

BUSINESS PLAN WORKBOOK



TABLE OF CONTENTS

Strategic Plan	3
Personal Objectives	6
Core Values	7
Mission Statement	8
SWOT Analysis	10
Income Goal Sheet	15
4 Pillars of Income	16
Business Marketing Plan	17
Goal Achievement System	18
SPRINT	20
Cash Flow Budget Worksheet	29

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 life in five years?

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

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

STRATEGIC PLAN

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

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

6. What do I want to achieve in my business 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

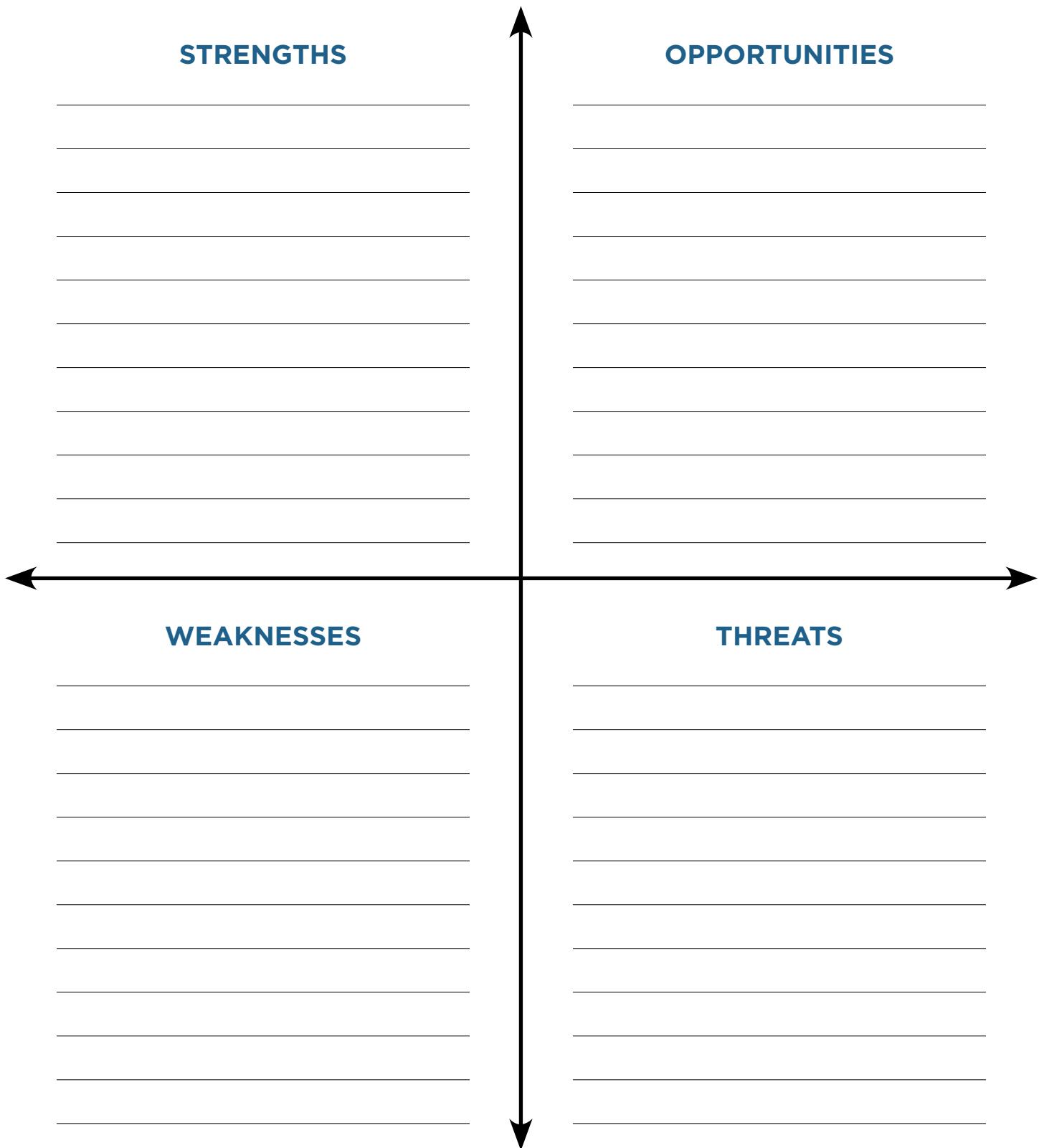
UNDERSTANDING YOUR STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS.

Use the chart below to fill out your own SWOT.



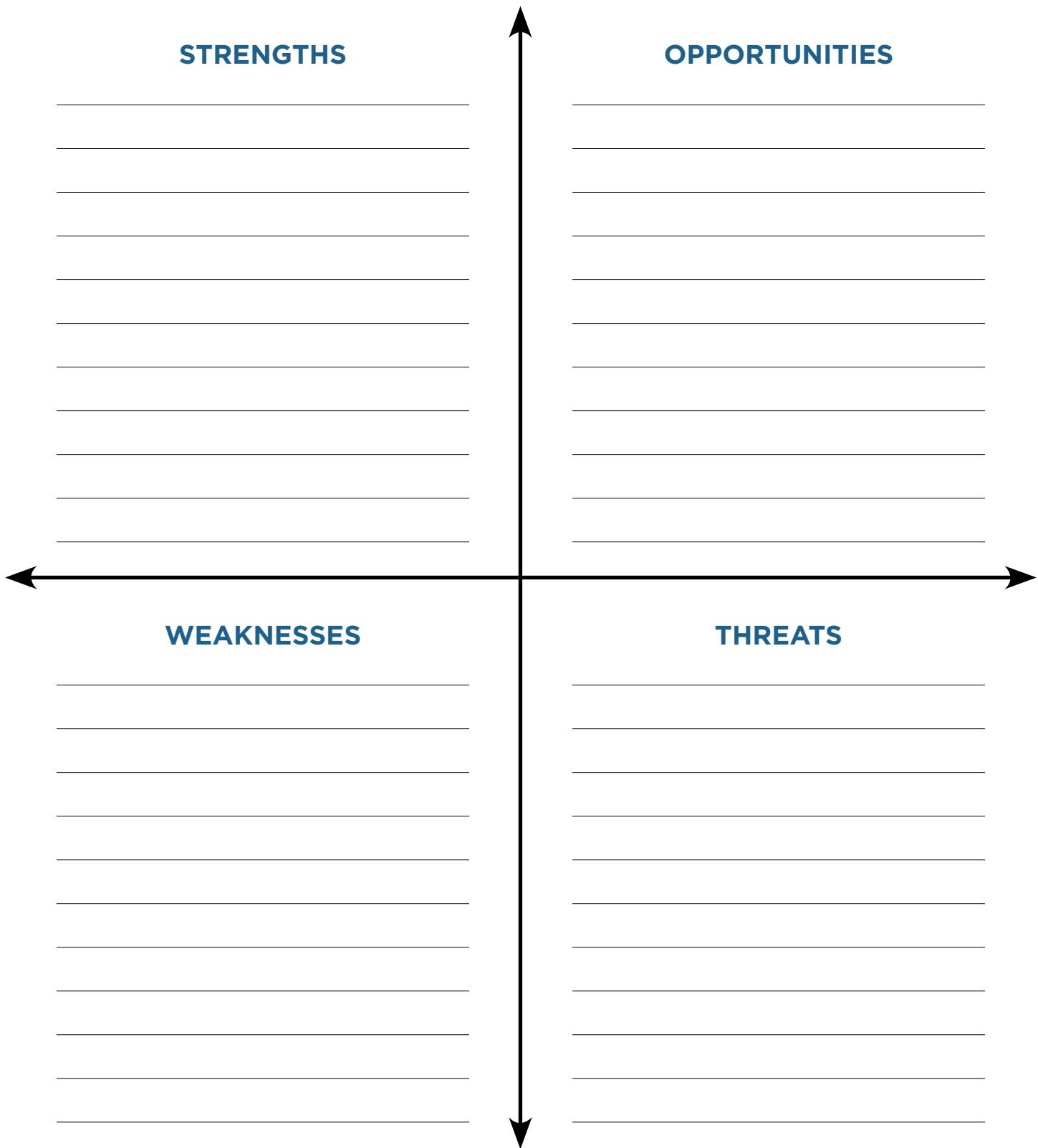
SWOT ANALYSIS

NAME: _____ **DATE:** _____



SWOT ANALYSIS

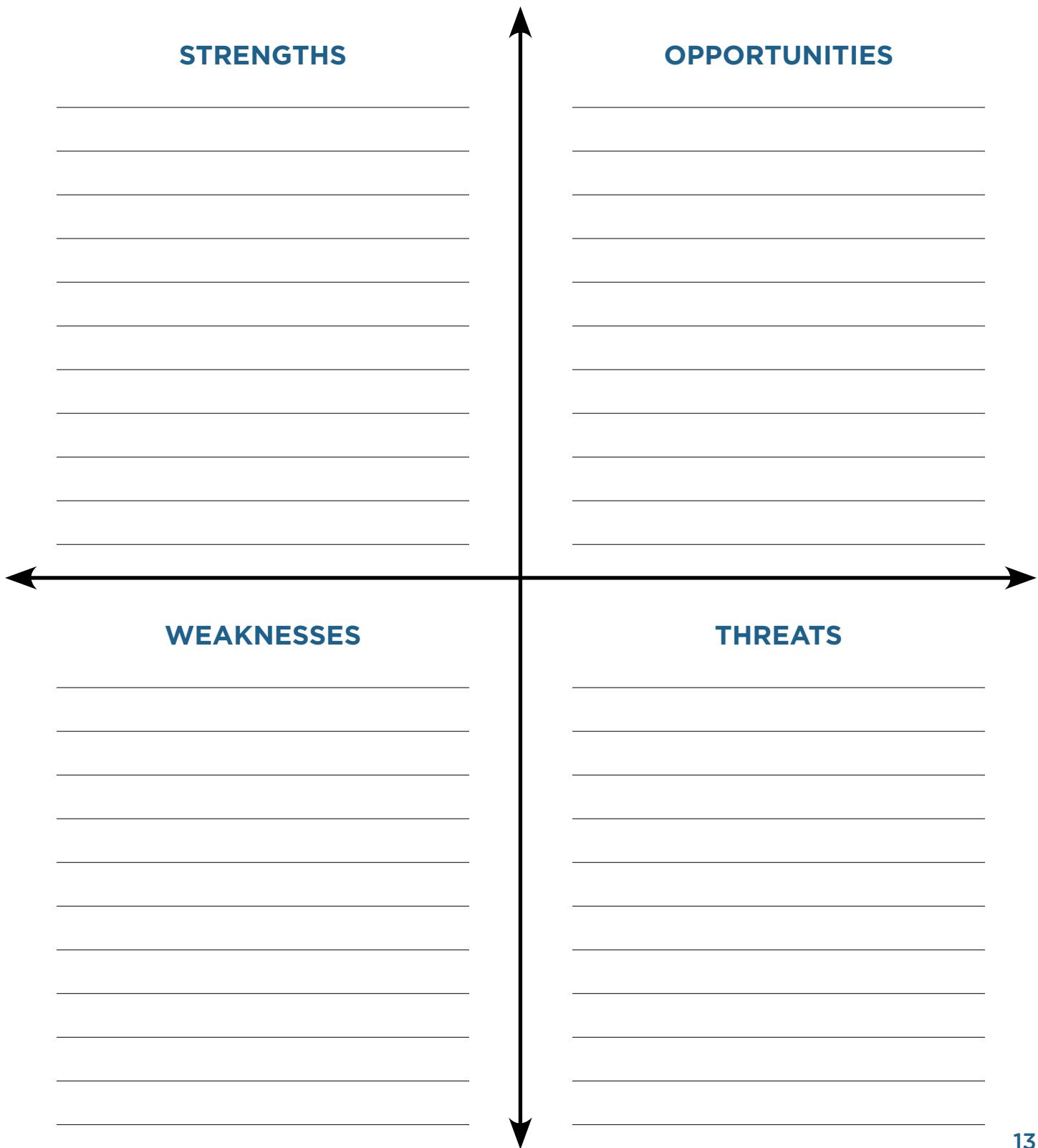
NAME: _____ **DATE:** _____



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.

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 1: _____

Why? _____

Excuses _____
 for _____
Failure: _____

Resolve: _____

Goal 2: _____

Why? _____

Excuses _____
 for _____
Failure: _____

Resolve: _____

Goal 3: _____

Why? _____

Excuses _____
 for _____
Failure: _____

Resolve: _____

Goal 4: _____

Why? _____

Excuses _____
 for _____
Failure: _____

Resolve: _____

Goal 5: _____

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

Goal 1: _____

SPRINT

Goal 2:

SPRINT

Goal 3: _____

SPRINT

Goal 4: _____

SPRINT

Goal 5: _____

SPRINT

Family: _____

SPRINT

Faith: _____

SPRINT

Fun: _____

SPRINT

Friends: _____

SPRINT

Fitness: _____

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:			