

2021^{END}

BUSINESS PLANNING

guide

- BEST PRACTICES TO BUILD A SUSTAINABLE, PROFITABLE REAL ESTATE BUSINESS
- DEFINING YOUR 2021 BUSINESS OBJECTIVES BY LOOKING BACK ON 2020 WITH CLARITY
- A TRANSPARENT VIEW OF EXPENSES
- MAKING 2021 YOUR BEST YEAR!
- FOLLOW UP AND ACCOUNTABILITY TO FULFILL YOUR VISION

Our Focus



Business Planning

“MAKE YOUR VISION SO CLEAR YOUR FEARS BECOME IRRELEVANT.”

ANONYMOUS

AS WE LOOK INTO A new year, we know that we have survived ONE of the most challenging times in history. Our industry has always been ever-changing and evolving, yet 2020 has provided a plethora of opportunity to look at our business through a different lens, do business differently, better and more efficiently and professionally than ever before! There has never been a time in the history of the industry more critical to have a clear vision of what must be done to experience the success you deserve. As an agent, you are a business owner who is responsible for building a sustainable and profitable business. The first step in preparing for amazing results in 2021 is creating a plan of action.

We know, it is estimated that less than 10% of real estate agents prepare a written business plan and set annual goals. We have witnessed the amazing results of those who create and use a business plan and set goals in all areas of their life. Statistics state that approximately 3% of adults who have clearly written goals accomplish 5 to 10 times more than those who do not have written goals.

As ONE, we will create a written business plan inclusive of clear, concise goals in all areas of your life. Let's get started!



Goals VS Objectives

These two terms are often used interchangeably, so it can be a challenge to understand the difference. Both goals and objectives are a way of moving forward, yet they accomplish things in different ways.

goal

[gohl]

“the result or achievement toward which effort is directed.”



Goals are broad, long-range ideals a business owner wants to achieve. They're not intended to be specific enough to act on, but rather are usually a statement of an overall ambition and where we hope our efforts will ultimately bring us.

Think of a goal as doing the following:

- Defining the destination, i.e. all about the “big picture”
- Identifying the direction, you take to move toward the destination
- Changing the mindset to adjust to and support the new direction

As previously stated, some experts believe that less than 10% of all real estate agents set goals. It's an old cliché, but it applies, “You have to know where you're going if you ever expect to get there.”

objective

[uhb-jek-tiv]

“a specific result that a person or system aims to achieve within a time frame and with available resources.”



The site elaborates further, stating, “in general, objectives are more specific and easier to measure than goals. Objectives are basic tools that underlie all planning and strategic activities. They serve as the basis for creating policy and evaluating performance.”

In other words, objectives are more specific targets of performance, which in business translates to numerical levels of profitability, productivity and growth. In light of this, you can see why it is important to have them clearly defined as part of your overall team and business strategy.

The tools provided for you in this Business Plan will allow you to determine the direction in which you want to move your career and the objectives and activities needed to execute your 2021 Business Plan.



Why Set Goals?

Setting goals for yourself is a way to fuel your ambition, giving you a long-term vision, while holding yourself accountable. It allows you to measure your performance so that you can improve with each goal obtained.

1. Business/Career
2. Family
3. Spiritual/Personal Development
4. Health

Why most do not set goals:

1. Fear of failure
2. Unsure of what you want
3. Lack of motivation

Those with clearly written goals accomplish 5 to 10 times more than those without written goals.



2021's Best Practices

Design a plan of action that works for you. Review your previous year's goals and set new goals this year. Your plan should be inclusive of ALL activities that help to grow your business.

Review the previous year's business goals and analyze the previous year's business, include all components from sources of business to average days on the market, and listing to sale ratios.

Estimate the number of transactions (listings and sales) needed to reach your goals.

Consistently prospect. Establish a minimum number of prospecting contacts. If you're new, 95% of your time should be spent finding new business.

Create a monthly marketing plan, budget and schedule. Calculate the cost for specific marketing touches you select.

Measure and track your results. Create a customizable spreadsheet to track your escrows, listings, closings, commissions and related expenses.

Create a daily schedule. Categorize your daily tasks by following **T.P.I.N.**

T = Total Hours Worked

P = Productive: any time that you are face-to-face in a selling situation with a client (listing presentations, showing buyers homes, writing contracts).

I = Indirectly Productive: any activity that could result in a face-to-face selling situation with a client. All forms of prospecting (cold calling, open houses, door knocking, FSBOs, expireds, social media, video, talking to people daily about real estate).

N = Non-Productive Time: everything else - administrative tasks, paperwork, training, meetings.

"VISION WITHOUT ACTION IS MERELY A DREAM. ACTION WITHOUT VISION JUST PASSES THE TIME. VISION WITH ACTION CAN CHANGE THE WORLD."

JOEL A. BARKER



2020 A Year in Review

Earnings _____

Total Closed Transactions _____

Listing Appointments _____

Listings Taken _____

Listings Sold _____

Buyer Appointments _____

Buyers Taken _____

Buyers Sold _____

What was my goal? _____

Did I achieve my goal? Yes No

What did I do well in 2020?



2020 Estimated Cost / Investment of Operations

Description

Investment



Where Did My Business Come From in 2020?

How many closed transactions resulted from the following sources?

Reflection of Business Closed

Average Sales Price

Average Commission (%)

Average GCI

Transaction Source:	Listings Sold	Buyers Closed	Commission Earned	Cost of Securing Business	Net Income
Network:	0	0	\$ -	\$ -	\$ -
Past Clients					
Sphere of Influence					
Allied Resources					
REALTOR Referrals					
Staff Referrals					
FSBO					
Expired					
Open House					
Farming:	0	0	\$ -	\$ -	\$ -
Geo Farm					
Just Listed/Just Sold					
Sign Calls					
Ad Calls (Advertising)					
Internet/Websites					
Brand/Office					
Direct Mail					
Social Media					
Other:					
Transactions per Side:	0	0	\$ -	\$ -	\$ -
Total Transactions:	0				

Once you have identified the source of your business, and your estimated expense/investment statement, please enter into the Snapshot tab in the worksheet provided "ONE Business Snapshot". Complete tab 1 of 3 (Snapshot).

Let's evaluate what you might have missed:

Transaction Source:	Listings Sold	Buyers Closed	Commission Earned	Cost of Securing Business	Net Income
Network:	<u>0</u>	<u>0</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Past Clients	_____	_____	_____	_____	_____
Sphere of Influence	_____	_____	_____	_____	_____
Allied Resources	_____	_____	_____	_____	_____
REALTOR Referrals	_____	_____	_____	_____	_____
Staff Referrals	_____	_____	_____	_____	_____
FSBO	_____	_____	_____	_____	_____
Expired	_____	_____	_____	_____	_____
Open House	_____	_____	_____	_____	_____
Farming:	<u>0</u>	<u>0</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Geo Farm	_____	_____	_____	_____	_____
Just Listed/Just Sold	_____	_____	_____	_____	_____
Sign Calls	_____	_____	_____	_____	_____
Ad Calls (Advertising)	_____	_____	_____	_____	_____
Internet/Websites	_____	_____	_____	_____	_____
Brand/Office	_____	_____	_____	_____	_____
Direct Mail	_____	_____	_____	_____	_____
Social Media	_____	_____	_____	_____	_____
Other:	_____	_____	_____	_____	_____
Transactions per Side:	<u>0</u>	<u>0</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Total Transactions:	<u>0</u>				

Please return to the worksheet from the previous exercise. Click on tab #2 (Potential) and hONEstly answer where potential business fell through the cracks... upon completion, click on the Summary tab and discover your results!

Transaction Source:	Listings Missed	Buyers Lost	Potential Income Lost
Network:	0	0	\$ -
Past Clients			
Sphere of Influence			
Allied Resources			
REALTOR Referrals			
Staff Referrals			
FSBO			
Expired			
Open House			
Farming:	0	0	\$ -
Geo Farm			
Just Listed/Just Sold			
Sign Calls			
Ad Calls (Advertising)			
Internet/Websites			
Brand/Office			
Direct Mail			
Social Media			
Other:			
Transactions per Side:	0	0	\$ -
Total Transactions:	0		

If I could have done one thing differently, it would have been:

Biggest Lesson Learned:

Vision is the art of seeing what is invisible to others.



2021 Goals

Income	_____	Fallout Rate (%)	_____
Average Sales Price	_____	No. of Agreements to Take	_____
No. of Transactions Closed	_____	Geographic Areas Served	_____

Why is this goal important to you? What will it bring you/allow you to accomplish?

If you do not hit this goal, who will suffer? What will be sacrificed?

What drives/motivates you? How will your goal fill the 6 Human Needs below?

Certainty/Stability	_____	Connection	_____
Variety	_____	Growth	_____
Significance	_____	Contribution	_____

"IF YOU DON'T KNOW WHERE YOU ARE GOIN', YOU'LL END UP SOMEPLACE ELSE."

YOGI BERRA

Please complete all tabs.

ONE Business Solution

Desired Profit	
Budgeted Expenses	
Average Commission Rate	
Average Sales Price	

TRANSACTION BENCHMARK CALCULATION

Desired Profit	\$ -
(+) Budgeted Expenses	\$ -
(=) Revenue Needed	\$ -
Revenue Needed	\$ -
(÷) Average Commission	0.00%
(=) Closed Volume Needed	
(=) Closed Volume Needed	
(÷) Average Sales Price	\$ -
(=) Transactions Needed	

IT IS UNACCEPTABLE FOR MY BUSINESS TO PROFIT LESS THAN:

\$0

ONE Business Model

Transaction Benchmark: 0

Transaction Source	Listings Sold	Buyers Closed
Transactions per Side		
Network	0	0
Past Clients		
Sphere of Influence		
Allied Resources		
REALTOR Referrals		
Staff Referrals		
FSBO		
Expired		
Open House		
Farming	0	0
Geo Farm		
Just Listed/Just Sold		
Sign Calls/Property Calls		
Ad Calls (Advertising)		
Internet/Websites		
Brand/Office		
Direct Mail		
Social Media		
Other:		
Transactions per Side:	0	0
Total Transactions:	0	0



Power Questions

5 things I will do to increase my revenue in 2021:

5 things to keep/enhance my existing business:

5 things to generate referrals:

5 things to improve my quality of service:

5 people and how I will incorporate them into the success of my business:

If you had _____, could you achieve your goal?
(more money, more time, assistant, etc.)

How can you get this?

What is your greatest strength?

What makes you unique?

How are you using that in your business?

What do you need the most help with?

What resources do you have for this? (People/Things)

What 3 skillsets do you want to focus on adding or improving in 2021?

What resources will you use to get these? (Podcasts, videos, books, seminars, mentors...)

What do you need the most help with?

What are your weekly FUNDAMENTALS? (Your main weekly realistic goals.)

Personal:

Professional:

"GOOD BUSINESS LEADERS CREATE A VISION, ARTICULATE THE VISION, AND RELENTLESSLY DRIVE IT TO COMPLETION."

JACK WELCH



Focusing on Success

Write down your goals for each quarter:

Q1 Goals/Tasks

Q2 Goals/Tasks

Q3 Goals/Tasks

Q4 Goals/Tasks



To Achieve Your Goals

Health Habits Needed:

Poor Habits to Stop (the Give Up list):



2021 Summary

Goal

Mission Statement

Daily Rocks (People are more inclined to embrace and own a “rock” than a goal or task. “Rocks” are less intimidating.) List your rocks that you must accomplish to meet your fundamental goals:

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Skillsets of Focus

Your Circle of Greatness —This is your Sphere of Influence. Those who inspire and encourage and bring out the greatness in you.

Notes



About Us

Realty ONE Group is the answer to an industry that is becoming stale, ordinary, and unimaginative. As a dynamic, full-service lifestyle Real Estate brand and franchise model, Realty ONE Group offers much more than the traditional prototype; ONE that allows us to break boundaries and paradigms that make us UNtraditional and UNordinary—we are the UNbrokerage!

Since May of 2005, Realty ONE Group has been a 100% family-owned company whose number ONE goal is to build a brand that invests in the success of our real estate professionals. Our aim is true to this day as we have successfully created a company that focuses on fostering a unique “coolture” where everyONE has a voice. We are a family of professionals, entrepreneurs and dreamers who have come together to disrupt and take charge of an industry we are passionate about. We are redefining the way brokerages should approach change!

FUN FACTS

- #1 FASTEST GROWING Real Estate Brand in the Nation
- #5 NATIONWIDE Ranked by REAL Trends
- 14,000+ Agents
- 280+ Office Locations
- INC500/5000 7 Years Consecutively



Our Core Values

The 6C's are the foundation of who we are. At Realty ONE Group, we are dedicated to empowering and advancing tomorrow's Real Estate leaders, today. We make this happen thanks to our formula for success:

6C'S

COOLTURE

CARE

COACHING

COMMUNITY

COMMISSION

CONNECT

6C's + ONE / YOU = SUCCESS



Get To Know Us

ONE Studios

<http://realtyonegroup.tv/>

Facebook

<https://www.facebook.com/RealtyONEGroup/>

Instagram

<https://www.instagram.com/realtyonegroup/>

YouTube

<https://www.youtube.com/realtyonegroup>

Coolture

<http://www.realtyonegroup.com/coolture>

You Win at ONE

<http://www.realtyonegroup.com/coolture>

ONE on Flickr

<http://www.realtyonegroup.com/photos>

Blog

<http://blog.realtyonegroup.com/>

How can everyONE WIN in times when technology is becoming a threat and the industry is turning its back on the real estate professional?

THE UNBROKERAGE

is the answer!



Realty ONE Group is

Opening Doors



Based on your business goals, and with a

FREE*dom*

mindset, we work together



EveryONE wins with the UNbrokerage because together we achieve greater success, faster!

FOR MORE INFORMATION VISIT REALTYONEGROUP.COM

REALTY**ONE**GROUP