

# Realtor Yearly Planning Guide

*Helping you crush your goals with  
balance and purpose.*



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# The place to start

## We all want to be successful, right?

Unfortunately, the landscape of success has become muddied in recent years. Different opinions have flooded the internet and, especially within the real estate market, plenty of supposed experts have offered different approaches. How do you create a plan and navigate a path that will help you be successful and reach your goals?

That's the purpose of this guide.

We chose the word "purpose" on, well, purpose in that last sentence -- because purpose will be a key factor in how you become successful in your business.

In recent years, there's been an influx in research on happiness and success. While we all know money is essential to your quality of life, much of this research has shown that money is *less* important to the overall quality of life than we might have thought. Experiencing success and happiness is more about finding life meaning and building [quality relationships than it is about monetary achievement](#). So, why would you settle for a plan that just focuses on monetary success, when you can pursue a course that achieves it all?

The biggest overlap in "finding meaning" and "building quality relationships" is an understanding of purpose. That's where this discussion needs to begin.

The two questions we need to address are:

- *How do we do business **with** purpose?*
- *How do we do business **on** purpose?*

Combining these two will help you navigate both the day-to-day as well as the long term.

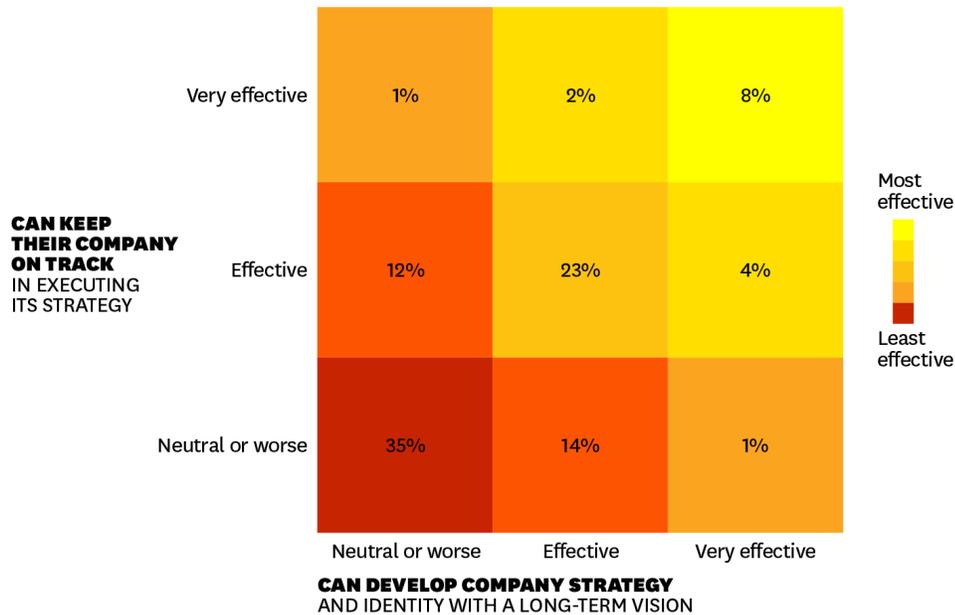
'With purpose' - Not missing the forest for the trees. It is the heart of what you do. What motivates you? What is your why? What are you passionate about? Why are you doing this as opposed to selling hot dogs in Central Park or trying to play the oboe professionally? Where's your conviction? What drives you to want to be successful? This is what helps you not to get bogged down in the day to day. This is what will help you press through difficult times.

'On purpose' - is in the trenches and dirt. Getting the right things done day in and day out. What are you doing day-to-day? How are you managing your responsibilities, time, tasks, and clients? What are your systems? How many hours and how much effort are you giving per day? How do you keep yourself accountable and disciplined? Where do you get your muscle and hustle from?

To be successful, you must perform both **with** purpose and **on** purpose. **This is the intersection point of your "why" and your "how"**. Across multiple industries, though, people are [generally not good at this](#):

## Top Leaders' Effectiveness at Strategy Execution and Development

Few are good at both.



SOURCE "WHAT DRIVES A COMPANY'S SUCCESS?" BY PAUL LEINWAND AND CESARE MAINARDI, 2013

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Only **8%** of leaders can do this successfully.

Imagine if you could!

That'd be a huge market advantage, right? The answer is that YOU CAN do this by gaining clarity on your "why" and your "how"!

So what do you do to get there?

**Let's start with the 'Why'** – This is the one that will be the most unique to you and only you can answer. How do you answer the following core questions...

Why do you wake up in the morning?

What are you passionate about?

What is most important to you in this life?

Why do you choose to do this for a living as opposed to something else?

This is your why! Any time you start to do something, plan something, think something is a good idea, ask yourself "does this fit my why"? For example, if your "why" is your family, but your plan involves being away from them too much, you might want to rethink that plan.

We are going to talk more about 'winning at life' in a bit, however, a place where everyone needs to start is with a clear life plan. This is a place you write the direction that you want your life to go in, in regards to the four main dimensions of life. *At the end of this guide, you are going to have several handouts to complete, this will be step #1. It's your life plan.*

**Now we turn to the 'how' or performing ON purpose.** The "how" is what will make you a practitioner of your craft. It will give you a practical plan for when you wake up in the morning. It will give you the guidance to know where to start.

### **The journey begins with numbers**

People instantly seem to get this wrong. They are either obsessed with numbers or they want nothing to do with numbers. Numbers matter, but not in the way we often think. Many realtors and those in other pockets of the real estate industry look at numbers for the sake of numbers, which is meaningless.

You need to shift your thinking this way: *numbers represent people.*

These are people who need to buy or sell a home.

These are people entrusting you with the biggest purchase (or sale) they'll ever make.

These are people who want you to guide them to something that will gain value and make their kids' lives better.

The numbers are meaningless on paper. It doesn't specifically matter if you sold a house for \$298,000 or \$397,000. Sure, the extra commission on \$99,000 is great. But that number, in and of itself, doesn't matter.

What matters is the connection with people. The relationships. Remember how one of the major determinants of happiness is relationships with people? That's actually based on a 76-year study of individuals -- the longest-such study ever undertaken. When the people in the study reached the end of their life, money (numbers for the sake of numbers) had no real relationship to happiness or feelings of success. Instead, it was all about relationships.

So while it may seem to be simply a semantic shift, it is far greater than that. Begin thinking about numbers in terms of what they *represent*, which is people/relationships. This will drive your purpose more than simply chasing cash.

### **What numbers do you need to think about for this year?**

For most in the real estate industry, these will be the big YEARLY goals that you need to be clear on.

- The total money you want to make (net/gross)
- The number of transactions that are needed to make that happen
- How many properties you'll list
- How many buyers you'll represent
- How many days/hours you want to work
- What will your average sales price be?

These are typically the big six numbers we look at, but they can vary by realty professional -- and they can vary by stage of life. The key is for you to think about which numbers are most important to you! If you have small children and your spouse works, the final bullet may be the most important. If you're single and want to press the limits every night to find the connection (record scratch: you probably *won't* find it there), the first bullet may matter more. It will vary.

Another important thing to remember is that these are YOUR numbers and you have to decide what is right for you! It is very tempting to compare yourself to others. They are not you and you are not them! Your numbers should be an overflow of YOUR purpose. Now, don't rush through this step. Spend some time really thinking about it and be specific. Don't say that you want to make "more money." Who doesn't? Put down an actual number that you want to make. Then think about how many transactions that it will take. What type of transactions will they be?

How much will you have to work to get it done? Per [actual scientific research](#), **the hard ceiling on productivity in a given week is 55 hours**. In multiple studies, a person who works 54 hours/week and a person who works 80 hours/week are going to achieve the same level of productivity, almost regardless of industry. 55 hours/week is still a lot -- that's 11-hour days M-F, meaning a 7am start on a Friday still doesn't get you home until after 6pm. Many realtors can generate solid revenue in under 55 hours/week, but remember the 55 hour benchmark. Don't consistently exceed it. It's just burnout at that point.

### How big should you aim?

Probably the most important concept to understand about goals is that you often fail while setting them -- and that's OK. Effective goals -- well-set ones, in other words -- are *never* met 100% of the time. Consider Ray Dalio. He's potentially the greatest investor of the last 50 years. He runs Bridgewater Associates, which has \$160 billion under management. *Fortune Magazine* called him "the Steve Jobs of investing." He's one of the 100 richest people in the world, and has repeatedly been named to every "influential" list there is. One of Dalio's core tenets is [the power of failure](#).

Why?

Isn't failure bad?

Aren't we supposed to avoid it?

No.

Because success breeds complacency.

Here's a goal-setting example for realtors. Let's say you aim for 10 new leads a week, so in a month, your goal would be 40. Eventually, you get good at hitting this goal. Some months you're even doing 50-60 new leads, but you keep the goal at 40. So then some months, you can slide back to 40-42 and be OK. "I still met my goal!"

This is a bad example of goal-setting. While 40 leads in a month isn't bad on paper, you know you're capable of more because you've seen it. So set the goal at 50, miss it at 42, and realize "OK, here are some ways I can work harder or change some systems..."

Success too often breeds complacency. *"I'm doing pretty well."*

Failure, or missing a target, can drive change. *"What could I do better here?" "What adjustments do I need to make?"*

*So set high ambition goals!* Choose ones that are going to be difficult to achieve! This is going to encourage the work and the passion to come out.

One more "failure is great" story for you: do you know what the most successful stock of the last 32 years is? You probably just yelled out "Apple!" or something.

No. It's a company [called Balchem](#), which makes flavorings and nutritional additives for animal feed.

Their stock grew 107,099% (not a typo) since 1985. That blows almost every company in America out of the water.

If you talk to their senior leadership, [here's what you learn](#): years ago, they invested in a new coating technology and it bombed. In 13 months, they lost 53% of their market share. Their senior leadership team could have done? through a series of plate-glass windows screaming about the injustices of disruption and market alignment, but instead they took their business failure and focused on three things:

- Patience
- Grit
- Luck

Their CEO has even said *"companies can't be great unless they fail, and neither can individuals."*

So when you're setting yearly goals, stretch yourself. Don't be afraid of failing. When done right, it drives you in the right direction. Now, we need to talk a little more about this in a moment because what I just said does have an exception to it, so stay tuned.

At this point you should be ready to fill out your **numbers for the year**. This is **handout #2** at the end of the guide

So let's say you've arrived at this spot and you have sketched out some of the following:

- Your "why" (purpose, mission, vision, reason to get up and put on clothes each day)
- Your big numbers for the year (while understanding they represent relationships more than "making it rain")

Next, we need a framework for breaking our goals down: quarterly and monthly so you can crush it day in and day out.

Check out the **handout #3** a sample of what this can look like.

### **Annual Planning Rubric:**

#### **Quarterly and Monthly -**

You know your goal for the year and you need it roughly divided by four to get a quarterly number. Now take that number you reached above and divide by three and now you have your monthly goal. You will need to put a little thought into this. If you take off several weeks in June or December, then you might want to set your goal lower in those months and higher in November and May. You can move it around as long as long as all of the numbers of your monthly and quarterly goals add up to your yearly goal.

For each of your goals we generally recommend three focus areas per month. **(See handout #4)** These are the three most important things you need to do to reach your goal. Highest return on investment. For example, your goal is to sell four homes this month. That's great. It's not going to happen with you sitting at home watching Netflix and eating bonbons. It will happen through *purposed activity*. So what activity are you going to do this month to set things in motion to reach that goal? Here are some of the things you might choose to focus on to reach that goal for this month.

- Establishing your online presence
- Improving lead generation
- Utilizing a CRM database
- Making new connections

- Attending events

Your focus areas should be about activity, not necessarily results. Focus on what you can control, with intentionality and grit every day. Now that you have your three focus areas, write down what it will look like to implement them.

Here's an example: we've met Realtors starting out who say stuff like -- and this isn't even an exaggeration -- "I've hired this 22 year-old girl to run Instagram for me, so I'll be selling like fire soon enough." OK. Let's break down the math on that.

A \$400,000 listing at 3% commission is \$12,000 into your pocket. Nice. But do you think someone is going to give you \$12,000 over a nicely-filtered Instagram picture? Absolutely not. This is the biggest financial decision of their lives in 99.4% of cases. Your Instagram feed can be on [fire emoji] and that's awesome -- and it will draw people to you. But that's only Step 1.

Steps 2 through 77 are building relationships and conveying value. Those happen through *specific activities*. Those activities become your focus areas.

### **Examples of activities to track in a given month**

Some of the major ones we recommend are:

- Number of Facebook posts
- Number of times going Live on Facebook
- Number of LinkedIn posts
- Number of LinkedIn reach outs
- Number of online videos
- Amount of time on Zillow
- Number of open houses
- Amount of time calling FSBO's.
- Number of doors knocked.
- Amount of time calling past clients
- Amount of time emailing past clients
- Number of community events attended
- Number of networking events attended
- Amount of time calling expired listings
- Amount of time writing personal notes

That's a long list, and it's only scraping the surface. Eventually -- within a few months or a year of data -- you will understand what works better for you. Then you can move more of your time to that column, but also be aware of the failure discussion above. That channel (say, Facebook) might fail for you, so don't put all 45-50 working hours in that basket. Do it for 8-10 hours/week if

it's successful at that level, and spend some extra time developing the channels (FSBO, maybe) that *aren't* as successful. Find a balance.

The point is: activity drives connection, connection builds relationships, relationships drive sales, sales get you paid. So activities are the first brick in the building of your annual revenue stream. When you figure out monthly focuses and goals, they need to be based on activities.

### **Execution is key -**

You know how I said that I want you to have big, huge, audacious goals? I do. **However, something I want you to understand is that “*Intention without execution leads to depression*”.** And all goals are, **without execution, are intentions.**

You know the old joke about the gym on January 2nd vs. the gym on April 2nd? There's a fraction of people on April 2nd, right? All those people who disappeared, what's their deal? They had a goal – to get fit -- but didn't have the execution -- um, you gotta go in frequently and work at it. The intention without the execution leads to depression, not to mention a \$35 recurring gym charge and a gut. So once you have the goals and the monthly activity focus, you need to execute them.

Systems can make that easier.:

- CRM
- EMail Marketing
- Social Media Marketing
- Time Management Tools
- Schedulers and auto-schedulers
- Phone calls schedule.
- Built in Accountability

Thankfully, in the modern age of glorious technology, you can organize a lot of your life and systems from your phone, which is typically going to be on you 99-100% of the time. A good rule of thumb on systems is K.I.S.S., or Keep It Simple, Stupid. You don't want to over-complicate what you're doing and how you're interacting with people. The interactions and relationship-building should matter. If you're spending forever emailing people and transferring their info onto spreadsheets, look for a better way. You want to do the human stuff and let technology take care of the logistical, rote stuff. In real-estate the key to your success is your ability to navigate human relationships.

Here's the rule of thumb: automate for simpler, better processes -- to allow yourself more time to build relationships and deal with people. Never automate the people side of a real estate

business. Spend more time with people and use tech to take care of logistics that take you away from people

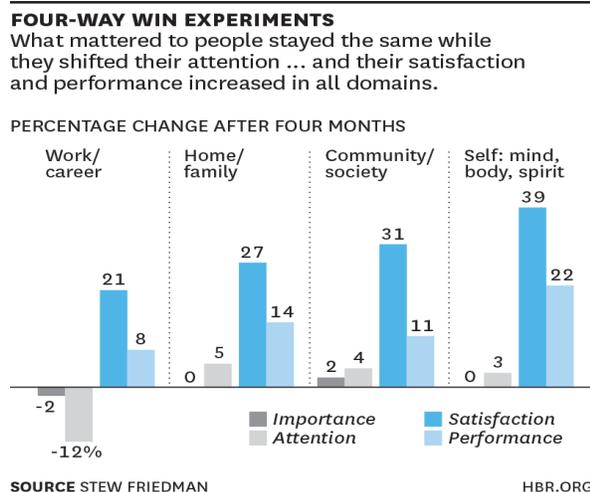
## Winning at life

Most of the above is about organizing yourself to win at business, i.e. sell more homes and generate more revenue, potentially in less time. But that's only a percentage of your life. You need to win in all areas! This is why I strongly recommend that you combine your yearly business plan with the *Life Plan I mentioned at the start*. (See handout #1) At The Tappe Group we talk about the need to be philosophical fit in four key dimensions of life, professionally, relationally, spiritually, and physically.

This has come from years of experience from working with hundreds of people. It also lines up with some of the latest research from Stewart Friedman, who teaches at UPenn's Wharton School. They break life down into the "four wins":

- Work
- Home
- Community
- Self

What their research shows is that it's possible to shift some of your time and focus away from work and put it into other dimensions of your life and actually create better performance in ALL areas of your life. The graph below shows that it's possible to actually focus a little less on your career (far left gray bars), and have your satisfaction and performance in all areas increase!



Now, admittedly this is one study. And we know work is important in terms of generating revenue but also (we can't ignore this) generating self-worth. But sometimes, it's worth it to scale back a little on the work and make sure you're winning in other areas of life.

## Putting a bow on it

Success occurs at the intersection of motivation and execution, and that comes from planning, understanding, and not being even remotely afraid of failure. (One good acronym to remember around failure is **F**irst **A**ttempt **I**n **L**earning.) The real estate market is massive. There's a lot of money to be made. In 2016 in the DFW area, for example, the size of the real estate market -- listings at the time -- was equivalent to the GDP of Poland. You *can* be successful here. But *will* you? That's on how you process the above.

## Where the rubber meets the road!

Now it's time to put in the work! Reading the above part likely took about 15 minutes; this part could take 15 hours. That's okay. Invest time in yourself so that you can crush it this coming year. Here are the worksheets that have been referenced throughout the booklet to help you get on paper what you want to accomplish this year.

## Worksheets

#1 *Life Plan.*

#2 Yearly goals for realtors .

#3 Goals broken down by quarter and month.

#4 Realty to Vision

#5 Preparing to sell each day.

#6 Recommend reading, Ted talks, and podcast done.



**helping people choose.**

*Purpose: This year I plan to...*

*Mission: Because...*

*Vision: So that...*

**Values:**

***Spiritual Dimension: I will keep my mind renewed by ...***

- 1.
- 2.
- 3.

***Physical Dimension: I will keep my energy high by ...***

- 1.
- 2.
- 3.

***Relational Dimension: I will continue to build community by ...***

- 1.
- 2.
- 3.

***Professional Dimension: I will bring value to others by ...***

- 1.
- 2.
- 3.

## ***PURPOSED PERFORMANCE LIFE PLAN***



# Purposed Performance

## My NUMBERS for the YEAR

	Annually	Quarterly	Monthly
HOW MUCH MONEY WILL I MAKE? (GROSS)	_____	_____	_____
<b>HOW MUCH EXPENSE WILL I INVEST?</b>	_____	_____	_____
HOW MUCH WILL I NET?	_____	_____	_____
<b>HOW MANY DAYS WILL I WORK?</b>	_____	_____	_____
HOW MANY TRANSACTIONS WILL I DO?	_____	_____	_____
<b>HOW MANY PROPERTY LISTINGS WILL I SELL?</b>	_____	_____	_____
HOW MANY PROPERTY LISTINGS WILL I TAKE?	_____	_____	_____
<b>HOW MANY BUYERS WILL I SELL?</b>	_____	_____	_____
HOW MANY BUYERS WILL I LIST?	_____	_____	_____
<b>WHAT WILL BE MY AVERAGE SALES PRICE?</b>	_____		
WHAT WILL BE MY AVERAGE COMMISSION?	_____		

## **SOME THINGS TO THINK ABOUT:**

**WHAT ARE YOUR MOST CONSISTENT SOURCES OF BUSINESS?**

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**WHAT ARE YOUR LEAST CONSISTENT SOURCES OF BUSINESS? DO I NEED TO IMPROVE THEM OR FOCUS ENERGY TO OTHER AREAS?**

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**WHAT NEW SOURCES OF BUSINESS OR STRATEGIES FOR MAKING NEW CONTACTS DO YOU WANT TO EXPLORE? WHAT DO YOU NEED TO MAKE THESE EFFORTS SUCCESSFUL?**

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**WHAT ACTIVITIES ARE TIME BANDITS? WHICH OF THESE CAN YOU DELEGATE OR ELIMINATE?**

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## **MY STATS**

**NUMBER OF CONTACTS TO GET A LISTING APPOINTMENT:**

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**NUMBER OF APPOINTMENTS TO GET A LISTING:**

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**NUMBER OF LISTINGS TO GENERATE A CLOSING:**

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**NUMBER OF CONTACTS TO GET A BUYER REPRESENTATION AGREEMENT:**

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**AVERAGE SALES PRICE THE PREVIOUS YEAR:**

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**AVERAGE GROSS COMMISSION PER CLOSING:**

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**MONTHLY EXPENSES:**

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## What goals look like broken down monthly and quarterly:

Q1	Transactions	Sellers	Buyers	Avg. price	You pick?	?
Goal	12	6	6	235K		
Jan	3	1	2			
Feb	4	2	2			
March	5	2	3			
Total						

Sample of your goals for Q1.

Here's what it might look like after January when you update it. Actually numbers are in ( ). If an adjusted goal needs to be made they are in [ ].

Q1	Transactions	Sellers	Buyers	Avg. price	Listing Appointments	Phone calls made
Goal	12	6	6	235K	40	800
Jan	3 (2)	1 (0)	2 (2)	\$240	10 (12)	400 (410)
Feb	4 [5]	2 [3]	2		20	200
March	5	2	3		30	200
Total						

In this example, you were one short on your transaction goal.

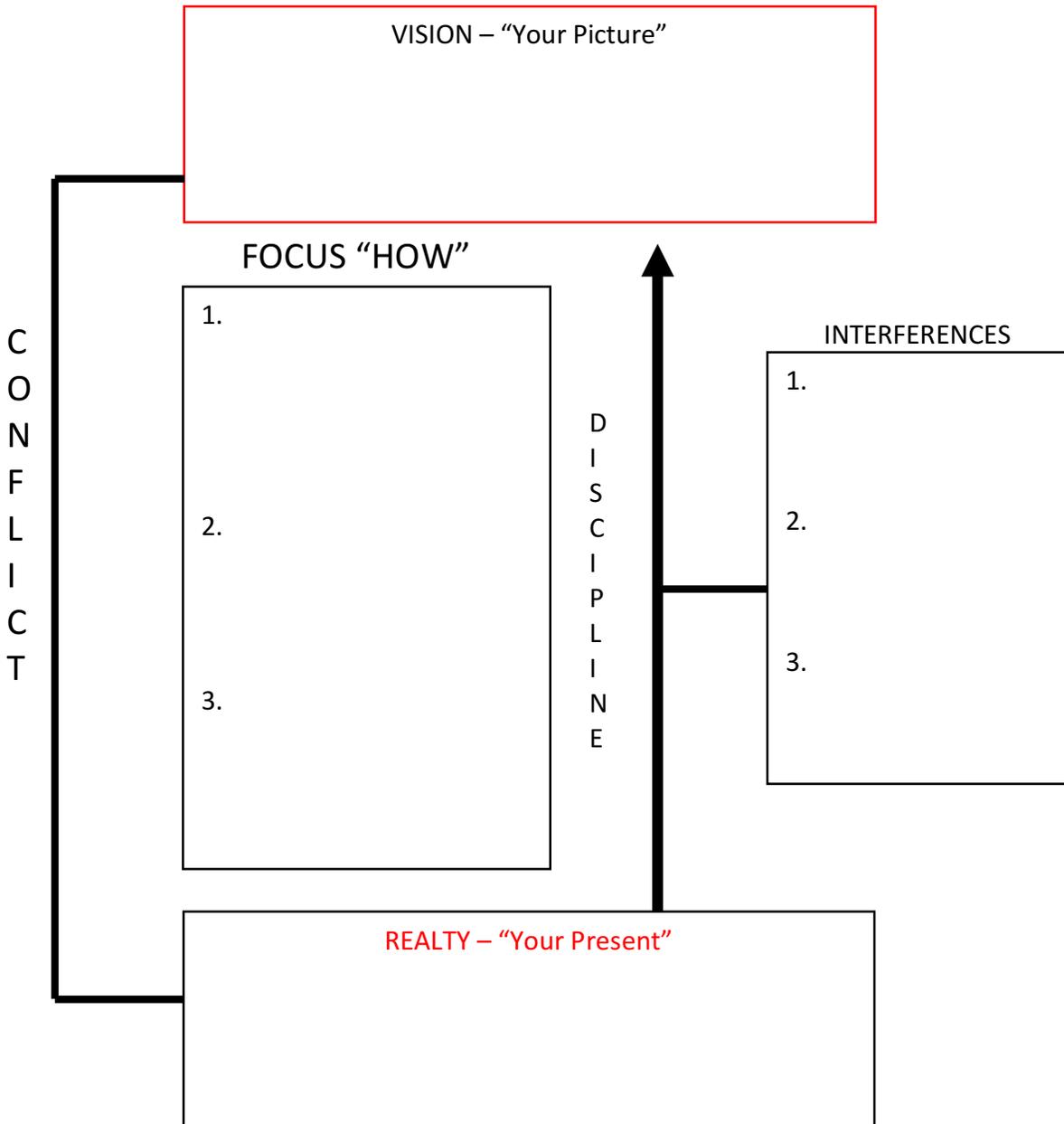
This means you need to increase your goal for February by one to stay on track.

**This continues throughout the quarter.**

When you get to **the end of the quarter**, you go back to your original goals.

You don't carry over any shortfall, which means that you get a restart three times a year. Nice, right?

# REALTY TO VISION ON PURPOSE





# PURPOSED PERFORMANCE 6 P'S OF SELLING

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**P**RESENT

**P**LAN

**P**REPARE

**P**RACTICE

**P**ROSPECT

**P**ERFORM



# Resources to help you engage ideas 2017-2018

You don't have to read all the time (or ever, honestly), but you have to be engaging around ideas. This is what will help you stay fresh and relevant. It provides good conversational fodder with clients, and it means your brain is sharp and thinking about different ways to connect ideas. That's really valuable when a bunch of different stuff is thrown at you every day.

Here are some of our top recommendations for you to check out.

Remember: since the goal is engaging ideas we don't necessarily agree 100% with all of the ideas presented. It's valuable to listen to ideas you *don't* always agree with, because it keeps you sharp on how to engage on tougher issues. If you ever have a client who pushes you on various aspects of your business, these tougher engagements come in handy.

Come up with a goal and break it down quarterly and monthly just like you did with your numbers. The personal development of your mind always pays dividends in your professional development.

## Podcasts:

[Tim Ferris](#): Someone once wrote that he did for audio what Oprah did for TV interviews. He usually gets 2-hour interviews with some of the most successful people in the world. It's well worth it.

[Entreleadership by the Dave Ramsey Corporation](#): Lots of interesting different thinkers on everything from "the power of solitude" to "why we need emigrants."

[Revisionist History by Malcolm Gladwell](#): Famous *New Yorker* author goes through different historical elements and explains the "other side" of them. Often really eye-opening.

[Online Marketing Made Easy](#): Top-rated podcast on list-building, using social media, Facebook ads, and more. Presented in a very easy, engaging way.

## Books:

[The Power of Purposed Performance](#), Allan Tappe

[The Outward Mindset](#), Arbinger Institute

[\*The Power of Habit\*](#), Charles Duhigg

[\*The Speed of Trust\*](#), Stephen Covey

[\*Man's Search for Meaning\*](#), Viktor Frankl

[\*The First 20 Hours\*](#), Josh Kaufman

[\*The Starfish and the Spider\*](#), Ori Brafman and Rod Beckstrom

[\*Risk is Right\*](#), John Piper and David Platt

If you read two of these books each for the next four years (updated versions if they come out), you'll be a much more aware and dynamic leader in your own business.

**Blogs:**

For general leadership/management trends:

[\*Harvard Business Review\*](#)

[\*Fast Company\*](#)

[\*UVA's Darden Ideas page\*](#)

[\*Kellogg Insight\*](#)

[\*Knowledge @ Wharton\*](#)

[\*GSB Insights\*](#)

[\*First Round Review\*](#)

For thinking deeper about the world:

[\*TED's Ideas page\*](#)

For real estate trends:

[Go through this list from Retipster](#) (it's good)

There are hundreds of good-to-great blogs on the Internet. Find the ones where you like the style and the information is conveyed accurately and updated consistently. Ride or die with those ones.

**Ted Talks:**

There are hundreds of awesome TED Talks, but some of the best ones when developing a business include:

[All their business playlists](#)

[Simon Sinek on how great leaders inspire action](#)

[Roselinde Torres on what it takes to be a great leader](#)

[David Logan on tribal leadership](#)

[Tony Robbins on why we do what we do](#)

[Jason Fried on why work doesn't actually happen at work](#)

[Shawn Achor on "the happy secret" of work](#)

[Linda Hill on how to manage for collective creativity](#)

[Robert Waldinger on what makes a good life](#)

That last one is important; it's lessons from the longest-ever study on happiness, and it will underscore (hopefully) the importance of seeking meaning in your client and personal relationships as you build your business and yourself.

**Activities:**

Check out local museums.

Go to live theater.

Take an online class.

Start something completely new.

Go on vacation.

Spend time detaching from work to get closer to your purpose around work.

Run.

Bike.

Swim.

Do improv.

Go to a new city and see what realtors there are doing for three days.

Start a journal.

Check out [www.tappegroup.com](http://www.tappegroup.com) or our Facebook page for book recommendations, summaries, and weekly blog updates!

**Do you have a Coach?** Having a Coach is the best way to stay on track and to reach your goals. Go online to [www.tappegroup.com](http://www.tappegroup.com) to set up a **FREE** coaching call today!