



www.MikeFerry.com

North America's Leading Real Estate
Coaching and Training Company™

2009 Business Plan

Part 1 ... 2008 Re-cap

1. Total income paid
2. Total business expenses
3. Pre-tax income
4. Total closed deals
5. Total listing appointments
6. Total listings taken
7. Total listings sold
8. Buyer controlled sales
9. Average sales price
10. Average commission check
11. Average hours worked per week
12. Present pendings
13. Present inventory
14. Total days worked
15. Total hours prospected
16. Total contacts

Part 2 ... Business Sources for 2008 by Percentage and Number

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

Part 3 ... 2009 Production Goals

1. Closed deals goal
2. Income goal
3. Hours of prospecting goal
4. Contact goal
5. Listing appointment goal
6. Listings taken goal
7. Listings sold goal
8. Buyer sales goal
9. Goal for hours worked per week
10. Goal for days worked per week

Part 4 ... The Numbers Required to Achieve My Goals

1. Contacts to listings taken
2. Contacts to closed deals
3. Listing appointments to listings taken
4. Listings taken to listings sold
5. Buyer sales versus listings sold
6. Hours of prospecting per day
7. Contacts per day

Part 5 ... Action Steps to be Taken or Action Plan

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Part 6 ... Coaches' Suggestions or Recommendations

- 1.
- 2.
- 3.
- 4.
- 5.