



The Single,
Most Important
Document You Will
Read In Your Real
Estate Career!

Contents

INTRODUCTION 3

PART ONE: THE GPS ANALYSIS 6
Where You Are and Where You Want To Go

PART TWO: THE CLARITY REPORT. 12
Three Components of a Winning Strategy

PART THREE: THE STRATEGIC PLAN 21
Including Worksheet and Sample Plan

Introduction

What do you think the one thing is that you absolutely have to have if you want to build your real estate business to over one million in income? I know that you can build your business to over one million, because I've done it. I've also watched my good friend do it in three years time. It took me six years. Since then, we've been able to help thousands of real estate agents grow their businesses. Many have grown to over one million in income by applying what we are about to share with you in this document.

As you've probably already discovered, being the best real estate agent doesn't always equate to making more money. In fact, I'd bet you could name a few of the top agents in your market that are doing very well for themselves, and you know for a fact you do a better job for your clients. Am I right? Thought so.

The reality is, real estate is much more than just selling homes; you are now in business for yourself. Take a moment to appreciate that. You don't have to answer to anyone, turn in reports, brown nose, or ever feel the stress of being downsized, let go, or overlooked for a promotion. I mean let's face it; this is one of the greatest opportunities our great country has to offer. You have unlimited earning potential, and you are your own boss.

That being said, why does it have to be so hard? Why do 80% of real estate agents get out of the business within their first year? Well, if you've ever found yourself saying, "There's got to be a better way" then you are in the right place. This report is going to give you the formula for taking your business from \$50,000 to over \$1,000,000 in income. I know, I know; it sounds bold, but you know it's possible. Heck, you've probably already started doing the math. It's not that hard to make a million selling real estate. I'm going to prove it to you. You see, my good friend Michael Reese and I discovered some very fundamental discoveries on our path to one million. We will talk more about that later, as it is one interesting story about how two kids from a small town created multi-million dollar real estate businesses without a dime in their pockets. No doubt, you will want to hear the trials and tribulations we've had, as you will save some time on your journey by learning from our mistakes.

I digress. Let's get back on track. You now own your own business, and virtually every business on the planet stresses the importance of having a Strategic Plan and successful CEOs live, eat, and breathe by theirs. That's because Strategic Plans are the actual road maps that prevent them from veering off the paths that lead to their ultimate destinations.

Nothing has ever impacted either of our real estate businesses more than understanding how to think strategically and base your daily activities off your Strategic Plan. We're really excited to help you develop yours.

First Things First

There's a little prep work you have to do before you can map out a winning Strategic Plan for your business. We've divided this document into three sections; it's extremely important that you complete all of them, and do them in the right order. Don't be tempted to skip anything or jump ahead, or else you're going to end up with a bad plan that could take you full speed ahead down the wrong path.

Part one of this plan is "**The GPS Analysis**" where you'll take inventory of where you are now and decide where you want to go. The next part is "**The Clarity Report**" where we'll teach you the three core components of a killer Strategic Plan. Then, the third and final part is where you'll actually create "**The Strategic Plan**" based on what you uncovered in parts one and two. Once all three components are done, this document will become the cornerstone of your entire business from this point forward.

So, here's what you need to do to get started:

1. Open your calendar right now and pick a date in the next seven days where you don't already have anything planned.
2. Block the entire day for an appointment with yourself and title it, "**The Turning Point.**"
3. Treat this appointment like it's a once-in-a-lifetime opportunity to spend an entire day with Michael Jordan, George Bush or whomever you idolize. If an opportunity like that came around, you'd surely find a way to fit it in your schedule (and you wouldn't get started late, end early, answer your phone, or worry about emails). You'd give your undivided attention to the special day. We're here to tell you that you owe it to yourself to treat your **Turning Point Day** with the same level of importance as you would that appointment.

(You're obviously serious about succeeding in real estate, or you wouldn't have downloaded this report; go ahead, pick the date and write it down).

My "Turning Point" day is

_____/_____/_____

Just as important as the date, is the location where you'll have your **Turning Point Day**. You have to pick a spot that meets two criteria: It has to be completely free of distractions and it has to be a place that's at least somewhat unfamiliar to you. It can't be your home or your office, because psychologically, those environments are proven to have a stifling effect on deep thinking and they're filled with all kinds of distractions and interruptions.

Some suggestions on where to go might be a coffee shop, the library, a hotel lobby, the beach, the lake, etc. You get the idea. Don't be afraid to drive 30-minutes or an hour to get there either. Again, the more you depart from your normal scene, the more creative, honest, and deep your thinking will be. In the end, that will help you create not just any Strategic Plan, but the right Strategic Plan.

My Turning Point day will be at

from

_____:_____AM to _____:_____PM

One word of caution before your Turning Point day comes. You probably know with pin-point accuracy how certain people in your life feel about your real estate business. Maybe you have a supportive wife, but your parents are negative. Or, maybe your best friend gets it, but not your wife. Our best advice is this: only share what you're doing with the people who you know will support you. Share with people who are as excited about your goods as you are.

Unfortunately, when it comes to building a business, there are more pessimistic than optimistic people out there, and you have to shield yourself from their negativity. Pessimists will plant seeds of doubt in your mind that can paralyze you from moving forward and reaching your potential. In other words, protect your dreams and keep them close to your chest.

If you haven't already done so, now is the time to either save this document to your desktop or print it out. Then don't look at it again until the start time on your **Turning Point Day**. Until then, memorize and meditate on these two quotes from one of the most successful businessmen on the planet, Tony Robbins:

*"The path to success is to take
massive, determined action."*

*"If you do what you've always done,
you'll get what you've always gotten."*

So, congratulations on deciding to take massive action and begin a new journey in your real estate career and your life. And get ready; because if you follow this plan exactly, your wildest dreams will come true.

Remember, do these steps properly and in the order in which they're prescribed. Doing otherwise will keep you from getting the results you want and deserve from this process.

To your success,

Jay Kinder



Part One: The GPS Analysis

Where You Are and Where You Want To Go

First of all, welcome to your **Turning Point Day!**

Hopefully, you followed our advice correctly and you're sitting in a great environment with a full day dedicated to creative and strategic thinking. If you haven't done so already, you should really consider turning your phone and email off for the day as well, because otherwise, little disturbances will inevitably creep in and derail you.

Now, onto the GPS Analysis

Think for a moment about a car's GPS system. It will get you to your destination, but only if you give it two critical pieces of information: where you are right now and where you want to go. In your real estate business, you have to figure those things out before you can do anything else, and they will eventually serve as the bookends of your Strategic Plan.

To get started, we're going to begin by asking you six critically important questions to help you take inventory on where you are. Give your best estimate if you don't know the exact numbers, but resist the temptation to inflate your answers.

› How many homes have you listed in the past 12 months? _____

› How many of them sold? _____

› How many buyers have you shown homes to in the past 12 months? _____

› How many of them bought a home from you? _____

› How much gross income have you earned in the past 12 months? _____

› How many hours per week are you working? _____

These answers should give you a pretty good snapshot of how your business is doing right now. To finish the inventory process, we're going to have to get a little psychological on you and talk about your feelings. No, we're not kidding, and yes, we realize that it sounds extremely touchy. But bear with us because this is important stuff.

As you do this exercise, you have to be really honest with yourself and open up about how you truly feel about your real estate career. Here are some common examples of negative statements we've heard over the years.

"I'm scared I made a mistake getting into this business."

"I really want to make this work, but I'm still not succeeding and I don't know what I'm doing wrong."

"I'm doing okay financially, but I work all the time and I'm tired of not having a life."

Maybe you relate to some of these statements...maybe you don't. Regardless, you do have feelings about your real estate career and now's the time to get them out of your head and onto paper. You're powerless when you leave them bottled up inside and putting them in writing will help you face the things that are stressing you out and get you on the right path to fixing them.

› When I wake up in the morning on a workday, I feel:

› When I'm talking to a client, I feel:

› When I'm negotiating contracts, I feel:

› When I'm on a listing appointment, I feel:

› When I'm working on lead generation, I feel:

› When I'm talking to a potential lead who I called, I feel:

› When I'm talking to a potential lead who called me, I feel:

› Does your real estate career bleed over into your personal life, and if so, is that okay with you or does it frustrate or upset you?

› What do you like the most about working in real estate and why?

› If you could change one thing about your real estate career, what would it be?

Okay, you can relax now... the psychoanalysis is over. We've both answered these questions ourselves, so we know it's not easy to dig into your core like that. Remember the essence of the GPS: You have to know where you are before you can get to where you want to go. So, if you fully completed those exercises, give yourself a pat on the back because you're obviously serious about your career and you're an action taker. If we were sitting there with you, we'd give you a knife bump (and if you don't know what that is, you'll find out soon enough)!

If you haven't finished the exercise, dig deep and get it done. The only way to conquer dis-empowering feelings is to face them. You are more powerful and capable of amazing things than you'll ever know.

Take a minute right now and finish if you didn't. You'll be glad you did. If you did, then congratulations and move on to the next exercise.

So now that you know where you are, let's jump into the "where you want to go" part of your GPS Analysis. In other words, **let's talk about your goals.**

Ask any real estate agent if they have goals for their business and chances are they'll say yes because they have an idea in their head of what they want to achieve. But, the reality is that most of them actually don't have goals; they just have wishes, hopes or dreams.

Most of the agents we talk to tell us their number one goal right now for their real estate business is "to make money." Well, the definition of a goal is "an observable and measurable end result where an objective is to be achieved within a fixed time frame." You can see clearly, "to make money" doesn't fit the bill. There's no specific objective; nothing is measurable and there's no fixed time frame.

You're probably familiar with the S.M.A.R.T. acronym, right? It's a timeless goal-setting principle that means that your goals should be Specific, Measurable, Attainable, Realistic and Time-bound. Instead of just wishing "to make money," we challenge agents to go several steps further by asking themselves how much money they want to make...by when, how they plan on making it and why making that amount is important to them?

At the end of the exercise, their vague desire "to make money" has morphed into something much more powerful, such as, "My goal is to make \$50,000 in gross commission in the next 90-days by selling at least eight of my listings so I can pay off my credit card debt." Now that's a great goal; it not only fits the dictionary definition of what a goal should be, it fits the S.M.A.R.T. principle, too.

Now, it's time for you to set some goals for your business and your life. Take your time as you go through the questions below, and really think hard about what you want to achieve. As you write down your goals, remember to run each of them through the S.M.A.R.T. filter – **they must be: Specific, Measurable, Attainable, Realistic, and Time-bound.** We also want to challenge

you to dream big and have big goals. Yes, they have to be realistically attainable, but don't play it safe and set your sights on mediocrity. **Your goals should scare you and excite you at the same time.**

› What is your financial goal for the next 90 days?

› Aside from your financial goal, what else would you like to achieve in your business in the next 90 days?

› What would you like to achieve in your personal life in the next 90 days?

› Where do you want to be financially ten years from now?

› What do you want your business to look like ten years from now?

› What do you want your personal life to look like ten years from now?

Now that you've figured out your goals, you might be wondering why there's such a huge jump from 90 days to 10 years. Well, the answer is simple. If you get wrapped up in one, three and five year goals like most people do, you lose sight of the two most important things; the here and now and the BIG picture. **Your big-picture goals should not change very often, but your 90-day goals should change...you guessed it...every 90 days.**

The Clarity Report

The Three Components of a Winning Strategic Plan

You now know where you are, and you know where you want to go. As G.I. Joe would say, “Knowing is half the battle,” so congratulations on getting this far; it shows a real commitment to your business and as you probably know, committed people win.

There are three components of a winning Strategic Plan that you have to understand before you can write yours. They are differentiation, prioritization and optimization.

For the purposes of keeping these three straight, we’ll dive into differentiation first.

DIFFERENTIATION: The result of efforts to make you stand out as a provider of unique value to customers in comparison to your competitors.

In the ultra-competitive world of real estate, differentiation means that you have to figure out what makes you different and better than your competitors, and then become known by those differences and advantages to the potential home buyers and sellers in your market. This will be your “point of differentiation” (which we’ll call your POD from here on out). It will become the backbone of your entire real estate business. You may have heard a POD called a USP (Unique Selling Proposition) or a USB (Unique Selling Benefit), but they all mean the same thing.

The following exercises will help you create a POD that will literally leave your competitors in the dust.

First, write down the names of some of the top agents in your market. They can be from your brokerage or another one; it really doesn’t matter as long as they’re a top producer.

1. _____

2. _____

3. _____

4. _____

5. _____

The reason there is so much space for each name on your list is because you now need to go back, look at each competitor's web site and write down what you think their POD is.

- › What's their headline or tagline?
- › Do they offer any guarantees or incentive programs?
- › Do they talk about anything special they do for their clients?
- › Are they targeting the needs of a special niche?

Again, don't over think this. The point is not to copy their POD; in fact that would be foolish because a POD, by definition, has to be unique. And besides, if you follow the advice in this guide, your POD will kill theirs anyway. The point of this exercise is to get an idea of how some of the successful people in your market are positioning themselves.

Now, to create a killer POD, you have to follow two rules: First, you have to hit on a pain point, second, you have to sell the benefit of using you as the solution to that pain point. If that sounds a bit confusing, don't worry, just keep reading and you'll understand soon enough.

One of the golden rules of marketing is that people are highly motivated by moving away from pain. We're obviously not talking about physical pain, we're talking about things like financial pain, uncertainty, fear and stress. The top three pain points for home sellers are:

- › The fear of not selling at all
- › The fear of not selling fast enough
- › The fear of not selling for enough money

That's it, folks. It all comes down to the speed of their sale, and the money in their pocket... nothing more, nothing less. Sure, people like the idea of working with someone who has lived in the area forever or has decades of experience. And sure, they like the idea of someone who answers the phone seven days a week and returns calls within one hour. But stop for a second and really think about WHY they like those things. They like them because they think those features might mean they'll get their home sold...hopefully faster and for more money. Again, it all boils down to speed and money.

The mistake agents often make when they're trying to brand themselves is that they focus on a feature and not a benefit. Every marketing guru on the planet will tell you that you need to think about the features, but sell the benefits.

Let's pick on a fictional agent named Joe who has a POD of "Proudly serving Atlanta home sellers for over 20 years." Well that's awesome for Joe, but why should potential sellers care? What's the benefit to them? His time in the business is the feature, but the benefit he's trying to imply is that he knows the market, and can therefore sell homes very effectively...evening out the bumps in the process, generating more money on the sale of a home and helping make the sale process as smooth and pain-free as possible.

How much more powerful do you think Joe's marketing would be if he communicated the benefit directly, rather than selling the feature and hoping people figure out the benefit? The answer is MUCH more powerful. Joe's doing the right thing by talking up his experience in the market, but he'd be way better off saying something like, "20 years of selling Atlanta homes fast and for top dollar."

Notice how that POD plays up what's different about Joe (20 years in Atlanta real estate) and directly communicates the benefits that relate to the pain points we mentioned above: not selling, selling too slowly or not selling for enough money.

Here's another quick example to help you understand the relationship between marketing features vs. benefits in your POD, let's look at M&M's:

They are different than other chocolate candy because they're covered in a hard outer shell. But notice that their marketing doesn't say, "The chocolate candy with a hard outer shell" – it focuses on the benefit to that feature by saying "Melts in your mouth, not in your hand."

Having a strong point of differentiation is an absolute necessity for any business, but it's especially critical in the ultra-competitive world of real estate. Simply throwing your name, head shot and web site address on your marketing materials is not going to do much for you, because all you're telling people is who you are and how to reach you. More importantly, you've totally missed the most important element: WHY people should choose you over every other agent in the market. Below is a series of questions that will help you develop or tweak your POD.

List 3 benefits (not features) a seller would have by working with you.

1. _____

2. _____

3. _____

List 3 benefits (not features) a buyer would have by working with you.

1. _____

2. _____

3. _____

List 3 pain points a seller would experience by not selling with you.

1. _____

2. _____

3. _____

List 3 pain points a buyer would experience by not buying with you.

1. _____

2. _____

3. _____

How can you solve the pain points of a home not selling at all, not selling for enough money, or not selling fast enough?

1. _____
2. _____
3. _____

Okay, now look back at your answers in this section about your competitors and yourself and figure out what you can do differently and better that will solve any or all of a potential client's pain points. Write your answer down in one concise statement, and that, my friend, is your Point of Differentiation.

My POD is:

A few examples of some real estate points of differentiation are:

- › "Your home sold GUARANTEED or I'll buy it"
- › "Our 88 point marketing plan gets your home sold in 30 days or less"
- › "Your home sold in 30 days or less, or I'll sell it for free"
- › "Using proven and tested methods to sell homes fast and for top dollar"

Now that you've determined your POD, the next step is to use it everywhere. Use it on your business cards, in your web site header, on your yard signs, on your postcards, in magazine ads, on billboards... use it absolutely everywhere, because it's your most powerful branding tool. It needs to become synonymous with your name. In other words, when buyers and sellers in your market think of it, they need to think of you.

[If you'd like help with this process and want to learn what has been tested and proven to be the best POD we have ever tested, CLICK HERE \(this will be our webinar link registration\).](#)

PRIORITIZATION: Evaluating a list of things to do, and then dealing with them in order of importance.

On any given day in your business, you could probably sit down and write out a long list of things that need to get done. When you're working without a clear Strategic Plan, one of two things will usually end up happening; either you'll become completely overwhelmed by the list and do a whole lot of nothing, or you'll do the easiest things and the things you enjoy the most... and that's it. It's human nature, and it doesn't mean you're bad or lazy, it just means that you're not working with a clearly defined destination in mind; therefore you don't have a turn-by-turn road map.

If you're like us, the day you got your real estate license, you didn't magically have a plan for how to succeed. Instead, you had a lot of head knowledge about the legalities of real estate, but not the business of it.

In our first couple of years, we didn't have plans in place, so we just haphazardly tried different things. Because our priorities were not lined out, we had no clue what to do or in what order to do it in order to reach our goals. Actually, we didn't even know what our goals were! We just did a little of this and a little of that and ended up making very little headway as far as building a business was concerned.

We wasted a lot of time and maybe you have, too. But remember... this is your Turning Point day, so that's about to change. Today you're going to get your priorities down on paper, so that tomorrow and every day thereafter, you'll wake up knowing exactly what you have to do to get closer to your goals. There is power in having absolute certainty that you are working on the right things in the right order.

If you have a team, then it's important to note that developing clear priorities is not just important for you, it's important for everyone in your organization. You're the leader, and you can't allow your team members to set their own priorities. You have to do it for them or with them, so that they're working on the right things in the right order to help you reach your goals and vice versa.

You're going to actually set your priorities in the third and final section of this report, your Strategic Plan, but for now we just want you to understand how important your priorities and systems are to your bottom line.

**Remember, it's not just about doing the right things;
it's about doing the right things in the right order.**

In the words of famous author John C. Maxwell,

"Learn to say no to the good so you can say yes to the great."

OPTIMIZATION: The process of making something as fully perfect, functional and effective as possible.

The last component of a winning Strategic Plan is optimization. The most important thing you need to know is that it's an ongoing process where you're constantly evaluating and tweaking every facet of your business to make things better, more profitable and more efficient.

Even when your goals and priorities are right, you still have to make sure you have solid systems in place so that everything can be executed as effectively and efficiently as possible. You have to fight the urge to become complacent or satisfied in your business because that's when things will start heading downhill. Trust us, we've experienced this firsthand. You have to view every part of your business as a work in progress that will never be "done."

An old Hollywood actress named Eartha Kitt once said, "I am learning all the time. The tombstone will be my diploma." You have to think about your business in the same way – as a neverending work in progress. You constantly have to be asking yourself, "How can this be done better?" And the day you stop asking that question is the day your business will start to become stagnant and die. That's why so many old-school real estate agents, who have been in business for decades are now struggling and going out of business. The world has changed, and they haven't changed with it. They haven't embraced the information age... they don't understand the importance of a good web site, social media or online marketing. They've chosen to stay in their comfort zone of marketing in newspaper ads and phone books.

One thing that has contributed to the success of our real estate careers is that we're constantly trying new things and experimenting with new technologies and tactics.

Honestly, new things are great and you should always keep your eyes out for innovative things to try. But, if you're spending all of your time bouncing from one new thing to the next, you're missing the greatest opportunity for growth: perfecting what you're already doing in your business.

As an example, about five years ago, we started putting property brochures in the flyer boxes in front of our listings. We'd get an average of two phone calls per listing per week, and we could convert about half of them to buyers. Not too bad, right? Well, a year or so later, we hired a marketing consultant to help us optimize our marketing strategies and she told us to take the price off the brochure and we'd get more calls because potential buyers would have a compelling reason to contact us.

It was such an "a-ha!" moment for us. Just by removing that one piece of information, we began averaging ten calls per week per listing, and still converted about half of them to clients. We increased our buyer business by 500% just by optimizing the property brochures we were already creating; and it didn't cost us one extra dime.

This approach is now practiced by nearly every real estate agent, and with the advent of mobile search we've had to adapt new strategies to get those calls now, but at the time, this was a HUGE difference with no additional dollars spent.

One of the most important things you can do to optimize your business systems is to constantly seek feedback from the front line. If you have an assistant, sit down with him or her and listen to their thoughts and ideas on how they could do their job better, faster and easier. Then, repeat that process with everyone else you work with – your buyer's agents, closing coordinators...everyone. Just because they tell you their ideas, it doesn't mean you have to implement all of them. After all, it is still your company. But you need to be willing to listen to them whenever they have an idea about how to optimize a process or system, and at least give it consideration.

A very successful company based here in Dallas has a pretty cool optimization system at their corporate headquarters and satellite locations. They have a "Process Improvement" form that all employees, from janitors to executives, have access to. Anytime they have an idea on how their job could be optimized, they fill out the form and submit it to corporate. If the idea is implemented, they get a \$100 bonus on their next paycheck. It's a brilliant optimization strategy because it lets everyone know that the bigwigs are listening and it motivates them to constantly be brainstorming ways to improve their systems and do their job better.

It pays off exponentially for the company because these process improvements often save them millions of dollars, and each one costs them a measly hundred bucks.

One last thing about optimization is that we strongly believe in having a weekly meeting with everyone with whom we work. The purpose is just to touch base, praise any accomplishments they've made that week, find out if they have any choke points, and figure out what needs to be tweaked or optimized to make the business run better. We have narrowed these down to what we call Impact Zone meetings, where we focus time weekly on the key areas of the business that drive revenue. Working ON the business not just IN the business.

We meet individually with some of the team members, and in a group setting with others. You'll just have to figure out what works best for you and your business. Regardless of how you structure it, though, there's one critically important rule. Do not skip it. Commit to these meetings and treat them like they're the most important thing of your day because reality, they just might be.

Putting the Pieces Together



"People with goals succeed because they know where they are going. It's as simple as that."
— Zig Ziglar

"You control your future, your destiny. What you think about comes about. By recording your dreams and goals on paper, you set in motion the process of becoming the person you most want to be."

— Mark Victor Hansen

Congratulations on making it this far! You're now in the last mile of the marathon, and it's the most important one. It's time to develop your official quarterly Strategic Plan on the next few pages. It's going to be based on all the work you've done so far in this document and everything we've taught you.

Each time you complete your quarterly Strategic Plan, you're completing the roadmap that will guide you turn-by-turn to your goals. You'll have a clear outline that details every step you need to take, and you'll wake up every day knowing exactly what you need to do and in what order.

To help you fully understand the components of the Strategic Plan and how to develop the right one for your business. Thanks again for making it this far, and don't stop now because you're three feet from gold!

To your success!

Jay Kinder and Michael Reese
Co-Founders
National Association of Expert Advisors®
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Strategic Plan

NAEA

:: CORE VALUES ::

What are the 6-8 non-negotiable values you have within your business?

1. We are committed to improvement
2. We are accountable
3. We approach challenges with optimism
4. We are passionate about adding value to our company, clients and community
5. We have integrity and respect for others
6. We practice open and real communication
7. We do what we say we'll do
8. Operational Excellence
9. We are selfless leaders creating leaders

:: OUR VISION ::

Revolutionize the Real Estate Industry

:: OUR MISSION ::

Why are you in this business? (Simple Terms)

Dominate the real estate industry with 15,000 NAEA members strong

:: OUR DIFFERENTIATED VALUE PROPOSITION ::

Sellers: 30 Day Marketing Plan to sell your home for the most money

Buyers: Proven system to buy a home below market value

Strategic Plan

:: STRENGTHS ::

- Excellent communication skills
- Powerful listing presentation
- Great at delegation
- Existing listing inventory is large
- Great reputation
- Great work ethic

:: WEAKNESSES ::

- Easily taken off path
- Not enough seller leads
- Not enough buyer leads
- Need to hire more admin staff to be more productive
- Don't get up early enough
- No accountability to execute plan

:: OPPORTUNITIES ::

- FSBO systems
- Expired Systems
- Stop working with buyers (hire buyers agents)
- Great company behind me
- Marketing to targeted sellers
- Market is improving

:: THREATS ::

- Lack of focus
- Limited money to invest
- Not enough buyer leads
- Not enough seller leads
- Not sure what to work on first

Goals

:: LONG TERM STRETCH GOAL ::

Passion Be number one agent in the state in sales!

Detailed image of future business: When I wake up in the morning I'm smiling because I am living in my new house overlooking lake Texoma. I have no stress since my business is running at high profit and my staff of 6 handles the details. We have pillars built that generate 40 listings per month and my 5 buyer agents sell 15 homes per month. I only work on the business and occasionally go on listing appointments. My brand is well known and my business seems to run with or without me.

:: 3 YEAR GOALS ::

Revenue	\$25,000,000
Profit	\$7,500,000
Members	\$4.6M
Designation	\$11.4M
Elites	\$3.6M
Mastermind	\$1.4M
Affiliates	\$1.5M

:: 1 YEAR GOALS ::

Total Revenue	\$6,039,769
Cash Balance	\$586,922
Gross Profit (75%)	\$4,529,826
Net Profit (15%)	\$905,965
Delinq. (1%)	\$60,398
Refunds (1%)	\$60,398
Chargebacks	\$0

:: 90 DAY EXECUTION PLAN ::

1. Hire 2 buyers agents by 4-15-14
2. Implement marketing for expired by 4-30-14
3. Implement PPC marketing for buyers by 5-15-14
4. Get to office daily by 7am now!
5. Implement FSBO marketing plan 6-1-14
6. Hire admin to handle more 6-15

Strategic Plan

NAEA

:: CORE VALUES ::

What are the 6-8 non-negotiable values you have within your business?

:: WHY ARE WE HERE? ::

:: DIFFERENTIATED VALUE PROPOSITION ::

:: LONG TERM STRETCH GOAL ::

Strategic Plan

NAEA

:: STRENGTHS ::

:: WEAKNESSES ::

:: OPPORTUNITIES ::

:: THREATS ::

Goals

N/A

:: LONG TERM STRETCH GOAL ::

:: 3 YEAR GOALS ::

Number of Transactions: _____

Average Sale Price: _____

Percent Sellers: _____

Percent Buyers: _____

Commission Rate: _____

Average Commission: _____

Total Revenues: _____

:: 1 YEAR GOALS ::

Number of Transactions: _____

Average Sale Price: _____

Percent Sellers: _____

Percent Buyers: _____

Commission Rate: _____

Average Commission: _____

Total Revenues: _____

:: 90 DAY EXECUTION PLAN ::

(Big 6)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



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