REAL ESTATE AGENT’S GAME PLAN 2012

HOW TO CREATE YOUR BEST YEAR EVER!

by

THE COACH
Bill Sparkman

1215RE 2012
Why Am I in the Real Estate Business?

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If what you wrote doesn’t motivate you, keep looking. ‘Why’ creates ‘purpose,’ and ‘purpose’ is what keeps you motivated.

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Last Year’s Accomplishments & Wins

My Most Positive Significant Events of Last Year

Business:

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Previous Year’s Marketing Evaluation

Results Scoreboard

Total Income Earned:  
Number of Listings Sold:  
Buyers:  
Total Volume:  
Average Commission Per Closing: 

Where Did My Business Come From?

Website  _____%
Internet Classified Ads  _____%
Facebook  _____%
Referrals  _____%
Farming  _____%
Magazine Ads  _____%
Social Media  _____%
E-Marketing  _____%
FSBO’s  _____%
Expired Listings  _____%
Sign Calls  _____%
QR Codes  _____%
Seminar Marketing  _____%
Direct Mail  _____%
Call Capture  _____%
Other  _____%
Self Audit

Questions to examine and answer before creating your business plan

1) What did I learn about myself and my business this year?

2) What do I want more of next year? Less of?

3) Where do I have to improve that will have the biggest impact on my bottom line? (Complete the Reality Check page in the Game Plan)

4) What do I have to eliminate or complete before starting 2012? ie:
   * Obstacles
   * Strategies that aren’t working
   * Negative people
   * Unfinished projects

5) What are my strengths? weaknesses?

6) Why am I in this business? (The word ‘why’ creates Purpose and Motivation)

7) What makes me stand out? Your 10% difference
   (Why should I choose you to do business with? Focus on the benefit your customers get using your services. This is your Compelling Value Statement.)

8) What is the theme for my year?
# Real Estate Agent’s Reality Check

To determine if you are positioned to reach or exceed your goals, take this short quiz by giving yourself the appropriate points in each category:

<table>
<thead>
<tr>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>I do this on a consistent basis</td>
</tr>
<tr>
<td>2</td>
<td>I do this occasionally</td>
</tr>
<tr>
<td>1</td>
<td>I don’t do this, but am willing to begin</td>
</tr>
<tr>
<td>0</td>
<td>I do not intend on doing this</td>
</tr>
</tbody>
</table>

### Planning
- I have a written marketing plan
- Start each day off with a written list of priorities
- Have contingency plan in place for market changes

### Goals
- Establish annual production goals
- Using a structured tracking system
- Know exactly what needs to be produced on a daily basis to reach my financial goal

### Company
- Work for a company that is professional and supports my efforts to succeed
- Use all my company’s resources

### Product Knowledge
- Stay current on industry trends
- Stay current with all tech tools
- Know my product

### Team
- Provide special incentives to my support team
- Acknowledge support team regularly

### Marketing
- Try new marketing strategies
- Spend 50% of my time prospecting
- Know my strengths and weaknesses
- Know exactly what makes me unique

### Partnerships
- Have established a Power Team Referral System
- Have established a co-marketing strategy

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### Client Post Closing Contact Program
- Keep a database of all closed transactions
- Stay in touch with past clients at least 4 times

### Work Ethic
- Consistently work 45-50 hours per week
- Have a desire to win and a strong drive to excel
- Take time for a personal life
- I consistently ask for business, and close the deal

### Time Management
- Spend 80% of my time working on income-producing activity
- Delegate low value activities
- Prospect a minimum of 2 hours per day

### Referrals
- Have a formal system for generating referrals from application to closing
- Reward system for my referral sources

### Networking
- Am involved in industry associations
- Facilitate group selling seminars with Power Team
- Attend networking events

### Customer Care
- Maintain communication with all clients before they have to call me
- Personally attend closings
- Use a survey after all closings to evaluate my service

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**TOTAL SCORE**

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If you scored **85–108** you are on top of your game. **60–84** means you are on the right track, but you need to be more consistent. **35–59** means it may be time to evaluate your commitment and make a decision to get more active in your career.
10 STEP GAME PLAN

1. **2011 Production**
   - Total Volume
   - Total Sides Closed

2. **2012 Production Goal**
   - Total Volume
   - Total Sides Closed
   * To Reach Goal
     - Closings Per Month
     - Contacts Per Month
     - Sides Closed Per Month

3. **Balance of Business**
   - % Listings
   - % Sales

4. **My Four Main Areas of Marketing**
   1. _________________________
   2. _________________________
   3. _________________________
   4. _________________________
   * How to’s on separate sheet

5. **Marketing Budget**
   How will your marketing activities cost? Creating an itemized budget is the key to running a profitable business, it also ensures that your marketing efforts return more than they cost.

6. **Time Management**
   How will you schedule your marketing/prospecting activities? Create a daily prospecting schedule (see Take 5). I suggest 30 minutes a day committed to each marketing activity.

7. **2010 Education Investment**
   - $____________ (books, CDs, classes, etc.)

8. **What is my CVS?**
   (Compelling Value Statement - Your 10% difference)
   ______________

9. **Number of hours I will commit to work each week to reach my goals:**
   ______

10. **Motivation**
    - How will you keep yourself motivated daily?
    _________________________

11. **Action**
    - I take when I lose my “mojo”
    _________________________

**Helpful Hints:**
- Marketing plans don’t create results, execution does
- If your plan isn’t working – make adjustments quickly
- Knowing what you want is the first step to achievement
Reducing Goals to Appointments

**EXAMPLE**

Production Goal: $4,000,000 Total Sales Volume  
Divided By Average Price: $200,000 Average Sales Price  
Transaction Goal: 20 sales

An average Real estate agent will sell a house to buyers, or take a listing, with at least 1/2 the new clients with whom they have an appointment.

**Appointments Needed for the Year: 40 Appointments**

Use a 40 week year to allow for plenty of off and distracted time.

So, it’s simply one appointment per week, forty weeks out of the year, and only half of those appointments resulting in a sale. It is amazing how simple this formula for success is. This system works, as long as you work the system. This can be completely accurate and effective in achieving your goal and at the same time motivating you to work smarter. You may sell more than you have ever sold before with just one appointment per week. Stay focused on the appointment goal, track your numbers, and you will see great results. Be sure to also track the number of contacts required for you to get the first appointment.

**Definition of an Appointment**

a) **Listing Appointment** - A one-on-one appointment where you present the seller with your marketing plan and suggested listing price.

b) **Buyer Appointment** - An initial interview with a potential buyer so that you can both decide if you want to work with each other. This is the time you evaluate the buyers **urgency, ability, and commitment** to work with you.
Real Estate Agent’s Best Day Strategy
Income Producing Activities

1. Leave home
2. Leave the office
3. Find 10 suspects
4. Set 3 appointments
5. Get 1 referral
6. Send 5 thank you notes
7. Return all phone calls
8. Review marketing results
9. Make necessary adjustments to my plan
10. Sell a home - take a listing

“Time management is really about self-management. Best days are created by managing yourself.” – The Coach
Just Take 5!

Daily Structured Prospecting System

→ Hand Out 5 Business Cards Per Day
→ Send 5 E-mails Per Day
→ Make 5 Phone Calls Per Day (contact required)
→ Mail 5 Handwritten Notes Per Day

Focus on: ▲ Current Clients ▲ Referral Sources
▲ Prospects ▲ Closed Clients

Result: ▲ 400 Contacts Per Month
▲ 4800 Contacts Per Year

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## Take 5 Tracking Scoreboard

<table>
<thead>
<tr>
<th>5 Business Cards Passed Out</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>TOTAL</th>
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<tr>
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<tr>
<th>Mail 5 Handwritten Notes</th>
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- ✔ Contacts create appointments
- ✔ Appointments create sales
- ✔ Sales create desired income

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Real Estate Agents' Business Building Websites

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www.buyeracquire.com  Great Call Capture Product, Includes Glass Igloo IDX and More
www.activeain.com  Agent Blog
www.wordpress.com  Free Blog
www.voiceshot.com  Voicemail Marketing
www.realtypostcards.com  Postcard Marketing
www.postcardmania.com  Postcard Marketing
www.neighborhoodlink.com  Free Subdivision Website
www.neighbors101.com  Subdivision Website
www.virtualstaging.com  Online Staging for Your Listings
www.virtuallandscape.com  Online Landscape Staging
www.myrealestateletters.com  Direct Mail Marketing Letters
www.eproperties.com  Single Property Websites
www.happygrasshopper.com  Free E-Marketing
www.evernote.com  Great Business Organizer Tool

Killer app, Speech to text - Dragon Dictation
Every morning in Africa a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed.

Every morning in Africa a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death.

It doesn't matter whether you are a lion or a gazelle, when the sun comes up, you'd better be running!