



2019

# Realtor Business Plan



# 5 Principles of Success

1. **Have a plan.** Know your desired outcome. A written business plan with clearly defined goals. Make your goals S.M.A.R.T.

- S Specific; Simple
- M Measurable; Meaningful to You
- A As if Now; Achievable; All areas of your life
- R Realistic; Responsible/Ecological
- T Timeframe; Toward What You Want

2. **Take Action.** Be willing to do what it takes to accomplish your outcome. Master behavioral flexibility. The Law of Requisite Variety states that the person or system with the most flexibility of behavior will control the system.

3. **Measure & Track Your Results.** You can't improve what you don't measure. Identify the method for determining achievement of your goal/outcome and track your progress. An excellent tracking system will allow you to make necessary course corrections and adjustments as well as gauge your overall success.

4. **Be Open to Change.** Operate from a Physiology and Psychology of Excellence. Be in control of your mindset (attitude). Choose to be in a powerful, positive state. Take Personal Responsibility for your actions. Be on the Cause side of the Equation – not the Effect side. Be aware of your constitution, health and physical well-being. Ingest healthy, nutritious foods that uplift you and give you energy.

5. **Ask for Help!** Find someone – a mentor, coach, consultant, expert, professional to assist you in reaching your desired outcome. The right person can offer a third party perspective; provide necessary guidance, accountability and expertise.

**Attitude is Everything!** It is estimated that as much as 90% of success in any sales related field can be attributed to attitude. As a matter of fact, it's not unusual for attitude to be the only difference between the person who is successful and the person who is not. Your expectations can lead to success!

## NEVER:

- PUT DOWN THE COMPETITION
- CRITICIZE THE CLIENT OR TALK TO A CLIENT IN A NEGATIVE TONE
- MAKE EXCUSES
- BE DULL
- LET OUTSIDE INFLUENCES CONTROL YOU
- SELL DESPERATE
- ASK A QUESTION THAT THEY CAN ANSWER "NO" TO
- ASSUME – ALWAYS GET CLARIFICATION
- SELL WHAT YOU HAVE DONE. ALWAYS SELL WHAT YOU CAN DO FOR YOUR CLIENT
- SELL THAT YOU'RE GREAT, ALWAYS, SELL WHY YOU'RE GREAT

## ALWAYS:

- SHOW CONFIDENCE AND COMMIT TO EXCELLENCE
- SHOW CONCERN ABOUT YOUR CUSTOMER'S WANTS, NEEDS AND DESIRES
- BUILD RAPPORT AND FIND A COMMON INTEREST
- MAINTAIN YOUR PROFESSIONALISM UNDER STRESS
- BE FLEXIBLE AND READY TO LEARN NEW TECHNIQUES AND TECHNOLOGY
- DRESS PROFESSIONAL AND BE PROFESSIONAL
- BE AVAILABLE BY CELL PHONE
- HAVE YOUR VEHICLE IN TOP CONDITION
- USE A SENSE OF HUMOR
- BE PERSISTENT AND POSITIVE
- BUILD TRUST
- ASSOCIATE WITH PEOPLE WHO ARE DOING MORE THAN YOU
- BELIEVE IN YOURSELF, THE COMPANIES AND YOUR TOOLS
- LISTEN TO WHAT THE CLIENT HAS TO SAY
- TAKE A LOT OF NOTES
- SHOW YOUR CLIENT YOU CAN GET THE JOB DONE!



# Review Your Business Plan

Start by analyzing your previous year's business – this form will help you gather and calculate key factors for your specific business. Everything from sources of business to average days on market and listing to sale ratios. Before you launch into your plan for the coming year it's critical to review what worked last year and to know your basic numbers.

## A Review of Your Business

Listings Taken \_\_\_\_\_ Listings Sold \_\_\_\_\_ % of LT to LS \_\_\_\_\_

Sales Closed \_\_\_\_\_ Total Escrows Closed (LS + Sales) \_\_\_\_\_

Listing Sold Volume \_\_\_\_\_ GCI \$ \_\_\_\_\_

Closed Sales Volume \_\_\_\_\_ GCI \$ \_\_\_\_\_

**Total Closed Sales Volume** \_\_\_\_\_ **Total GCI \$** \_\_\_\_\_

Average Listing Sold Price (LS Volume / Number Listings Sold) \$ \_\_\_\_\_

Average Closed Sales Price (Sales Volume / # Closed Sales) \$ \_\_\_\_\_

Average Days on Market for your listings \_\_\_\_\_

% of sales price to list price for your listings \_\_\_\_\_

Number of resales sold \_\_\_\_\_ Number of new homes sold \_\_\_\_\_

Source of Buyers/Sellers		
	Buyers	Sellers
<i>Reactive Prospecting</i>		
Floor Time		
Open Houses		
Sign Calls		
Ad Calls		
Just Listed/Just Sold Postcards		
<i>Proactive Prospecting</i>		
Past Clients		
SOI Referral		
Farm		
FSBOs		
Expires		
Cold Calls		
Just Listed/Just Sold calls		
Door Knocking		
Internet		
Relocation		

# Create Your Business Plan

This is a 2-page easy-to-use, basic real estate business plan. Just follow the step-by step formula to turn your desired income goal into the number of listings, sales, contacts and appointments. required to obtain it. Use this SAMPLE Basic Business Plan to use as a guide:

## Basic Real Estate Business Plan

### **Step 1: Set Your Income and Closed Sides Goals**

---

Income Goal..... (A) \_\_\_\_\_

Average Sales Price..... (B) \_\_\_\_\_

Average Gross Commission Rate Per Side(%) ..... (C) \_\_\_\_\_ %

Average Gross Commission Per Side (B times C) ..... (D) \_\_\_\_\_

Sales Executive Commission Split (%) ..... (E) \_\_\_\_\_ %

Sales Executive Commission Split before deductions (D times E) ..... (F) \_\_\_\_\_

    Less Franchise Fee (D times X%) ..... - \$ \_\_\_\_\_

    Less E & O/Other Deductions ..... - \$ \_\_\_\_\_

Average Sales Executive Commission Per Side (F less deductions) ..... (G) \_\_\_\_\_

Number of Closed Transactions Needed (A divided by G) ..... (H) \_\_\_\_\_

Number of Sides Needed to Put in Escrow (H divided by 80%) ..... (I) \_\_\_\_\_

### **Step 2: Calculate Prospects Needed Per Week**

---

Listings Sold Needed ( \_\_\_\_ % of line I) ..... (J) \_\_\_\_\_  
*Percentage of Listings Sold from total closings (I)*

Listings That Must Be Taken (J divided by 70%) ..... (K) \_\_\_\_\_

Listing Presentations Needed (3 times K) ..... (L) \_\_\_\_\_

Number of Weeks Worked Per Year ..... (M) \_\_\_\_\_

Listing Presentations Per Week (L divided by M) ..... (N) \_\_\_\_\_

Buyer Escrows Needed ( \_\_\_\_ % of line I) ..... (O) \_\_\_\_\_  
*Balance of (J) % to equal 100%*

Buyer Prospects Needed (3 times O) ..... (P) \_\_\_\_\_

Number of Weeks Worked Per Year ..... (Q) \_\_\_\_\_

Buyers Needed Per Week (P divided by Q) ..... (R) \_\_\_\_\_

# Calculate “People Contacts” Needed Per Week

## Sellers

Total Listing Presentations Needed \_\_\_\_\_ (from line L)

Prospecting Source	Annual # of Presentations Per Source	Contacts to Produce a Presentation	Annual Contacts Needed	Weeks Worked Per Year	Weekly Contacts Needed
Cold Calls		150			
Door Knocking		100			
FSBO's		10			
Expireds		15			
SOI/Past Clients		50			
Just Listed/Sold		150			
Target Marketing		100			
Other					
Other					

## Buyers

Total Buyers Needed \_\_\_\_\_ (from line P)

Prospecting Source	Annual # of Buyers Per Source	Contacts to Produce a Buyer	Annual Contacts Needed	Weeks Worked Per Year	Weekly Contacts Needed
Cold Calls		100			
SOI/Past Clients		30			
Open Houses		10			
Signs/Ads		10			
Internet		50			
Other					
Other					

# The Action Plan

From the business plan you can create your daily, weekly, monthly ACTION PLAN. This plan will outline the income producing activities and other tasks you are committed to in order to achieve your desired outcomes. Review and stick to your Action Plan **DAILY!**

- Put the document in front of your dayplanner
- Post it in your workspace
- Tape it to your bathroom mirror and review it daily
- Review and record your results daily also
- A basic affirmation for your consideration could simply be: "Make one qualified appointment daily!"

## Allocating Time to Build Your Business

To determine the number of hours you have available for building your business. Calculate the number of hours you spend...

\_\_\_\_\_ Hours Sleeping  
\_\_\_\_\_ Hours with Family and Friends  
\_\_\_\_\_ Hours Eating  
\_\_\_\_\_ Hours for Fitness and Grooming  
\_\_\_\_\_ Hours Driving  
\_\_\_\_\_ Total Hours Committed to Personal Time  
\_\_\_\_\_ - 24 = Hours in a Day  
\_\_\_\_\_ Hours Available for Work  
\_\_\_\_\_ Divide By 2  
\_\_\_\_\_ Hours to be Spent on Building Your Business

## Create an Action Plan that works for you. It may consist of some of the following activities:

Make \_\_\_\_\_ contacts daily

Send \_\_\_\_\_ personal notes weekly

Add \_\_\_\_\_ people to your database weekly or monthly

Contact \_\_\_\_\_ FSBOs weekly

Contact \_\_\_\_\_ expireds weekly

Hold \_\_\_\_\_ effective open houses weekly/ monthly

Mail or email to your SOI/Past clients valuable market information monthly

Mail or email to your designated farm of \_\_\_\_\_ properties monthly

Door knock/ door drop \_\_\_\_\_ houses monthly

Take \_\_\_\_\_ past client to lunch monthly

Network with \_\_\_\_\_ business to business referrals monthly

Hand out 5-10 business cards a week and actively ask for business/permission to add them to your database

*A good business plan is like connecting a bridge from where you are to where you want go.*



# Daily Work Plan

Name \_\_\_\_\_

Date \_\_\_\_\_

## TODAY'S PLAN OF ACTION

## ACTION ACCOMPLISHED

8:00 \_\_\_\_\_

FARMING \_\_\_\_\_

8:30 \_\_\_\_\_

Letters Mailed \_\_\_\_\_

9:00 \_\_\_\_\_

Personal Contacts \_\_\_\_\_

9:30 \_\_\_\_\_

Telephone Contacts \_\_\_\_\_

10:00 \_\_\_\_\_

FOR SALE BY OWNERS \_\_\_\_\_

10:30 \_\_\_\_\_

Personal Contacts \_\_\_\_\_

11:00 \_\_\_\_\_

Telephone Contacts \_\_\_\_\_

11:30 \_\_\_\_\_

EXPIRED LISTINGS \_\_\_\_\_

12:00 \_\_\_\_\_

Personal Contacts \_\_\_\_\_

12:30 \_\_\_\_\_

Telephone Contacts \_\_\_\_\_

1:00 \_\_\_\_\_

CUSTOMER FOLLOW-UPS \_\_\_\_\_

1:30 \_\_\_\_\_

Personal Contacts \_\_\_\_\_

2:00 \_\_\_\_\_

Telephone Contacts \_\_\_\_\_

2:30 \_\_\_\_\_

REFERRALS SENT \_\_\_\_\_

3:00 \_\_\_\_\_

DIRECT MAIL SENT \_\_\_\_\_

3:30 \_\_\_\_\_

OPEN HOUSE \_\_\_\_\_

4:00 \_\_\_\_\_

PROPERTIES INSPECTED \_\_\_\_\_

4:30 \_\_\_\_\_

COLD CALLS \_\_\_\_\_

5:00 \_\_\_\_\_

Personal Contacts \_\_\_\_\_

5:30 \_\_\_\_\_

Telephone Contacts \_\_\_\_\_

6:00 \_\_\_\_\_

PROPERTIES SHOWN \_\_\_\_\_

6:30 \_\_\_\_\_

LISTING PRESENTATIONS \_\_\_\_\_

7:00 \_\_\_\_\_

LISTINGS OBTAINED \_\_\_\_\_

7:30 \_\_\_\_\_

SALES MADE \_\_\_\_\_

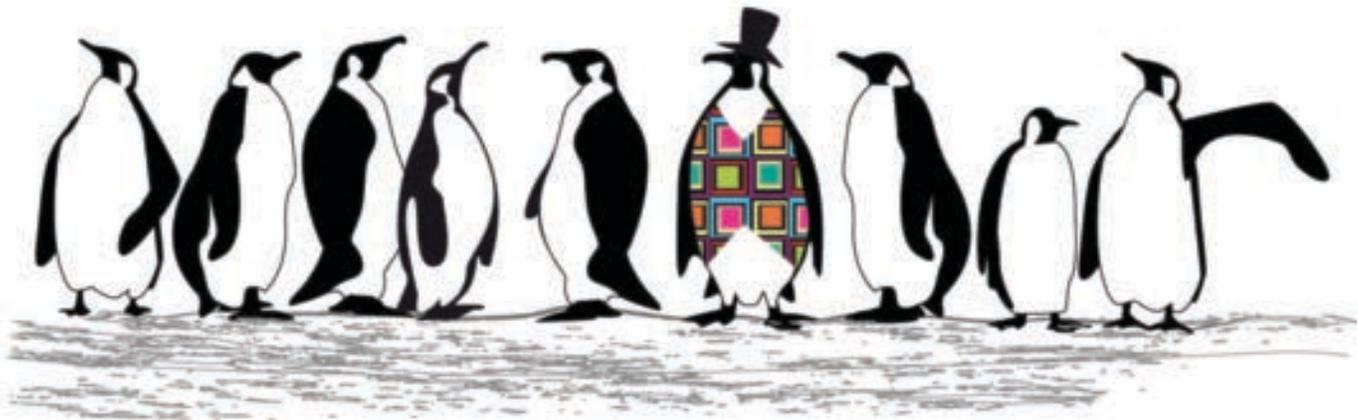
# Real Estate Affirmations for a Successful Career

1. Success Keys: I must think successful and act successful to be successful!
2. Professional Value: The real estate commissions I receive are not just a reward for having a real estate license; they are payment for providing valuable professional services.
3. Real Work: I do not avoid difficult tasks and uncomfortable situations. I get paid well for doing the things that unsuccessful people won't do or can't do.
4. Enthusiasm and Confidence: I do not think, talk or act negatively about the real estate business. I know that my attitude affects my level of success and I always show enthusiasm and confidence to my customers, clients and fellow associates. I believe in my personal value and the value of my office and company.
5. Consistent Prospecting: I do not wait for prospects to come to me. I actively seek out qualified prospects.
6. Selling Situation: I do not allow myself to become bogged down in "busy work." I assure my success by consistently getting into actual selling situations. I maximize my probability for success by working proven real estate systems.
7. Reasonable Probability: I do not depend on luck and gamble on unrealistic possibilities. I only work on properties and with prospects where there is a reasonable probability of success.
8. Worthy Clients: I don't waste my time, energy, or money on unqualified clients. The clients and customers I work with are worthy of my valuable professional services.
9. Working Hours: I do not work the same hours as a salaried employee. I know that I must be available when prospects are available. I do not allow other people to interfere with my work schedule. I carefully guard my working hours.
10. Concern, Responsibility and Control: I do not accept responsibility for situations which are beyond my control. I show concern for all situations, but I only accept responsibility for controllable circumstances.
11. Honesty and Benefits: I do not disguise reality by telling people only what they hope to hear. I tell my customers and clients the truth and sell them on the benefits.
12. Persuasion: I do not argue with customers or clients or run from problems. I successfully persuade people with patience and benefits.
13. Loose Ends: I do not rush through transactions leaving unsolved problems that I hope will disappear. I answer questions and concerns assuring future satisfaction.
14. Personal Responsibility: My level of success is not dependent upon uncontrollable circumstances. I fully acknowledge that ...if it is to be, it's up to me.
15. Specialization: I do not try to work with every prospect or on every property. I specialize on properties and with prospects where I have professional competency value and reasonable ability for success. I also have the personal desire to work with them in a professional manner.
16. I Believe: I have the right to be successful. I have the ability to be successful. I am personally responsible for my level of success. I create my success through my thoughts and my actions!





*Austin Title Has  
the Tools to Help You*



***Be Different***

*Over 150 Marketing Pieces to Help You Establish Your  
Credibility, Capture More Business and Keep You In the Know.*

**PDF Files Available at [www.austintitle.com](http://www.austintitle.com)**