



2010 By Design Business Plan Vision Statement

Sample Vision Statement To Assist You In Writing Yours

In 2010 I will EASILY close 40 transactions and earn \$350,000 or more! I will efficiently work 180 days, allowing me to take ample vacation, family and training time to "re-charge" my engines. 75% of my income will come from Sellers, and 25% from Buyers. On top of at least \$350,000 in GCI, I will also earn at least \$15,000 from referrals.

OR

My vision is to serve 25 families in living the American Dream of Home Ownership. My niche is first time buyers and by working my plan everyday, the people, deals and opportunities I need come to fruition.

OR

My vision is to serve luxury clientele in _____ (city name) procuring 50 million in sales and supporting my team in providing "Four Seasons" like service for our customers.

Why is success in 2010 a must for you? _____



Last Year's Numbers

Income: _____

Total Transactions (including leases): _____

Listing Appointments: _____

Listings Taken: _____

Listings Sold: _____

Buyer Sales: _____

Current Active Listings: _____

Current Pending Sales: _____

Percentage of Listing Appointments to Listings Taken: _____

Percentage of Listings Taken to Listings Sold: _____

Percentage of Listings Sold to Buyer Sales: _____

This Year's Goal

Financial Goal (same as total income required to earn) \$ _____

My average commission per transaction: \$ _____

Number of transaction sides necessary to achieve goal: _____

Required buyer sales for the annual period: _____

Required listings sold for the annual period: _____

In order to have _____ listings sold - I must obtain _____ listings annually and go on _____ listing appointments annually.

_____ Income Earned in 2010

_____ Business Expenses

_____ **Total Profit**



One Year Marketing Plan

January: _____

February: _____

March: _____

April: _____

May: _____

June: _____



One Year Marketing Plan (Continued)

July: _____

August: _____

September : _____

October: _____

November: _____

December: _____



Skills to Improve

Profit Seeking _____

Negotiating _____

Closing _____

Price Reductions _____

Pre Qualifying _____

Accountability _____

Schedule _____

Pricing _____

Lead Follow up _____

Listing Presentation _____

Selling Buyers _____

Increasing my Commission _____

New Media _____



Systems To Complete/Upgrade/Implement

What systems need to be in place in order to achieve your goals?

	BY WHEN
_____ Accountant.....	_____
_____ Absentee Owners.....	_____
_____ Advertising Properties	_____
_____ Affiliate Referrals.....	_____
_____ Agent-to-Agent Referrals.....	_____
_____ Asset Managers.....	_____
_____ Attorneys.....	_____
_____ Billboard Advertising.....	_____
_____ Builders/New Home Sales.....	_____
_____ Bus Benches	_____
_____ Centers of Influence	_____
_____ Company Referrals.....	_____
_____ Craig's List.....	_____
_____ Current Client Referrals.....	_____
_____ Direct Mail JL/JS	_____
_____ Expireds.....	_____
_____ Ex Realtors PC/COI.....	_____
_____ Farming (Geographic)	_____
_____ Financial Planners.....	_____
_____ For Sale By Owner	_____
_____ HR Directors	_____
_____ Internet Referral Sites.....	_____
_____ Investors (Seminars/Mail)	_____
_____ Notice Of Defaults	_____
_____ Networking (Business/Social)	_____
_____ Open Houses.....	_____
_____ Past Clients/Sphere/Referral	_____
_____ Probate Attorneys.....	_____
_____ Public Seminars	_____
_____ Relocation	_____
_____ Short Sales.....	_____
_____ Sign Calls (Listing & Buyer)	_____
_____ Social Media.....	_____
_____ Staff COI.....	_____
_____ Tenant Occupied/Absentee Owners.....	_____
_____ Websites/Email Marketing	_____
_____ Stealth Sites.....	_____
_____ 800 Call Capture	_____
_____ Specialty (_____).....	_____
_____ Other (_____).....	_____



Monthly Inspiration

Name: _____

Month: _____

Production Goals

- 1. Days Worked = _____
- 2. Profit Seeking = _____
- 3. Listing Appt. Set = _____
- 4. Listings Taken = _____
- 5. Buyer Appt. Set = _____
- 6. Buyers Sales = _____
- 7. Listings Sold = _____
- 8. Income Closed = _____

My Equity Intentions - #1 Goal for the month

- 1. Relationships = _____
- 2. Physical = _____
- 3. Mental/Intellectual = _____
- 4. Spiritual = _____
- 5. Contribution = _____
- 6. Business = _____
- 7. Wealth Creation = _____

Marketing & Activities to Achieve My Goals!