



2018 MANAGEMENT BUSINESS PLAN

COMPANY: _____

2017 Office/Company Production Recap

1. Total gross commission income (GCI): _____
2. Total commission expense (commissions paid to agents): _____
3. Total company dollar (item 1 – item 2): _____
4. Total expenses (not including commission expense): _____
5. Total profit (or loss): _____
6. Total listings taken: _____
7. Total listings expired: _____
8. Total listings canceled: _____
9. Total listings sold: _____
10. Total Buyer sales: _____
11. Total closed transactions: _____
12. Pendings at year end: _____
13. Inventory at year end: _____
14. Average sales price: _____
15. Average commission: _____
16. Average per person productivity
(Total transactions closed = total number of agents): _____

- 17. Total recruiting contacts made -
 - A. New: _____
 - B. Experienced: _____
- 18. Total recruiting interviews -
 - A. New: _____
 - B. Experienced: _____
- 19. Total agents recruited -
 - A. New: _____
 - B. Experienced: _____
- 20. Current number of agents -
 - A. New: _____
 - B. Experienced: _____

2017 Production Sources and Recruiting Ratios

- Office production sources -
- 1. Past Clients: _____
 - 2. Centers of Influence: _____
 - 3. For Sale By Owner: _____
 - 4. Expireds: _____
 - 5. Just Listed / Just Sold calls: _____
 - 6. Sign calls: _____
 - 7. Ad calls: _____
 - 8. Cold calls: _____
 - 9. Cold doors: _____

- 10. Open houses: _____
- 11. Walk-ins: _____
- 12. Other: _____

Recruiting ratios:

- 1. Recruiting contacts made to appointments set -
New agents: _____
- 2. Recruiting contacts made to appointments set -
Experienced agents: _____
- 3. Recruiting appointments to hires -
New agents: _____
- 4. Recruiting appointments to hires -
Experienced agents: _____

2018 Production and Recruiting Goals

- 1. Total gross commission income (GCI): _____
- 2. Total commission expense
(Commissions paid to agents): _____
- 3. Total company dollar (item 1 – item 2): _____
- 4. Total expenses
(Not including commission expense): _____
- 5. Total profit (or loss): _____
- 6. Total listings taken: _____
- 7. Total listings expired: _____
- 8. Total listings canceled: _____
- 9. Total listings sold: _____

10. Total Buyer sales: _____
11. Total closed transactions: _____
12. Pendings at year end: _____
13. Inventory at year end: _____
14. Average sales price: _____
15. Average commission to company/office: _____
16. Average per person production (Total closed transactions = total number of agents): _____
17. Total recruiting contacts -
 - A. New: _____
 - B. Experienced: - _____
18. Total recruiting interviews -
 - A. New: _____
 - B. Experienced: _____
19. Number of agents to recruit -
 - A. New: _____
 - B. Experienced: _____

The Numbers Required to Achieve My Goal

1. Number of listings necessary to achieve listings sold: _____
2. Number of Buyer sales necessary to achieve Buyer sales goal: _____
3. Number of total listings sold and Buyer sales to achieve total closed transactions: _____

The Numbers Required to Achieve My Goal *continued...*

- 4. Number of recruiting contacts necessary -
 - A. New: _____
 - B. Experienced: _____

- 5. Number of recruiting interviews necessary -
 - A. New: _____
 - B. Experienced: _____

Action Steps To Be Taken Or Action Plan

As specifically as possible, simply list those individual activities you need to accomplish and systems you need to put in place, in the following categories, in order to achieve your goals.

- 1. Recruiting: _____

- 2. Training: _____

- 3. Administration: _____

- 4. Retention / recognition: _____

Mike Ferry Events to Attend in 2018

- | | |
|--|---|
| <input type="checkbox"/> Production Retreat | <input type="checkbox"/> Complete Listing Workshop |
| <input type="checkbox"/> Mini Retreat | <input type="checkbox"/> Productivity School |
| <input type="checkbox"/> Superstar Retreat | <input type="checkbox"/> Recruiting Clinic |
| <input type="checkbox"/> Management Retreat (East/West) | <input type="checkbox"/> Ultimate Real Estate Sales Workshop |

The Daily Schedule

You need to create a simple daily schedule to support the goals you've set. Don't make the schedule so strict you can't keep it. Keep it in front of you, so it motivates you to do the job you have to do!

7:00 - 7:30 AM _____

7:30 - 8:00 AM _____

8:00 - 9:30 AM _____

9:30 - 10:00 AM _____

10:00 - 10:30 AM _____

10:30 - 11:00 AM _____

11:00 - 11:30 AM _____

11:30 AM - 12:00 PM _____

12:00 - 12:30 PM _____

12:30 - 1:00 PM _____

1:00 - 1:30 PM _____

1:30 - 2:00 PM _____

2:00 - 2:30 PM _____

2:30 - 3:00 PM _____

3:00 PM - on _____

Coach's Suggestions or Recommendations

1. _____

2. _____

3. _____

4. _____

5. _____

