

Real Estate - Your New Business

- Business Plan: Your road map to success.
 - This plan will design and guide your daily, weekly, monthly and yearly actions
 - This plan will include your goals, including Gross Collected Income (GCI), Budget for expenses, tax payments and personal net income
 - This will include your personal marketing plan, lead generation sources and expectations, and accountability checklists
 - This Plan will summarize your vision of your business

Marketing

The Art of telling people you know and don't know all about what you do

- Early on: Energy and Enthusiasm will be your best and least expensive marketing (direct contacts via phone or in person), along with business cards, open houses and company walking pieces
- With success comes more marketing: (Beware) personal brochures, websites, and mailing programs
- Don't forget Social Media Marketing: Rising in cost but potentially very successful
- Personal Marketing Book: Created by doing things and building a record. This grows with you

Time Management- Schedule your Life

You and Your Time are all you have in Real Estate

- Long term and short term time management must work together
- What plans do you already have for the next year, what would you like to do and when
- What days are you not going to work (i.e. Sunday etc...)
- What time will you start and finish each day
- What time will you eat lunch and/or take breaks

Time Management

- What time, every morning and afternoon, will you commit to prospecting everyday
- What times weekly will you visit the inventory
- What time will you leave available to meet current and new prospective clients
- What time will you have office meetings
- What time will you meet your accountability coach
- What time daily will you review your plan
- Etc...

S.M.A.R.T. Goals

- Specific: Goals should be specific e.g. “I will sell 12 homes in 2017”
- Measurable: An amount of money, # of sales, # of contacts etc...
- Attainable: You must be convinced that you can achieve it
- Relevant: They must be tied to something that is important to you
- Timely: Goals must have an achievement date

A Life of Goals

Goals are not just intended for business or financial achievement; You should have goals for all areas of your life

- Family
- Social
- Spiritual
- Physical
- Financial
- Education
- Business
- And more ...

Affirmations

Putting your Goals into affirmative statements
brings them to life stronger and faster
(be careful of what you wish for)

- Statements that assume that your goals are coming to life i.e. “I enjoy selling 12 homes this year”
- Always positive and assumptive
- Never negative or even hedged i.e. “I want to sell 12 homes this years” wanting and hoping doesn’t make life happen