

Real Estate Business Planner



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OVERVIEW

Knowing Your Numbers

What is the secret to sales success? The simplest strategy to achieving your goals is to know your numbers and then perform the activities required to reach those numbers.

So, here comes the hard part, and *this* is what sets the top sales people apart - you actually have to be committed to do the work. As they say, if selling was easy, everyone would be in sales.

Stay focused and work diligently every day on the high-value activities that will move you closer to your goal.



BUDGET

Calculate Your Expenses

Monthly Business Expenses

- R _____ Telephone
- R _____ Cell phone
- R _____ Internet
- R _____ Desk fee
- R _____ EAAB and membership fees
- R _____ Computer software
- R _____ Office supplies
- R _____ Website
- R _____ Meals and entertainment
- R _____ Property24 subscription
- R _____ Lightstone subscription
- R _____ Other subscriptions
- R _____ Digital advertising
- R _____ Seminars and conventions
- R _____ Flyers and brochures
- R _____ Signs / boards
- R _____ Newspaper and magazine ads
- R _____ Assistant's salary
- R _____ Other
- R _____ **Total business expenses***

Monthly Living Expenses

- R _____ Home loan repayment / rent
- R _____ Car (repayment, petrol, etc.)
- R _____ Utilities (Elec, water, etc.)
- R _____ Food
- R _____ Donations
- R _____ Entertainment
- R _____ Medical Aid
- R _____ Insurance
- R _____ School fees / Child care
- R _____ Personal education
- R _____ Investments / savings
- R _____ Memberships & subscriptions
- R _____ Other
- R _____ **Add business expenses***

- R _____ **Total (net monthly income required)**

- Divide by 0.65 (assuming 35% tax rate)*
- R _____ **Gross monthly income**

- Multiply by 12*
- R _____ **Annual income required**

GOALS

Sales Calculation

Step 1 - Determine the total commission per sale

Average house price _____
% commission charged x _____ %
Total commission per sale = _____

Example:

R650,000 (average house price) x 8% commission = R52,000 commission per sale

Step 2 - Calculate your split of that commission

Total commission per sale _____
Your % commission split x _____ %
Your commission per sale = _____

Example:

Commission R52,000 x 50% split = R26 000 commission per sale

Step 3 - Calculate the number of sales required per year

Income goal (from page 5) _____
Your commission per sale ÷ _____
Number of sales required per year = _____

Example:

Income goal R572,000 ÷ commission per sale R26,000 = At least 22 sales per year

GOALS

Leads Calculation

Step 1 - Calculate the number of prospects you will need per year to achieve your sales goal

Number of sales required per year _____

Multiply by 40 (average prospect-to-sale ratio is 40 to 1)

Prospects per year = _____

Example:

22 sales x 40 prospects = 880 prospects per year

Step 2 – Calculate the number of prospects needed daily

Annual prospects needed _____

Divide by 12 months

Divide by 22 days

Prospects needed each week day = _____

Example:

*880 prospects per year ÷ 12 months = 73 prospects per month ÷ 22 days
= 3.3 new prospects per day*

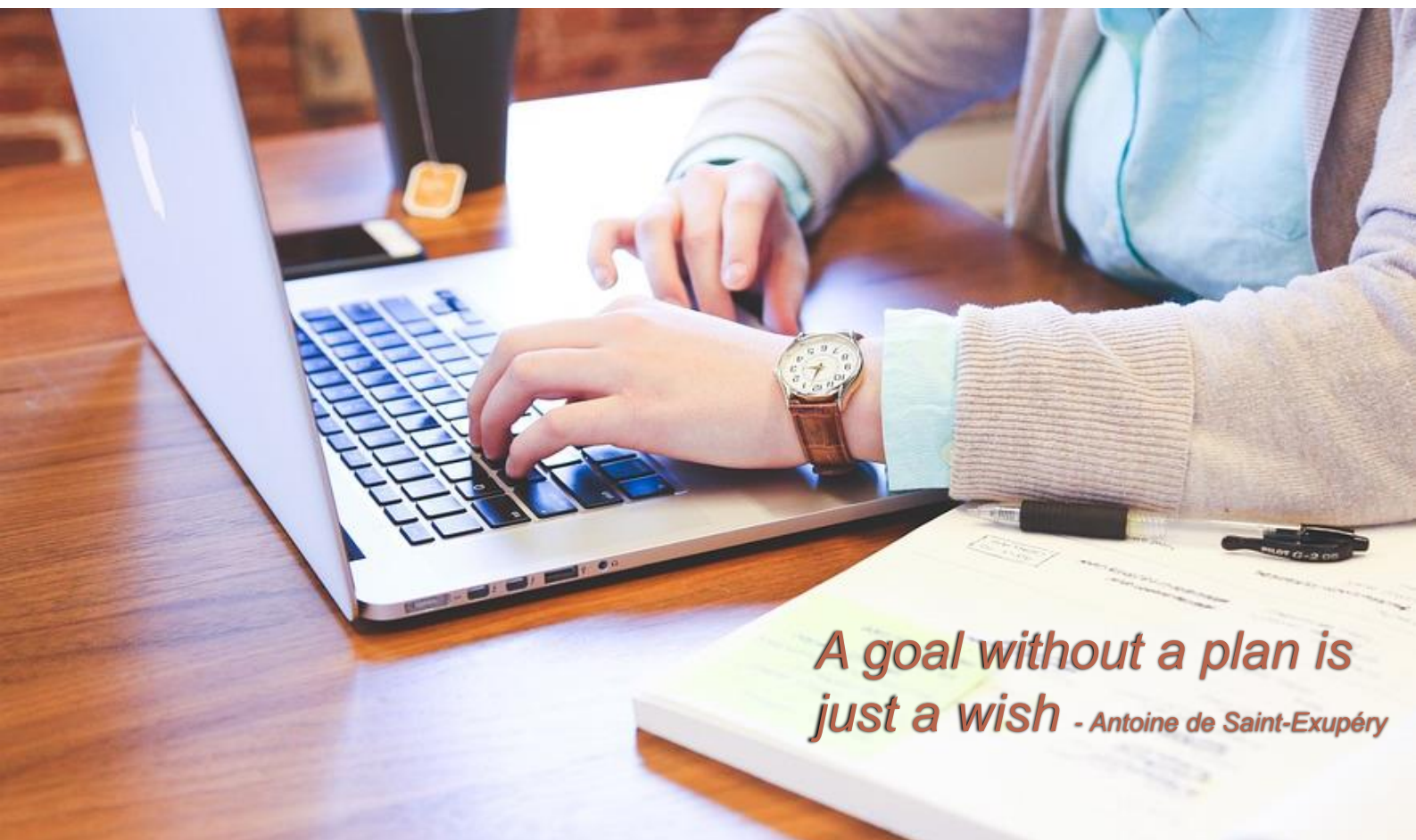
PLANNING

Achieving a Desired Goal

All too often people 'react' to the day, focusing on the urgent instead of the important. A clear business plan will give your activities direction and help you stay on track. Directing your efforts towards the important activities you've thrashed out in your planning process will allow you to intentionally and systematically grow your business and build it into what you want.

Writing a business plan may seem a formidable undertaking as there are so many moving parts to take into consideration. Take it one step at a time. Identify your goals as well as the strategies and tactics you'll need to have in place to achieve them.

Be sure to schedule a regular review of your plan (at least quarterly) to be sure you are on track to meet your goals. In this review, identify where you're not quite measuring up and make the necessary changes to get back in line with your goals.



*A goal without a plan is
just a wish - Antoine de Saint-Exupéry*

PLANNING

Marketing Strategy

GOALS What will be accomplished and when?	STRATEGIES How will you reach your goal?	TACTICS What will change and when?
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Example:		
• Increase annual gross commission income by 20%	_____	_____
• 8% market share in farming area	_____	_____
• 1 sale every week	_____	_____
• Increase brand awareness by 10%	_____	_____
• Leads per Year _____	_____	_____
• Listings per Year _____	_____	_____
• Accepted OTP _____	_____	_____
• Net Income _____	_____	_____
• Recruit new team members _____	_____	_____

Systems and Tools		
What new system / tool do I need? _____	_____	_____

What current system or tool do I need to improve or upgrade? _____	_____	_____
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Education		
What do I need to learn? _____	_____	_____

What skills do I need to acquire? _____	_____	_____
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HOUR-BY-HOUR Daily Planner

By Tom Ferry (Real Estate Coach)

5:00am – 6:00am

Wake-up + Gym + Nutrition

Use this time to fuel your body and energize yourself for the busy day ahead!

6:00am – 8:00am

Morning Routine + Get Ready

Set yourself up to be in a peak mental state – this is crucial to reaching your goals. If you don't have a morning routine, I recommend reading [The Miracle Morning by Hal Elrod](#). My morning recommendations: prayer, meditation, visualization, audiobooks, gratitude, journaling, affirmations, etc.

8:00am – 9:00am

Prep + Review

Connect with your assistant (or sit down with your calendar) and go over your objectives and outcomes for the day. Review the hot sheets to keep your finger on the pulse of the market. Do some role playing to enhance your negotiations skills, your conversion scripts or your objection handlers.

9:00am – 10:30am

Appointment Setting

No distractions, just 90 minutes straight of prospecting and appointment setting (DO NOT SKIP THIS!). [Click here to learn how to overcome your fear of the phone.](#)

10:30am – 11:00am

Break

Take a brisk walk to mentally recharge before your next tasks.

11:00am – 12:00pm

Prep

Prepare your hot sheets and plan for your afternoon appointments.

Source: www.tomferry.com

HOUR-BY-HOUR Daily Planner

By Tom Ferry (Real Estate Coach)

1:00pm – 4:30pm

Appointments + Listing Presentations

Use this 3½ hour block to schedule in your appointments and listing presentations. If you don't have appointments or presentations booked, use this time for additional prospecting and appointment setting time. Work your face off so that you can go home at a decent hour and be present with your loved ones!

4:30pm – 5:00pm

Daily Wrap-Up

Close up the day and identify what you accomplished and what your goals are for tomorrow.

5:00pm – 7:00pm

Home + Dinner + Family Time

Work/Life balance is so important. If you want it to happen ... you've got to schedule it in, just like everything else in your day!
Stay present and enjoy a good meal with the ones you love.

7:00pm – 9:00pm

Personal Time

Use the final hours of your day to hang out with your significant other, read an enjoyable book, or focus on a favourite hobby.

9:00pm – 5:00am

Sleep

Rest and recharge for an action-packed day tomorrow.

Source: www.tomferry.com

CHECKLIST

Weekly Activities

If you find yourself with spare time on your hands, these activities will keep you focused.

- Schedule show house
- Phone past or current clients
- Offer CMA to sphere of influence
- Send out an email campaign
- Do floor duty
- View newly listed properties
- Attend a networking event
- Do 12x12x24 flyers on any new listing, sold property
- Offer valuable information to your farming area
- Create a video highlighting your neighbourhood
- Contact your out-of-area clients for referrals opportunities
- Educate yourself and then DO something with what you have learned
- Volunteer in your community!
- Attend club meetings (Rotary club)
- Do pop-bys (business & personal)
- Write thank you notes by hand
- Work private & expired listings
- Face-to-face meetings (coffee, etc.)
- Booth at your shopping centre
- Update clients' emails addresses / contact info
- Review your business & marketing plan.
- Schedule a public speaking opportunity
- Update your web profile & social media pages
- Collaborate with colleagues to get fresh marketing ideas

CHECKLIST

Monthly Milestones

Use the below chart to monitor & adjust your progress against your monthly goals. Be sure to reward yourself monthly when you hit 100% of every goal.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Generate _____ leads per month												
Email newsletter to your database												
Maintain consistent social media campaigns: Facebook, Twitter, etc.												
Bulk emails / Flyers - send _____ each month												
Birthday eCards _____ per month												
House Anniversary eCards - _____ per month												
Follow-up calls - _____ per month												
Show houses - _____ per month												
Contact private sellers, expired listings – _____ per month												

My reward for reaching each monthly goal is: _____

VALUE

Lifetime Value of a Client

The key to success in business is building lasting relationships. But have you ever stopped to think about the potential lifetime value (LTV) of each of these relationships?

What is the LTV?

As the term implies, the client lifetime value represents the total amount of money that a particular client is likely to spend over his or her lifetime. A lifetime value can be used to help predict future revenues.

There are two components in calculating a LTV: the average sale value and the purchase frequency. When you multiply these, you get that client's lifetime value.

Because Relationships Matter

- Gavin Hendry -



CLIENT LIFETIME VALUE Calculation

Sample

LTV

Potential commission only

Deal 1: First Time Home Buyer (now sale)

Buy 1st home R650 000 x 8% commission
= R52,000 Commission Cheque #1*

R52,000

Deal 2: Refers a friend

Referral home R750 000 x 8% commission
= R60,000 Commission Cheque #2*

R112,000

Deal 3: Has a baby (3 - 4 years later) – needs more room

Sell 1st home R750 000 x 8% commission
= R60,000 Commission Cheque #3*

R172,000

Deal 4: Buys a bigger home for the family

Buy 2nd home R1,200 000 x 8% commission
= R96,000 Commission Cheque #4*

R268,000

Deal 5: Gets a promotion

Sell 2nd home R1,400 000 x 8% commission
= R112,000 Commission Cheque #5*

R380,000

Deal 6: Dream Home

Buy 3rd home R2,100 000 x 8% commission
= R168,000 Commission Cheque #6*

R548,000

Deal 7: Vacation home (25% referral fee)

Holiday home R950 000 x 8% commission x 25%
= R19,000 Commission Cheque #7*

R567,000

Deal 8: Empty nest syndrome – the kids move out

Sell 3rd home R2,500 000 x 8% commission
= R200,000 Commission Cheque #8*

R767,000

Deal 9: Moves to retirement village

Buy 4th home R850 000 x 8% commission
= R68,000 Commission Cheque #9*

R835,000

* If you have a commission split with a principal or team , multiply your commission total by your percentage of the split to get your split-commission total.


AUTOMATED ASSISTANCE

We're Here to Help

Give us a call today on 011 869 8782 and a Client Retention Specialist will walk you through how easy the steps are to set up your very own AUTOMATED Client Retention system.

Building client relationships has never been this easy before for estate agents. Make sure that when you clients think real estate, your name is Top of Mind.

[LEARN MORE](#)



*“Alone we
can do so little;
together we can
do so much.”*

– Helen Keller

MARKETING

Overview

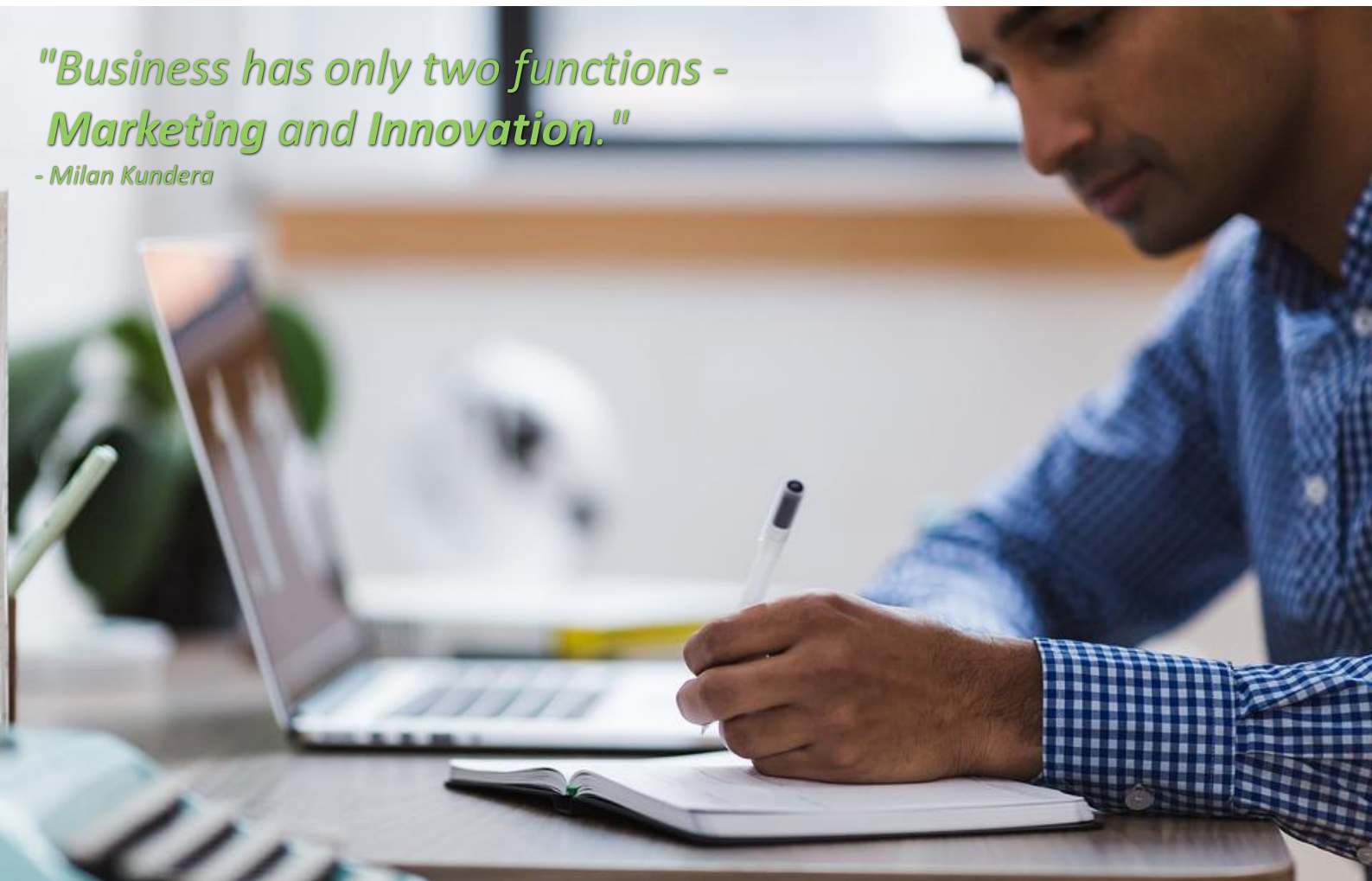
There's no shortage of potential ways to market real estate. However, getting in front of the right customers at the right time can prove difficult.

There are some tried and tested methods that allow professional agents to sell a home faster and more efficiently than before by using the right real estate marketing strategies.

Ready to create your marketing plan? We've compiled some strategies, check-lists and a bunch of fresh ideas.

*"Business has only two functions -
Marketing and Innovation."*

- Milan Kundera



50 Email Strategies

Buyers' Emails

1. Birthdays
2. Wedding Anniversaries
3. House Anniversaries
4. Monthly Newsletters
5. Property Alerts
6. Just Listed
7. On Show
8. Just Sold
9. Market Trends
10. Public Holidays
11. Sporting Events
12. Observances
13. Expired Listings
14. Interest Rate Changes
15. Local Market Updates
16. CMA Report
17. Area Events Calendar
18. New Development Updates
19. Fixer-Upper Average Costs
20. Buying a Home in the Current Market
21. Seller Market vs Buyer Market Explanation
22. Turning Your Home Into the Ultimate Investment
23. Commonly Asked Questions in Home Buying
24. Homebuyer Checklist
25. Thank You

Sellers' Emails

1. Birthdays
2. Wedding Anniversaries
3. House Anniversaries
4. Monthly Newsletters
5. Home Maintenance Tips
6. Unrealistic Seller Expectations
7. CMA Report
8. Ask for Referrals
9. Home Sellers' Mistakes
10. Home Showing Tips
11. Moving Checklist
12. Selling your Home for More
13. Home Staging Tips
14. Overpricing Mistakes
15. Local Community News
16. Show House Invite
17. School Announcements
18. Area Events Calendar
19. Home Loan Tips
20. Just Sold Flyer
21. Market Trends
22. Incentives / Competitions
23. Public Holidays
24. Sporting Events
25. Observances

Remember, [Ready to Send](#) can automate your bulk emails.

New Listing Checklist

- Take property photos
- Make a listing video
- Upload video to *your* Youtube channel
- YouTube optimizations
- List property on your Website
- List property on Property24 (optional)
- Pin best pictures to Pinterest
- Design and send 'Just Listed' email*
- Design and send 'On Show' email*
- Track and Analyze results and make adjustments if necessary
- Post property onto Facebook*
- Market property to your farming area on Facebook*
- Share on Twitter and Google Plus*
- Share on LinkedIn and Instagram
- Design and send 'Just Sold' email*
- 'Just Sold' Facebook brag post*
- Upload buyers & sellers to receive Birthday eCards*
- Upload buyers to receive House Anniversary eCards*

[Ready to Send](#) automates these activities

Fresh Ideas

Incorporate social media

- ❖ Open a Facebook business rather than using your personal page.
- ❖ Tweet details of properties you have just listed. Ask your colleagues to retweet and make sure you return the favour.
- ❖ Make and post short videos of new listings, events, happy clients' testimonials - anything that your followers will engage with.
- ❖ Open an Instagram account and post photos of the best features of each new property.



- ❖ Each time you visit a new restaurant, coffee shop or local attraction in your area, take a moment to review them.
- ❖ Ask questions that will engage your followers on all your social media platforms to spread your name and brand even further.
- ❖ Use Hashtags for popular and relevant topics in your industry - that gives people a way to discover your content.
- ❖ Like and comment on local businesses, schools, shopping centres and sports club pages.

Improve your online presence

- ❖ Update the look and feel of your website.
- ❖ Post industry reports and guides that visitors need to register for before downloading
- ❖ Be creative when writing your property descriptions. Don't do the same thing over and over.
- ❖ Optimize your website for search engines by researching top real estate search terms on Google and writing articles / blog posts on those subjects.
- ❖ 51% of all web browsing is done on mobile phone. Ensure your website is mobile friendly.
- ❖ Share the latest real estate and interest rate data on your website.
- ❖ Post letters from happy clients on all social platforms including LinkedIn.
- ❖ Create a separate web for each neighbourhood in your area and include tidbits only a local real estate professional like you would know.
- ❖ Refresh the 'About me' section of your agent profile.
- ❖ Ask clients to review your Facebook (publish the reviews to your website as well).
- ❖ Respond to every review — positive and negative.
- ❖ Write articles for your local neighborhood newspaper, such as an 'Ask the Expert' column.
- ❖ Collect email addresses at show houses and on your website. Send a [monthly newsletter](#) to your growing list of opt-ins.

Revisit tried and true marketing tactics

- ❖ Create mailbox drops and emails highlighting just listed and sold properties.
- ❖ Hand out business cards with an Inspirational message at the back at the same intersection in your area every Friday morning
- ❖ Go door-to-door canvassing in different neighbourhoods once a month to introduce yourself.
- ❖ Update the layout of your business cards, ads, signage and car branding with a more modern look and feel.
- ❖ Get a new professional headshot taken and replace the old one in your print and online materials.
- ❖ Make 10 prospecting calls before 10am every week day.



Optimize your real estate lead generation

- ❖ Update your database and remove duplicates.
- ❖ Monitor where all your leads are coming from so that you know which lead generation methods are the most effective.
- ❖ Offer a reward to clients for referring their friends and family to you.
- ❖ Network within your sphere of influence by inviting local service providers — bond originators, interior decorators, home improvement specialists — out for coffee.
- ❖ Cross-promote your services with your professional network or neighbourhood service providers by holding a raffle for contacts to win 2 hours of their time or skills.
- ❖ Search for expired and withdrawn listings for potential re-listing with you.
- ❖ Offer your assistance to homeowners selling privately.
- ❖ Send birthday and/or anniversary cards to all clients as well as homeowners in your farming area.
- ❖ Email public holidays and observances eCards to contacts in your database.
- ❖ Send a bon voyage message to seller who are moving away and make a point of keeping in touch with them.
- ❖ Have your car wrapped or at least have magnetic signs displaying your USP and contact info.

Fresh Ideas

Leverage events

- ❖ Hold an annual buyers and sellers holiday party.
- ❖ Host a client appreciation event.
- ❖ Host an Halloween party for the neighbourhood kids.
- ❖ Host a fundraising event (collecting food parcels, blankets) for a local charity.
- ❖ Host a real estate training seminar (Buying/Selling a Home 101).
- ❖ Host a series of how-to classes and inviting industry experts to share their knowledge free of charge.
- ❖ Invest in your community by sponsoring a local improvement project, such as cleaning up a soccer field or pitching in at a local soup kitchen.
- ❖ Offer to speak at colleges and varsities to provide information about first time home buying.

Relationships are leverage.
If you give value to someone else first,
you have leverage.”

– Gary Vaynerchuk

Show appreciation for your clients

- ❖ Move away from the standard champagne bottle gift hamper - try something entirely different:
 - ✓ Give experiences or services eg a first-month membership to a local gym, a treatment at a nearby spa or a round of golf at the country club.
 - ✓ You can't go wrong with some pizza on moving day, a complete digital copy of all documents, and a locksmith on hand to change the locks.
 - ✓ Hire a cleaning crew to come over for a few hours before the new owners move in.
- ❖ Give your buyer a home anniversary gift. For example, if it's the paper anniversary (one year), create a calendar featuring pictures you took of their new home.
- ❖ Donate in your client's name to a charity that's near and dear to them.
- ❖ Create moving kits filled with items that can be custom-printed with your branding — marking pens, packing tape, box labels, bubble wrap.
- ❖ Jot down items that clients mention they like or want for their new home, then present one of them as a thank you or house-warming gift after registration.
- ❖ One month after registration, pop in to say hi and drop off a plate of homemade cookies.

Fine-tune your inner workings

- ❖ Automate your contact interaction with a good CRM system – this will free you up to focus on generating leads.
- ❖ Work through standard answers to common questions so you and your team can respond quickly and consistently.
- ❖ Stay current. Keep abreast of trending issues in the industry. Read magazines, blogs and professional columns.
- ❖ Refocus your perspective by catching up with old real estate colleagues – see what's working for them (and what's not)
- ❖ Stay educated. Attend industry-related seminars and webinars. Stay for the Q&A session – it'll give you insight into what others in your field are dealing with.
- ❖ Join a networking group with professionals from other industries
- ❖ Be ready to recommend. Build a list of trusted service providers, from plumbers to attorneys, that you're happy to endorse. They'll likely return the favour.
- ❖ Ask for reviews. Take the feedback to heart and see where you need to up your customer service game!
- ❖ Check your goals regularly. If you're not getting closer to reaching them, reevaluate your strategy.
- ❖ Get involved in local events. Share the events on your social pages to create awareness. Offer a helping hand on the day.

Fresh Ideas

Use local media

- ❖ Issue a press release for newsworthy events, like when you grow your team, receive an award or move offices. Share on your social pages too.
- ❖ Write property-related articles for your local newspaper. It may be used as an advertorial (so you'll have to pay for the space), but it builds your credibility in your area.
- ❖ Connect with the business editor. A cup of coffee goes a long way when you need a deadline extended!

Innovation distinguishes between a leader and a follower.
- Steve Jobs -



LEADERS IN INNOVATION

Ready to Send

Ready to Send has created a bespoke email marketing and social media platform that is a perfect fit for the estate agent's every day business life.

Our services are in use by numerous award-winning agents right across South Africa. Our clients find that working with us streamlines the admin-intensive areas of their business, giving them the freedom to focus on what's important to them.

Ready to Send offers the most practical, most applicable, and fastest strategies on relationship building. Our automated systems ensure sales people form valued client relationships and build a strong reputation that keeps them ahead of the pack – ALL whilst doing NOTHING differently!

Our world-class marketing social media management techniques build their personal brand and strengthen their online presence.

[LEARN MORE](#)

