

2011 Strategic Real Estate Business Plan for _____ (Your Name)

The only way that I can “fail” at my business planning exercise is to use “glittering generalities” rather than specific statements!

Goals!	Strategies & Deadlines! Stated as AFFIRMATIONS (present, positive statements rather than “I will” state “I _____”
<p>From my SWOT exercise,</p> <ul style="list-style-type: none"> My greatest business strength is 	<p>I maximize my greatest strength in the next 90 days by</p> <ol style="list-style-type: none"> 1 2 3
<p>From my SWOT exercise,</p> <ul style="list-style-type: none"> My most significant weakness is 	<p>I overcome my most significant weakness in the next 90 days by</p> <ol style="list-style-type: none"> 1. 2. 3.
<p>From my SWOT exercise,</p> <ul style="list-style-type: none"> My best opportunity is 	<p>I take advantage of my best opportunity in the next six months by</p> <ol style="list-style-type: none"> 1. 2. 3.
<p>From my SWOT exercise,</p> <ul style="list-style-type: none"> My major threat is 	<p>I overcome my major threat and turn it into an opportunity in the next six months by</p> <ol style="list-style-type: none"> 1. 2. 3.

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<p>For my business productivity, I close _____ transactions this year, _____% seller clients/customers and _____% buyer clients/customers.</p>	<p>I close these transactions by working these SPECIFIC sources of business¹:</p> <ol style="list-style-type: none"> 1. 2. 3.
<p>For business productivity, I generate the following numbers of leads each week for my business:</p> <p>_____ seller leads</p> <p>_____ buyer leads</p>	<p>I generate these leads by working the following SPECIFIC lead generation tasks:</p> <ol style="list-style-type: none"> 1. (S or B²) 2. (S or B) 3. (S or B) 4. (S or B) <p>I have these specific lead generation tasks in place and functioning NO LATER THAN the following date:</p>
<p>For business productivity, I contact my “raving fans” more than the remainder of my COI because they are the most valuable people in my business. I contact my “raving fans” the following number of times during this year _____ (#) to generate this many referrals _____!</p>	<p>I contact my raving fans through these three SPECIFIC contacting methods³:</p> <ol style="list-style-type: none"> 1. 2. 3. <p>I have these contact methods in regular practice NO LATER THAN the following date:</p>

¹ SPECIFIC means not prospecting but “developing and working daily an expired seller action program”

² Circle “S” for seller tasks or “B” for Buyer tasks that will generate leads for your business.

³ Complete this section with SPECIFIC contact methods not glittering generalities such as “telephone”!

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<p>For the referral production of my business, I generate the following number of REALTOR referrals in the next 12 months: _____</p> <p>I work the following number of real estate business people to generate these referrals: _____</p> <p>I chose these real estate business people using this selection method: _____</p>	<p>To generate these REALTOR referrals, I take the following 3 SPECIFIC STEPS:</p> <ol style="list-style-type: none"> 1. 2. 3.
<p>I market my business to my Center of Influence (including my Raving Fans & Past Customers/Clients), contacting them at least the following frequency (how many times/year) and reach (how many persons/families):</p> <p>Frequency: _____</p> <p>Reach: _____</p>	<p>I contact my COI using these three SPECIFIC contact methods:</p> <ol style="list-style-type: none"> 1. 2. 3. <p>I have my COI records updated NO LATER THAN _____.</p> <p>I maintain my COI list & records by updating them _____ times each year.</p> <p>I update the information for each COI person/family using by (technique)</p>
<p>I utilize client events to increase my contact with prospects, sellers, buyers, and referral sources. (Open Houses, House Warming Parties, seasonal parties, coloring contests)</p> <p>My deadline for having completed at least one “client event” is NO LATER THAN _____.</p>	<p>To increase my personal contact with prospects, clients, & COI, I use client events. I plan, present, and follow through my client event:</p> <ol style="list-style-type: none"> 1. Type of Event: 2. Proposed date/season for this event: 3. Strategies to make this event produce leads/build my business: <ul style="list-style-type: none"> • • •

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<p>For my productivity, I use “social networking” as a business tool to produce more referrals, more motivated leads, and more qualified clients/customers.</p> <p>My deadline for having these social networking systems in place is NO LATER THAN _____.</p>	<p>I am improving/adding social networking systems/programs to make my business more productive and profitable using the following SPECIFIC strategies:</p> <ol style="list-style-type: none"> 1. I use these social network sites: 2. I use these social networks to build my business by <ul style="list-style-type: none"> • • •
<p>For my technology productivity, I consistently improve my communications to better contact my COI, sellers, buyers, referral sources, and REALTORS.</p> <p>My deadline for making these communication improvements is NO LATER THAN _____.</p>	<p>I am making these three improvements to my communications this year:</p> <ol style="list-style-type: none"> 1. “In Person” 2. “Telephone/Cell” 3. ““Email/Text/Web”
<p>For my technology productivity, I consistently improve my presence to better serve my COI, sellers, buyers, referral sources, REALTORS, as well as my seller and buyer prospects.</p> <p>My deadline for having these tools, techniques, programs in place is NO LATER THAN _____.</p>	<p>I am improving my web presence by these SPECIFIC tools, techniques....</p> <ol style="list-style-type: none"> 1. 2. 3.

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<p>I constantly and consistently enhance my technology equipment and better utilize my tech tools.</p> <p><i>(New laptop/tablet/desktop computer; new palmtop computer/phone or smart phone; new digital camera; new client management software/internet service; new transaction management software/internet service; fax service/internet based faxing; new printers/fax/scanners)</i></p>	<p>To better perform, I activate my current hardware, software, and systems and/or add the following new hardware, software, and systems:</p> <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ <p>My deadline for activating/adding these hardware/software/systems is NO LATER THAN _____.</p>
<p>To be more productive, I initiate or improve my delegation skills by involving assistance in my business.</p>	<p>To improve my productivity, I add/increase assistance in my business as follows:</p> <p>I initiate this additional assistance NO LATER THAN _____.</p>
<p>I enhance my professionalism constantly by attending courses, completing my designation(s), and participating in conventions/trade shows/meetings on the local, state, and national level.</p>	<p>During these 12 months, I start/continue/complete my designation(s) and attend/participate in these learning experiences:</p> <ol style="list-style-type: none"> 1. GRI Designation completed NO LATER THAN _____. 2. Next Designation _____ started/completed NO LATER THAN _____. 3. Other courses/programs _____
<p>To achieve improved balance, I involve the most important people in my life in key activities, events, and trips.</p> <p>For my philosophical, spiritual, mental or physical wellbeing, health, and/or fitness, I complete these “wellness” activities!</p>	<p>For life balance, I initiate and complete these “social” activities, events, and/or trips:</p> <ol style="list-style-type: none"> 1. Events/Activities: _____ 2. For & By Myself or With whom: _____ 3. I complete these activities, events, trips NO LATER THAN _____

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