



## 13-MONTH BUSINESS PLAN FOR 2021

Transaction Goal for 2021: \_\_\_\_\_

Income Goal for 2021: \_\_\_\_\_

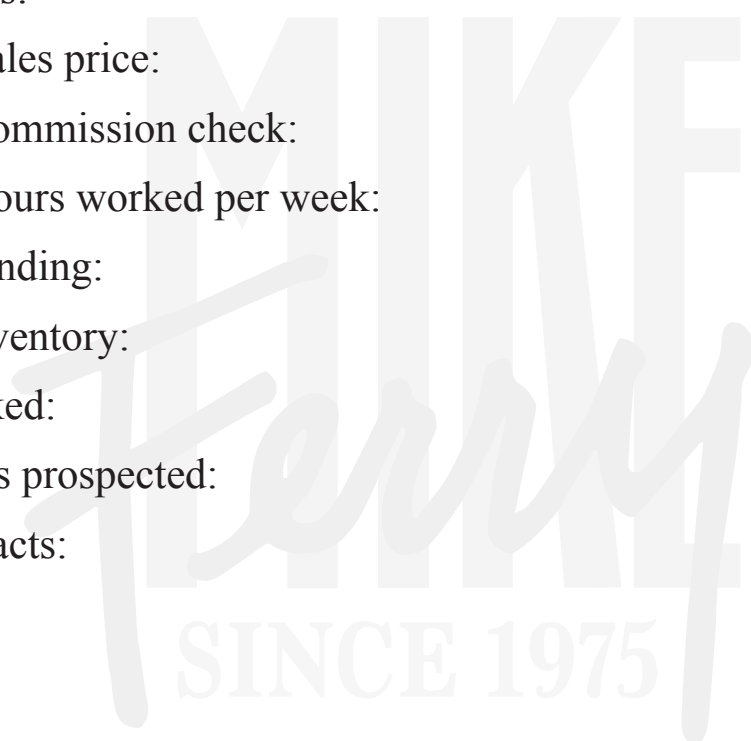
To start 2021 in full momentum, write a 13-month business plan that will begin as of December 1, 2020.

Your 13-Month Business Plan should be divided into six parts. They are:

1. What must I do from December 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 - 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 2 - 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 3 - 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 4 - 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 \_\_\_\_\_

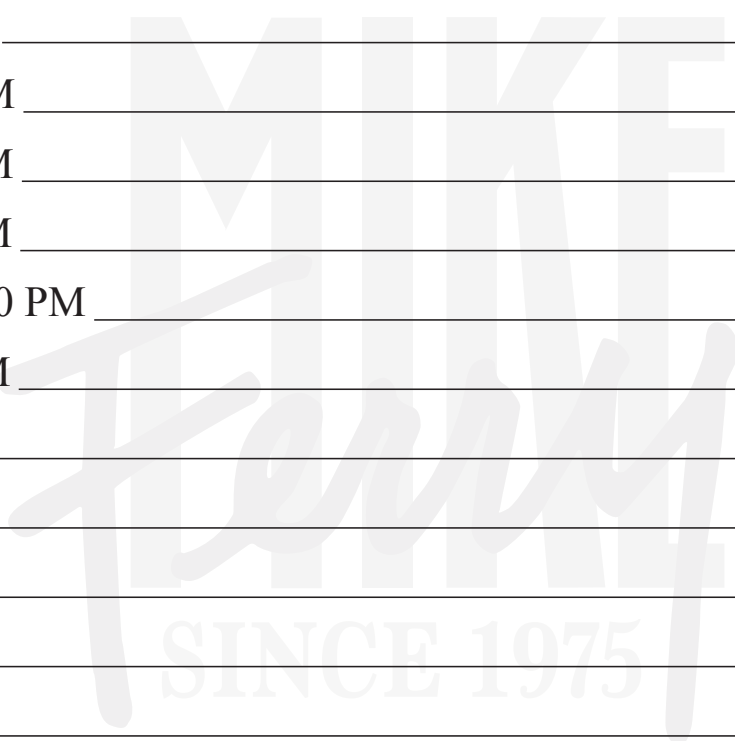
1:00 - 1:30 PM \_\_\_\_\_

1:30 - 2:00 PM \_\_\_\_\_

2:00 - 2:30 PM \_\_\_\_\_

2:30 - 3:00 PM \_\_\_\_\_

3:00 PM - On \_\_\_\_\_



## PART 5 - CHALLENGES AND SOLUTIONS

1. Challenge:

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1. Solution:

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2. Challenge:

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2. Solution:

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3. Challenge:

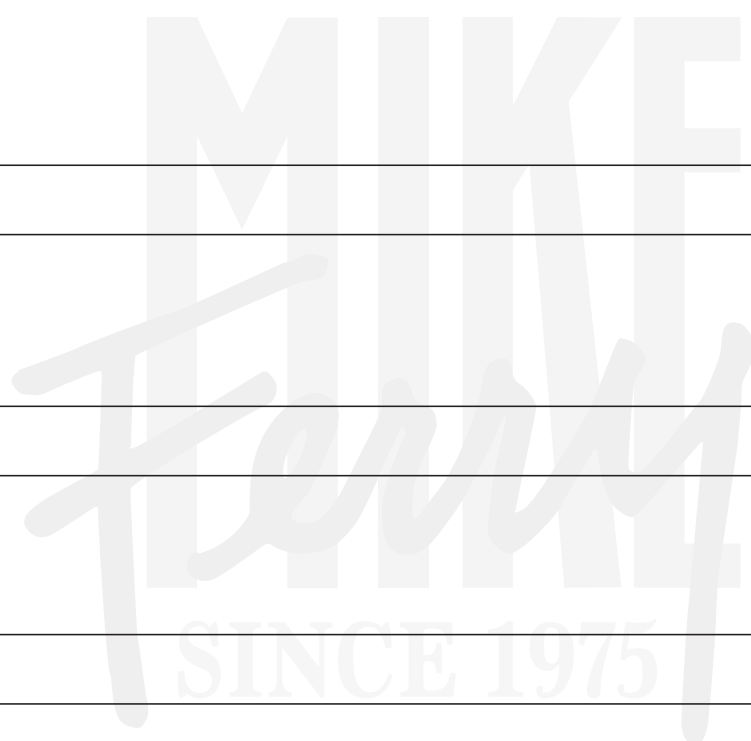
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3. Solution:

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**PART 5 - CHALLENGES AND SOLUTIONS** *continued ...*

4. Challenge:

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4. Solution:

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5. Challenge:

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5. Solution:

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