

12 Deadly Business Planning Sins

For the Luxury Real Estate Specialist



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SEMINAR HANDOUT

12 Deadly Business Planning Sins

Steps to planning a vacation: _____

#1. Not Understanding the Power of _____

Why It Works:

R. A. S. _____

S. _____

M. _____

A. _____

R. _____

T. _____



Action Item: _____

#2. Understanding the Power of Goals and Not _____



Action Item: _____

Insert Your Logo Here:
Click in this box
Select Insert, Picture, From File
Otherwise, delete the text from this box

Agent Business Plan

Instructions: Insert data in WHITE boxes only
To Print All Pages: Select File, Print, and then select option to print Entire Workbook

From To

Agent Name

Personal & Confidential



To earn an annual personal income of

To work an average of hours per week

To work a maximum of days per week and take days off per month

To have of business come from listings sold

To have of business from buyers sold

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#3. Not Taking the _____ to Create the _____ to Reach Your Goals.

Personal income in the last 12 months:	<input type="text" value="\$350,000"/>
Listing leads last year:	<input type="text" value="100"/>
Listing appointments last year:	<input type="text" value="50"/>
Listings taken last year:	<input type="text" value="25"/>
Listings sold last year:	<input type="text" value="20"/>
Average list price last year:	<input type="text" value="\$1,000,000"/>
Average sales price of listings sold last year:	<input type="text" value="\$900,000"/>
Buyer leads last year:	<input type="text" value="48"/>
Buyer appointments last year:	<input type="text" value="24"/>
Buyer contracts signed last year:	<input type="text" value="12"/>
Buyer sales last year:	<input type="text" value="6"/>
Average sales price of buyer sales last year:	<input type="text" value="\$450,000"/>
Total number of sales last year:	<input type="text" value="26"/>
Average sales price last year:	<input type="text" value="\$796,154"/>
Total sales that fell through last year:	<input type="text" value="4"/>
Average number of prospecting hours each week:	<input type="text" value="10.0"/>
Average number of hours worked each week:	<input type="text" value="30.0"/>
Number of vacation weeks taken last year:	<input type="text" value="2.0"/>

Batting Average Summary

Percentage of listing leads that turn into appointments:	<input type="text" value="50%"/>
Percentage of appointments that turn into listings:	<input type="text" value="50%"/>
Percentage of listings that turn into sales:	<input type="text" value="80%"/>
Percentage of buyer leads that turn into buyer appointments:	<input type="text" value="50%"/>
Percentage of buyer appointments that turn into buyer contracts:	<input type="text" value="50%"/>
Percentage of buyer contracts signed to buyer sales:	<input type="text" value="50%"/>
Income per transaction:	<input type="text" value="\$13,462"/>
Income per prospecting hour:	<input type="text" value="\$700"/>
Income per hour worked:	<input type="text" value="\$233"/>



Action Item:

#4. Not _____ Enough.



Action Item:

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#5. Failing to Gather _____ to Create Your Plan.



Action Item: _____

#6. Not _____ for the Unexpected.



Action Item: _____



#7. Not Having A Strong Enough _____ .



Action Item:

#8. Not Having a _____ for _____ .



Action Item:

#9. Not Having Time to Execute.



Action Item:



12 Deadly Business Planning Sins

TIME	MONDAY	TUESDAY	WEDNESDAY
8:00 AM			
8:30			
9:00			
9:30			
10:00			
10:30			
11:00			
11:30			
12:00 PM			
12:30			
1:00			
1:30			
2:00			
2:30			
3:00			
3:30			
4:00			
4:30			
5:00			
5:30			
6:00			
6:30			
7:00			
7:30			
8:00			
TOTAL HOURS			

THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
				8:00 AM
				8:30
				9:00
				9:30
				10:00
				10:30
				11:00
				11:30
				12:00 PM
				12:30
				1:00
				1:30
				2:00
				2:30
				3:00
				3:30
				4:00
				4:30
				5:00
				5:30
				6:00
				6:30
				7:00
				7:30
				8:00
				TOTAL HOURS

#10. Not Having A Strong Enough _____ System.

My Belief Statement (Draft):

My Three Positive Questions:

1.

2.

3.

My Top Three Affirmations:

1.

2.

3.



Action Item:

#11. Making Your Plan Too _____ .



Action Item: _____

#12. Not Planning Your _____ and _____ first.

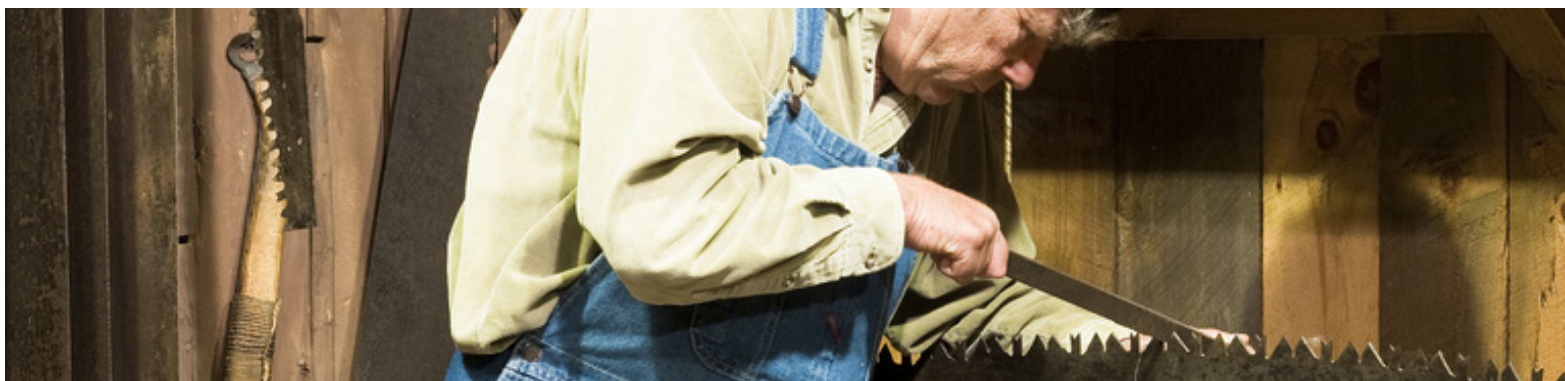


Action Item: _____

Bonus Sin #13. Not _____ the saw.



Action Item: _____



Goal Setting Workshop



Personal Development Goals:

Make a List...

Goals are Dreams With a Deadline

- Put a time limit on each goal... 1–2, 3–5, 5–10, 10–20 years.
- Pick the one personal development goal that really excites you.
- Write a paragraph stating why you are committed to reaching this goal.

The first step to reach my goals...

The one thing that could keep me from my goals...



Thing Goals:

Make a list of all the things you would like to have or create within the next 2 years:

- Put a time limit on each one, the time you are absolutely committed to attain them.
- Pick your top thing goal, the one that really excites you, makes you passionate.
- Write a paragraph about why you are absolutely committed to reaching it in one year:

The first step to reach my goals...

One thing that could keep me from my goals...

Economic Goals:

Make a list:

- Put a time limit on each one, the time you are absolutely committed to attain them.
- Pick your top economic goal, the one that really excites you, makes you passionate.
- Write a paragraph, with strong reasons and conviction, about why you are absolutely committed to reaching this goal:

The first step to reach my goals...

One thing that could keep me from my goals...

NOTES:

