom. All you have to do is show up to get help. The zoom room is: www.zoomwithzb.com