

# Basic Business Plan

Creating Next Years  
Success TODAY!

AWARENESS

INTEREST

DECISION

ACTION

Presented By: **PROSPECT BOOMERANG**



# Basic Business Plan

*Name:* \_\_\_\_\_

	Actual YTD	Goal Next Year		
<b>SELLERS</b>				
LISTING APPOINTMENTS				
LISTINGS TAKEN				
LISTINGS CLOSED				
<b>BUYERS</b>				
QUALIFIED BUYER LEADS				
BUYER CONTRACTS CLOSED				
Source of Business	# of Leads		\$Spent Total	
SOI				
Web or Passive Advertising				
Farming				
Networking				
Other				
Other				
Other				
Other				
		Goal	Avg \$Per	#Units
Total Income				
Total Hours per Unit			← =(# Hours per trans)	
Commission per unit			% Grow?	
How many Company Tools and Systems do you use?		Favorite tool or System		
Goal for	Buyers		Sellers	

# Basic Business Plan

1. How many people do you have in your SOI?
2. How do you contact them and how often?
3. At some point would you like to be able to sell your Database/business?

Yes		No		Don't Care	
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4. What is the best Coaching Schedule?:  
Weekly\_\_\_\_\_ Monthly \_\_\_\_\_ Quarterly \_\_\_\_\_ Other\_\_\_\_\_
5. To what degree of accountability would you like to be held?  
None\_\_\_\_\_ Mild\_\_\_\_\_ Moderate \_\_\_\_\_ Strict\_\_\_\_\_ Brutal\_\_\_\_\_
6. What is your primary source of advertising and what is that cost annually.
7. How many more Transactions do you need this year coming year to meet your financial goals? Where are you going to get them from?
8. Do you want to expand your business thru?  
Networking\_\_\_\_\_ Farming\_\_\_\_\_ Direct Active (FSBO-Exp)\_\_\_\_\_  
Canvassing\_\_\_\_\_ Open House\_\_\_\_\_ Civic Involvement\_\_\_\_\_  
Past Profession\_\_\_\_\_ Mayor of Shop town\_\_\_\_\_  
Professional Groups \_\_\_\_\_ Other\_\_\_\_\_