



Coastal Pacific

R E A L E S T A T E

BUSINESS PLANS

How to Use
Goal Setting & Written Plans
to Increase Sales

“Discipline is the bridge between
goals and **accomplishment**.”

– Jim Rohn

Goals

Why is this presentation **important**?

- ✓ *Grow* your real estate **business**.
- ✓ *Work* in a more **systematic** way.
- ✓ *Achieve* your professional and personal **goals**.

Change Your Mindset

Improving your results *requires* a **new way of thinking**.

- **Strategy** > Luck
- **Long-term** > Short-term
- **Systematic** > Inconsistent
- **Written Down** > In-mind



Strategy > Luck

Results are *created intentionally*, not **found at random**.



Long-term > Short-term

Working *beyond* your next deal creates **more opportunity**.



Systematic > Inconsistent

Behaving *consistently* improves likelihood of **results**.



Written Down > In-mind

Written goals are *much more* likely to be **achieved**.



How to Set Goals

The *first step* toward success is to set the **right goals**.



- **Important to You**
- **Highly Specific**
- **Challenging & Achievable**

Goal Setting – Example #1

Break down *long-term goals* into **short-term goals**.

\$72,000 / Year

=

\$6,000 / Month

=

\$1,500 / Week

=

\$300 / Day

=

\$37.50 / Hour

Dream Vacation

=

\$12,000 Total Price

=

Save \$3,000 / Transaction

=

4 Transactions / Year

=

1 Transaction / 3 Months

Goal Setting – Example #2

Break down *long-term goals* into **short-term tasks**.

1 Property Sold

=

2 Properties Listed

=

4 Listing Presentations

=

800 Marketing Handouts

=

1,600 Conversations

2 Minutes Avg. Convo.

=

53 Hours Total

=

2 Hours / Day

@

5 Days / Week

=

120 Conversations / Day

For 2.5 Weeks

Writing a Business Plan

Every real estate agent should have a **business plan**.



- **Your *Why***
- **Main Goals**
- **Milestones**
- **Action Steps**

Why Are You In Real Estate?

Find the *deepest* reason that **motivates** you.



- **Can't Be Money or Success**
- **Truly Meaningful**
- **Makes You Cry**

Why? – Examples

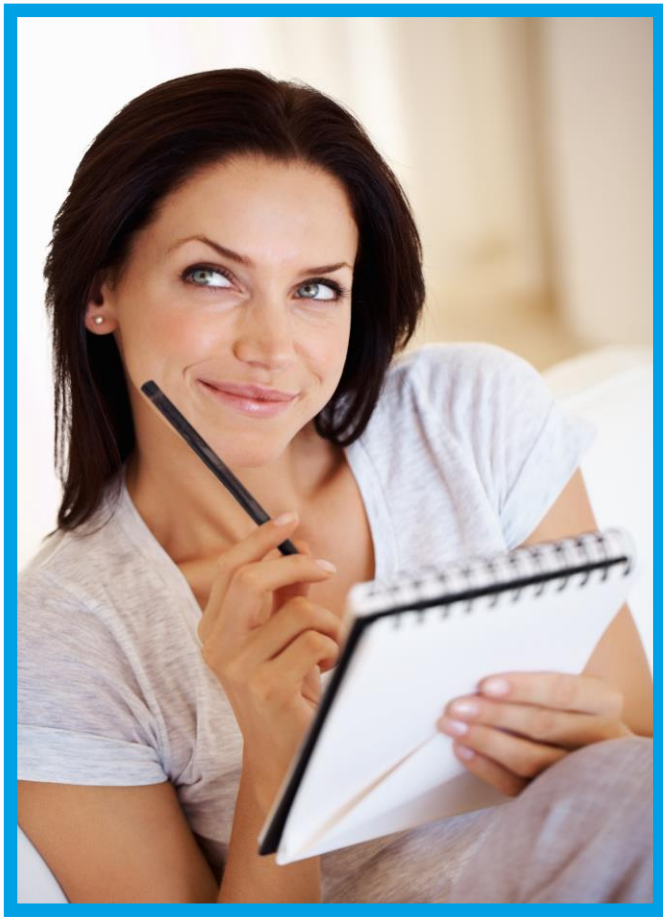
*Where other real estate pros find their **motivation**.*



- **Provide for Family**
- **Travel the World**
- **High Self-Esteem**
- **Make a Difference**

Why List

A *detailed* list of goals that you **review every day**.



- **Highly Descriptive**
- **Keeps Goals in Mind**
- **Renews Work Ethic**
- **Read to Start the Day**

Main Goals

*Long-term goals that allow you to **achieve your why**.*

- **Annual or Quarterly**
- **Change Rarely**
- **Manage with
*Goals List***



Main Goals – Examples

*How other real estate pros **achieve their why.***

- **Earn \$100K This Year**
- **Sell 12 Houses This Year**
- **Add 4 Agents to My Team by June**



Milestones

*Intermediate wins that let you know **you're on track.***



- **Monthly or Weekly**
- **Change Occasionally**
- **Manage with Calendar**

Milestone – Examples

How other real estate pros know **they're on track**.



- **Earn \$8,333 This Month**
- **Sell 1 House This Month**
- **Add 1 Agent to My Team by End of Month**

Action Steps

Short-term tasks you have to **accomplish each day**.

- **Daily or Hourly**
- **Change Frequently**
- **Manage with CRM**



Action Steps – Examples

Which tasks other real estate pros **accomplish each day**.

- **Prospect 4 Hours Today**
- **Prepare for Listing Presentation On Friday**
- **Talk to Office Manager About New Agents**



Discipline Is Critical

Success in real estate *requires* **discipline**.



- **Most People**
Say No
- **Most Activities**
Cost Money
- **Most Results are**
Long-term

You Have What It Takes

*Everyone can be successful when they follow a **system**.*



Key Concepts

The *most* **important points**, one more time.

- ✓ *Set* goals that are **meaningful & achievable**.
- ✓ *Follow* a **written plan** everyday.
- ✓ *Work* in a **consistent** way with **no excuses**.

Questions?

Ask us *anything* that is **on your mind**.



Coastal Pacific
REAL ESTATE