LISTING AGENTS

12 MONTH BUSINESS PLAN

THE GONZALEZ
PROPERTY GROUP

PART 1:

VISION, MISSION & CORE VALUES

Vision – What is your purpose and why are you in business? Your vision should clearly articulate what your business will look like in five years from now.

Example: "To be the #1 agent in my company and one of the top listing agents in my market."

VISION:

Mission – Your mission should define "how" you're going to make your vision a reality.

Example: "To understand my real estate market better than any other agent and to grow my skills to a level that are far more superior than my competition.

MISSION:

Core Values – Your core values are a set of guiding principles that impact your mindset, actions and decisions. They should clearly outline what you believe and guide you as you are building your business.

Example: Integrity, Never Discount My Self Worth, My clients Interest Before My Own, Always Tell Sellers the Truth.

CORE VALUES:

PART 2:

STEPPING ON THE SCALE

HOW MANY TRANSACTIONS HAVE YOU CLOSED THIS YEAR?	HOW MUCH MONEY HAVE YOU EARNED THIS YEAR?	WHAT SOURCES DO YOUR TRANSACTIONS COME FROM? Example: 3 Referrals, 6 Expired Listings, 10 FSBO's

START, STOP & CONTINUE

What do you need to **START** doing that you're not currently doing?

What do you need to **STOP** doing that is not bringing you closer to your goal that you are currently doing?

What is working that you should **CONTINUE** doing more of?

PART 3:

SETTING YOUR SAILS

GOALSETTING TIPS

There are 4 critical questions to answer when getting clear on your goals.

WHAT DO YOU WANT?

WHY DO YOU WANT IT?

WHAT ARE YOU WILLING TO DO TO GET IT?

HOW DO YOU PLAN ON GETTING IT?

When setting your income goal, be sure to guard against your goal being emotional and keep it logic based.

What's at stake if you don't achieve your income goal? If there's not something real at stake, it's unlikely that you will achieve the goal you've set.

Be careful when sharing your plan with others. There's something phycologists call "Social Reality". This is when you get too much praise when sharing your goals with others. This can trick your brain into thinking you've already achieved the goal. This is because your brain can't tell the difference between what you want and what you already have.

12 MONTH

GOALS

INCOME GOALS: $ _____

Listing Sold Goal: $ _____

Base your listings sold goal by taking your income and dividing it by your average commission. Any buyer transaction will be a bonus and a result of the listing- based business plan.

Personal Goals:

In addition to your business goals, what would you like to personally accomplish?

1. Where do you want to visit/vacation?
2. What would you like to purchase?
3. How much money would you like to save?
4. How do you want to impact your family, friends and relationships?
5. What would you like to do to increase your health and fitness?
6. What would you like to do to further your self-development?

PART 4:

THE BLUEPRINT

These six areas will provide you a crystal-clear path on exactly what you will need to do in order to achieve your goal. These areas of your business will act as your guide as you strive to achieve your goals. They will provide you with concrete evidence as to whether or not you're on track.

There's no hiding.

Tip to stay on track: **TRACK YOUR NUMBERS DAILY**

	How many listings do I need to sell to achieve my goal?
	How many listings do I need to take to achieve my goal? 80% list to sold
	How many listing appointments must I go on? 50% Close Ratio
	How many listing appointments must I set? 70% Met Ratio
	How many contacts do I need? 100 Contacts / 1 Appointment
	How many hours do I need to prospect? Contacts / Hour

PART 5:

ASSEMBLING THE ARMY

In this section, you'll decide on what lead sources you'll focus on. You'll want to have at least 3 lead sources, but no more than 5.

LEAD SOURCE 1	
LEAD SOURCE 2	
LEAD SOURCE 3	
LEAD SOURCE 4	
LEAD SOURCE 5	

Lead Source Ideas:

C.O.I./Past Clients/Repeat
C.O.I./Past Clients/Referrals
Referrals from Agents
Business/Professional Network
Geographical Farming
JL/JS/Yikes
Mega Open Houses
Zillow/Realtor/Trulia/Etc.
My Website
Print Ads
Sign Calls
Expireds
FSBOs
Non-Owner Occupied
NODs/Short Sales
Relocation
REOs
Promotion/Seminars
My Appointment

PART 6:

ACTION BASED SCHEDULE

DAILY

TIME	ACTIVITY
	WAKE UP
	EXERCISE
	REVIEW BUSINESS PLAN
	PROSPECT
	FOLLOW UP ON LEADS
	UPDATE DATABASE & PROSPECTING TRACKER
	GO TO LUNCH
	WORK ON ADMINSTRATIVE TASKS
	GO ON APPOINTMENTS

WEEKLY

DAY	TIME	ACTIVITY
		EMAIL YOUR DATABASE
		POST ON SOCAIL MEDIA
		LATE-NIGHT PROSPECTING SESSION

MONTHLY

DAY	TIME	ACTIVITY
		MAIL YOUR LETTER TO YOUR DATABASE FARM
		CALL YOUR SELLER LEAD DATABASE

QUARTERLY

DAY	TIME	ACTIVITY
		CALL YOUR SPHERE OF INFLUENCE, PAST CLIENT, REFERRAL PARTNER DATABASE

ANNUALLY

DAY	TIME	LOCATION	ACTIVITY
			CLIENT EVENT

PART 7:

MONTHLY BUSINESS REVIEWS

Each month, you'll simply complete the business review template to determine if your actions and results are leading you closer to your 12-month goal or not.

JANUARY

GOAL: What does your business plan state you must do to stay on track? ACTUAL: What did you actually do?

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

FEBRUARY

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

MARCH

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

APRIL

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

MAY

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

JUNE

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

JULY

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

AUGUST

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

SEPTEMBER

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

OCTOBER

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

NOVEMBER

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?

DECEMBER

GOAL	ACTUAL	ACTIVITY
		CONTACTS MADE
		LEADS GENERATED
		LISTING APPOINTMENTS SET
		LISTING APPOINTMENTS MET
		LISTINGS TAKEN
		LISTINGS SOLD
		COMMISSIONS EARNED

What do you need to do next month to get back on track or stay on track?