



Real Estate Business Plan...2017

SUMMA REALTY

BROKER: _____

Step #1:

THE MATH OF THE MARKET:

One of the first steps in developing and implementing a business plan is – **research**. You MUST know the dynamics and demographics of your market. With this information in hand, you can compare your performance with the “base line” in the nation and in your ADI (or Area of Dominate Influence).

YOUR MARKET AREA:

How many households are in your market area? _____

How many sales (transactions)? _____

Annual turnover rate? _____

How many agents are in your market area? _____

Average production per agent _____

YOUR GOALS FOR 2017:

Number of sales (transaction sides) _____

Average dollar per transaction _____

Total dollar volume _____

Average percent commission _____

Average commission per transaction _____

Total annual “net” commissions _____

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Step #2:

CONTINUING PROFESSIONAL EDUCATION

You MUST set goals for professional designations like GRI, CRS, ABR, SRES or CCIM, etc., with written time frames and allocation of your business budget. In this area you must make plans for attending real estate related seminars and conventions. This item becomes a part of your 'personal marketing' presentation.

Year: 2017

_____ course: _____

date and location: _____

scheduled: _____

_____ course: _____

date and location: _____

scheduled: _____

_____ course: _____

date and location: _____

scheduled: _____

_____ course: _____

date and location: _____

scheduled: _____

_____ course: _____

date and location: _____

scheduled: _____

Remember to incorporate in your “continuing professional education” plan local board functions, and state functions.

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Step #3:

PERSONAL MARKETING PLAN

You **MUST** establish in your business plan a personalized ways and means of promoting yourself in your ADI

- You need to have a personal brochure
- You need to have consistent follow-up with
 1. Past clients and customers
 2. Sphere of influence
 3. Target market areas or specialties
 - Neighborhoods or subdivisions
 - Builders

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Step #4:

AUTOMATION

With increasing overhead costs as a constant in the world of running a business, cost controls and efficiency – getting more out of each dollar spent and time invested – becomes more and more important. Productivity cycles are also deathly to your real estate business, making automation important, not only in control old or current business, but an absolute necessity for acquiring new business.

Make AUTOMATION your competitive edge!

- “YOU” and “YOUR SERVICE” is what you market
- Increase “PROSPECTING”
- Keep track of results
- Never stop learning or improving
- Be “into” productivity, not technology

PROSPECT FOUR DAYS PER WEEK

500 households in database

- Past clients and customers
- Sphere of Influence (church, clubs, civic organizations, etc.)
- Target Market (subdivisions, builders, etc.)

10% annual turnover rate = 50 transactions

1. Four phone calls per year
10 per day (4 days per week, 50 weeks)
2. One Home Anniversary card per household
500 cards per year
3. One Birthday Card per individual
1,500 cards per year
4. Four letters per year

- 2000 letter per year
5. 12 postcards per year
500 per month
Estimated cost of Automated Prospecting System = \$300.00 per month

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Step #5:

FINANCIAL BUSINESS PLAN

Categories:	Monthly		Annual		Notes:
	Budget	Actual	Budget	Actual	
Production/Income:					
Number of Transactions (sides):					
Dollar Volume:					
TOTAL:					
Average Commission:					
Commission amount:					
Commission deductions:					
Net Commission Amount:					
Expense:					
Meals/Entertainment:					
Advertising:					
Miscellaneous:					
Office Supplies:					
Publications:					
Education/Vacation:					
Taxes:					
Salary:					
Personal Assistant:					
Computer:					
Cellular/Mobile Phone:					
Long Distance:					
Rent:					
Gas/Insurance:					
Automobile:					
TOTAL EXPENSES:					
PROFIT:					