Real Estate Business Goal Setting

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| Examples | 4 PILLARS OF YOUR BUSINESS |
| * Client events
* Facebook
* LinkedIn
* Instagram
* Door Knocking
* Open Houses
* FSBOs
* Expireds
* Seminars
* Investors
* Direct Mail
 | * SEO/Blog
* YouTube
* Landlords
* Renters
* Agent Referrals
* Builders
* REO
* Relo
* PPC
* Portals
* Purchased Databases
 | RepeatReferralSphere |  |  |  |
| Gross Yearly Commission Goal: | A | A | A | A |
| Average Sales Price | B | B | B | B |
| Average Commission % | C | C | C | C |
| Average Commission **(B\*C)** | D | D | D | D |
| # of Transactions **(A / D)**  | E | E | E | E |
| Average Conversion Rate | F | F | F | F |
| Total Leads **(E / F)** | G | G | G | G |
| Leads / Week **(G / 48\*)** | ☐ | ☐ | ☐ | ☐ |
| Weekly Lead Generating ActivitiesFill in tasks with numbers. Example: 4x open houses, 2x blog posts, 50x Expired, etc **Instructions**: Select 4 prospecting methods you will *exclusively* focus (Repeat, Referral, and Sphere should ALWAYS be a pillar). Fill your gross commission goal under each pillar. Your goal is that *every* pillar will, by itself, meet your goal. If one pillar fails, you still have other pillars working.  Work backwards from the goal using the assumptions and math steps outlined. How many leads do you need each week to hit your goal? Finally, fill in action items that will earn the number of leads. Fill in a weekly development goal: business dev (working *on* your business instead of *in* it) and professional (reading, education, etc). Check weekly that you’ve completed your action items. Check the box if you earned your target number of leads. If not, consider modifying your lead generation activities.  | COMPLETE? ☐ | COMPLETE? ☐ | COMPLETE? ☐ | COMPLETE? ☐ |
| BusinessDevelopment | ☐ |
| Professional Development | ☐ |