

AUSTINboard
of REALTORS®

ACADEMY

BUILD YOUR BUSINESS PLAN

Your One-Page Business Plan

WHAT IS THE ANNUAL GOAL FOR YOUR BUSINESS?

WHAT NUMBERS DEFINE YOUR ANNUAL GOAL?

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WHAT NUMBERS DEFINE YOUR ANNUAL GOAL?

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WHAT THREE AREAS OF FOCUS WILL BUILD YOUR ANNUAL GOAL?

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FOCUS 1:

What strategies support this area of focus?

Date

Your Initials

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

FOCUS 2:

What strategies support this area of focus?

Date

Your Initials

- 1.
- 2.
- 3.
- 4.
- 5.

FOCUS 3:

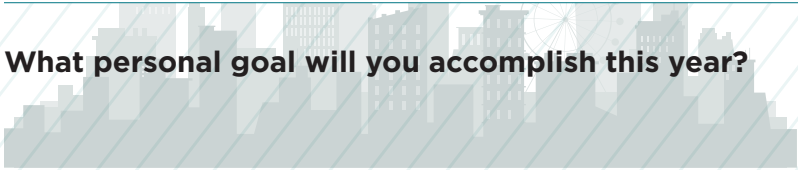
What strategies support this area of focus?

Date

Your Initials

- 1.
- 2.
- 3.

What personal goal will you accomplish this year?



Set Your Numbers

WHAT NUMBERS DEFINE YOUR ANNUAL GOAL?

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➤ Revenue vs. Profit

➤ Keeping goals SMART
Specific, Measurable, Attainable, Relevant and Timely

➤ How will you measure your progress?



What personal goal will you accomplish this year?

➤ How can you tie personal and business together?

➤ How do you define growth?



SAMPLE BUSINESS PLAN

WHAT IS THE ANNUAL GOAL FOR YOUR BUSINESS?

Ex: \$4 million in sale volume

WHAT NUMBERS DEFINE YOUR ANNUAL GOAL?

Appointments	Transactions	Net Revenue
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WHAT NUMBERS DEFINE YOUR ANNUAL GOAL?

WHAT THREE AREAS OF FOCUS WILL BUILD YOUR ANNUAL GOAL?

Net Revenue	Lead Generation	Systems
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FOCUS 1:

What strategies support this area of focus?	Date	Your Initials
1. Set aside planning time		
2. Make tax plans		
3. Create bank accounts		
4. Create a vendor list		
5. Develop your unique value proposition (UVP)		
6. Update social media accounts		

FOCUS 2:

What strategies support this area of focus?	Date	Your Initials
1. Create your sphere		
2. Identify B2B contacts		
3. Select a focused niche		
4. Select a farm		
5. Create an open house plan		

FOCUS 3:

What strategies support this area of focus?	Date	Your Initials
1. Develop your buyer system		
2. Develop your listing system		
3. Create your contract to close system		

What personal goal will you accomplish this year?

Implementing Your Business Plan

➤ Build a Schedule

➤ Construct Your Habits

➤ Set Your Milestones

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