

The Business Planning System For the Real Estate Professional

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Audio CDs Included in this Program

On these audio CDs, Carla takes you through the process of creating a strategic business plan. She offers dozens of pieces of advice on how to be productive and profitable.

Audio CD1

- Cut 1 Business Planning Overview
- Cut 2 Creating your Vision
- Cut 3 Your business review and Objectives

Audio CD2

- Cut 1 Your Business Budget
- Cut 2 Your Action Plan
- Cut 3 Assuring Your Plan Works

You may listen to these CDs on any CD player.

NOTE: These are not DVDs!!



Document CD Included in this Program

The Planning Pages on your Document CD



When you see this symbol, you will know that document is on your document CD. The Planning Pages on your CD (not audio or DVD) listed below are the documents you'll need to make your business plan. In this new edition, you can complete your plan on your computer and save each document in a folder on your computer. The directions to accomplish that are below, too. Each page on the CD has been created both as a Microsoft Word® document and as a PDF file to make it easy for you to use in one format or the other. Some of the documents are in Excel. To open these documents, you must have Microsoft Excel® installed on your computer. All that you will need to do is enter the numbers asked of you in the gray boxes. There are formula 'behind the scenes' that will transfer the data to a master sheet for you to use later to analyze the data. There are also "Fill-In" Word Documents. You must have Microsoft Word® installed in order to open these files. Once opened, all that you need to do is place your cursor in the first gray bar at the top of the page and begin typing. Use the 'TAB' button to move through the remaining areas of the document that you want to fill-in.

IMPORTANT Remember, after you have filled in either an Excel or 'Fill-In' Document to save your work on either a floppy disk, or on your computer somewhere where you created a file for your business plan.

Here's how to do that:

First, make a folder on your computer and name it something like "business plan 200_". When you're through completing each document, you will be saving it in this folder, with each document saved using its own name as a file. Now, simply place the document CD in your computer. Open it to the document you want to complete. So you won't lose your work, save the document using "save as" (by going up to the left hand side of your word document, where you see "file" and choosing "save as" on the file menu). Save your document using the name of the document, and save it to your new folder, "business plan 200_".

Now, put your cursor in the 'blanks' and fill them in. Keep saving to your new file as you go. When you're finished with the documents, you will have completed your business plan, and will have it in an appropriate folder.



The documents on the document CD are:

- Components of a Business Plan
- Creating Your Vision
- Internal Review: Lead Generation Sources
- Internal Review: Sales Effectiveness
- Internal Review: Mastering Sales Performance Skills
- System Review
- Internal Review: Analysis of Your Time and Activities
- Your Mission Statement
- Sales Objectives
- Annual/Monthly Production Plan: Goals and Actuals
- Creating Your Budget
- Your Real Estate Budget
- 'Big Picture' Plan Summary
- Your 30 Days to More Dollars—Lead Generating Plan
- Monthly Activity Scorecard
- Your Weekly Scorecard: Goals and Actuals
- Create Business-Producing Tactics for Your Target Market
- Budgeting for Your Marketing: Total Marketing Costs and Analysis of % of Gross Income
- System/Mechanical/Labor Goals
- Professional Development
- Business Plan Three-Month Review



Section One

Introduction

SEMINARS, INC.



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Welcome!

I am thrilled you have taken the opportunity to build a strategic business plan. I promise you that working through this process will give you invaluable insights into your career. This resource is for you if you are a seasoned agent wanting to take your career to the next level and if you are a mega-agent who wants better money control and time management.

Much More than 'Planning by the Numbers'

As I speak across North America, people are constantly giving me their 'business plans'. Most are not actually true business plans. They are really a 'numbers breakdown' of yearly, monthly, weekly, and daily goals. That is only a part of a business plan. The really keys to creating your own unique, workable business plan lie in thinking through and creating the other aspects of a plan:

- Your vision
- Your mission
- Your review
- Your action plan
- Your marketing plan
- A method to measure results

Be Strategic in your Planning for the Best Plan Possible

In this system, you have the advantage of my two decades of working with agents just like you to create this system. I patterned this system after the "strategic planning process"—the thought process great businesspeople, the military, etc. use to *strategically* plan to make a difference—to win.

Updated Regularly for the Latest Strategies

Regularly, I add the latest strategies for real estate professional to keep this planning system up-to-date.



The Thought Process is as Important as the Words on Paper

I want you to take the time to really think through your business. Pay close attention to the areas in the Internal Reviews that I have given you to help you look at where you've been and how you got there. This will give you the important clues to create an action plan that *will work for you*.

In my opinion, your success depends on:

1. Implementing a great lead generation and marketing plan (that's planning by the numbers)
2. Designing a strategy through your vision, mission, and marketing plans that reflect the real *you* (that's planning strategically to take advantage of your particular talents, skills, background, and area opportunities)

My best to you as you develop a plan that is assured to work to propel you to the next level in your career.

Carla Cross



What's New Here

If you have used my book, The Real Estate Agent's Business Planning Guide, which I wrote in 1994, you will recognize several differences:

1. We now start 'with the end in mind'—the *vision*, so you can clarify your values, your 'big hairy audacious' goals—and have a foundation against which to judge your actions
2. More *internal analysis tools*—so you can take charge of your own destiny by seeing exactly how you've been doing things. How can you know what to do next unless you know what you're doing now—and how you're doing it?
3. A *lead generation* section—in my earlier book, I assumed that agents had lead generation plans. I was wrong. So, this time, I have divided the action plan into 2 sections: Business producing and business supporting actions. In the business producing section, I made a 'lead generation' plan area and a marketing plan area. So, you'll be creating a pro-active, personal method of finding buyers and sellers, and a marketing plan method of finding and keeping clients.
4. More *marketing measurement* tools—agents seem to spend money on marketing without measuring the outcomes. So, I provided several methods to measure the effectiveness of their marketing.
5. *Goal tracking* tools—one of the most difficult things to do in a business planning system is to provide both the planning tools and the goal tracking tools. So, I created tracking systems to track your leads, your sales activities, and your results—daily, weekly, monthly, and yearly. Now, you can create a plan and track your results—all in the same system.

I assure you, that, following this system, you will create a pro-active, lead generating, strategic plan that will take you to the next step in your career. Let me know your successes!



Mega-Agents: If You Have a Team

If you are a multi-million dollar producer, including those with a team or those who want to build a team, you need special tools to plan. There are many forms and strategies in this resource specifically designed for the multi-million dollar producer. Your specific challenges are:

- Time management
- Staff hiring and management
- Cost control

There are dozens of forms in this comprehensive strategic planner to help you address and plan for these challenges:

- *Internal Review* – use to hire, evaluate, and train buyer agents
- *Systems Review* – use it with your team to plan your system growth
- *Your Real Estate Budget* – use it to hold down your expenses
- “30 Days to Dollars” *Lead Generating Plan* – use it to set goals/track actuals with your buyer agents
- *Marketing Plan Planners* – use with your staff to plan your marketing actions and budget
- *Systems/Mechanical Labor Goals* – Total Marketing Costs: use it with your team for cost containment
- *Professional Development* – use it to help your team gain necessary skills
- *Business Plan “3-Month Review”* – review your plan quarterly with your team.
- *Mission* – use it to hire the right members
- *Internal Sales Performance Skills*—use it to evaluate your buyer agents
- *Media Choices and Measurements*—use them for cost control
- *Tactical Development*—use these planners to implement cost-effective actions and delegate those actions to staff

To grow your team, you just can not operate without a real strategic plan, and this one is as sophisticated as it needs to be to take you from ‘career’ to business.



For the Achieving Agent: How to Use This System

Do you feel you are hitting a ceiling of achievement? Do you feel that you are just working harder, not smarter? If so, then this planner is for you. There are dozens of analytic tools to help you quit working 24/7 and work smarter.

One of our goals at Carla Cross Seminars, Inc. and Carla Cross Coaching is to help the mid-producer smash through those ceilings of achievement. This business planning system is one of the foundational tools we use to coach the mid-producer to the next level—and beyond.

Most Important Tools: I have created specific tools for you to use in the Internal Review section. These tools were developed as I coached agents in my office beyond their ceilings of achievement. They are almost magical in their ability to help you illuminate what's going on—and make the changes you need to make to do better without spending more money or time.

Career Moves by Career Phase: In Section three, I have provided you a list of the specific actions you should take if you're a new agent, a developing agent, or a 'mature' agent. Compare this list with what you are doing now.

Aggressive Lead-Generating Plan: Look at the section on creating a lead generating plan. Chances are you have none, or have not a very strong one (and are you measuring and analyzing the results?). Having a great lead generating plan is the one most important planning component you need if you want to change your business results.

Mid-producers: Use the specific analytical tools you need in this planner to provide insights into why and how you're producing at that level. Then, you are set to make a better plan—and get better results.



Your Life Mission and Life Goals

What is Your Business For?

Before you start, let us clarify why you are selling real estate. After all, it is really NOT about the money (if you have enough money to feed and have shelter for yourself and your family). Creating a successful real estate business has more to do with what drives you. Let us find out, so you can stay motivated toward your goals.

Focusing Your Life Mission

Okay. You are going to ask me what do life mission and life goals have to do with a real estate business plan? Well, nothing, if you do not have a life!

But, you do. You not only have a life, you have others who depend on you. You have life aspirations. You actually have the ability—at least—to create more of a life than just real estate!

So, before you start your real estate plan, take a few minutes and ask yourself, “What’s this all for?” When you can answer with a big enough ‘why’, you have the motivators to propel you to take the risks, try new strategies, spend the money, and exert the effort needed to break through your ceilings of achievement to create the very best business for you.



Your Life Mission

You are now retired. Describe your ideal life now:

You are retired looking back over your life. What do you see, hear, feel as you reflect:

You are listening in as friends, business associates, customers and clients discuss you. What are they saying?

How do you feel real estate can assure you of fulfilling your life mission?

You have \$ _____ million. How will you spend it?

How do you want to be remembered?

