



BUSINESS PLAN FOR 2021

Transaction Goal for 2021: _____

Income Goal for 2021: _____

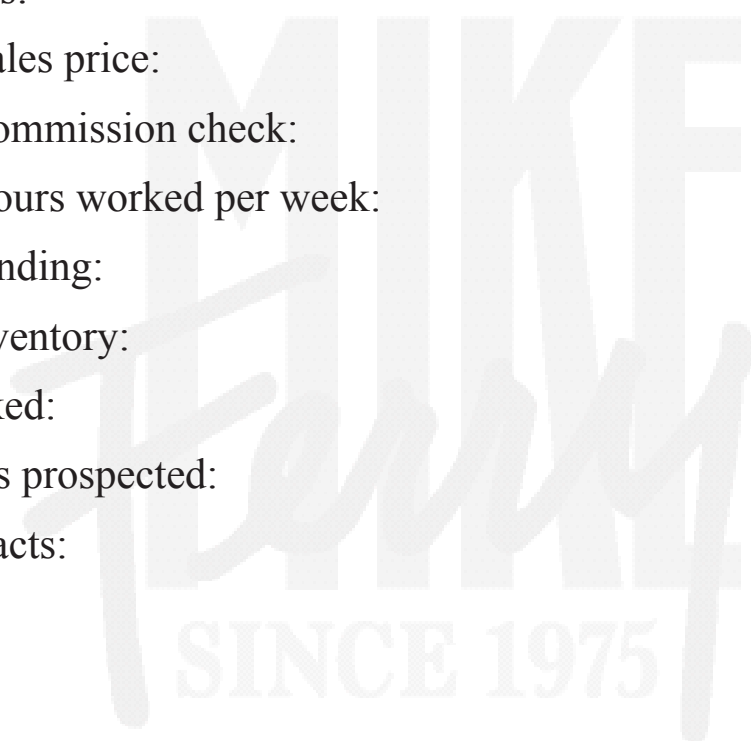
To start 2021 in full momentum, write a business plan that will begin as of January 1, 2021.

Your Business Plan should be divided into five parts. They are:

1. Recap my previous year's production
2. Specific 2021 production goals
3. The numbers required to achieve my goals
4. My daily schedule
5. 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 _____

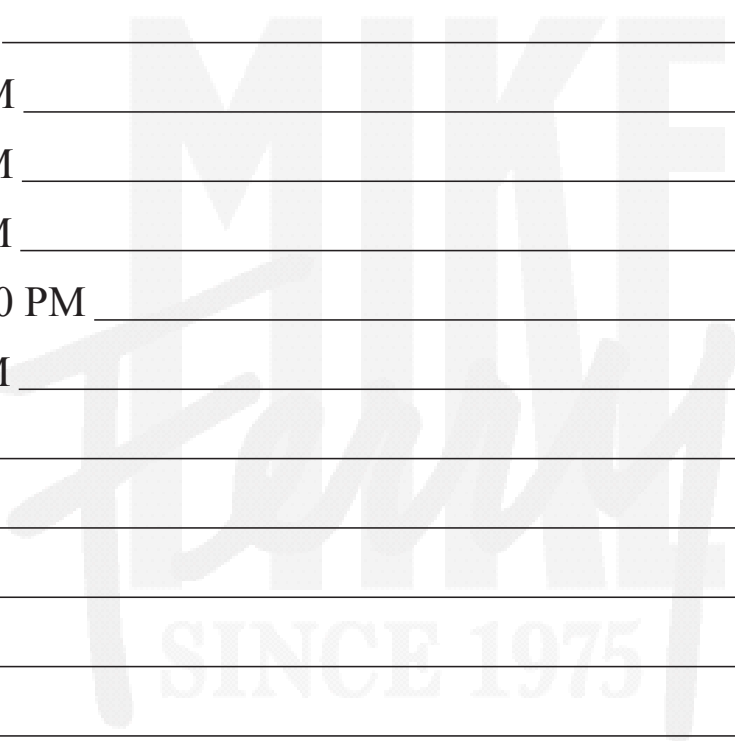
1:00 - 1:30 PM _____

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:

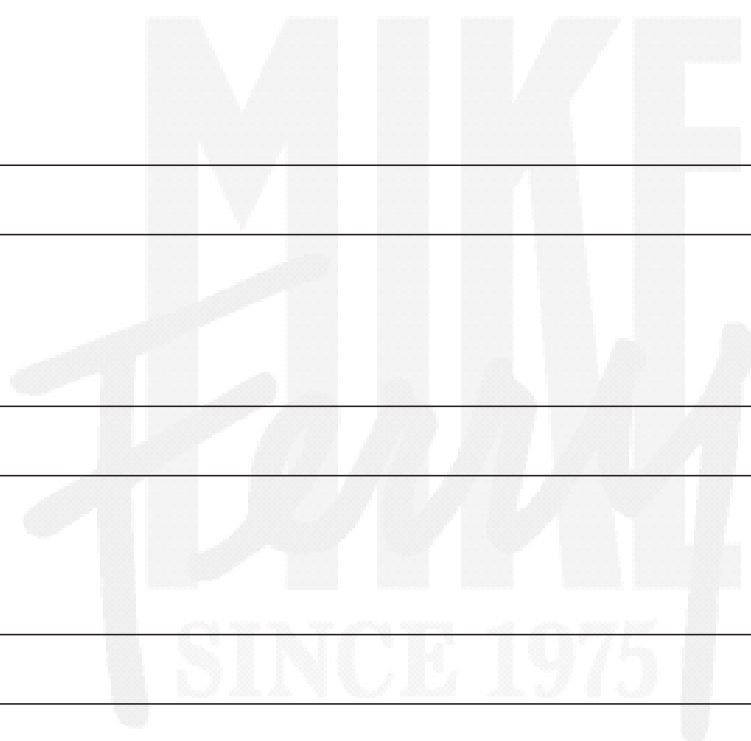
1. Solution:

2. Challenge:

2. Solution:

3. Challenge:

3. Solution:



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

4. Challenge:

4. Solution:

5. Challenge:

5. Solution:

