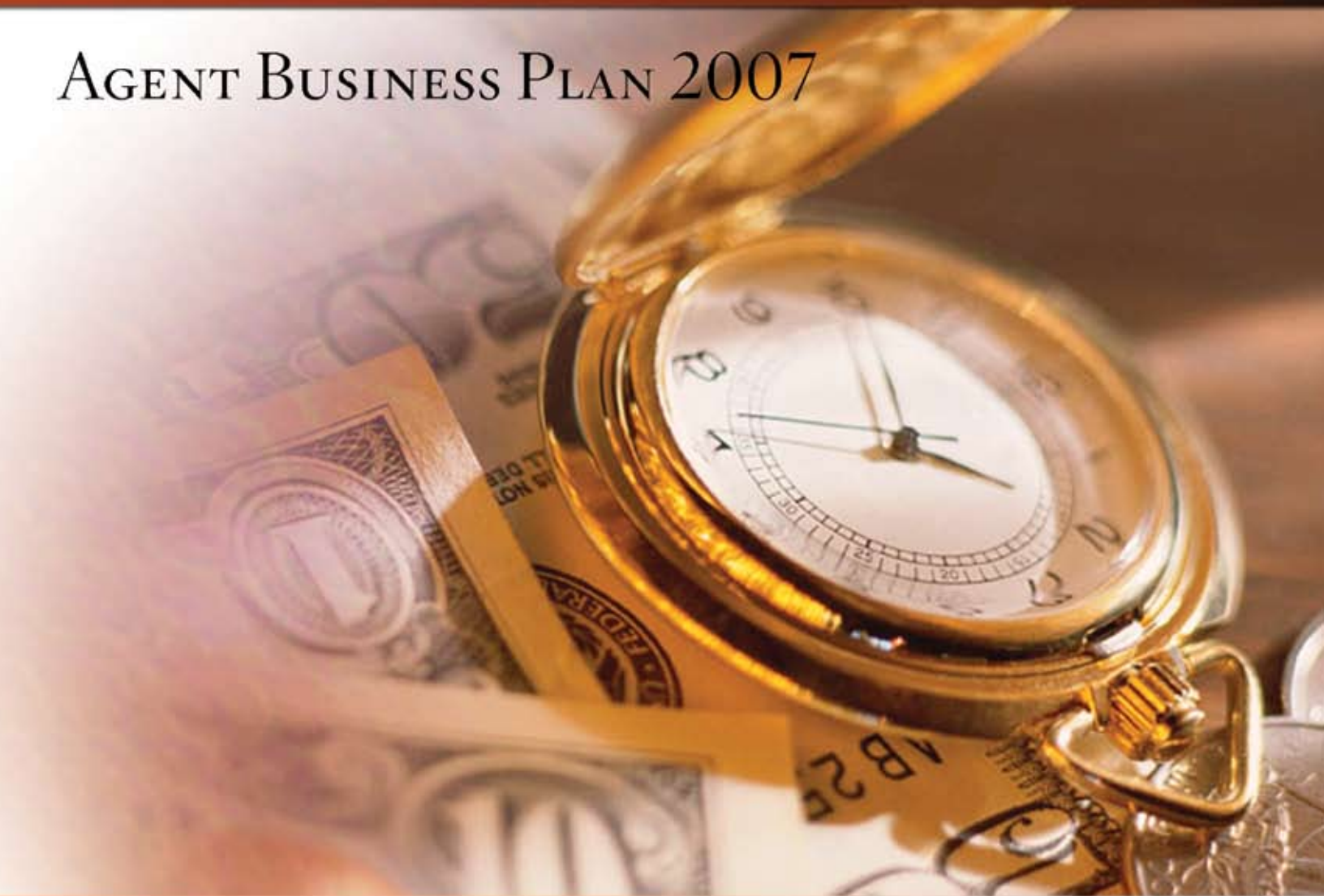


TIME TO MAKE MORE MONEY

AGENT BUSINESS PLAN 2007



BUSINESS PLANNING

Most agents choose real estate as a career because they want to make more money and have more time. However, most agents when they first start out in the business take a serious cut in pay and have no life!

Does that sound familiar?

Top producing agents know they need to treat real estate like a business. They develop a business plan and implement their plan throughout the year. The top agents also systematize everything so they can streamline their business to accomplish more in less time.

Do you wish you had at least a few more hours every day?

- Have you ever called someone back and found that they have already listed or purchased with someone else?
- Are you losing business because you don't have the time to stay in touch?

What don't YOU have time for?

Imagine:

- Never having to worry about getting leads or losing a valuable client to competition
- Regularly getting paid what you are worth!
- Having an unlimited number of prospects in your pipeline...
- Keeping in contact with your prospects... "automagically"
- A business you can count on!

Would you then have time for what you wanted to do?

Without a system, even extraordinary people find it difficult to achieve ordinary results with predictability! Project management systems, like Market Leader, are sophisticated prospect management tools designed specifically to let you add an unlimited number of prospects to your database and cultivate them until they are ready to buy and/or sell. Agents who use Market Leader as their basic business system have been able to grow their business exponentially.

CREATING YOUR PLAN

In order to achieve balance, high performance people set goals in ALL areas of their lives:

- Family
- Career
- Social
- Physical
- Financial

So, decide what is important to you and choose what kind of commitment you're willing to make to yourself, your family, and to your business.

It is important that you write down your goals. There is a famous Harvard University study that followed a graduating class over a period of 20 years. In that study, researchers found that only 2% of a Harvard class wrote down on paper the goals they hoped to accomplish in their lives. Those students who had clearly defined written goals amassed more wealth than the remaining 98% combined!

The way to eliminate the "peaks and valleys" in income in much of the real estate business is to create a written plan.

Here are the steps to help you create your 2007 Business Plan:

- Calculate income wanted
- Include business expenses
- Analyze the number of prospects needed
- Develop a marketing plan
- Schedule yourself for success
- Evaluate effectiveness

Once you have created the plan, you'll want to develop ways to implement your plan. Some agents develop a plan and never look at it from year to year. They wonder why they haven't reached their goals.

There is a famous quote, "insanity is doing the same thing over and over again and expecting different results." In order to change the results, you'll need to change some habits. The most important habit to change in order to be successful in real estate is to learn to love to prospect. If we don't prospect we won't have any business.

DETERMINE YOUR FINANCIAL GOALS

Once you have calculated the number of prospects you need as part of your business plan, we will provide you with some great "painless prospecting" tips to help you accomplish your financial goals. (The following page has a simple spreadsheet to help you analyze your business expenses to add to your totals on this page.)

Worksheet

- \$ _____ Mortgage payment
- \$ _____ Household (heat, water, etc.)
- \$ _____ Food (grocery and dining out)
- \$ _____ Car expenses (payment, gas, oil, maintenance)
- \$ _____ Entertainment
- \$ _____ Business expenses (including education and marketing)
- \$ _____ Child care
- \$ _____ Education
- \$ _____ Investments
- \$ _____ Other living expenses
- \$ _____ **SUBTOTAL** (this is the income needed after taxes)
- \$ _____ Divide by .70
- \$ _____ **Total Gross Income Required**

CALCULATE THE NUMBER OF TRANSACTIONS YOU NEED

Part 1:

Average house price range _____

X ____% commission _____

= _____

÷ 2 (for sale side or listing side) _____

= _____

X your commission split _____

= Commission per transaction _____

Part 2:

Income goal _____

÷ by commission per transaction _____

= Transactions needed per year _____

Sample Calculation

Part 1:
Determine your average commission per transaction

\$300,000 average price range
x 6% commission
= \$18,000
÷ 2
= \$9,000
x 70% split
= \$6,300 commission per transaction

Part 2:
Specify desired income, then divide by average commission

\$150,000 desired income
÷ \$6,300
= 24 transactions to reach goals

HOW MANY PROSPECTS DO YOU NEED TO REACH YOUR GOALS?

Calculate prospects needed per year

Take the total transactions you want _____
X 25 (prospect to sale ratio is 25 to 1) _____
= Total number of prospects needed _____

Break it down into a daily number!

Annual prospects needed _____
÷ by 12 months _____
÷ by 30 days _____
= Prospects needed each day _____

Example
24 transactions x 25 prospects = 600 prospects per year ÷ 12 months = 50 prospects per month ÷ 30 days = 2 new prospects per day

You can do this!

Now that you've analyzed what you need to do to achieve your goals, let's look at how you can reach those goals.

NOTE: Ratio of 25 prospects to sale ratio taken from "The Real Estate Rainmaker" by Dan Gooder Richard

PAINLESS PROSPECTING

Here are some of the most effective and painless ways to add prospects to your Market Leader database:

- Buy as many leads as you can. It saves you time and effort. It is a consistent way to obtain prospects. HouseValues delivers a guaranteed number of exclusive seller leads. JustListed delivers a guaranteed number of exclusive buyer leads.
- Use HomePages to market up to 100 of your listings. We advertise to drive traffic to you. No guaranteed number of leads, like HouseValues and JustListed, but excellent exposure and does generate leads.
- Receive buyer and seller leads from your web site into Market Leader. On your web site offer a FREE home evaluation and offer to send listings to prospects. Once they fill out and submit the form, you have just captured a new prospect. When the prospect comes from your Web site it always goes to YOU.
- Ask for email addresses on your Open House registration form. A free downloadable open house form is available in Power Tools in Market Leader.
- Upload your sphere of influence – enroll them in the Email Farm campaign. Call them and let them know you'll be sending it to them, "with their permission."
- Obtain email addresses from your past clients; let them know you'd like to stay in touch. Place them on the past client campaign.
- Send "Just Listed" and "Just Sold" postcards to the neighborhood after a listing and/or a sale – offer a FREE home evaluation or listings to drive them to your Web site where you can capture their contact information. Cultivate them using one of the targeted drip email campaigns for buyers or sellers.
- Ask for email addresses on your voice mail. Provide your email address when you leave a message.
- Upload your current database of prospects into Market Leader; send the Email Farm drip campaign.
- Send a postcard to your geographic farm. Ask them for their email. (Some agents have offered a drawing to obtain email addresses.) Make sure you enroll them in the Email Farm drip campaign.
- Offer a FREE home evaluation and listings underneath your signature (contact information) on all of your outbound emails.

Just think, you NEVER have to cold call again!
This is THE most painless way to prospect!

PLANNING CALENDAR

January	February	March	April	May	June
July	August	September	October	November	December

SAMPLE PLANNING CALENDAR

October	November	December
<ul style="list-style-type: none"> ▪ 300 postcards ▪ Add Web capture tool to Web site ▪ Begin hand delivering CMAs to follow up on all leads ▪ Call past clients to ask for email addresses 	<ul style="list-style-type: none"> ▪ 300 postcards ▪ Letter to geographic area asking for email addresses ▪ Begin hand delivering buyer packets ▪ Continue hand delivering CMAs to follow up on all leads 	<ul style="list-style-type: none"> ▪ 300 postcards ▪ Call sphere and ask for email addresses ▪ Continue hand delivering buyer packets ▪ Continue hand delivering CMAs to follow up on all leads

Use the annual planning calendar to plan your marketing efforts for the year:

- How many postcards will you send out?
- When will you send them?
- How many open houses per month?
- How many follow-up calls per month?
- How many drop-bys?
- How many new prospects will you add per month?
- How many FSBOs will you contact?
- How many Expireds will you contact?
- How many signs will you place? Remember, use the value propositions to drive prospects in your area to your own Web site!

Plan your follow-up:

- How many follow-up calls?
- When will you schedule your calls? (i.e. Tuesdays from 3:30-5:30PM)
- How many drop-bys?
- When will you drop by? (i.e. Saturdays from 9:30-11:30AM)

MONITOR YOUR EFFECTIVENESS

WEEKLY TRACKER

	New Prospects Added	Drop-bys	Calls	Appointments	Listings	Sales	Listings Sold
Goals							
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							

The Weekly Tracker is a tool to help you track your goals and activities. Check your actual activities against your goals frequently. This will help you stay on track.

TIME MANAGEMENT STRATEGIES

Internet leads take time to mature

- o 79% of consumers search online
- o They begin their search in the “thinking about it stage”
- o 74% work with only 1 agent, providing you with a distinct competitive advantage.

Using Market Leader as your basic business system allows you to cultivate literally thousands of prospects via email and an occasional phone call until they are ready to buy and/or sell, while you work on today's business.

Effective Time Management

- o Time management is actually self-management
- o Self management is a conscious decision where we decide what is important, and then we plan our time and our lives around those things.

The key to success is not to PRIORITIZE your SCHEDULE but to SCHEDULE your PRIORITIES!

“Hot Tips”

Time Savers: *SELLERS*

- Work with motivated sellers
- Price it right
- Advertise online
- Send listings to sellers
- Update CMA frequently
- Send Just Listed e-postcard
- Send Market Update

Time Savers: *BUYERS*

- Have them pre-approved
- Use buyer-brokerage agreement
- Provide them a CMA
- List before they buy
- Email listings regardless of what they asked for
- Email neighborhood news and information

Remember, when you change your habits, you change your results!

2007 AGENT BUSINESS PLAN

Income goal for 2007 _____

Dollars per transaction to you _____

Number of transactions needed for goals _____

Number of listings _____

Number of listings sold _____

Number of sales _____

Number of prospects in your database _____

Number of prospects you need _____

Break it down:

Listings needed per week _____

Listings sold per week _____

Sales per week _____

Prospects needed per day _____

Copy this page and tape it where you can see it every day, then:

- Visualize what your business would be like if you accomplished your goals.
- Visualize what your life would be like if you accomplished your goals.

BUSINESS DEVELOPMENT

If you did not reach your production goals in 2006, what prevented you from doing so?

What will you do this year to overcome this obstacle so you can reach your 2007 goals?

What seminars, conference calls and technical training do you plan to attend in 2007?

Business goals 2007: (For instance, hiring an assistant, obtaining your broker's license, etc.)

What ONE thing can you do on a regular basis that would make a HUGE difference in your business? (Something you aren't doing now).

What worked well last year? Keep doing it!

Best wishes for your continued success.

Go out there and make 2007 the best year ever!

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