

NINJA 気 COACHING

2017 Business Plan for Success

Mission Statement:

My WHYS: (What does this business allow you to do? Keep it to 4 or less.)

2016 at a Glance:

How many transactions closed? _____

Gross commission? _____

Total Fees Paid to Office? _____

Total Take Home? _____

What was My P Time: _____

What was My I Time: _____

What was My N Time: _____

What was my dollar per hour? _____

What was my hourly yield ratio? _____

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What was the average work day (in hours)? _____

Total Listings Taken? _____

Total Listings Sold? _____

Total number of Sides from Buyers? _____

Total number of referrals sent out? _____

Total number of referrals received? _____

Number of Referrals Sent Out actually closed? _____

Where did my business come from this year?

_____ Transactions from agent referrals

_____ Transactions from referrals of past clients/sphere

_____ Transactions website Leads

_____ Transactions Office Leads

_____ Transactions from Sign calls

_____ Transactions from other(specify) : _____

What went well?

What did not go well?

Brainstorming

What needs to be updated in prelisting packet?

What needs to be updated in listing presentation?

What needs to be updated in out-of-town prospects and buyers packets?

How can website be improved to make it more useful to clients?

How can social media be used more efficiently/how can it be more useful to clients?

Ideas for 2017 to research and consider implementing.

(Consider how you might re-allocate a portion of the expenses spent on discretionary items that you have identified as “not worth it” on the previous page.)

“Just One Thing” in 2017 (One goal/focus for each category.)

Personal:

Work:

Do:

Learn:

Home/Family:

Friends:

Income:

5 Things I will do this year to maximize my profits and increase my revenue.

1.

2.

3.

4.

5.

10 Specific Things to keep my existing business

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

5 Things to improve or enhance to keep business up-to-date.

1.

2.

3.

4.

5.

5 Things I'm doing to improve the quality of the service I am offering.

1.

2.

3.

4.

5.

10 Specific activities to generate new and referral business.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

5 People you need to meet or make sure you're in the flow with.

(These people will directly help you get to your goals.)

1.

2.

3.

4.

5.

If you were to set aside 5% from every closing, what would you do with the funds to WOW your raving fans.

1.

2.

3.

4.

5.

Comprehensive Marketing Calendar(Aim for 3 touches/month, mix of art &science mailers)

** See Appendix for marketing ideas that fall into either an art or science category.

Marketing Activities			
	Direct Mail	Social Media	Face-to-Face
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Overall Business Goals

Long Term (beyond the next 12 months):

Short Term (within the next 12 months):

One Quote or statement that sums up the way you hope 2017 will look:

Where do you see yourself in 3 years?

"FINANCIAL GOALS"

DECIDE WHAT YOU WANT!

(Not What You Think You Can Have!)

MINE TO KEEP (Deposit in my "Feel Good" Account)	=	\$
RECREATION	=	\$
PERSONAL GROWTH	=	\$
FAMILY GROWTH	=	\$
BUSINESS GROWTH	=	\$
DEBT REDUCTION	=	\$
CREATURE COMFORTS (Annual Living Expenses)	=	\$
CREATURE COMFORTS (Large Purchases)	=	\$
BUSINESS COSTS	=	\$
RETIREMENT FUNDS	=	\$
TO GIVE	=	\$
INVESTMENTS	=	\$
TAXES	=	\$
RECEIVING GOAL	=	\$

Net Worth Goal Worksheet

Current Net Worth \$ _____

Today's Date

What I Own (A)

What I Owe (B)

\$ _____	Cash and Savings	\$ _____	Current Bills
\$ _____	Automobiles (Value)	\$ _____	Auto (Loans)
\$ _____	Retirement Plan	\$ _____	Credit Card Balance
\$ _____	Insurance (Cash Value)	\$ _____	Taxes Owed
\$ _____	Home Value	\$ _____	Home Loan(s)
\$ _____	2 nd Home/Vacation Home	\$ _____	2 nd Home Loan
\$ _____	Group Stock	\$ _____	Line of Credit
\$ _____	Stocks/Mutual Funds	\$ _____	Loans
\$ _____	Properties (Total Value)	\$ _____	Property Loans
\$ _____	Other Investments	\$ _____	Other Debts
\$ _____	Total	\$ _____	Total
\$ _____ Net Worth (A total – B total)			

Net Worth Goal \$ _____

What I Own (A)

What I Owe (B)

\$ _____	Cash and Savings	\$ _____	Current Bills
\$ _____	Automobiles (Value)	\$ _____	Auto (Loans)
\$ _____	Retirement Plan	\$ _____	Credit Card Balance
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\$ _____	Group Stock	\$ _____	Line of Credit
\$ _____	Stocks/Mutual Funds	\$ _____	Loans
\$ _____	Properties (Total Value)	\$ _____	Property Loans
\$ _____	Other Investments	\$ _____	Other Debts
\$ _____	Total	\$ _____	Total
\$ _____ Net Worth (A total – B total)			

These People Probably Want to Buy/Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs/wants of your customers – and the start of a business plan for yourself. Start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate.

How many of the people you know:

1. Have had an increase in family size in the past year?
2. Have children age 10 and under? (Give your kids a chance brochure.)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living “below or above their means”?
6. Have lived in their same house 7 years or more?
7. Have had their employer/company expand in the past year?
8. Have had their employer/company downsize in the past year?
9. Have received a substantial inheritance?
10. Own a building lot?
11. Are getting married or are recently married?
12. Are getting divorced or are recently divorced?
13. Are getting divorced and married?
14. Have a dream for “Wake-up Money” investment property?
15. Have a dream to live “anywhere”?
16. Have a commute over an hour one way?

My Life List (Reasons for Living)

To Have:

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

To Be:

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

To Do:

11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

To Give:

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

Mapping Your Year.....

Create a list of tasks.

Using the information on the previous page, create a list of tasks necessary to complete each short term goal. If it's a monetary goal such as make \$100,000, the task associated would be to close a certain number of transactions based on your average selling price and commission rate.

Prioritize List.

Review list and decide which tasks you would like to accomplish in the 1st, 2nd, 3rd and 4th quarter of 2017. Hint: not everything can be in the 1st quarter! Be reasonable and honest with yourself about what is realistic. Watch for opportunities to "batch" tasks. For instance, consider doing three months of mailers at one time.

Schedule Tasks.

Now its time to break tasks into monthly goals. In addition to the list already created, be sure to include tasks from the brainstorming section above such as Marketing Activities, Things to Improve my existing business, Ideas to Research, etc.

This should create an in-depth month by month schedule for achieving your goals and building the business as you would like. Again, I caution you to make a schedule that is reasonable! Of course you want to challenge yourself, but remember you also have time to practice real estate!

In conjunction with this activity you will also want to consider what you can "outsource". If you currently have an assistant or team, consider using this time to also create a month by month "expectations list" for them. If you do not have an assistant, consider using a virtual assistant on a project basis or ask any one in your office if they have someone they hire per hour for projects. You can outsource almost anything these days. It is very cost effective, and it will free up your time to do what you do best, sell real estate. Not sure where to turn for outsourcing? Try eLance.com or 99Designs.com.

A Look Ahead....

What my business will look like when I am done with this year.

In as much detail as possible write a few paragraphs depicting where business is coming from, how much business you saw on average, what type of clients, don't forget to add details about organization, time management, and goal achievement.

1st Quarter Tasks:

2nd Quarter Tasks:

3rd Quarter Tasks:

4th Quarter Tasks:

By The Numbers

Income and Transaction Goals and Operational Budget

(Example Spreadsheet at end of planner)

What Will It Take To Hit Your Desired Income?		
Desired Income From Real Estate		
	Listings	Sales
Percent of Total Income (Listings and Sales should equal 100%)		
Annual Income		
Average Sales Price		
Average Commission - Percentage		
Average Commission – Dollar Amount		
Agent’s Share of Commission (Office Split)		
Agent’s Average Commission (Average Commission Dollar Amount x Office Split)		
Annual # of Units Closed (Annual Income/Agent’s Average Commission)		
Percent that Actually Close		
Annual Units That Need to be Taken (Annual # of Units Closed/Percent that actually close)		
Monthly Units to be Taken (Annual Units That Need to be taken/12)		
Closed Volume (Annual # of Units Closed x Average Sales Price)		
Combined Volume (Closed Listing Volume + Closed Sales Column)		

LISTINGS EXPENSE	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

BUYER EXPENSE	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

PRESENTATION MATERIALS	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

OFFICE EXPENSES	MONTHLY EXPENSE	QUARTERLY EXPENSE	ANNUAL TOTAL
SUB-TOTAL			

EXAMPLES.....

Desired Income From Real Estate		\$ 150,000
	Listings	Sales
Percent of Total Income	25%	75%
Annual Income	\$①37,500	\$③112,500
Average Sales Price	\$300,000	\$300,000
Average Commission – Percent	3%	3%
Average Commission – Dollars	\$9,000	\$9,000
Agent’s Share of Commission	60%	60%
Agent’s Average Commission	\$②5,400	\$④5,400
Annual # of Units Closed	①÷②6.94	③÷④20.83
Percent that Actually Close – ÷	80%	80%
Annual Units to be Taken	8.675	26.0375
Monthly Units to be Taken – ÷12	.72	2.17
Closed Volume	\$2,082,000	\$7,811,250
Combined Volume		\$9,893,250

APPENDIX

Art and Science Mailing Ideas

	<u>Potential # of mailers</u>
"Science" - think facts and stats	
Monthly Market update	12
Quarterly market update	4
Give your Kids a Chance	1
Wake up Money	1
Cost vs. Value (remodel)	1
	within
Just Listed / Just Solds	reason
Market Trends	1
Newsletters with stats and market info	4
Info on Property Law or Building Code changes	
What can you get for Specified \$ amount	4
(Show 3 or 4 recently solds at same \$ amount)	
"Art" - think community events, hobbies, local interests, fun	
Local Interests	
Community Calendar (local events)	12
Movies in the park (dates and times)	1
Farmers Market calendar/locations	1
Favorite local hikes (Stats)	1
Local Concert Schedule	1
Recommended Services i.e.. Contractor, painter	1
Local restaurant guide	1
"Things to do for the Summer" guide	1
"Things to do for the Winter" guide	1
Local sports schedules	1
News letters	4
Guide of community Websites	1
Local winery guide	1
Summer reading list	1
Winter stormy weather movie rental list	1
Helpful Postcards	
Seasonal House maintenance	4
Postage increase	1
Check your Smoke alarm's	1
Daylight savings	2
"How-To" do anything ... prune a tree properly, install a sidewalk, etc	
(Do something you personally just accomplished... include picture of you doing it!)	

Holidays

(Check out <http://www.suelebeau.com/months.htm> for an extensive list of holidays by month.)

January		
	Welcome new year	1
	Super bowl	1
February		
	Mardi Gras	1
	Valentines day Free Rose	1
March		
	St. Patrick's day lotto ticket	1
April		
	April Fools pranks of the past	1
	Daylight Savings	1
	Earth day	1
	Arbor day	1
	Easter	1
May		
	Cinco de Mayo	1
	Mothers Day (free carnation)	1
June		
	Flag day	1
	Fathers Day	1
	School is out	1
July		
	4th of July (free flags)	1
August		
	Birth of the internet 1969	1
	Back to school	1
September		
	Labor	
	Day	1
	Grandparents day	1
October		
	Halloween	1
November		
	Veterans Day	1
	Thanksgiving Day	1
December		
	Winter Solstice	1
	Christmas (music CD)	1
	Hanukkah	1
	Kwanzaa	1

Client event announcements & follow up "Highlights"

Rent movie theater for special screening
Ice cream social
BBQ
May Day Party
Cinco de mayo party
Bonfire gathering - complete with s'mores
Client appreciation party
Outdoor movie showing - rent a blow up screen and projector
Host a "Red-carpet" party for the Oscars or other awards show
"Go Fly A Kite" park day - complete with kite building station!
Announce your participation in any local event (if you have a booth)
(Invite to come say hi and pickup a special something just for clients)
Pumpkin carving party - provide the pumpkins
Santa Clause Party - cookies, hot cocoa and Santa
Easter Egg coloring party or Egg hunt
Oktoberfest Beer Tasting Party
New year's day Pancake Feed
"Vino lab" or wine tasting party at local wine shop or winery

*** When doing client events consider combining local philanthropic efforts.***

Example: ask clients to bring a can of food for the local food bank or old jacket, etc.