

TIPS & TRICKS #119
BUSINESS PLANNING GUIDE
FOR 2010

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INVESTMENT IN YOU, INC.

The Basics:

1. Quality professional wardrobe.
2. Daytimer or P.D.A.
3. Financial calculator.
4. Personal marketing materials.
5. Reliable vehicle.
6. Cell Phone.
7. Professional Development: G.R.I., C.R.B., C.R.S., A.B.R., C.B.R., L.T.G., "NAVIGATING THE FINANCIAL MAZE" ALBUM, LENDER PRESENTATION TO SECURE BPO's and REO LISTINGS.
8. Knowledge, Knowledge, & Knowledge.
9. Others?

Evaluate your equipment/resource needs and budget for major purposes. (Outsourcing vs. investing)

Internet Presence.

Planning guidelines on your budget:

1. Use as little credit as possible.
2. Don't live on the edge! (Make big money and spend big money.)
3. Make two budgets: personal and business.
4. With both personal and a business budget, you are doing an income projection.
5. Make realistic list of expenses and give value to each of them. (i.e., A - Vital, B - Important, & C - Nice but optional/expendable)
6. Building a budget conceptually, See Attachments "A" and "B".

BUILDING YOUR PLAN:

Plan (Definition) - Defining your business helps you to better understand what you do, how to do it, and to make reasonable projections as to the desired results.

Vision:

1. You a have vision in your mind right now. Think about how you want to put into words and write it down.
2. One way to put into writing is to put into words, your personal definition of success for yourself- both professionally and personally.
3. YOUR VISION IS THE FOUNDATION OF YOUR BUSINESS PLAN! Review it often.
4. A vision is created backwards; By asking where you want to be in 1, 2, 3, 5, or 7 years and then work backwards to the current day.

5. Once the vision is in place, we use it as the basis of the Business Plan as the Vision is where you want to be and the Business Plan is the path to that objective.

6. Values to help you create your vision in 18 words:

7. Now write you vision:

MISSION STATEMENT:

1. The mission statement is what you will use to tell your clients who you are. It defines your vision for other people who do not yet know you.
2. This will come from your personal vision which you have just developed.

3. Things to think about in writing your mission statement:

- a. What business are you in?
- b. Your purpose is to
- c. You will operate in the areas of
- d. Your guiding principles will be
- e. You will satisfy the following client groups
- f. You will differentiate yourself from others by

4. Words to help you create your mission statement include:

5. Your mission statement is :

Your Slogan:

- 1. Everyone should have one and use it in your self-promotion, your direct mail, your advertising and promotion, your stationary, and e-mails.

2. If you were to give your slogan another name, it might be the message one sees on a bumper sticker.
3. Your slogan:

IDENTIFYING YOUR OBJECTIVES:

1. REMEMBER, your objectives must be S.M.A.R.T.

SPECIFIC

MEASURABLE

ATTAINABLE

REALISTIC

TIME-FRAMED

AND WRITTEN DOWN! USE THE ATTACHED WEEKLY
ACTIVITY RESULTS (W.A.R.) REPORT.

2. Some objectives may be:

- Increase percentage of listings sold from ___% to ___%.
- Reduce listing time on the market from ___average days to ___average days.
- Reduce average number of showings per sale to _____.
- Increase number of listing presentations to listings taken from ___% to ___%.

- Lower number of contacts per prospect from ____ per prospect to ____ per prospect.

3. Your personal objectives for 2010 are:

STRATEGIES:

1. A strategy is a careful plan or method. The art of devising or employing plans toward a goal. A plan, method or series of maneuvers for obtaining a specific result.
2. Strategies do not require specific numbers or dates.
3. You may use strategies at any given time.
4. It may require more than one strategy to achieve an objective.
5. It is common for several strategies to be working in order to achieve a single objective. Like wise, one strategy may help you accomplish more than one objective.

a. INCREASE YOUR LISTING INVENTORY BY _____ . CURRENT LISTING INVENTORY IS _____ LISTINGS.

FIRST STRATEGY:

SECOND STRATEGY:

- b. INCREASE NUMBER OF BUYERS YOU WILL WORK WITH OVER THE NEXT SIX MONTHS BY _____. CURRENT NUMBER OF BUYERS YOU ARE WORKING WITH IS _____ BUYERS.

FIRST STRATEGY:

SECOND STRATEGY:

- c. IMPROVE % OF LISTINGS SOLD TO LISTINGS TAKEN BY _____. MY CURRENT PERCENTAGE OF LISTINGS SOLD TO LISTINGS TAKEN IS _____.

FIRST STRATEGY:

SECOND STRATEGY:

Tactics:

1. Tactics are the action steps you will take to accomplish your objectives through each strategy. Tactics will identify the resources you need and the time it may take. The timelines will vary in relation to the specific objectives. Tactics will help you to determine what must be done to achieve your desired result.
2. Tactics resemble a "To Do List".
3. They require that you determine your resources on hand.
4. It may take, and often does, more than one tactic to accomplish a strategy.
5. Tactics are simple and answer such questions as:
 - Who will implement this step of the process?
 - When must each step be implemented?
 - How often must it be repeated?
 - What materials/supplies are needed for each step?
 - Where will it take place?
 - How much money should be budgeted?
 - How will I measure its effectiveness?

Task Identification:

1. This will help you learn what must be done to achieve your desired results.
2. Get organized.

3. List priorities.
4. Keep an orderly file system.

Keep A Time Log:

1. Crucial to managing your life is the ability to identify what you personally need to do NOW, what can be postponed, and what someone else can do.
2. With every task, you need to identify the impact on your spending plan and your time management plan.
3. Time management is critical to a successful career. How much time do you spend prospecting? NAR statistics show that the average real estate licensee spends two hours PER WEEK prospecting. Every real estate guru, coach, and expert says you should spend not less than two hours every day or 10 hours per week.

Final Comments:

OUR BEST WISHES FOR A VERY HAPPY AND VERY PROSPEROUS 2010! "GET TOUGH!"

HAVE TERRIFIC LUCK!

GEORGE & DAVID

PERSONAL SPENDING PLAN – MONTHLY ATTACHMENT “A”

AUTO EXPENSES – PERSONAL VEHICLE

		\$ _____
Car payment	\$ _____	
Gasoline	\$ _____	
Insurance	\$ _____	
Licensing	\$ _____	
Repairs/Serviceing	\$ _____	
Reserves for tires/batteries/belts, etc.	\$ _____	
Other Expenses	\$ _____	

FIXED PAYMENTS

		\$ _____
Credit Cards	\$ _____	
Insurance (Dental, Disability, Life, Health)	\$ _____	
Loan Payments	\$ _____	
Retirement Plan	\$ _____	
Other Expenses	\$ _____	

HOUSING

		\$ _____
Payment/Rent	\$ _____	
Utilities	\$ _____	
Maintenance	\$ _____	
Other	\$ _____	

PERSONAL EXPENSES

		\$ _____
Child Care	\$ _____	
Clothing	\$ _____	
Dry Cleaning	\$ _____	
Dues/Memberships	\$ _____	
Education/Tuition	\$ _____	
Entertainment	\$ _____	
Food/Toiletries	\$ _____	
Gifts/Contributions	\$ _____	
Medical/Dental/Drugs	\$ _____	
Subscriptions	\$ _____	

TAXES

		\$ _____
Federal	\$ _____	
State	\$ _____	

OTHER

\$ _____

TOTAL MONTHLY EXPENSE

\$ _____

WHAT PERCENTAGE OF THIS BUDGET WILL YOU BE RESPONSIBLE FOR?

BUSINESS BUDGET – MONTHLY ATTACHMENT “B”

Assistant/Independent Contractor		\$ _____
Business apparel		\$ _____
Automobile Expenses – Business Vehicle		\$ _____
Automobile payment	\$ _____	
Gasoline	\$ _____	
Insurance	\$ _____	
Licensing	\$ _____	
Repairs/Serviceing	\$ _____	
Reserves for tires/batteries/belts/etc.	\$ _____	
Other	\$ _____	
Commission/fees		\$ _____
Dues/Fees		\$ _____
Errors & Omissions Insurance		\$ _____
Education		\$ _____
Entertainment/Gifts		\$ _____
Listing Marketing Expenses		\$ _____
Monthly Desk Cost		\$ _____
Personal Marketing Program		\$ _____
Supplies		\$ _____
Technological Tools		\$ _____
Cell Phone	\$ _____	
Digital Camera	\$ _____	
ISP	\$ _____	
Reserve For Replacement	\$ _____	
Other (Technological)	\$ _____	
Other		\$ _____
As a percentage, what is your profit objective?		_____ %
Your total business monthly expenses		\$ _____
Times your profit objective		\$ _____
Your personal monthly expense		\$ _____
YOUR TOTAL MONTHLY INCOME REQUIREMENT		\$ _____