

Personal Agent Business Plan

2015

for

name

date prepared

“Herein lie the business matters of importance to me.”

“Urgent things act on us. Urgent matters are usually visible. They press on us; they insist on action. They’re often popular with others. They’re usually right in front of us. And often they are pleasant, easy, and fun to do. But so often they are unimportant.”

“Importance, on the other hand, has to do with results. If something is important, it contributes to your mission, your values, and your high priority goals.”

“We react to urgent matter. Important matters that are not urgent require more initiative, more proactivity. We must act to seize opportunity, to make things happen.”

Dr. Stephen R. Covey
from “The 7 Habits of Highly Effective People”

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Purpose

The purpose of this plan is to provide myself a specific and complete guideline for the accomplishment of set goals for the New Year beginning January 1, 2015. This plan is my one-year, month-to-month plan designed to achieve a financial goal of \$_____ of personal income in calendar year 2015.

My plan is specific in both the amount of and the type of activities that I will accomplish each week, each month, each quarter for the year. I will monitor myself every thirty days to make sure that I am on target and will alter activities that are not working for me. If necessary, I will seek the assistance of my broker or team members to determine what alterations will be best.

My plan is designed to create growth for me, both financially and mentally. It is within my initiative and my proactivity to make the things happen in my life that will bring the results that I want. Therefore, I am committing my efforts and energies toward the completion of this plan.

Name

Date

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Personal Review

1. First licensed: _____

Date (month/year)

2. Reason/motivation for entering into Real Estate:

3. Most memorable personal success(s) since entering Real Estate:

4. Please state the one thought, action or idea that has created the most business for you last year.

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Take a few minutes to answer the following questions with a “Yes” or “No” answer. Please be honest in your response.

1. I probably spend more time planning to prospect than I devote to actually prospecting.
2. I’m probably not really trying to prospect for new business as much as I could or should because I’m not sure it’s worth the hassle.
3. I probably don’t try as often as I could to initiate contact with influential people in my community who might be prospects for my service, or at least a source for referrals.
4. I get really uncomfortable when I have to phone someone I don’t know, who is not expecting my call, to persuade them to buy something they may not want to buy.
5. Personally, I think having to call people I don’t know, who are not expecting my call to promote a product or service is humiliating and demeaning.
6. Self-promotion doesn’t really matter to me. I just don’t apply myself to it very purposefully or consistently.
7. Actually, prospecting doesn’t really bother me. I just don’t apply myself to it very purposefully or consistently.
8. I find myself hesitating when it is time to ask for a referral from an existing client.
9. I tend to need time to “psych” myself up before I prospect.
10. I tend to spend a lot of time shuffling, planning, prioritizing and organizing the names on my prospecting list (or cards) before I actually put them to use.
11. Regularly making cold calls (calling on people I don’t know who are not expecting my call and who may not want to talk to me) is really difficult for me.
12. I tend to feel uneasy when I prospect because deep down I think that consistently promoting myself and my products is not very respectful or proper.
13. To me, making sales presentations to my friends or asking them for referrals is unacceptable because it might look like I was trying to exploit their friendship.
14. I often feel like I might be intruding on people when I prospect.
15. To me, making sales presentations to members of my own family, or even asking them for referrals, is inappropriate because it might look like I was trying to selfishly exploit them.

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16. It is very important to me to find innovative, alternative ways to prospect which are more professional and dignified than the methods used by other salespeople.
17. I think that prospecting for new business probably takes more out of me emotionally than it does other salespeople.
18. I do okay in one-on-one sales situations, but I would probably get really nervous if I found out that next week I had to give a sales presentation in front of a group.
19. Highly educated, professional people like lawyers and physicians tend to annoy me, so I don't try to initiate contact with them even though I probably could if I wanted to.
20. Self-help material is superficial and probably won't teach me anything I don't already know.
21. I have reasonably clear goals, but I probably spend more time talking about them than working toward them.
22. I would probably feel more positive about prospecting for new business if I had some additional training to fortify my sales skills.
23. I probably could prospect more, but I'm really just marking time until I get to do what I really want to do.

Please take a few moments to circle which of the following stops you from moving to a higher level of production.

- Understanding how to effectively market myself
- Struggling with technology
- Following a schedule
- Tracking your daily numbers
- Fear of rejection
- Overcoming objections
- Goal setting
- Personal motivation
- Assistants
- Presentation skills

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- Controlling emotions
- Poor prospecting habits
- Lack of time management skills
- Working with too many buyers
- Lack of a competent assistant
- Too many leads
- Cash flow problems
- Too many hours worked
- Qualifying prospects, sellers and buyers
- Too many unqualified appointments
- Too many listings
- Too many assistants/staff turnover
- Lack of management skills
- Too many unfinished projects
- Not following a business plan
- Too many non-dollar productive hours
- Burnout
- Lack of job description
- Finance
- Maintaining a professional and productive attitude
- Delegation
- Too attached to outcomes
- Thinking big enough
- Past clients
- Systematizing the business

From the above list, please indicate which the top three challenges in your business are today:

1. _____
2. _____
3. _____

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The number of contacts that I make daily will equal the number of deals I do annually.

Goal of 25 deals a year- minimum for competency

10 hours prospecting per week

125 contacts per week

10 lead per week

5 hours lead follow-up per week

2 sales per month

25 deals per year equal \$45,000 in income per year

Average sales price, average income

$\$150,000 \times .03 = 4500 \times .4 = \mathbf{\$1,800}$

\$1800

x 25 deals

\$45,000 paid at closing

Goal of 50 deals a year

20 hours prospecting per week

250 contacts per week

20 lead per week

10 hours lead follow-up per week

1 sale per week

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50 deals per year equals \$ _____ in income per year

Average sales price, average income

$$\$150,000 \times .03 = 4500 \times .45 = \mathbf{\$2,025}$$

$$\begin{array}{r} \$2.025 \\ \times \quad \underline{50 \text{ deals}} \\ \hline \$101,250 \text{ paid at closing} \end{array}$$

2015 Objectives

Business—Here are all the business objectives that I want to accomplish during the 2015 calendar year. I understand that the achievement of any goal is much more likely when the goal is measurable and measurements are taken on a regular basis.

Therefore, I will measure myself on each of these goals frequently enough to ensure their accomplishment.

1. To earn an income of \$ _____
2. To work an average of _____ hours per week of which 75% are highly productive.
3. To work a maximum of _____ days per week and take _____ complete weeks off each month.
4. Take _____-day vacations during the course of the year.
5. Prospect a minimum of _____ hours a week of which 75% is high impact and only 25% is low impact.
6. Preview a minimum of _____ hours a week and while doing so to call on each and every FSBO that I see in between appointments.
7. Spend ____ of my gross income on personal advertising and promotion.
8. _____

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9. _____

10. _____

Mental—Here are all the mental goals that I want to accomplish in calendar year 2015. These goals will help to insure that I do not just develop in a unidirectional fashion. I will be a while, well-rounded person with many facets to my life.

1. Attend _____ educational and/or motivational seminars during calendar year 2015.
2. Get a free consultation at DangerousTactics.com to evaluate my business objectively and identify new opportunities to grow.
3. Attend a workshop or retreat during the year. Stretch my mind.
4. Read at least _____ books per quarter that will improve my sales skills, enthusiasm, or positive attitude.
5. Go out to dinner with my family or spouse _____ times a month and not talk anything about work, real estate or the office.
6. _____ mornings each week I will start my day out by spending _____ minutes in meditation, quiet time, and reflection on those values that I hold most dear. I will not allow myself to get way from my values.
7. Participate _____ times a week in a vigorous physical workout for at least 30 minutes in the exercise of my choice.
8. Attend _____ social functions (plays, movies, parties, open houses, etc.) each quarter without the ulterior motive of prospecting of promoting myself or any listings.
9. _____

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10. _____

2015 Self- Development

Education

<u>Yes/No</u>		<u>Date</u>	<u>Cost</u>
_____	Continuing Education		
_____	Marketing-related conference		
_____	Technology-related conference		
_____	One-day seminars		
_____	GRI Course (I, II, III)		
_____	CRS Course		
_____	CRB Course		
_____	C.C.I.M		
_____	Other		

Professional Involvement

	<u>Yes</u>	<u>No</u>
1. Local Board of Realtors	_____	_____
2. State and/or National	_____	_____
3. Community Involvement	_____	_____
4. Other (describe)	_____	_____

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Self- Help

1. Audios/Podcasts

3. Social media groups/Newsletters

2. Books

4. Professional Groups

Personal Budget Income/Expense Needs

PERSONAL INCOME NEEDS

Fixed Expenses	Month	Year
Rent or mortgage	_____	_____
Utilities	_____	_____
Insurance	_____	_____
Income/State tax	_____	_____
Property taxes	_____	_____
Social Security tax	_____	_____
Telephone	_____	_____
Other	_____ x 12	_____
Living Expenses		
Food	_____	_____
Clothing	_____	_____
Laundry/Dry Cleaning	_____	_____
Non-business lunch's	_____	_____
Auto expenses, personal	_____	_____
Medical & Dental	_____	_____
Other	_____ x 12	_____

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Savings and Investments

Life Insurance _____
Health Insurance _____
Savings account _____
Debt reduction _____
Investments _____
Other _____ x 12 _____

Miscellaneous

Charities _____
Vacation/ Entertainment _____
Club & lodge dues _____
Gifts & Services _____
Other _____
_____ x 12 _____
Total Personal Income Required \$ _____ x 12

BUSINESS EXPENSE REQUIREMENTS

	Month	Year
Postage	_____ x 12	_____
Printing/stationary	_____ x 12	_____
Cell phone	_____ x 12	_____
Accounting	_____ x 12	_____
Taxes/license	_____ x 12	_____
Office rent	_____ x 12	_____
Consulting/coaching	_____ x 12	_____
Virtual assistants	_____ x 12	_____
Web marketing	_____ x 12	_____
Entertainment	_____ x 12	_____
Automobile/travel	_____ x 12	_____
Personal Development	_____ x 12	_____
Other	_____ x 12	_____
_____	_____ x 12	_____
_____	_____ x 12	_____

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_____ x 12 _____

Total Business Income Required \$ _____ x 12

Summary of income needs and goals

<i>Income needs</i>	<i>Month</i>	<i>Year</i>
Total personal budget	_____	_____
Total business budget	_____	_____
Total income needs	_____	_____

Financial and Numbers Breakdown

1. Income goal for the year:

=\$40,000/year

2. Income goal per month (avg.):

#1 / 12 months = \$3,333/month

3. Income goal per week (avg. for 50 wks.):

#1/ 50 weeks = \$800/week

4. Income goal per day:

(5-1/2 days/week x 50 weeks = 275 days)
#1/ 275 days = \$145/day

5. Income goal per hour:

(10 hours/day x 275 days = 2750 hours)
#1/ 2750 hours = \$14.50/hour

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6. My average sale price:

$$\frac{\quad}{\quad} = \$60,000$$

7. Total average commission per transaction:

$$\frac{\quad}{\quad}$$

8. My income per transaction:

$$\frac{\quad}{\quad} = \$1,030$$

9. Total number of transactions needed
to close in order to make income goal

$$\frac{\quad}{\quad} = 38.83$$

10. Using a 15% cancellation ratio, the number
of transactions I will have to pend to end up
with #8

$$\frac{\quad}{\quad} = 45.7$$

11. Number of transactions per month to close

$$\frac{\quad}{\quad} = 3.24$$

Number of transactions per month to open

$$\frac{\quad}{\quad} = 3.8$$

12. Number of transactions per week to close

$$\frac{\quad}{\quad} = .78$$

Number of transactions per week to open

$$\frac{\quad}{\quad} = .91$$

13. To get one appointment, I need _____ prospects.

14. To get one prospect, I need to make _____ contacts.

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15. Therefore, to achieve my total income goals for the year 2015, I will have to make _____ (15a) contacts per month or _____ (15b) contacts per week by making _____ (15c) contacts per day.

Breakdown of Prospecting Time

Identify specifically which prospecting techniques you are going to use and the number of hours per week and hour per day that you will be involved in each technique.

Activity	Number of Hours	
	<u>Daily</u>	<u>Weekly</u>
1. FSBOs	_____	_____
2. Expireds	_____	_____
3. Warm Telephone Calls	_____	_____
4. Internet/Social media	_____	_____
5. Open House	_____	_____
6. Cold Door knocking	_____	_____
7. Past clients/customers	_____	_____
8. Past CRTRE Clients/Customers	_____	_____
9. Demographic Farming	_____	_____
10. Contacting Networks	_____	_____
11. Sphere of Influence	_____	_____
12. Renters to become owners	_____	_____

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Breakdown of Previewing Time

Time spent previewing properties
to be better prepared to sell _____

Breakdown of Hours Worked outside of Prospecting

Outline in as much detail as possible, outside of the prospecting that you're going to do (but still within your regular business day), the specific times you will spend on various other activities. But remember, many of these activities are not considered highly productive activities (those other than Preview, Prospect, List and Sell) and you will want to minimize your time spent in them (or better yet, higher an assistant to do them for you.)

<u>Activity</u>	Hours per Day					
	Mon	Tue	Wed	Thr	Fri	Sat
1. Follow up pendings	_____					
2. Meet with assistants	_____					
3. Sales Meeting	_____					
4. Tour	_____					
5. Call for appts. with prospective buyers	_____					
6. Show property	_____					
7. Read and/or study listen to tapes	_____					
8. Plan/ Review Goals	_____					
9. Achieve mo plan milestones	_____					
Total Other Time	_____					

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Prospecting Time _____

Preview Time _____

Total Daily Time _____

48 Specific Milestone to be Accomplished during the 12 Months of 2015

Here you can list in random order, the 48 goals, objectives, plans, etc. that you are committed to accomplish during the twelve months of 2015. You must then prioritize them and list four (4) under each month of the year on the following sheets.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

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- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.
- 31.
- 32.
- 33.
- 34.
- 35.
- 36.
- 37.
- 38.
- 39.

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40.

41.

42.

43.

44.

45.

46.

47.

48.

Summary of Milestones by Month

January

1.

March

May

2.

1.

1.

3.

2.

2.

4.

3.

3.

4.

4.

February

1.

April

June

2.

1.

1.

3.

2.

2.

4.

3.

3.

4.

4.

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July

1.

2.

3.

4.

September

1.

2.

3.

4.

November

1.

2.

3.

4.

August

1.

2.

3.

4.

October

1.

2.

3.

4.

December

1.

2.

3.

4.

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Monthly Business Plan

For each month that you've listed four things to do, you must determine and write out clearly how (the action steps) you will proceed to accomplish each item. In some instances you may also need to list other people or resources that will be necessary to accomplish the item. Use one page for each item, similar to the outline shown below:

Month: _____

1. Milestone:

2. Milestone:

Action Steps:

1.

2.

3.

4.

Action Steps:

1.

2.

3.

4.

3. Milestone:

4. Milestone:

Action Steps:

1.

2.

3.

4.

Action Steps:

1.

2.

3.

4.

The final step comes when you take these individual action steps and incorporate them into your calendar so that on a day-by-day basis you are doing the things that will lead you to complete the 48 most important accomplishments for 2015 in addition to your regular day-in, day-out activities.

YOUR PLAN IS NOW COMPLETE!!

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Purpose of my goals

On the previous pages are my goals for the year. I have taken the time to analyze my accomplishments during the past year. I have outlined my objectives for the year with work habits and daily dollar productive activities that will help me achieve my goals.

My goals will be constantly monitored to ensure they are being met and to make adjustments as needed.

My signature below is my personal commitment to meeting the goals that I have set for myself for the year.

Signature

Date