

Business Planning



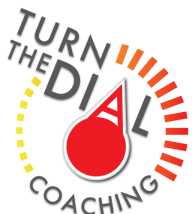
2024

Name: _____

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One of the most important thing that any entrepreneur or business owner can do, is plan for the next year. Without a plan we can get lost. We won't have clear direction. This Business Plan, if filled out with intention, will allow you to leave this workshop feeling ready to proactively and intentionally take on your goals for the coming year. Today we will have all of these sections of your business plan complete.

- Creating your Personal Home Budget
- Create a Business Budget
- Create goals, set your why, put on paper your desires
- Calculate your needed tax savings in the new year
- Determine how many homes you need to sell in order to accomplish your financial goals
- Pick your 3 Prospecting Pillars
- Create a workable plan for each prospecting pillar
- Create a marketing calendar
- Create a social media plan
- Create a Personal Development Plan for yourself





Personal Monthly Budget

Review bank / credit card statements to complete current month spend

N = Necessary
D = Desired

Monthly Expense	Current Month Spend	N	D	Budgeted Spend
Recurring Expenses				
Housing / HOA / Insurance				
Electricity and Gas				
Water/Sewer/Trash				
TV cost (apps)/Internet				
Home Security				
LIVING EXPENSES				
Eating Out				
Groceries				
Clothing				
Pet care and Pet Food				
Childcare				
Entertainment				
Car/Boat/RV(Payment/Lease)				
Auto Insurance				
Gas / Auto Repair & Maintnc				
Hair / Nails / Massage				
Cell Phone + apps				
LONG TERM COSTS				
Savings				
Investments				
Life Insurance				
Health Insurance				
Travel Savings				
Gifts				
Debt Payments / Credit Card				
529 College Savings				
OTHER				
Storage Unit (RV / Boat)				
And then?				
Is that all?				
MONTHLY TOTAL				
YEARLY TOTAL				



Budgeted Agent Expenses for 2024

Instructions for filling out the annual agent expense worksheet:

The following pages are meant to help you think through the varying expenses that you will have throughout the coming year. There have been some examples of costs for some categories to make it quick and easy for you to calculate, if you don't have numbers already calculated for specific categories. This list also is not all encompassing, so please add in any other expenses that are not covered in this worksheet.

There are suggested categories listed that may not pertain to you or the type of business you do, so please know that it's OK to not fill in every line. On the "Listing Marketing Section," please think through how many listings you estimate to take on in 2024 and multiply the cost for each item by that number. For example, if you plan to take on 7 listings in 2024, and professional photos cost \$400 each, then you will put \$2800 (7 X \$400). For Just Listed/Just Sold postcards, the estimated cost without postage is approximately \$90 for 100 cards. Postcard stamps are \$0.51 cents (July 2023) each and need to be recorded under "Postage".

This expense worksheet is intended to be filled out PRIOR to consultation, as the workshop will be limited timewise. If this is not filled out prior to the consultation workshop, the consultation will not be as impactful and beneficial. Please take care in thinking through each item as this is the first big step in becoming your own CEO of your business!



Agent Expenses

Accounting & Tax Preparation _____

Other: _____

Other: _____

Other: _____

Tolls for travel / Parking fees for business _____

Mileage Log / App / Software _____

Other: _____

Bank Charges / Business Credit Card Interest _____

Brokerage Fees (your CAP amount for year) _____

Office Monthly Dues / "Desk Fee" (annualized) _____

Company Annual Dues (If applicable) _____

Transaction Fee / E&O fee / Tech fee / Legal fee _____

Other: _____

Software (Microsoft Office / virus protection) _____

2024 REALTOR Dues _____

MLS annual dues (if in addition to Realtor dues) _____

Key Access to Listings _____

Donation (CMN, nonprofit per closed sale) _____

Postage (first class and postcard stamps) _____

Salaries / Fees for Assistant or other employees _____

Supplies (envelopes, pens, notepads staples, etc) _____

New Computer / Laptop / iPhone / Tablet _____

Coaching Related Costs _____

Apps on your Cell Phone for Business Purposes _____

Lock Boxes _____

Meals / Client lunches & Coffees _____

Education

Clock Hour Classes (incl. Lic Renewal) _____

Designations (ABR, SRS, etc apprx \$300 ea.) _____

Conferences & Training Events _____

Total Expenses from this page



Agent Budget

Marketing Costs for Listing

- Professional Photos _____
- Signpost install _____
- Broker's Open costs _____
- Showing software _____
- Virtual Tour _____
- Open House Advertising / Signs _____
- Just Listed / Just Sold Postcards _____
- Directional Arrows _____
- Flyers _____
- Staging _____
- Adwerx / MegaPhone / Paid Social Media ads _____
- Other: _____

Agent Specific Advertising

- Business Cards (average \$60-70 a box) _____
- Billboards / Golf Course / Shopping Cart ads _____
- Online Leads (Zillow,Realtor.com,Homesnap, etc) _____
- Giveaways (ChapStick, pens, calendars) _____
- Branded Clothing & Name Badges _____
- Neighborhood Farming / mailer _____
- Newspaper or Print Advertising _____
- Event Sponsorships / Booths _____
- Client Parties _____
- For Sale Signs _____
- Chamber of Commerce / Networking Group _____
- CRM (Contact Management Software) _____
- Newsletter / Monthly Item of Value _____
- Pop Bys (small random monthly client gifts) _____
- Website/Social Media Advertising/Domain Name _____
- Business Mixers _____
- Closing Gifts / Referral Gift Cards _____
- Other: _____
- Other: _____

Total Listing Marketing and Agent Advertising	
Total Expenses from previous page	
Total Annual Business Expenses	

Life Goals

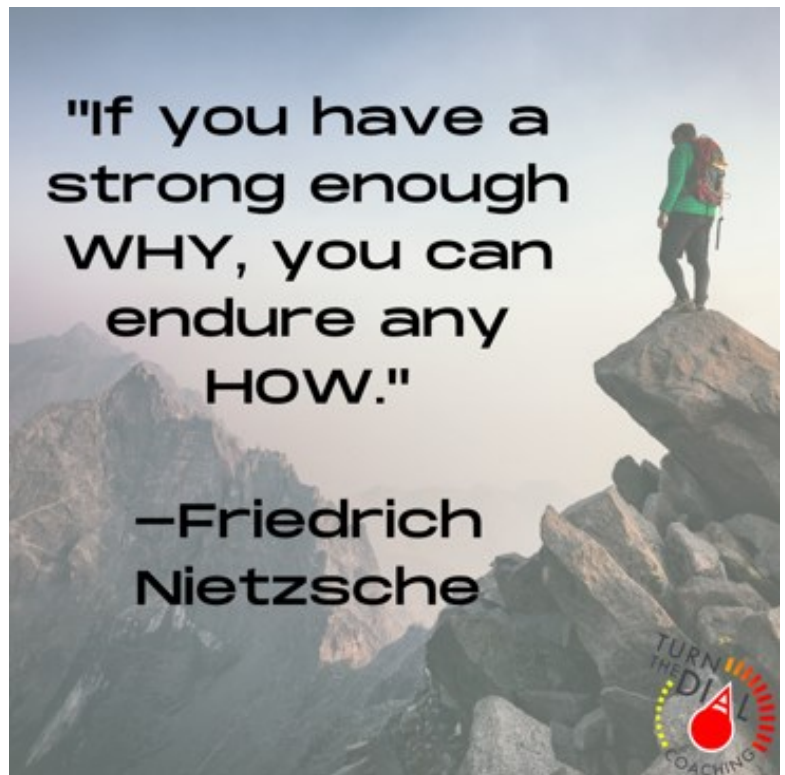
What are your desires in life? What are the things you maybe never thought you could fund but absolutely want it? Try to think of at least two.

(Kid's college tuition, New car, Dream vacation, 6-months reserves, Investment Property)

What is it?	How much does it cost?	How many years from now?	Cost in 2024?
• _____	\$ _____	_____	\$ _____
• _____	\$ _____	_____	\$ _____
• _____	\$ _____	_____	\$ _____
• _____	\$ _____	_____	\$ _____
• _____	\$ _____	_____	\$ _____
Total Amount Needed in 2024 =			\$ _____

Now we need to ensure that we fund the right things first. Ask yourself what is most important to fund next year? Then what's next most important, until this list is prioritized.

- #1 = _____
- #2 = _____
- #3 = _____
- #4 = _____
- #5 = _____



Now it's time to figure out how many homes you need to sell in the new year. We will take your numbers from your budgets and from your life goals, to determine what we need to do this year.

Personal Budget (Page 2):

Put the amount YOU are responsible for here: \$ _____

Business Budget (total at bottom of Page 5):

Write the annual amount here: \$ _____

Life Goals (Page 6):

Write the amount that you will need next year here: \$ _____

Now add all of these together to get a **GRAND TOTAL:** \$ _____

We need to make sure that we account for taxes as well. Please now multiply the GRAND TOTAL X your tax rate. If you don't know your tax rate, please use the National Average of 25%.

GRAND TOTAL (above) X _____ (tax rate) = \$ _____ (Taxes)

Now add this Tax amount to your Grand Total to get a final amount that we will need to earn next year: (1) \$ _____

What is YOUR average gross commission check? (2) \$ _____

(This is the commission check that comes into the office before any deductions)

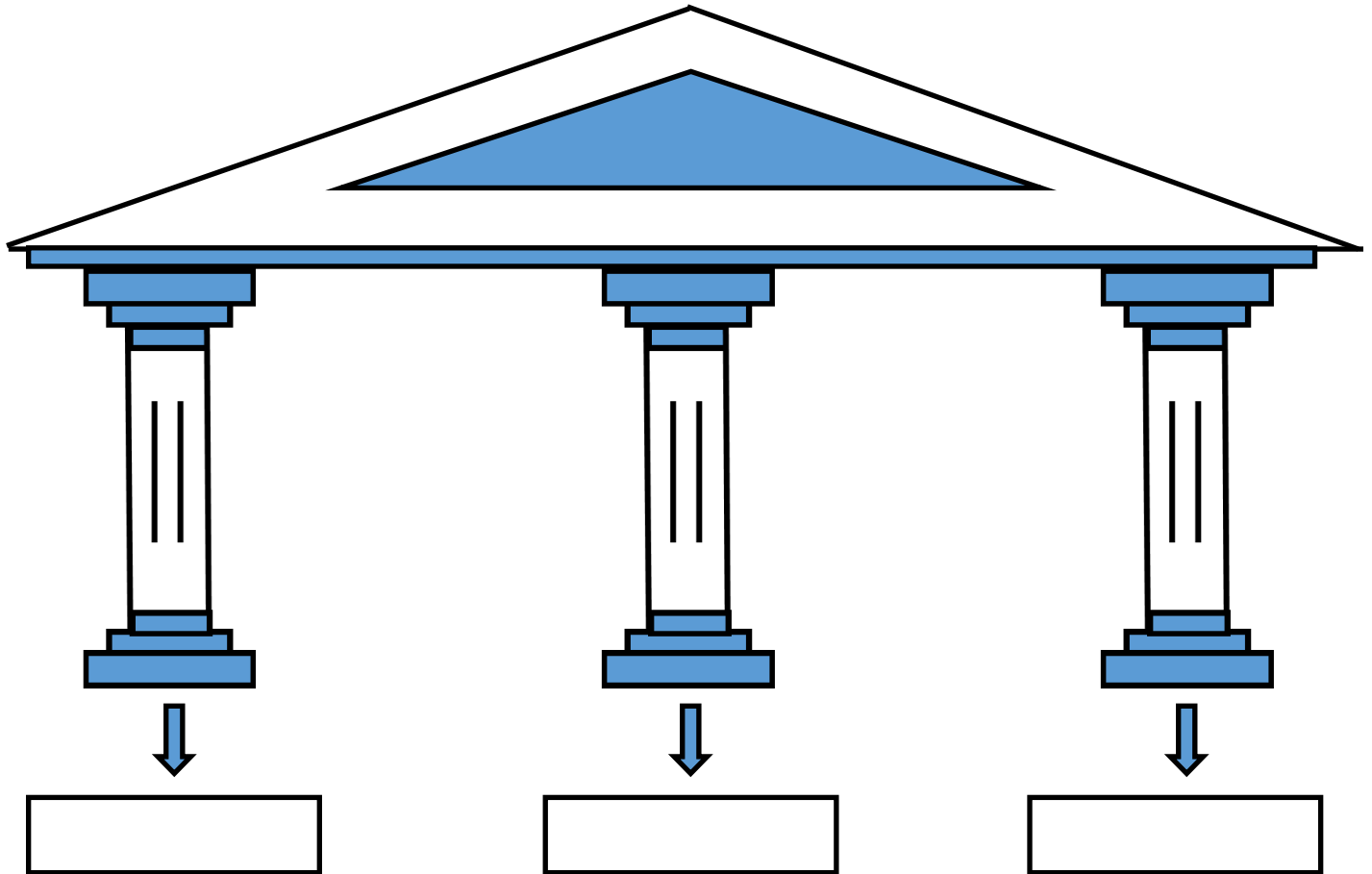
Now divide the total above including your taxes (1) by the average commission amount (2) : (1) \$ _____ / (2) \$ _____

= _____ **Homes Sales Needed**



3 Prospecting Pillars

It is imperative that we don't have all eggs in the same basket. We believe there should be 3 primary prospecting sources that you plan to focus on.



Ways to get a Real Estate client

- Database Referrals / Repeat Clients (CRM)
- Agent to Agent Referrals
- Open Houses
- Farming a Neighborhood
- Social Media
- Purchased Leads
- Business Networking Group
- Just Listed / Just Sold Postcards
- Seminars (Buyer / Seller / Market)
- Online / Website Leads
- Door Knocking
- Ad Calls (billboard / magazine / signs /etc.)
- Calling Expired Listings
- Sign Calls from Listings
- FSBO
- Business Mixers

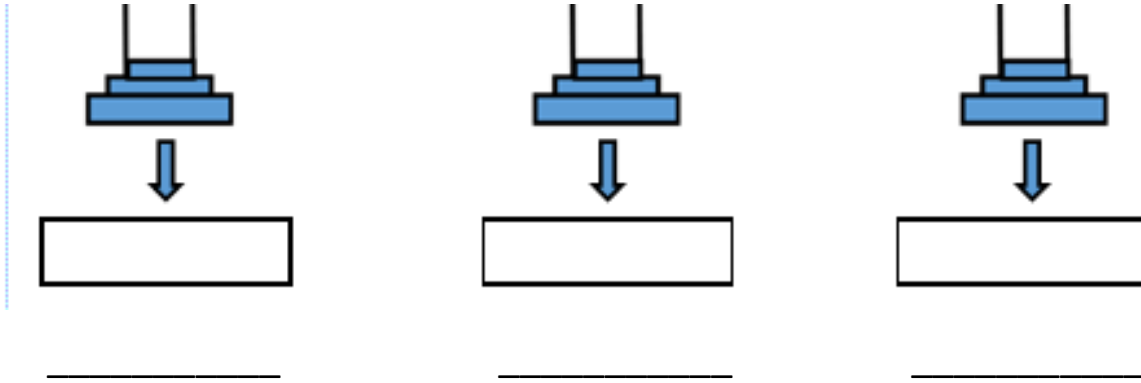


3 Pillars for Prospecting

Now that we know which 3 Prospecting Pillars we will primarily work on throughout the year, we must assign an appropriate transaction goal for each one. Please fill in your Total Home Sales needed from page X.

_____ **Home Sales Needed** (page 7)

Next, let's assign a portion of the total # home sales needed to each pillar. Start by transferring your Prospecting Sources from page X here.



Write the Number of Home Sales you will assign to each on the line below the pillar box.

Now we have to create our specific plan for each pillar. Add the individual tactics or activities that you will consistently execute on in order to achieve the desired # of transactions under that pillar.

Your Daily / Weekly / Monthly Activities

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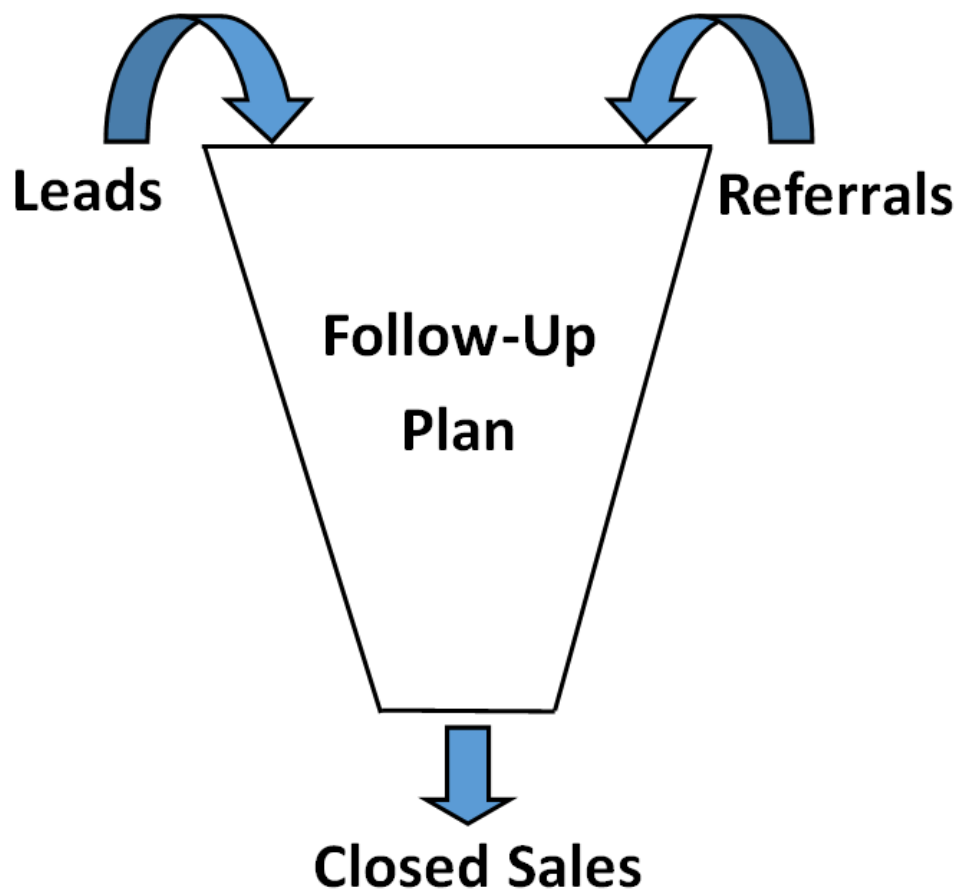
Working Your Sphere of Influence

Creating a system that fills your funnel will require knowing how many activities you will need in order to generate enough referrals to hit your sales goal by the end of the year. If you haven't tracked your contacts to referrals, or your referrals to a closed sale number, then use the average...

30 (Face-to-Face or Voice-to-Voice Activities) to get 1 Referral

3 Referrals to Close 1 Sale

Hence; you will need 90 (Contacts—Calls, Coffee Appts, Pop-Ins) to close 1



Tactics for Different Prospecting Pillars

Below are examples of tactics & activities you can use as part of your plan for different prospecting pillars. These are just examples, and certainly you should add your own which may include some of these, but may include others not on this list.

OPEN HOUSES

- Host 1 open house each weekend
- Put out a “time sign” 3-days before the Open House
- Door knock the immediate 25 homes and invite them to the Open House

FARMING

- Send out a monthly mailer to a minimum of 250 homes with 5%+ churn rate
- Door knock the neighborhood once per month

HOSTING SEMINARS (BUYER / SELLER / MARKET SEMINARS)

- Host 1 Homebuyer Seminar every other month
- Create an online event for each one (Facebook—Eventbrite)
- Make 30 calls to database mentioning the event and asking for referrals to it
- Book venue 45-days prior

CALLING EXPIRED LISTINGS

- Call all recent expired listings in the area each week
- Follow up weekly on conversations that seemed promising
- Add warm prospects into CRM weekly and setup drip campaign



Social Media Tactics

On the next page, is a Social Media weekly planning sheet. It is designed to help you plan for consistency with your social media posting. Most agents struggle to post consistently, and so try and keep the theme consistent each week while adding appropriate other posts like recent closings or testimonials.

SOCIAL MEDIA

- Post 3 times per week on Facebook Business Page my weekly strategy plan (Top Tip Tuesday)
- Post twice per week on LinkedIN
- Post one VIDEO each week to Facebook / Instagram REEL
- Private message people that comment on my posts that show enthusiasm for what I'm posting
- Comment back on all comments and try to ask a question back to the person that left a comment to drive better engagement
- Invite at least 10 people weekly to follow me on my social channels
- Use appropriate #hashtags on every post (no more than 5)

EASY SOCIAL MEDIA THEMES TO KEEP YOU CONSISTENT

- Monday Motivation (a motivational quote)
- Top Tip Tuesday (share a tip when buying or selling a home)
- Wise Words Wednesday (share a recent learned experience or cautionary tale)
- Where you at Wednesday (share an image or video with where you are)
- Fun Fact Friday (share a fact about you, your local market or the industry)
- "Day in the Life of" or "Behind the Scenes" videos drive the MOST engagement
- Share industry articles / Testimonials / Success Stories / Stats as well

Stats

Quotes

Industry Articles

Success Story

Day in the Life

Social Media Strategy for 2024



MON

TUE

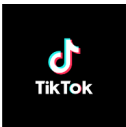
WED

THU

FRI

SAT

SUN



	MON	TUE	WED	THU	FRI	SAT	SUN
Facebook							
Instagram							
LinkedIn							
TikTok							
X							

MARKETING PLAN

	January	February	March	April	May	June
Merry Pop-In						
Call / Text Reason						
Video Theme						
Business Mixer						
Client Party						
Other Marketing						
	July	August	September	October	November	December
Merry Pop-In						
Call / Text Reason						
Video Theme						
Business Mixer						
Client Party						
Other Marketing						



Merry Pop-In Ideas by Month



January

"You're in Good Hands with your Real Estate Needs" - Gloves, Hand Lotion, Sanitizer



July

"Making every Real Estate experience Easy Peasy Lemon Squeezy" - Lemon Press & Lemons or Lemonade Mix

February

"You & your referrals are the heart of my business" - Mug and heart shaped spoon or Cake mix and heart shaped pan



August

"From your Seasoned Real Estate Professional" - BBQ Seasonings or Sauce



March

"I struck gold with clients like you!" - Lottery Ticket or Gold chocolate coins



September

"Lets Tackle this Market Together" - Football schedules, mini foam finger

April

"No butter time to Buy & Sell than while the Market is Popping" - Microwave Popcorn & container



October

"I'll always carve out time for you & your referrals" - Pumpkin carving tools



May

"I'm ready to Spring into action for all your Real Estate Needs" - Seeds, gloves



November

"Any way you slice it, I am grateful for your referrals" - Pie Server or Pie

June

"I'm never too busy for S-more of your Referrals" - Graham Crackers, Marshmallows & Chocolate



December

"Call me for Sugar, Spice & Real Estate Advice" - Cookie cutter, Cookie mix or cookies



PERSONAL DEVELOPMENT PLAN

When thinking about your real estate business, it's important to be aware of your strengths and weaknesses. Below is an assessment for you to fill out that will help guide you towards the areas in your business that need the most improvement.

Please place a checkmark for each of the following whether it is a strength or a weakness.

	STRENGTH	WEAKNESS
Generating Buyer Leads & Referrals		
Generating Listing Opportunities		
Negotiating for my Clients		
Having or Following Systems in my Business		
Social Media Strategy		
Time Management		
Knowledge of my Local Market		
Knowledge of the Forms / Legalities		
Hosting Open Houses with Success		
Holding Proper Buyer Appointments / Initial Consults		
Showing and Explaining my Value to a Client		
Overcoming Seller Objections		
Marketing Listings Properly to get Top Dollar		
Pricing Homes Accurately		
Writing Offers that get Accepted		
Communicating Effectively with Clients and Co-Brokers		
Leadership Skills		
Other: _____		



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 **STARTS:**
February 5th, 2024

 **WEEKLY AT:**
1pm PST/4pm EST

Register By January 29th

Join us!
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Visit Our Website
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- One-to-One Coaching for agents or Broker / Owners
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- ELITE Level Training (once per month in 2024)

Thank you!

Scott Comey

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