

# AGENT BUSINESS PLAN

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committed to your growth





## Table of Contents

1	Keys To Success	3
2	My "Wheel of Life"	5
3	Visualize !!!	6
4	Year in Review	7
5	My New Plan – Business and Personal Goals	8
6	Action Plan	9
7	Making it Easy – Breaking Down the Numbers	10
8	Daily Schedule	11
9	Challenges and Solutions	11
10	Organized?! – Tools to track your success	12
11	Affirm your Position	14



## Keys To Success:

Your success factor in the Real Estate industry can be broken down easily into the four (4) simple steps you see below. There is no particular order of importance as each one is equally important in your quest for achieving outstanding results this year.

- 1 **GOALS:** - 95% of your success is the reason why you are doing it. Desire ignites your subconscious mind, and your subconscious mind determines your results. The other 5% is how to do it. If your “why” is big enough, the “how” is easy.
- 2 **PLAN:** - Without a “plan of attack”, you have no direction, no sense of accomplishment. To successfully drive from one waypoint to another, you need directions, and you refer to these directions consistently to reach your destination. To achieve success in Real Estate, you need a map to provide you that sense of direction. And you can follow this map and track your success along the way.
- 3 **SKILL:** - Having, or developing, experience is par for the course. Whether you’re a new Agent or a Veteran, improving your skill each year, looking for new ways to become more efficient in your activities, contributes to your success. It’s not always about making more money. You are considered successful if you can find new ways to achieve the same results, but in a shorter, more efficient timeframe. Allow yourself to grow through learning new ideas.
- 4 **ACTION:** - A vital part of constructing a Business Plan, such as this one, is being able to implement it. Simply creating a Business Plan doesn’t make you successful. Acting on it makes you successful. Do not be a full-time planner and a part-time worker. Plan your work...then WORK YOUR PLAN !!

Consider, if you will, that these four (4) keys to success are like legs on a table. If you removed one of the four legs, would the table still stand? Of course, but how stable would it be? Moreover, if you leaned on the side with missing leg, the table would fall, correct? Well, just as in the table example, if you completed 3 out of the 4 keys to success, you too would get results in Real Estate. However, your career would not be stable. If the market changed, or the interest rates increased dramatically, it’s like leaning on the table. Your career could fall.

So to have a strong, stable and successful career, you need to have all four keys in place!



## Wheel of Life (exercise)

Directions: On the following page is a “Wheel of Life”. This will be a representation of your life, as of **today** (Not what you want it be). Each piece of pie represents one of the eight areas of life. You need to rate each area of life on a scale of 0 – 100% (0 being the center, 100 being the outer rim), by sectioning off each piece and coloring it in. For example, if your financial life was rated at 50%, then you would draw a curved line halfway up the pie and color it in. The result would look like a half a pie. If your family life was 100%, then you would simply color in the whole piece.

Remember, this is supposed to be a representation of your life as of **right now**, not 5 years from now. Do not “sugar coat” your life, making it seem better than it truly is. Be honest. As in golf, if you cheat on your score nobody cares. They’re too busy cheating on theirs!

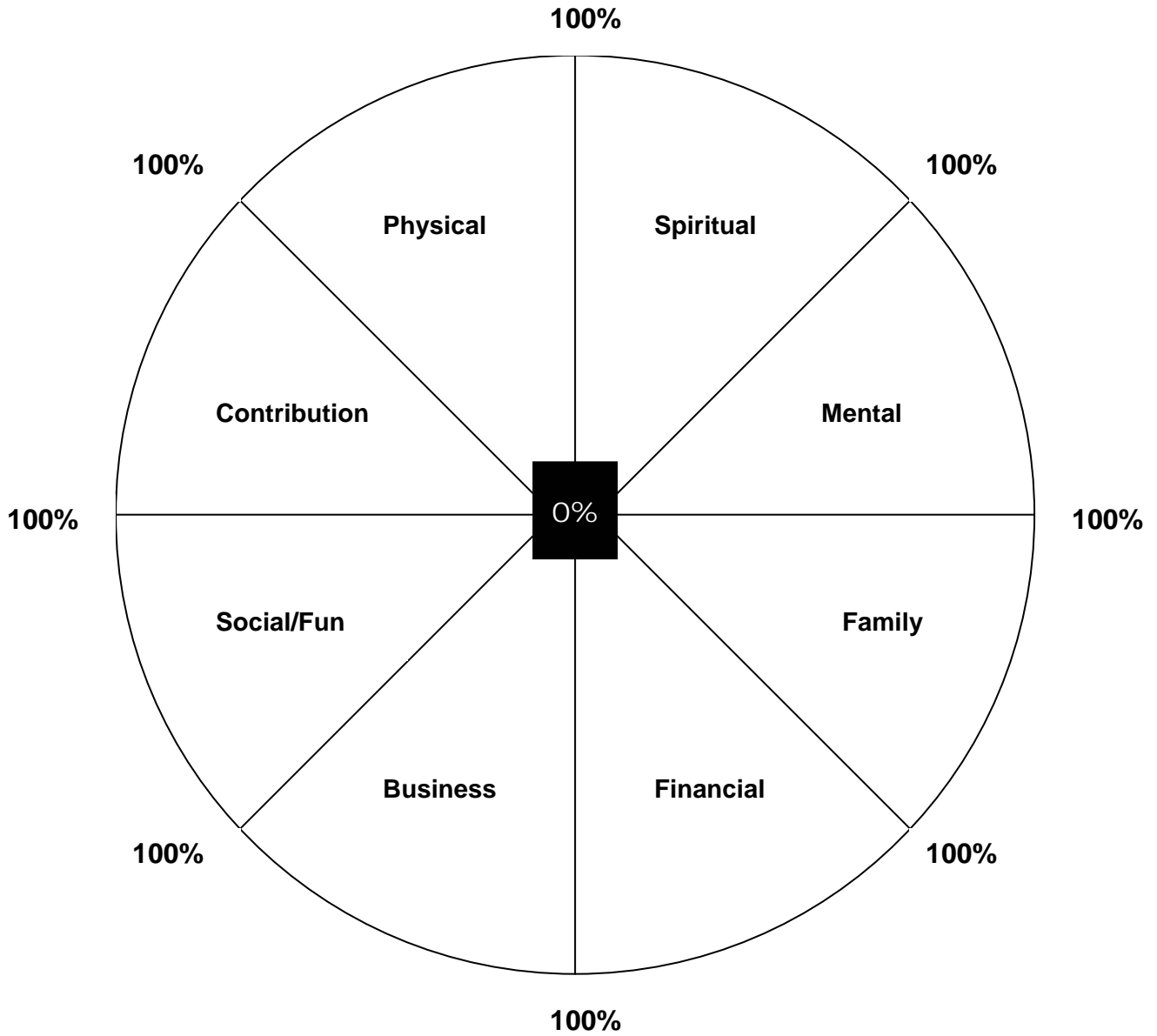
## Visualization (exercise)

Directions: You will need to find a quiet location for this exercise, and you’ll need 30-45 minutes without interruptions or distractions. Sit upright in a chair, with your back against it. Do not have anything in hands (notes, pens, etc) and uncross your hands, arms, and/or legs. Close your eyes and focus on your life 5 years in the future. Remove all other thoughts or concerns, and only allow yourself to “dream” about your life 5 years from today. Dream about how much you’ll be making; about how your dream-home will look; about how much you are worth, financially; about your physical being and your health; about your family; and about every other area of life as outlined in the wheel of life. This exercise should take exactly 15 minutes, so be prepared to clock it with a stopwatch or alarm. And remember to remove all other thoughts.

Once the 15 minutes are up, open this Business Plan to page 6 which is titled, “Where will you be in the next 5 years?” and write down everything you just visualized in the space provided. Make sure you do this immediately after you visualized it, as you need to journal your dreams when they are fresh in your mind. Write down as much detail as possible. The more detail you write, the more you can see it. The more you can see, the easier it is to achieve it. These are your true goals and aspirations for the next few years. Do not lose sight of them. Refer to them often. Make them real !!!



### The Wheel of Life





Where will you be in the next five (5) years? VISUALIZE...

<b>Physically</b>	
<b>Family</b>	
<b>Business</b>	
<b>Financial</b>	
<b>Mental</b>	
<b>Social / Fun</b>	
<b>Contribution</b>	
<b>Spiritual</b>	



**Year in Review:**

Take a minute and review your production from last year. Fill in the charts below to the best of your ability. Some things may not apply, or you may not have tracked, but fill in as much as possible. The purpose is to see how you were doing your business before.

**1 200\_ PRODUCTION RECAP**

1	Total Days Worked	
2	Total Days Prospecting	
3	Total Contacts	
4	Total Listing Appointments	
5	Total Listings Taken	
6	Total Listings Expired	
7	Total Listings Cancelled	
8	Total Listings Sold	
9	Total Buyer Sales	
10	Total Price Reductions	
11	Total Closed Transactions	
12	Total Paid Income	
13	Pendings at Year End	
14	Inventory at Year End	
15	Average Sales Price	
16	Average Commission Check	

**2 200\_ RATIOS**

1	Contacts Per Hour	
2	Hours Prospected to an Appointments	
3	Hours Prospected to a Listing Taken	
4	Hours Prospected to a Listing Sold	
5	Hours showing property to a Buyer sold	
6	Hours Prospected to a Closed Transaction	
7	Dollars earned per hour while Prospecting	



### My New Plan – Business and Personal Goals

From your Wheel of Life and Visualization exercises come up with at least 2 goals per each area of life that you would like to accomplish this year. Write down in bullet form what they are. For the Business section, get more detailed and project all the details as per the chart given. If you need help with this, refer to the section: **Making it Easy – Breaking down the numbers.**

### 200\_ Goals

Physically	
Family	
Business	See chart below for details
Financial	
Mental	
Social / Fun	
Contribution	
Spiritual	



**Business Goals 200\_**

1	Total Days Worked	
2	Total Days Prospected	
3	Total Contacts	
4	Total Listing Appointments	
5	Total Listings Taken	
6	Total Listings Expired	
7	Total Listings Cancelled	
8	Total Listings Sold	
9	Total Buyer Sales	
10	Total Price Reductions	
11	Total Closed Transactions	
12	Total Paid Income	
13	Pendings at Year End	
14	Inventory at Year End	
15	Average Sales Price	
16	Average Commission Check	

**Action plan**

Your action plan helps you put into place the 4<sup>th</sup> key to success, as mentioned at the beginning: **Action**. Take a minute and create an action plan for each goal mentioned above. Your plans should include, start dates, details of action, completion dates, ways to track, etc. You want to start mapping out how you will succeed this year.

Note: you can copy and paste your action plan directly into this section.



## Making it Easy – Breaking Down the Numbers

The following are statistics formed based on tracking Agents, from Top Producers to new, and coming up with guidelines for your performance. A sample is provided along the way.

Sample:                   Average Sale Price: \$250,000.00  
                                  @ 3% commission (one side only) = \$7,500.00  
                                  X 70% (Agent's split) = Approx. \$5,000.00

### **\$100,000.00 in Earnings (Goal).**

- @ \$5,000.00 per transaction = **20 Transactions** (sides/deals/ends, etc.)
- Since taking more listings is the recipe for success in Real Estate the ratio should be: **60 / 40** (Listings taken / Buyer sales) = **12 Listings Sold / 8 Buyer Sales**
- **(2/1)** This ratio means for every 2 listings you take, you'll sell 1. Therefore, to sell 12 listings, you'll need to **take 24 listings**.
- **(2/1)** This ratio means for every 2 listing appts you go on, you'll list 1. Therefore, to take 24 listings, you'll need to go on **48 listing appointments**.
- **(5/1)** This ratio means for every five leads you generate, you'll get an appointment. Therefore, to book 48 appts, you'll need to generate **240 leads**
- **(12/1)** Means for every 12 people you talk to (contacts), you'll get a lead. Therefore, to generate 240 leads, you'll need **2,880 contacts**.

Based on the fact that I will take four (4) weeks of vacation this year, one per quarter, that leaves 11 months left for business. Also, since there are approx. 20 working days in the month (no weekends) that leaves **220 working days for the year (11 months x 20)**. When you divide the 2,880 contacts into the 220 working days, that equals **13 CONTACTS / DAY**.

At 8 – 12 contacts per hour, that equates to 1 to 1.5 hours of daily prospecting to achieve \$100,000.00 in earnings this year!

***“THE BEST WAY TO EAT AN ELEPHANT IS...***

***...ONE BITE AT A TIME”***



### DAILY SCHEDULE:

Create a simple daily schedule to support the numbers and goals that you've set. Don't make the schedule so strict you can't keep it, but keep it in front of you so it will motivate you to do the job you have to do.

Sample:

7:00 AM	–	8:00 AM	Work on files, organize the day
8:00 AM	–	8:15 AM	Review business plan and goals
8:15 AM	–	8:45 AM	Practice scripts
8:45 AM	–	11:30 AM	Prospect
11:30 AM	–	12NOON	Return calls
NOON	–	1:00 PM	Lunch
1:00 PM	–	1:30 PM	Handle problem files
1:30 PM	–	2 :30 PM	Lead follow up, set appointments, contact past clients / centers of influence
2:30 PM	–	7:00 PM	Listing appointments, showing appointments, negotiate contracts or continue to prospect

### MAJOR CHALLENGES & SOLUTIONS:

To accomplish the goals you've set, there are going to be certain challenges you'll face throughout the course of the year. List them specifically with potential solutions throughout each area of life and review them with your Broker/Manager.

Sample:

- 1 Remaining focused on this plan.  
**Solution** *Read the plan daily, daily positive affirmations, develop better health and exercise plan.*
- 2 Complacency  
**Solution** *Pre-book FOUR vacations for next year.*
- 3 Delegation of the files.  
**Solution** *Hire an assistant by April and work closely with the mortgage and title company.*
- 4 Distractions in the office.  
**Solution** *Get a headset for prospecting, follow the schedule more carefully and don't participate in office politics*



## Organizing Your Business

Using some of these forms included will assist you in tracking and organizing your business. The tracks sheets will help you maintain your leads more effectively and improve your lead follow-up. The Listing Prep Form will help you qualify your listing appointments thereby, improving your success rates on your appointments as well as eliminate wasted appointments that do not need your attendance.

### Lead Form

Date	Month	Day	Year
Name			
Address			
City & State/Prov			
Zip/Postal Code			
Work			
Home			
Cell			
Email			
Client type			
Next contact date	Month	Day	Year
Future actions			
Letter to send			
<b>OWNS</b>		<b>WANTS</b>	
Style			
Bedrooms			
Bathrooms			
Price range			
Description			
Notes:			



### Listing Appointment Prep Form

Listing Agent	
Client	
Work	
Home	
Cell	
Email	
Address	

Appointment Date \_\_\_\_\_ Time \_\_\_\_\_ AM / PM

Office       On Location

- 1 Will there be anyone else involved in the decision?
- 2 Are you interviewing anyone else at this time? If so, who and when?
- 3 Once you meet with me and feel comfortable with me, would you still find it necessary to meet with other agents? If yes, (we would prefer to be the last interview.)
- 4 On what criteria will you choose a real estate agent as your representative?
- 5 Do you plan on listing with me at the appointment?
- 6 Where are you planning to move?
- 7 If out of the area, have you contacted an agent there yet? We would be happy to recommend a reputable agent for you.
- 8 How soon do you have to move there?
- 9 Have you ever considered selling the property yourself?
- 10 How much would you like to ask for your property & how much do you owe on it?
- 12 Briefly describe your home (DO NOT SKIP, even if MLS information is available):

# bedrooms	
# bathrooms	
Total Sq. Feet	
Finished Sq. Feet	
Style of home	
Year built	
Finished basement?	
Garage type	

- 13 Are there any special features about your home that you feel would impact its value?
- 14 One FINAL question: Could you have a copy of any appraisals you've had done and all your mortgage company information (loan # / contact info etc.) available? Great! That will really assist us in servicing your property. Please have an extra key, as well as information about your taxes and copy of survey if you have one.

Thank you so much for meeting with our EXIT team. We look forward to helping you and appreciate you choosing to work with us!

Lead Source: \_\_\_\_\_

Appointment made by: \_\_\_\_\_ Date: \_\_\_\_\_



## AFFIRM YOUR POSITION

Be sure to affirm daily, your position in life and in business. Affirmations are your blueprints. They are the foundation of which your results are built upon. Plant the seeds now through affirmations, and watch what you'll grow! Below are samples of some fabulous affirmations you can incorporate into your daily regimen in order to achieve success.

- I am Successful
- I choose wisely
- I know exactly what I want and I am doing everything necessary to get it
- I am detail-oriented
- I have excellent perspective
- I like myself unconditionally
- I feel wonderful
- I am healthy, strong and vibrant
- I have unlimited potential
- I live my life through deliberate intention
- I am strong and I am getting stronger
- I know exactly what to think, say and do in order to get the very best results
- I am a positive person
- I am powerful and I use my power wisely
- I have great insight
- I am action-oriented
- I am motivated
- I have a keen sense of direction
- I am a winner and I am winning
- I get everything done in perfect timing
- I am energetic
- I have tremendous endurance
- I always ask effective questions
- I can do anything I want to but I don't have to
- I know that I know
- I can because I know I can
- I follow-up and follow-through perfectly
- I understand success and how to achieve it
- I am competent and diligent
- I use time to my best advantage
- I am at peace with myself
- I am adaptable
- I am filled with harmony, peace and calm
- I solve all problems easily and effectively
- I love my life and all that is in it