MY MREA BUSINESS PLAN

Think Big • Aim High • Act Bold Live Large



Annual Action Plan



Think Big • Aim High • Act Bold

Imagine that you have reached your summit.

You are standing at the top of your Real Estate career.

What does that look like to you? Can you picture it in your mind? Keep this picture in your mind. This mental picture, along with your MREA models, gives you direction. Think of them as your compass.

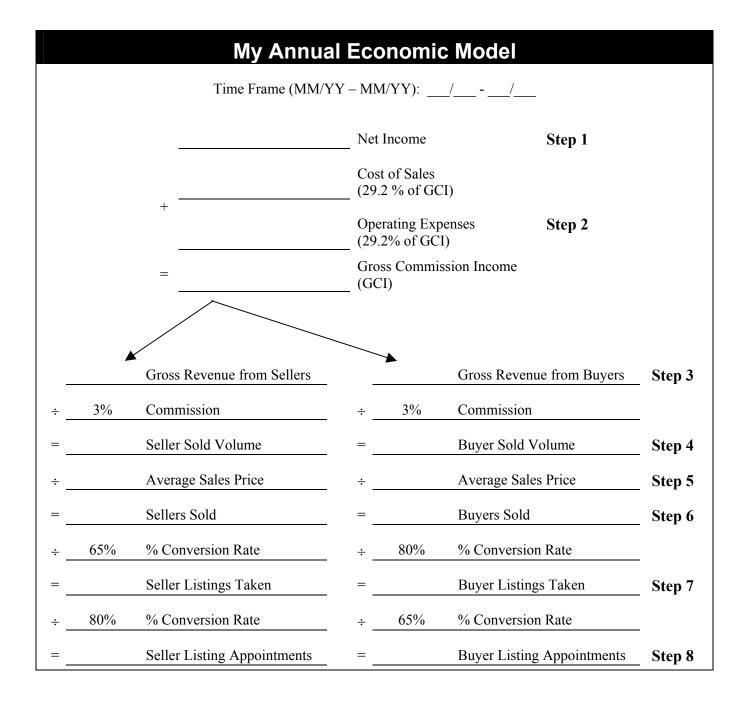
A compass is only useful as a guide for movement in the right direction. You don't really need a compass if all you are going to do is stand still.

This course is about heading in the right direction with speed. So, let's get moving.

Now that you have played with the models and established your Someday, Three-Year, and One-Year Goals, it is time to create your Annual Action Plan.



My Annual Action Plan





My Annual Action Plan

My Annual Lead-Generation Model

| My Lead-Generation Database Option | | | |
|------------------------------------|-----------------------|-------------|--|
| Option # | MET | HAVEN'T MET | |
| | in database + | in database | |
| | GOAL: Closed Sales th | nis Year | |

| | How Many Contacts I Need to Add | | | | |
|-------------------------------|---------------------------------|--|--|--|--|
| | MET HAVEN'T MET | | | | |
| Goal Numbers | | | | | |
| - Current Numbers | | | | | |
| = How Many Contacts I need | | | | | |

| Monthly Database Goals | | | | | | |
|------------------------|-----------------|--|--|--|--|--|
| | MET HAVEN'T MET | | | | | |
| Month 1: | | | | | | |
| Month 2: | | | | | | |
| Month 3: | | | | | | |
| Month 4: | | | | | | |
| Month 5: | | | | | | |
| Month 6: | | | | | | |
| Month 7: | | | | | | |
| Month 8: | | | | | | |
| Month 9: | | | | | | |
| Month 10: | | | | | | |
| Month 11: | | | | | | |
| Month 12: | | | | | | |

My Annual Action Plan

My Annual Lead-Generation Model (continued)

| My 8 x 8 Program | | | |
|------------------|----------------------------|---|--|
| Week # | Luill make contact by | I will include this creative and quick reminder <u>and</u> instructions* on how to give me referral business: | |
| week # | I will make contact by: | business: | |
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| Ongoing | Implement your 33 Touches. | | |

^{*} For example, a sticker on the outside of an envelope, a bold graphic in my newsletter, photographs of people who have referred customers to me in my newsletter, a reminder at the end of a telephone call, etc.



My Annual Action Plan

My Annual Lead-Generation Model (continued)

| My 33 Touch Program | | | |
|---------------------|---|---|--|
| Qty. | Over the course of one year, I will make these touches: | I will include this creative and quick reminder <u>and</u> instructions* on how to give me referral business: | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | Total Touches | | |

^{*} For example, a sticker on the outside of an envelope, a bold graphic in my newsletter, photographs of people who have referred customers to me in my newsletter, a reminder at the end of a telephone call, etc.



My Annual Action Plan

My Annual Lead-Generation Model (continued)

| | My Lead Generation Costs | | | |
|-------------|--|--|--|--|
| MET* | | HAVEN'T MET | | |
| | Every 12 people in your Met database marketed to 33 times each year (33 Touch) = 2 sales. (One sale is a referral and one is repeat business.) Restated: 396 touches (12 x 33) = 2 sales. So, 396 touches x (your average cost | Every 50 people in your Haven't Met database marketed to 12 times a year (12 Direct Mail) = 1 sale. Restated: 600 touches (50 x 12) = 1 sale. So, 600 touches x (your average cost of a) | | |
| | of a touch) = \$ for 2 sales. Divide this number by 2 for your cost per sale: | touch) = \$ for 2 sales. Divide this number by 2 for your cost per sale: 4. Cost = (closed sales from Met database) x (your cost per sale) = | | |
| | Cost = (closed sales from Met database) x (your cost per sale) = (your lead-generation cost for your 33 Touch program/yr)* The cost of the 8 x 8 program is not included. | (your lead-generation cost for your 12 Direct program/yr) | | |
| Total Cost: | | | | |



My Annual Action Plan

My Annual Budget Model

| Category | This Year's Budget | This Year's Budget % of GCI |
|---|--------------------|-----------------------------|
| Cost of Sales (COS) | | |
| Listing Specialist(s) | | |
| 2. Buyer Specialist(s) | | |
| 3. Other COS | | |
| Total COS | | |
| Operating Expenses | | |
| 1. Salaries | | |
| 2. Lead Generation | | |
| 3. Occupancy | | |
| 4. Technology | | |
| 5. Phone | | |
| 6. Supplies | | |
| 7. Education | | |
| 8. Equipment | | |
| 9. Auto/Insurance | | |
| Total Operating Expenses | | |
| Total Expenses (COS + Operating Expenses) | | |



My Annual Action Plan

| | My Annual Organizational Model | | | |
|----|--|--|--|--|
| 1. | Draw the Organizational Structure (from the Path to the 7 th Level) that represents where your business will be in 12 months: | | | |
| | | | | |
| 2. | Write down your action plan for making this happen. Include what recruiting sources you will use and what Compensation options you will offer. | | | |
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My Annual Action Plan

| Annual Goal vs. Actual Worksheet | | | | |
|--|---|--|------------------|--|
| | | 1 Year | | |
| Category | Goal | Actual | Variance | |
| Lead Generation | | | | |
| Seller Leads | | | | |
| % Conversion to Seller Appointments | | | | |
| Seller Appointments | | | | |
| Buyer Leads | | | | |
| % Conversion to Buyer Appointments | | | | |
| Buyer Appointments | | | | |
| Listings Taken | | | | |
| % Seller Appointments Conversion to Listings | | | | |
| Seller Listings Taken | | | | |
| % Buyer Appointments Conversion to Buyer | | | | |
| Agreements | | | | |
| Buyer Listings (Agreements) Taken | | | | |
| Contracts Written | | | | |
| % Seller Listings to Contracts | | | | |
| Seller Contracts Written (units) | | | | |
| % Buyer Listings to Contracts | | | | |
| Buyer Contracts Written (units) | | | | |
| Seller Contracts Written Volume | | | | |
| Buyer Contracts Written Volume | | | | |
| Seller Contracts Written GCI | | | | |
| Buyer Contracts Written GCI | | | | |
| Contracts Closed | | | | |
| Seller Contracts Closed (units) | | | | |
| Buyer Contracts Closed (units) | | | | |
| Seller Contracts Closed Volume | | | | |
| Buyer Contracts Closed Volume | | | | |
| Seller Contracts Closed GCI | | | | |
| Buyer Contracts Closed GCI | | | | |
| Money | | | | |
| Total GCI | | | | |
| Cost of Sales | | | | |
| Operating Expenses | | | | |
| Net Income | | | | |
| People | Dlannad annuali | v monthly and was | Ny on your 4 1 1 | |
| Systems/Tools | Planned annually, monthly, and weekly on your 4-1-1 Planned monthly, and weekly on your 4-1-1 | | | |
| | | The state of the s | | |
| Personal Education | Planned annuall | Planned annually, monthly, and weekly on your 4-1-1 | | |

