

CENTURY 21[®]

WP & Associates

Broker's Business Plan

Living a life without setting goals is like sailing a ship without having a planned course: you're likely to end up somewhere that you wouldn't want to go! This is why you need to set goals to develop yourself and achieve your dreams.

Time Frame: From _____ to _____

Brokers Name: _____

WP's Intentions for you:

To have Rewarding Real Estate Careers you can be proud of!

Full time brokers: 10 Closings or more a year, \$100,000 in Gross Commission Income.

Part time brokers: 5 Closings a year or more \$50,000 in Gross Commission Income.

How many deals do you want to close? _____

(Based off \$400,000 Median Home Prices) Buyer Deals _____ Listing Deals _____

How much commission would you make? _____

How many Leads do you need to get to close that many transactions?

(It takes on average 8 leads to close one deal)

Total Leads _____ Monthly Leads _____ Weekly Leads _____

When obtaining goals, what would you do with the money / commission you make?

1) _____

2) _____

3) _____

Marketing Strategies

A marketing Campaign takes 3 to 6 months to see accurate results.

Every Successful Broker should have 2 successful Marketing Strategies that generates consisting quality leads. Once you have 2 strong marketing strategies established, then add 1 more totaling 3 strong lead marketing strategies.

Hot Tip: Always reach out and market to your data base to get business and referrals.

Hot Tip: Following up with Leads on a consistent basis is very important.

Monthly Marketing Budget: _____

Marketing Strategy 1) _____ To

Do _____ To

Do _____

Marketing Strategy 2) _____ To

Do _____ To

Do _____

Marketing Strategy 3) _____

To Do _____

To Do _____

Schedule / Structure

This only works if you schedule in these Marketing Strategy times:

Are you Full Time_____ or Part Time_____

How many days a week are you committed to Market for leads & Do Real Estate?

What days will you be Marketing for leads & doing real estate a week?

What days are you off every week? _____

Daily Time Slots you're going to be Marketing:

8am	2pm
9am	3pm
10am	4pm
11am	5pm
12pm	6pm
1pm	

Dreams and Goals

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____

Hot Tip: Create a Vision Board and put pictures of these goals on it and view it regularly, feel the emotions that you already obtained it.