

Strengths

Opportunities

Weaknesses

Threats

Strategic Plan

<p>Core Values Should/Shouldn't</p>	<hr/> <hr/> <hr/> <hr/>								
<p>Purpose Why are you in this business?</p>	<hr/> <hr/> <hr/> <hr/>								
<p>Mission Where are you going, how do you know you got there, and by when?</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"></td> <td style="width: 20%; padding: 5px;">Sandbox Where, what & who we serve?</td> </tr> <tr><td style="height: 20px;"></td><td></td></tr> <tr><td style="height: 20px;"></td><td></td></tr> <tr><td style="height: 20px;"></td><td></td></tr> </table>		Sandbox Where, what & who we serve?						
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Goals

<p>Long Term Vision (BHAG) What will you look like in 10 years?</p>	<p>Passion _____</p> <p>What you are known for _____</p> <p>Detailed image of future business _____</p>																								
<p>3 to 5 Year Goals What will you look like in 3-5 years?</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Number of Transactions</td><td style="width: 50px;"></td></tr> <tr><td>Average Sale Price</td><td></td></tr> <tr><td>Percent Sellers</td><td></td></tr> <tr><td>Percent Buyers</td><td></td></tr> <tr><td>Commission Rate</td><td></td></tr> <tr><td>Average Commission</td><td></td></tr> <tr><td>Total Revenues</td><td></td></tr> </table>	Number of Transactions		Average Sale Price		Percent Sellers		Percent Buyers		Commission Rate		Average Commission		Total Revenues											
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Key Initiatives: WWW

<p>1 Year Key Initiatives What do you focus on?</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 30%;">What</th> <th style="width: 30%;">Who</th> <th style="width: 35%;">When</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1.</td><td></td><td></td><td></td></tr> <tr><td style="text-align: center;">2.</td><td></td><td></td><td></td></tr> <tr><td style="text-align: center;">3.</td><td></td><td></td><td></td></tr> <tr><td style="text-align: center;">4.</td><td></td><td></td><td></td></tr> <tr><td style="text-align: center;">5.</td><td></td><td></td><td></td></tr> </tbody> </table>		What	Who	When	1.				2.				3.				4.				5.			
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