

Experience the advantages of being an "Executive"

WHAT ARE YOUR RATIOS?

1. Last year I went on (_____) listing appointments.
2. Last year I listed (_____) properties.
3. Last year I sold (_____) listings.
4. Now divide #3 by #1 (____). This will give you your closing percentage on listings sold compared to listing appointments taken so you can calculate how many appointments you need to reach your goal.
5. **This year I want to list (____) properties.**
6. Figuring that my closing % will continue to be (#4) I will need to go on (____) listing appointments to close on (____) listings.
7. Last year I met with (____) potential buyers.
8. Last year I worked with (____) buyers.
9. Last year I sold homes to (____) buyers.
10. Now divide #9 by #7 = (____). This will give you your closing percentage on buyers closed compared to buyers you initially met with so you can calculate how many buyer appointments you need to reach your goal.
11. **This year I want to sell homes to (____) buyers.**
12. Figuring that my closing % will continue to be (#10) I will need to go on (____) buyer appointments to sell homes to (____) buyers.
13. My average gross commission last year was (divide your last year's gross commission by the number of sides that you closed): \$_____
14. Assuming this continues and I reach my goal of (#5 + #11) transactions this year my gross commission income goal is:

\$_____



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BUSINESS PLAN

**Note: You make money on appointments – not on leads*

Now divide #6 (number of listing appointments needed) by the number of months **you will** work this year & number of weeks you will work this year for listing appointments needed below.

Now divide #12 (number of buyer appointments needed) by number of months you will work this year & number of weeks you will work this year for buyer appointments needed below.

Listings appointments _____ Per Month _____ Per Week

New Buyers _____ Per Month _____ Per Week

Total _____ Per Month _____ Per Week

My Gross Income Goal (GIG) for this year is:

\$(#14)

I NEED TO CREATE _____ APPOINTMENTS PER WEEK

I NEED TO CREATE _____ APPOINTMENTS PER MONTH

In the past 12 months I had a total of _____ closed transactions. The breakdown is:



where the experts are.SM

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WHAT AM I COMMITTED TO?

I know that appointment setting is one of the most important activities in building production, income and long-term business success. Therefore, the final part of my business plan is to focus on and commit to the lead generation and relationship building that I will do in the next 12 months.

While I cannot always control the results, I know that I can manage my time and activities known as my Best Uses of Time (B.U.T.). The more time I spend marketing my services, the more likely it is that I will achieve my goals. Therefore, I commit to the following business generation action plan.

My top 4 Best Uses of Time are:

1. _____
2. _____
3. _____
4. _____

I will do the following things to hold myself accountable and to make sure I stay committed to my best uses of time:

Positive Consequences	Negative Consequences

If I could change just one thing about the way I work, it would be this: _____

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ORGANIZATION AND MANAGEMENT

It is important to service my listings, organize my paperwork, practice my skills and manage my business. Therefore I will do the following:

1. Hire an administrative or virtual assistant:

Yes No

2. Have a set time to call my sellers weekly:

Yes No

3. Stay in consistent contact with all of my current and potential buyers:

Yes No

4. Consistently contact the members of my CORE 100:

Yes No

5. Systematize my lead follow up:

Yes No

6. Commit to my daily Hour of Power:

Yes No

7. Stay current on all financing and real estate trends:

Yes No

8. Attend my regular call with my Coach:

Yes No

9. Attend at least one networking group per week:

Yes No

10. Other: _____

Yes No

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Source	Buyer	Seller	Commission	Invested	ROI
Door Knocking					
Expired's					
Social Media					
Farming					
FSBO's					
Just Listed/Just Sold Cards					
Listings to Leads					
Networking					
Open House					
Past client					
Referral					
Relo Clients					
REO's					
Sign Calls					
Website					
Zillow / Trulia					
Other internet lead source ...					
JJE Marketing					
JJE Mktg Templates					

In the past 12 months, I missed / lost _____ transactions because:

