



15-MONTH BUSINESS PLAN FOR 2021

Transaction Goal for 2021: _____

Income Goal for 2021: _____

To start 2021 in full momentum, write a 15-month business plan that will begin as of October 1, 2020.

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

1. What must I do from October 1st to December 31st to start my 2021 off on the right track?
2. Recap my previous year's production
3. Specific 2021 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 1st and December 31st ... 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.

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?
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 2021? ... What will it mean to my family's Christmas? _____

 - b. If I get off my schedule, how quickly will I get back to work? _____

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

d. What would Mike say about my 90 day plan to set up my 2021? _____

PART 2 - 2020 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: _____

PART 3 - 2021 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/appointments 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 AM _____

7:30 - 8:00 AM _____

8:00 - 8:30 AM _____

8:30 - 9:00 AM _____

9:00 - 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 _____

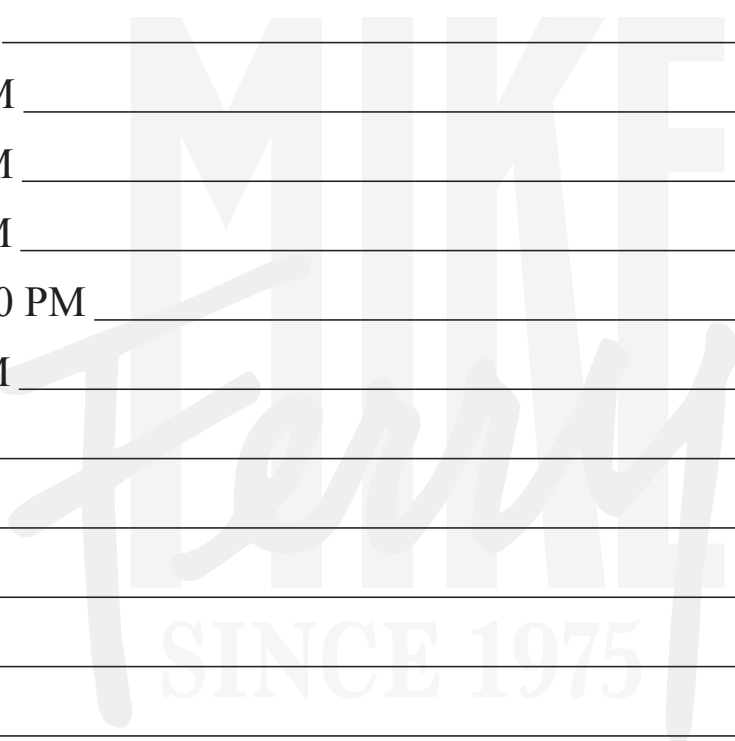
1:00 - 1:30 PM _____

1:30 - 2:00 PM _____

2:00 - 2:30 PM _____

2:30 - 3:00 PM _____

3:00 PM - On _____



PART 6 - CHALLENGES AND SOLUTIONS

1. Challenge:

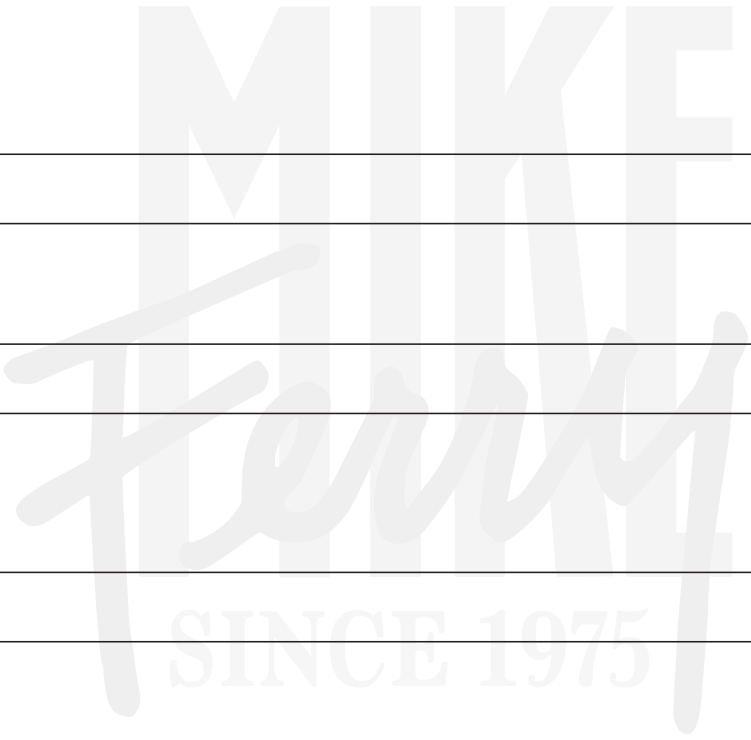
1. Solution:

2. Challenge:

2. Solution:

3. Challenge:

3. Solution:



PART 6 - CHALLENGES AND SOLUTIONS *continued ...*

4. Challenge:

4. Solution:

5. Challenge:

5. Solution:

