

A Realty Group is a learning partnership. We believe in the professional development of all associates and business partners. We present collaborative, comprehensive opportunities for agents in every stage of their career. The vision of our training is to have each agent experience professional support in their work and ultimately their careers.

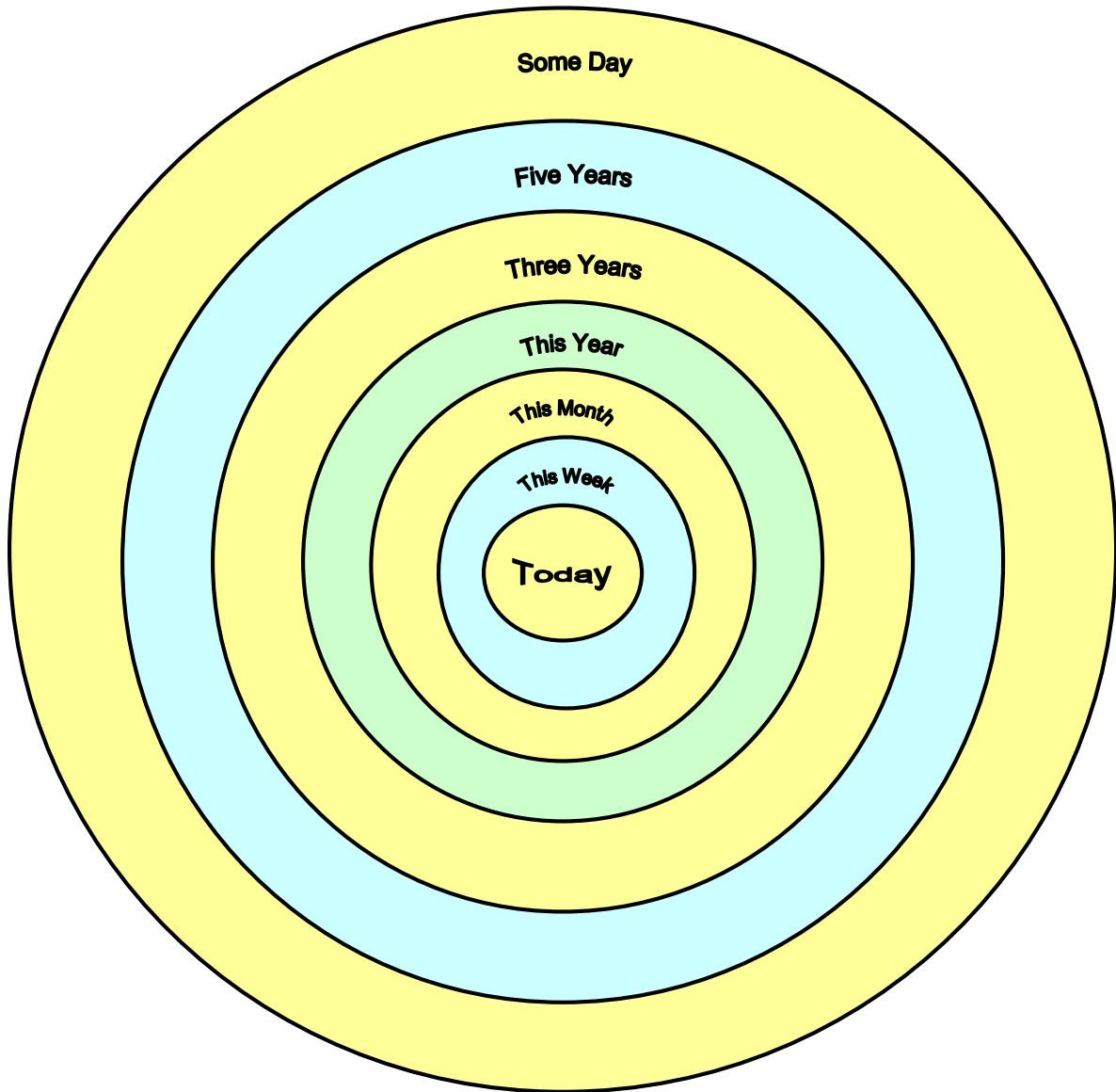
**Until my #1 priority is complete,
everything else is a distraction.**

Here is another simple formula you can follow:

1. Create a goal.
2. Create a simple plan.
3. Be accountable for the plan to be implemented.
4. Evaluate in short intervals.
5. Correct course.
6. Repeat steps 3, 4 and 5 until you reach the level of success you desire.

A LIFETIME WAY TO LOOK AT GOAL SETTING

Action Focus Goals



- This method of goal setting ties your future with your present.
- This method of goal setting prioritizes and allows you to be “appropriate in the moment.”

Commitment

- | | | |
|---------------------------------------|----------|----------|
| • Monthly Budget | \$ _____ | \$ _____ |
| | Home | Business |
| • Total Budget | \$ _____ | |
| • Other Monthly Income | \$ _____ | |
| • The Difference | \$ _____ | |
| • Average Commission | \$ _____ | |
| • Number of units sold to break even? | \$ _____ | |

Daily Activities

- Print and preview Hot Sheet in your target area every day.
- Prospect 4 days a week for three hours each day - Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday.

- Produce and deliver _____ CMA's every week in specialty areas specified. Areas:

- Open house schedule. _____

- Execute follow up materials per CRM from every CMA & BMA

- Implement successful advertising campaign / Personal materials for the year.

- Create and design a professional website and personal brochure.

YOU NEED TO GET A SENSE OF THE MONETARY VALUE OF TIME

WHAT'S YOUR TIME WORTH?

If you earn...		Every minute is worth...	Every hour is worth...
\$	2,000	\$ 0.017	\$ 1.020
	2,500	0.021	1.280
	3,000	0.026	1.540
	3,500	0.030	1.790
	4,000	0.034	2.050
	5,000	0.043	2.560
	6,000	0.051	3.070
	7,000	0.060	3.590
	7,500	0.064	3.840
	8,000	0.068	4.100
	8,500	0.073	4.350
	10,000	0.085	5.120
	12,000	0.103	6.150
	14,000	0.120	7.170
	16,000	0.137	8.200
	20,000	0.171	10.250
	25,000	0.214	12.810
	30,000	0.256	15.370
	35,000	0.299	17.930
	40,000	0.342	20.490
	50,000	0.427	25.610
	75,000	0.640	38.420
	100,000	0.852	51.230
	150,000	1.281	76.840
	250,000	2.135	128.070
	500,000	4.269	256.150
	1,000,000	8.538	512.300

SO... Today what is your time worth?

What do you want it to be worth?

Business Plan

Your Business Plan should be divided into five parts:

1. My previous year's production
2. 2014 – 2015 goals.
3. The numbers required to achieve my goals.
4. My daily schedule.
5. Challenges and Solutions.

Part A – 2013 Recap

1. Total income paid: _____
2. Total business expenses: _____
3. Total closed deals: _____
4. Total listing appointments: _____
5. Total listings taken: _____
6. Total listings sold: _____
7. Buyer sales: _____
8. Average sales price: _____
9. Average commission check: _____
10. Average hours worked per week: _____
11. Present pending: _____
12. Present inventory: _____
13. Days worked: _____
14. Total hours prospected: _____
15. Total contacts: _____

Part B – 2014 Production Goals

1. Income goal: _____
2. Closed deals goal: _____
3. Listing appointment goal: _____
4. Listings taken goal: _____
5. Listing sold goal: _____
6. Buyer sales goal: _____
7. Goal hours per week: _____
8. Goal days worked: _____
9. Prospecting goal: _____
10. Contact goal: _____

Part C – Numbers Required to Achieve Goals

1. Listings/appointments to listings taken: _____
2. Listings sold: _____
3. Buyer sales/listings sold: _____
4. Prospecting per day: _____
5. Contacts per hour: _____

CMA Status

APN# _____

Site Address: _____ Zip _____

Owner Name: _____

Phone: _____ Email: _____

Priority	Photo Date	Comp. Pkg. Date	Date Mailed Delivered	Follow up Date	Computer Data Date

Conversation Log

Motivation: _____

Home Owner Address: _____

Lead Generator: _____ Date: _____

Cold Call _____

Referral _____

Personal Source _____

Mailed _____

In Person _____

Owner Occupied _____

Investment _____

Vacation _____

Residential _____

Multi Res. _____

Commercial _____

Lots/ Land _____

Business _____

Annual Business Plan

	Previous Year	Commitment
1. Existing inventory	_____	_____
2. Total income	_____	_____
3. Total closed transactions	_____	_____
4. Average sales price	_____	_____
5. Total listings taken	_____	_____
6. Total listings sold	_____	_____
7. Total listings	_____	_____
8. Total buyer-side of sales	_____	_____
9. Advertising Expenses	_____	_____
10. Business Expenses	_____	_____

Things I have to do to accomplish this year's commitments

1. _____	2. _____
3. _____	4. _____
5. _____	6. _____
7. _____	8. _____
9. _____	10. _____

The numbers required to achieve this year's commitments

	Weekly	Monthly	Annually
1. Days worked	_____	_____	_____
2. Hours prospected	_____	_____	_____
3. Contacts	_____	_____	_____
4. Leads generated	_____	_____	_____
5. Appointments set	_____	_____	_____
6. Listing inventory	_____	_____	_____
7. Listing appointments	_____	_____	_____
8. Listings taken	_____	_____	_____
9. Listings sold	_____	_____	_____
10. Listing expired / cancelled	_____	_____	_____
11. Buyer appts/ Lender consult.	_____	_____	_____
12. Buyer Broker contract signed	_____	_____	_____
13. Buyer showings	_____	_____	_____
14. Buyer sales completed	_____	_____	_____
15. Price Reductions	_____	_____	_____
16. Transaction fees	_____	_____	_____
17. Income earned	_____	_____	_____

Weekly Summary

Name: _____ Today's Date: _____

Cell Phone # _____ Office _____

What went well?

Am I off track?

Steps

Principle

1. Did you have a commitment?

1. Alignment

2. Did you keep it?

2. Truth

3. What got in the way?

3. Lesson

4. Could you have kept the commitment?

4. You have control

5. What would have had to happen?

5. Responsibility

6. Recommit or abandon

6. Remember the vision

7. What are you feeling?

7. Release

Negotiation Styles

Competing

(High concern for self,
low concern for
others)

Pushing for what you want without regard for other person wishes by using whatever power and influence needed to get your way.

Avoiding

(Low concern for self
& others)

Postponing or never facing an issue with another by either withdrawing, or not addressing the situation.

Accommodating

(Low concern for self,
high concern for
others)

Giving to others without getting what you want. Motivated by selflessness.

Compromising

(Sharing) (Medium
concern for both)

Allows each person to get part (but not all) of what they want in an expedient manner that involves discussing the issue more directly than avoiding, but less thoroughly than collaborating.

Collaborating

(High concern for self,
high concern for
others)

An attempt to find an in-depth solution that is fully satisfying to both parties. It is characterized by being direct, mutual sharing, problem solving, creative thinking and accountability.

Personal & Business Weekly Schedule

Submit next week to coach. Date: _____

Hour	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 AM							
8:00 AM							
9:00 AM							
10:00 AM							

11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							

5:00 PM							
6:00 PM							
7:00 PM							
8:00 PM							
9:00 PM							

Daily Sheet

Contacts: (Daily Goal: _____)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29
 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 **50** 51 52 53 54 55
 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 **75** 76 77 78 79 80 81
 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 **100**

Marketing Leads 1 2 3 4 5 6 7 8 9 10

Sign Calls 1 2 3 4 5 6 7 8 9 10

Referral Leads 1 2 3 4 5 6 7 8 9 10

Appointments 1 2 3 4 5 6 7 8 9 10

To Do "Today"
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Daily Affirmations
1.
2.
3.
4.

Priority

URGENT

IMPORTANT

Business

Personal

[illegible]

IMPORTANT

NOT URGENT

Business

Persona

[illegible]

URGENT

NOT IMPORTANT

Business

Personal

[illegible]

NOT IMPORTANT

NOT URGENT

Business

Persona

[illegible]

Weekly Priority Commitment Worksheet

Name: _____ Today's Date: _____

Topic: _____

Action / Commitment: _____

Completion Date: _____

Accountable Person: _____

Topic: _____

Action / Commitment: _____

Completion Date: _____

Accountable Person: _____

Topic: _____

Action / Commitment: _____

Completion Date: _____

Accountable Person: _____

Topic: _____

Action / Commitment: _____

Completion Date: _____

Accountable Person: _____

Topic: _____

Action / Commitment: _____

Completion Date: _____

Accountable Person: _____