Real Estate Business Plan

Learn this method for creating a simple one-page real estate business plan to organize everything an agent wants to accomplish in a year on a single page. This tidy 1-3-5 format allows real estate professionals to focus on the key actions that specifically lead to the results they desire without having to endure the tiresome process of drafting more formalized business plans. Having a real estate business plan on a single page also allows agents to more easily refer and follow it's actions steps by making it permanently visible on an office wall, on the cover of a 3-ring binder, on a projection screen at team meetings, or even by using it as a computer wallpaper background. As each item on the plan is crossed off, agents are assured that productive change and growth in direct alignment with their annual goals are steadily occurring. Before taking a look at some example plans, watch the following video to learn how to create a real estate business plan on a single page.

How to Create a One Page Real Estate Business Plan

Determine Your 1 Main Goal

Start by establishing a specific and measurable goal for your annual real estate sales production next year. Typically agents will use objectives like total sales

volume, gross commission income (GCI), number of units/properties sold, or even net income. It is important that a main goal has a numeric value associated with it so that it can be broken down into monthly and weekly portions for measuring progress throughout the year. For example, an agent that wants to sell 48 homes in a year knows that he or she must close approximately 4 transactions a month, or close to one property a week.

Establish 3 Priorities to Reach the Main Goal

For a real estate business plan to be effective, it must be focused. Establish 3 priority areas that need attention over the following year. These priorities should represent some of your more daunting tasks that will require a lot of work and help from others. Your priorities are the big tasks that are always looming in the back of your mind that never seem to get done. Examples might include creating a new agent website, setting up a client database contact system, hiring an administrative assistant, or developing a lead generation plan or system.

Plan 5 Strategies for Each Priority

Break down your daunting priorities into 5 manageable strategies designed to accomplish each of them. Each strategy should represent a specific action step that is in alignment with its corresponding priority. The key to developing effective strategies is focusing them on each priority. Otherwise you will just have a scattered to-do list that is unlikely to ever be completed since it is not focused on the accomplishment of your preset objectives.

Example Real Estate Business Plans

We have provided two examples of one-page real estate business plans below. The first is for an individual/solo agent, and the second example is for more established real estate teams. Please also note that these plans are also referred to as 1-3-5 plans for their 1 goal, 3 priorities and 5 strategies. Feel free to copy and use them to create your own plan.

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SOLO AGENT SAMPLE

1-3-5 for 2015

The 1 Main Business Goal

Close 45 Transactions

The 3 Priorities to Achieve the Goal

1. **Establish Online Presence**
2. **Lead Generate for New Business Daily**
3. **Organize COI in CRM Database and systematically grow & contact it**

5 Strategies for Each Priority

1. Online Presence	2. Lead Generate	3. COI Database
5 Strategies	**5 Strategies**	**5 Strategies**
1. Set up and/or update all social media network profiles. Establish general action plan for communication on each network.	1. Lead Generate every Monday - Friday for 3 hours (9:00am to Noon). Alternate contacts to COI, FSBOs, Expires & Just Listed/Solds.	1. Contact all my family, friends, past clients, and lead to get updated contact information.
2. Create personal landing page linking al social media networks.	2. Meet w/ accountability partner every Monday morning at 10:00am to hold me accountable to my goals.	2. Contact 50 people per week until everyone has been contacted, and all updated info is received.
3. Complete 4 Agent Websites for 1) Sellers; 2) Buyers; 3) Neighborhood Farm; and 4) Blog.	3. Be faithful to my calendar! Time-block my lead generation times so I am no longer available in the mornings.	3. Enter all contacts in Database Management System. Add 10 new contacts per week to database.
4. Locate & attend 3 training courses on internet lead generation.	4. Role play scripts with an accountability partner regularly.	4. Attend CRM trainings to help me get everyone uploaded, create & launch campaigns.
5. Develop blog theme, create action plan and start blog posts.	5. Obtain 3 new listings, 3 buyer contracts, and 4 closed transactions per month.	5. Systematize campaign touches & calendar.

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REAL ESTATE TEAM SAMPLE

1-3-5 for 2015

The 1 Main Business Goal

$50 Million Annual Sales Volume

The 3 Priorities to Achieve the Goal

1. **Customer Service: Create the Ultimate Client Experience**
2. **Lead Generation: Track Agent Generation & Conversion Activity**
3. **Leverage: Attract New Talent to the Team**

5 Strategies for Each Priority

1. Customer Service	2. Lead Generation	3. Leverage
5 Strategies	**5 Strategies**	**5 Strategies**
1. Administrative Assistant to systematize & conduct 30, 90 & 120 day follow-up calls to clients after all closings to suggest team vendors for improvements to home & ask for referrals.	1. Conduct Group Lead Generation every Mon - Fri for 2 hours (9:00am – 11:00am) for all sales agents. Agents meet at 8:30am for role play & scripts practice beforehand.	1. Begin search for an Administrative Lead Coordinator. Interview 4 applicants per month until found. Create job description & establish behavioral profile.
2. Produce Pre-Listing video introducing the team, marketing plan & services we provide to send to client prior to initial listing appointment.	2. Sales Agents to track Lead Generation Activities (Contact-Appointment-Contract) & submit at end of each week for accountability & to establish conversion ratios.	2. Hire an Inside Sales Agent (ISA) – Determine compensation schedule, job duties & description, and behavioral profile. Locate ISA training resources or coach.
3. Increase Online Presence: 4 Team Websites for 1) Sellers; 2) Buyers; 3) Neighborhood Farms; and 4) Blog.	3. Determine criteria & system to: 1) Distribute inbound leads/calls; and 2) Make outbound contacts to COI, FSBO, Expireds, Just Listed/Solds & Farms.	3. Establish criteria/goals for Buyers Agents to earn Showing Assistants. Establish respective job descriptions & compensations schedules.
4. Enhance/Update Client Database Contacts: 1) 33 Touches per year; and 2) Client Appreciation Event.	4. Develop Action Plans & Campaigns to Farm 4 neighborhoods.	4. Develop printed & video presentations to recruit new sales agents.
5. Grow Vendor Database: 1) Contact regularly; 2) Vendor Appreciation party; 3) Create Vendor List & Web Page; & 4) Refer them systematically.	5. Obtain 10 new listings, 9 buyer contracts, and 15 closed transactions per month.	5. Locate two new sales agents in adjacent geographic locations to expand & service new areas.