



Name: \_\_\_\_\_

## 2015 Business Plan

Transaction Goal for 2015 \_\_\_\_\_

Income Goal for 2015 \_\_\_\_\_

To start 2015 in full momentum, write a 15 month business plan that will begin as of October 1, 2014.

Your 15 Month Business Plan should be divided into six parts. They are:

- 1) What must I do from October 1<sup>st</sup> to December 31<sup>st</sup> to start my 2015 off on the right track?
- 2) Recap my previous year's production.
- 3) Specific 2015 production goals.
- 4) The numbers required to achieve my goals.
- 5) My daily schedule.
- 6) Challenges and Solutions.

### Part 1 – Finish Strong!

1) Identify how many days you will work between October 1<sup>st</sup> and December 31<sup>st</sup> ... take a reasonable (use Mike's definition) number of days for the holidays. Write a detailed schedule and give it to everyone that will help you stay on track.

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2) Identify how many listings sold: \_\_\_\_\_

3) Identify how many buyer sales: \_\_\_\_\_

4) How many listing appointments must you go on to accomplish your goal? \_\_\_\_\_

5) How many hours of prospecting must you do to accomplish your goal? \_\_\_\_\_

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6) How many objection handlers do you need to work on to deal with any holiday objections you receive? \_\_\_\_\_

7) Answer the following questions:

a) If I stay on schedule ... What will that mean to my 2015? ... What will it mean to my family's Christmas?

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

b) If I get off my schedule, how quickly will you get back to work?

\_\_\_\_\_  
 \_\_\_\_\_

c) What distractions do you need to eliminate to help you achieve this 90 day goal?

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 \_\_\_\_\_  
 \_\_\_\_\_

d) What would Mike say about my 90 day plan to set up my 2015?

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Part 2 – 2014 Recap**

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

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**Part 3 – 2015 Production Goals**

- 1) Income goal: ..... \_\_\_\_\_
- 2) Closed deals goal: ..... \_\_\_\_\_
- 3) Listing appointment goal: ..... \_\_\_\_\_
- 4) Listings taken goal: ..... \_\_\_\_\_
- 5) Listings sold goal: ..... \_\_\_\_\_
- 6) Buyer sales goal: ..... \_\_\_\_\_
- 7) Goal hours per week: ..... \_\_\_\_\_
- 8) Goal days worked: ..... \_\_\_\_\_
- 9) Prospecting goal: ..... \_\_\_\_\_
- 10) Contact goal: ..... \_\_\_\_\_

**Part 4 – Numbers Required to Achieve the Goals**

- 1) Listings/appts to listings taken: ..... \_\_\_\_\_
- 2) Listings sold: ..... \_\_\_\_\_
- 3) Buyer sales/listings sold: ..... \_\_\_\_\_
- 4) Prospecting per day: ..... \_\_\_\_\_
- 5) Contacts per hour: ..... \_\_\_\_\_

**Part 5 – Daily Schedule – Stay on Schedule to Achieve the Goal**

- 7:00 - 7:30 - \_\_\_\_\_
- 7:30 - 8:00 - \_\_\_\_\_
- 8:00 - 8:30 - \_\_\_\_\_
- 8:30 - 9:00 - \_\_\_\_\_
- 9:00 - 9:30 - \_\_\_\_\_
- 9:30 - 10:00 - \_\_\_\_\_
- 10:00 - 10:30 - \_\_\_\_\_
- 10:30 - 11:00 - \_\_\_\_\_
- 11:00 - 11:30 - \_\_\_\_\_
- 11:30 - 12:00 - \_\_\_\_\_
- 12:00 - 12:30 - \_\_\_\_\_
- 12:30 - 1:00 - \_\_\_\_\_
- 1:00 - 1:30 - \_\_\_\_\_
- 1:30 - 2:00 - \_\_\_\_\_
- 2:00 - 2:30 - \_\_\_\_\_
- 2:30 - 3:00 - \_\_\_\_\_
- 3:00 – on - \_\_\_\_\_

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**Part 6 – Challenges and Solutions**

1) Challenge:

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Solution:

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2) Challenge:

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Solution:

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3) Challenge:

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Solution:

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4) Challenge:

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Solution:

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5) Challenge:

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Solution:

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