



The Aaron Shiner Real Estate Business Plan //

Prepared by _____ for the year _____

VISION FOR THE YEAR //

Outline your vision and goals for the year ahead – starting with your personal income and working from there.

Personal income:	In excess of \$ _____
Gross Commission:	In excess of \$ _____
Listings:	_____ listings by the end of the year
Sales:	_____ sales by the end of the year
List to sell ratio:	To have a list to sell ratio of: _____ %+

OBJECTIVES FOR THE QUARTER //

I will have the figures below as my operating standard for the quarter:

Gross Commission:	In excess of \$ _____
Listings:	_____ listings by the end of the quarter
Sales:	_____ sales by the end of the quarter

OBJECTIVES FOR THE MONTH //

For the month I expect from myself:

Gross Commission:	In excess of \$ _____
Appraisals:	_____ appraisals per month
Listings:	_____ listings per month
Buyer inspections:	_____ buyer inspections per month
Sales:	_____ sales per month

MONTH-BY-MONTH GCI TARGETS //

Add in your GCI targets for each month of the year. Not every month will be the same – some will be larger than others. For example, you may earn more in September than you do in January.

JAN	FEB	MAR	APRIL	MAY	JUNE
JULY	AUG	SEPT	OCT	NOV	DEC

AREAS OF IMPROVEMENT //

Outline the areas of your career you would like to improve this year.

Prospecting – Hunting for the gold

Listing – The art of listing

Vendor Management – getting the vendors head space right

Buyer Management – finding & closing buyers

Time planning – Getting your real estate career under control

MY MISSION STATEMENT //

Take the time out to brainstorm what your mission statement is. Write down whatever comes to mind about you, your values and your beliefs. Once you have done this, formulate it into your MISSION STATEMENT - one that makes sense and works for you.
