

Austin
★
TITLE

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2024 Realtor Business Plan

5 PRINCIPLES OF SUCCESS



1. **Have a Plan.** Know your desired outcome. A written business plan with clearly defined goals. ***Make your goals S.M.A.R.T.***

S - Specific; Simple

M - Measurable; Meaningful to You

A - As if Now; Achievable; All areas of your life

R - Realistic; Responsible/Ecological

T - Timeframe; Toward What You Want

2. **Take Action.** Be willing to do what it takes to accomplish your outcome. Master behavioral flexibility. The Law of Requisite Variety states that the person or system with the most flexibility of behavior will control the system.

3. **Measure & Track Your Results.** You can't improve what you don't measure. Identify the method for determining achievement of your goal/outcome and track your progress. An excellent tracking system will allow you to make necessary course corrections and adjustments as well as gauge your overall success.

4. **Be Open to Change.** Operate from a Physiology and Psychology of Excellence. Be in control of your mindset (attitude). Choose to be in a powerful, positive state. Take Personal Responsibility for your actions. Be on the Cause side of the Equation – not the Effect side. Be aware of your constitution, health and physical well-being. Ingest healthy, nutritious foods that uplift you and give you energy.

5. **Ask for Help!** Find someone – a mentor, coach, consultant, expert, professional to assist you in reaching your desired outcome. The right person can offer a third party perspective; provide necessary guidance, accountability and expertise.

Attitude is Everything! It is estimated that as much as 90% of success in any sales related field can be attributed to attitude. As a matter of fact, it's not unusual for attitude to be the only difference between the person who is successful and the person who is not. Your expectations can lead to success!

Always:

- Show confidence and commit to excellence.
- Show concern about your customer's wants, needs and desires.
- Build rapport and find a common interest.
- Maintain your professionalism under stress.
- Be flexible and ready to learn new techniques and technology.
- Dress professional and be professional.
- Be available by cell phone.
- Have your vehicle in top condition.
- Use a sense of humor.
- Be persistent and positive.
- Build trust.
- Associate with people who are doing more than you.
- Believe in yourself, the companies, and your tools.
- Listen to what the client has to say.
- Take a lot of notes.
- Show your client you can get the job done!

Never:

- Put down the competition.
- Criticize the client or talk to a client in a negative tone.
- Make excuses.
- Be dull.
- Let outside influences control you.
- Sell desperate.
- Ask a question that they can answer "no" to.
- Assume – always get clarification.
- Sell what you have done. Always sell what you can do for your client.
- Sell that you're great, always, sell why you're great.

REVIEW YOUR BUSINESS PLAN



Start by analyzing your previous year's business – this form will help you gather and calculate key factors for your specific business. Everything from sources of business to average days on market and listing to sale ratios. Before you launch into your plan for the coming year it's critical to review what worked last year and to know your basic numbers.

A Review of Your Business

Listings Taken _____ Listings Sold _____ % of LT to LS _____

Sales Closed _____ Total Escrows Closed (LS + Sales) _____

Listing Sold Volume _____ GCI \$ _____

Closed Sales Volume _____ GCI \$ _____

Total Closed Sales Volume _____ Total GCI \$ _____

Average Listing Sold Price (LS Volume / Number Listings Sold) \$ _____

Average Closed Sales Price (Sales Volume / # Closed Sales) \$ _____

Average Days On Market For Your Listings _____

% Of Sales Price To List Price For Your Listings _____

Number Of Resales Sold _____ Number Of New Homes Sold _____

SOURCE OF BUYERS/SELLERS		
	BUYERS	SELLERS
Reactive Prospecting		
Floor Time		
Open Houses		
Sign Calls		
Ad Calls		
Just Listed/Just Sold Postcards		
Proactive Prospecting		
Past Clients		
SOI Referral		
Farm		
FSBOs		
Expireds		
Cold Calls		
Just Listed/Just Sold calls		
Door Knocking		
Internet		
Relocation		

CREATE YOUR BUSINESS PLAN



This is a 2-page easy-to-use, basic real estate business plan. Just follow the step-by step formula to turn your desired income goal into the number of listings, sales, contacts and appointments. required to obtain it. Use this SAMPLE Basic Business Plan to use as a guide:

Basic Real Estate Business Plan

Step 1: Set Your Income and Closed Sides Goals

Income Goal.....(A) _____

Average Sales Price..... (B) _____

Average Gross Commission Rate Per Side(%)(C) _____ %

Average Gross Commission Per Side (B times C)(D) _____

Sales Executive Commission Split (%)(E) _____ %

Sales Executive Commission Split before deductions (D times E)(F) _____

Less Franchise Fee (D times X%) - \$ _____

Less E & O/Other Deductions - \$ _____

Average Sales Executive Commission Per Side (F less deductions)(G) _____

Number of Closed Transactions Needed (A divided by G)(H) _____

Number of Sides Needed to Put in Escrow (H divided by 80%)(I) _____

Step 2: Calculate Prospects Needed Per Week

Listings Sold Needed (____ % of line I)(J) _____

Percentage of Listings Sold from total closings (I)

Listings That Must Be Taken (J divided by 70%)(K) _____

Listing Presentations Needed (3 times K)(L) _____

Number of Weeks Worked Per Year(M) _____

Listing Presentations Per Week (L divided by M)(N) _____

Buyer Escrows Needed (____ % of line I) (O) _____

Balance of (J) % to equal 100%

Buyer Prospects Needed (3 times O) (P) _____

Number of Weeks Worked Per Year(Q) _____

Buyers Needed Per Week (P divided by Q)(R) _____

CALCULATE "PEOPLE CONTACTS" NEEDED PER WEEK



Sellers

Total Listing Presentations Needed _____ (from line L)

Prospecting Source	Annual # of Presentations Per Source	Contacts to Produce a Presentation	Contacts to Produce a Presentation	Weeks Worked Per Year	Weekly Contacts Needed
Cold Calls					
Door Knocking					
FSBO's					
Expireds					
SOI/Past Clients					
Just Listed/Sold					
Target Marketing					

Buyers

Total Buyers Needed _____ (from line P)

Prospecting Source	Annual # of Buyers Per Source	Contacts to Produce a Buyer	Annual Contacts Needed	Weeks Worked Per Year	Weekly Contacts Needed
Cold Calls					
SOI/Past Clients					
Open Houses					
Signs/Ads					
Internet					

THE ACTION PLAN



From the business plan you can create your daily, weekly, monthly ACTION PLAN. This plan will outline the income producing activities and other tasks you are committed to in order to achieve your desired outcomes. **Review and stick to your Action Plan DAILY!**

- Put the document in front of your day planner
- Post it in your workspace
- Tape it to your bathroom mirror and review it daily
- Review and record your results daily
- A basic affirmation for your consideration could simply be: "Make one qualified appointment daily!"

Allocating Time to Build Your Business

To determine the number of hours you have available for building your business. Calculate the number of hours spent...

_____ Hours Sleeping
_____ Hours with Family and Friends
_____ Hours Eating
_____ Hours for Fitness and Grooming
_____ Hours Driving
_____ Total Hours Committed to Personal Time
_____ - 24 = Hours in a Day
_____ Hours Available for Work
_____ Divide By 2
_____ Hours to be Spent on Building Your Business

Create an Action Plan that works for you. It may consist of some of the following activities:

- Make _____ contacts daily
- Send _____ personal notes weekly
- Add _____ people to your database weekly or monthly
- Contact _____ FSBOs weekly
- Contact _____ expireds weekly
- Hold _____ effective open houses weekly/ monthly
- Mail or email to your SOI/Past clients valuable market information monthly
- Mail or email to your designated farm of _____ properties monthly
- Door knock/ door drop _____ houses monthly
- Take _____ past client to lunch monthly
- Network with _____ business to business referrals monthly
- Hand out 5-10 business cards a week and actively ask for business/permission to add them to your database

A good business plan is like connecting a bridge from where you are to where you want go.

12 MONTHS TO REALTOR SUCCESS



January

Set goals for the year and create a plan to achieve them. Update your website and social media profiles to reflect your goals.

February

Review your database and start reaching out to past clients. Offer helpful information, updates on the market, and ask for referrals.

March

Attend local networking events and meet new people. Follow up with any potential leads you meet.

April

Update your marketing materials and prepare for the busy spring season. Attend any necessary training sessions or classes to improve your skills.

May

Host an open house for a new listing and promote it to your database and social media followers. Offer refreshments and make the property look it's best.

June

Reach out to local businesses and offer to partner with them on marketing campaigns. Attend any community events and sponsor a local team or charity.

July

Attend a real estate conference or workshop to learn about new trends and strategies. Stay up-to-date with the latest industry technology and tools.

August

Offer free home evaluations to potential clients. Use this opportunity to build relationships and offer helpful advice.

September

Create a referral program and promote it to your database. Offer incentives for referrals and follow up with anyone who provides a lead.

October

Host a client appreciation event and invite past and present clients. Offer food, drinks, and entertainment to show your appreciation for their business.

November

Review your business finances and make any necessary adjustments. Plan for tax season and start gathering your documents.

December

Send holiday cards and gifts to your database and past clients. Plan for the next year and set new goals.

Remember, these are just suggestions, and it's important to tailor your monthly duties to your specific goals and business model. By consistently working on these tasks, you can build a successful real estate business over time.

REAL ESTATE AFFIRMATIONS FOR A SUCCESSFUL CAREER



1. **Success Keys:** I must think successful and act successful to be successful!
2. **Professional Value:** The real estate commissions I receive are not just a reward for having a real estate license; they are payment for providing valuable professional services.
3. **Real Work:** I do not avoid difficult tasks and uncomfortable situations. I get paid well for doing the things that unsuccessful people won't do or can't do.
4. **Enthusiasm and Confidence:** I do not think, talk or act negatively about the real estate business. I know that my attitude affects my level of success and I always show enthusiasm and confidence to my customers, clients and fellow associates. I believe in my personal value and the value of my office and company.
5. **Consistent Prospecting:** I do not wait for prospects to come to me. I actively seek out qualified prospects.
6. **Selling Situation:** I do not allow myself to become bogged down in "busy work." I assure my success by consistently getting into actual selling situations. I maximize my probability for success by working proven real estate systems.
7. **Reasonable Probability:** I do not depend on luck and gamble on unrealistic possibilities. I only work on properties and with prospects where there is a reasonable probability of success.
8. **Worthy Clients:** I don't waste my time, energy, or money on unqualified clients. The clients and customers I work with are worthy of my valuable professional services.
9. **Working Hours:** I do not work the same hours as a salaried employee. I know that I must be available when prospects are available. I do not allow other people to interfere with my work schedule. I carefully guard my working hours.
10. **Concern, Responsibility and Control:** I do not accept responsibility for situations which are beyond my control. I show concern for all situations, but I only accept responsibility for controllable circumstances.
11. **Honesty and Benefits:** I do not disguise reality by telling people only what they hope to hear. I tell my customers and clients the truth and sell them on the benefits.
12. **Persuasion:** I do not argue with customers or clients or run from problems. I successfully persuade people with patience and benefits.
13. **Loose Ends:** I do not rush through transactions leaving unsolved problems that I hope will disappear. I answer questions and concerns assuring future satisfaction.
14. **Personal Responsibility:** My level of success is not dependent upon uncontrollable circumstances. I fully acknowledge that ...If it is to be, it's up to me.
15. **Specialization:** I do not try to work with every prospect or on every property. I specialize on properties and with prospects where I have professional competency value and reasonable ability for success. I also have the personal desire to work with them in a professional manner.
16. **I Believe:** I have the right to be successful. I have the ability to be successful. I am personally responsible for my level of success. I create my success through my thoughts and my actions!

DAILY WORK PLAN



Name: _____ **Date:** _____

TODAY'S PLAN OF ACTION

8:00 _____
8:30 _____
9:00 _____
9:30 _____
10:00 _____
10:30 _____
11:00 _____
11:30 _____
12:00 _____
12:30 _____
1:00 _____
1:30 _____
2:00 _____
2:30 _____
3:00 _____
3:30 _____
4:00 _____
4:30 _____
5:00 _____
5:30 _____
6:00 _____
6:30 _____
7:00 _____
7:30 _____

ACTION ACCOMPLISHED

FARMING _____
Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____
FOR SALE BY OWNERS _____
Personal Contacts _____
Telephone Contacts _____
EXPIRED LISTINGS _____
Personal Contacts _____
Telephone Contacts _____
CUSTOMER FOLLOW-UPS _____
Personal Contacts _____
Telephone Contacts _____
REFERRALS SENT _____
DIRECT MAIL SENT _____
OPEN HOUSE _____
PROPERTIES INSPECTED _____
COLD CALLS _____
Personal Contacts _____
Telephone _____
Contacts _____
PROPERTIES SHOWN _____
LISTING PRESENTATIONS _____
LISTINGS OBTAINED _____
SALES MADE _____

2024

January

su	mo	tu	we	th	fr	sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

su	mo	tu	we	th	fr	sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March

su	mo	tu	we	th	fr	sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April

su	mo	tu	we	th	fr	sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

su	mo	tu	we	th	fr	sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June

su	mo	tu	we	th	fr	sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July

su	mo	tu	we	th	fr	sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

su	mo	tu	we	th	fr	sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

su	mo	tu	we	th	fr	sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

su	mo	tu	we	th	fr	sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November

su	mo	tu	we	th	fr	sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

su	mo	tu	we	th	fr	sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				