



2011 BUSINESS PLAN for: _____

Days Worked _____

Hours of Lead Generation _____

Contacts Made _____

Appointments Set _____

Appointments Completed _____

Listings Taken _____

Listings Expired _____

Listings Canceled _____

Listings Sold _____

Buyer Sales _____

Buyer Agents' (on your team) Sales _____

Price Reductions _____

Deals Fell Through _____

Closed Transactions _____

Closed Gross Income _____

Current Inventory _____

Current Number of Under Contracts _____

Current GCI of Under Contracts _____



2011 BUSINESS PLAN

Where did your business come from in 2010?

	Number of Deals	Money Spent
Past Clients	_____	_____
Sphere of Influence	_____	_____
Expired Listings	_____	_____
For Sale By Owner	_____	_____
Just Listed / Just Sold	_____	_____
Attorneys	_____	_____
Accountants	_____	_____
Rentals	_____	_____
Ex Realtors	_____	_____
Staff Sphere of Influence	_____	_____
Agent to Agent Referrals	_____	_____
Client Referrals	_____	_____
Affiliate Referrals	_____	_____
Relocation	_____	_____
Sign Calls	_____	_____
Advertising	_____	_____
Direct Mail	_____	_____



Where did your business come from in 2010?

	Number of Deals	Money Spent
Investor Workshop	_____	_____
First Time Home Buyer Workshop	_____	_____
Farming	_____	_____
Website	_____	_____
Blog	_____	_____
Social Media	_____	_____
Open Houses	_____	_____
Floor Time	_____	_____
Builders	_____	_____
REO	_____	_____
Short Sales	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____



BUSINESS PLAN FOR THE UPCOMING YEAR

List your goals for 2011 in each area:

Days Worked _____

Hours of Lead Generation _____

Contacts Made _____

Appointments Set _____

Appointments Completed _____

Listings Taken _____

Listings Expired _____

Listings Canceled _____

Listings Sold _____

Buyer Sales _____

Buyer Agents' (on your team) Sales _____

Price Reductions _____

Deals Fell Through _____

Closed Transactions _____

Closed Gross Income _____

Current Inventory _____

Current Number of Under Contracts _____

Current GCI of Under Contracts _____



Where will your business come from in 2011?

	Number of Deals	Money Spent
Past Clients	_____	_____
Sphere of Influence	_____	_____
Expired Listings	_____	_____
For Sale By Owner	_____	_____
Just Listed / Just Sold	_____	_____
Attorneys	_____	_____
Accountants	_____	_____
Rentals	_____	_____
Ex Realtors	_____	_____
Staff Sphere of Influence	_____	_____
Agent to Agent Referrals	_____	_____
Client Referrals	_____	_____
Affiliate Referrals	_____	_____
Relocation	_____	_____
Sign Calls	_____	_____
Advertising	_____	_____
Direct Mail	_____	_____



Where will your business come from next year?

	Number of Deals	Money Spent
Investor Workshop	_____	_____
First Time Home Buyer Workshop	_____	_____
Farming	_____	_____
Website	_____	_____
Blog	_____	_____
Social Media	_____	_____
Open Houses	_____	_____
Floor Time	_____	_____
Builders	_____	_____
REO	_____	_____
Short Sales	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____



ACTION WORKSHEET

What Specific Actions Do I Take to Reach My 2011 Business Goals?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

"There's a myth that time is money. In fact, time is more precious than money. It's a nonrenewable resource. Once you've spent it badly, it's gone forever."

- Neil Fiore
author, speaker, and trainer on managing business



4-1-1 ACTION PLAN WORKSHEET

MY ANNUAL GOALS		YEAR OF 20__	
MY MONTHLY GOALS		MONTH OF _____	
TOP ITEMS FOR MONTH			
MY WEEKLY GOALS			
Week 1	Week 2	Week 3	Week 4



LISTINGS NEEDED FORM

- Goal for number of transactions you must close to make goal _____ (A)
- Figure 10 percent fallout if you do not know your actual fallout _____ (B)
 10 percent of the number on Line A
- Add the number of your goal and 10 percent number _____ A + B = Total (C)
- What percentage of closings will be listings? _____ (D)
- Times the total (C) by the percentage (don't forget your decimal point) _____ C x D = Total (E)
- What percentage of your listings sell? _____ (F)
- Percentage (E) divided by (F) _____ E/F = Total (G)
- What are the average Days On Market? _____ (H)
- Take the average DOM and divide into 365 _____ 365/H = Total (I)
 This is your average turnover rate
- Take average turnover rate G/I _____ G/I = Total (J)
- Total listings you must carry at all times to make goal _____

EXAMPLE

You want to close 50 transactions	50	(A)
Then 10% fallout is 5	5	(B)
	55 Total	(C)
What percentage will be listings	40%	(D)
Listings I need to close	22 Total	(E)
22/.5 = 44	44	(F)
Average Days on Market	100	(G)
365 divided by 100 = 3.65	3.65	(H)
44 divided by 3.65 = 12	12	g/I = (J)

You must carry 12 listings at all times to reach your goal



SCHEDULE

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							



SCHEDULE

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							