

# Business Plan & Goals

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Name

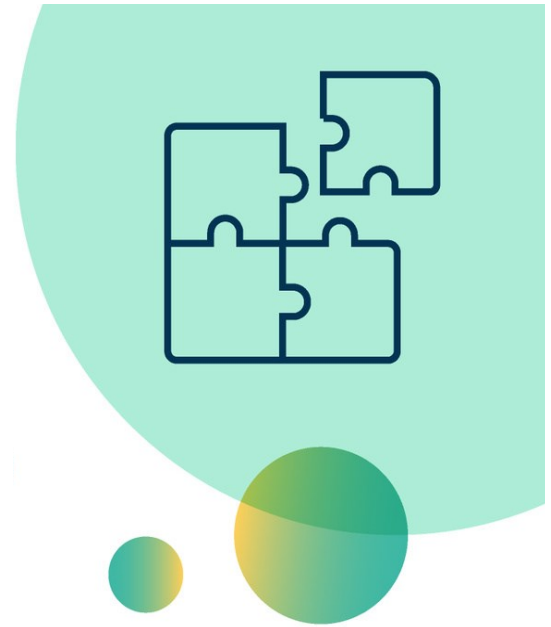
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Year



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# Current Year in Review

My professional accomplishments this year:

Things I could have done better:

## Mission Statement

Clearly define your business purpose and the benefit(s) you provide.

*Example: Jane Doe, REALTOR®, provides real estate clients with 20+ years of industry knowledge, proven negotiation skills, and the highest level of representation.*

# SWOT Analysis

Strengths • Weaknesses • Opportunities • Threats

<b>Strengths</b> Your Advantages	<b>Opportunities</b> Situations to Apply Your Advantages
<b>Weaknesses</b> Areas for Improvement	<b>Threats</b> Where You are at Risk

# Business Goals

Establish your short and long-term business goals. Your goals should be SMART—Specific, Measurable, Attainable, Relevant, and Timely. *See appendix for goal setting resources.*

## 3-Month Goals (January–March)

Goal(s)	Why this goal is important to me.	Consequences if I do not achieve.

## 6-Month Goals (January–June)

Goal(s)	Why this goal is important to me.	Consequences if I do not achieve.

# Business Goals (continued)

## 1-Year Goals

Goal(s)	Why this goal is important to me.	Consequences if I do not achieve.

## 5-Year Goals

Goal(s)	Why this goal is important to me.	Consequences if I do not achieve.

## Production Goals

Use the Spark & Logic [Production Goals Calculator](#) to identify production (listings, sales, prospecting) needed to achieve your income goal.

My Numbers	
Desired gross income for the year:	
Average home sale price in my market:	
Average office commission per side (percentage):	
My agent commission per side (percentage):	
# of days I will work this year (220 is a standard work year):	
Production Goals	
<i>Insert data calculated by the <a href="#">Production Goals Calculator</a></i>	
# of listings I need to take this year:	
# of deals I need to generate this year:	
# of closed sides I need to achieve this year:	
# of contacts I need to make each day:	

# Action Plan

## Target Audience

Market(s) I will target (example: first-time buyers, waterfront, historic homes, etc.):

Geographic area I will predominantly work in (neighborhood, city, county, etc.):

Ideal client characteristics (example: pre-approved, follows my recommendations, ready to buy/sell, willing and able to buy/sell, etc.):

## Marketing Strategy

How I will market my services to potential clients (example: social media, direct mail, text messaging, newsletters, blog, etc.):

## Action Plan (continued)

### Referral Strategy

How I will expand my **personal SOI** (sphere of influence) (example: clubs, organizations, volunteer opportunities, sports, schools, etc.):

How I will expand my **business SOI** (example: past clients, new contacts, chamber of commerce, small business owners, etc.):

How I will reach my SOI (example: pop-bys, phone calls, text messages, emails, newsletters, direct mail, etc.):



# Budget Overview

Create a high-level overview of your annual budget. These amounts do not need to be accurate but should be in the ballpark. As you progress through the year, finetune your budget during your monthly reviews.

Annual Budget Overview	
Projected Gross Commission Income	\$
Projected Expenses	\$
Projected Income Tax	\$
<b>Projected Profit</b>	<b>\$</b>

## Best Practices

- Open a business checking account.
- Establish a single credit card to be used only for business expenses.
- Consider using a mobile app to track your mileage and expenses.
- Review your budget monthly or quarterly, making adjustments as needed.

Percentage of each closed transaction I will put towards business development:	%
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# Finding Support

Place a checkmark next to skills that would help you improve your business.

Prospecting for Sellers		Follow-up Skills		Marketing		Opportunity/Floor Time	
Value Package		Disclosures		Pricing Homes to Sell		Contracts	
Successful Open Houses		Agency		Home Marketing Plan		Contingencies	
Technology		Short Sales		MLS		Financing	
Buyer Presentation		New Construction		Prospecting for Buyers		Bank Owned Homes	
Qualifying Buyer		Title/Escrow		Value Package		Home Inspections	
Objection Handling		Data Analysis		Showing Schedule		Goal Setting	
Negotiation Skills		Listing Presentation		Communication Skills		Social Media Marketing	
Building a Database		Niche Marketing		Closing Techniques			
Price Reductions		Website Development & Maintenance		Multiple Offer Situation			

How my broker/manager can help me achieve my goals:



# Setting SMART Goals

Specific • Measurable • Attainable • Relevant • Timely

## Why Set Goals

Setting and writing down goals is crucial to your success. This simple act keeps you motivated, accountable, and focused. Your goals should be SMART—Specific, Measurable, Attainable, Relevant, and Timely.



- Well defined
- Makes sense to individuals with basic knowledge of the topic
- Identifiable ways to evaluate
- Recognizable moment of achievement
- Within your expertise
- Possible to accomplish
- Directly related to your objectives
- Improves your business
- Realistic timeframe for completion

## Examples of SMART Real Estate Goals

- I will close 15 transactions by December 1st.
- I will improve my listing presentation skill set by June 30th.
- I will list a minimum of 5 homes by March 30th.
- My gross closed commission this year will be \$100,000.

## Achieving Your Goals

Once you identify your SMART goals, break them down into smaller, doable tasks that you will complete within a specified time frame. Use the attached worksheet to identify the steps needed to achieve your goals.



# Goal Setting Worksheet

Specific • Measurable • Attainable • Relevant • Timely

<b>My Goal</b>	<b>Goal Completion Date</b>
What is the first step?	Target Date <input data-bbox="1383 623 1529 768" type="checkbox"/> Completed
What is the second step?	Target Date <input data-bbox="1383 898 1529 1043" type="checkbox"/> Completed
What happens next?	Target Date <input data-bbox="1383 1173 1529 1318" type="checkbox"/> Completed
What else needs to be done?	Target Date <input data-bbox="1383 1449 1529 1593" type="checkbox"/> Completed
What is the final step?	Target Date <input data-bbox="1383 1724 1529 1869" type="checkbox"/> Completed

Good fortune is what happens when  
opportunity meets with planning.

*Thomas Edison*

## Get it Done!

Create a list of actions you need to take to complete your business plan (example: determine the average home sale price in my market, estimate my annual business expenses, etc.)

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