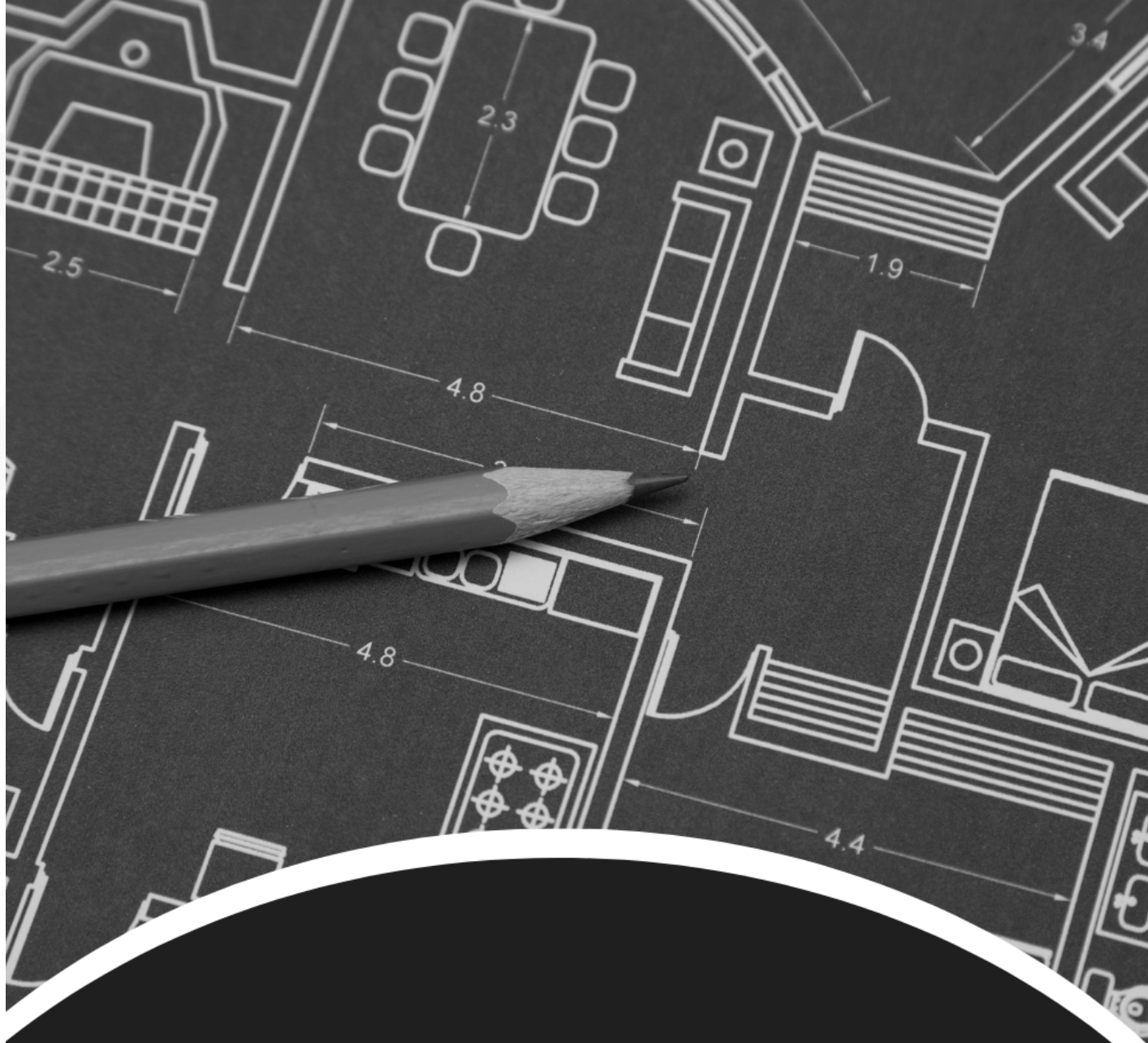




Real Estate Agent Growth Blueprint

POWER UNIT

Welcome to the first step toward supercharging your real estate career!

This "Real Estate Agent Growth Blueprint" is your personal workbook designed to actively engage you in crafting a successful path in the real estate market. Here, you won't just read about strategies; you'll put them into practice.

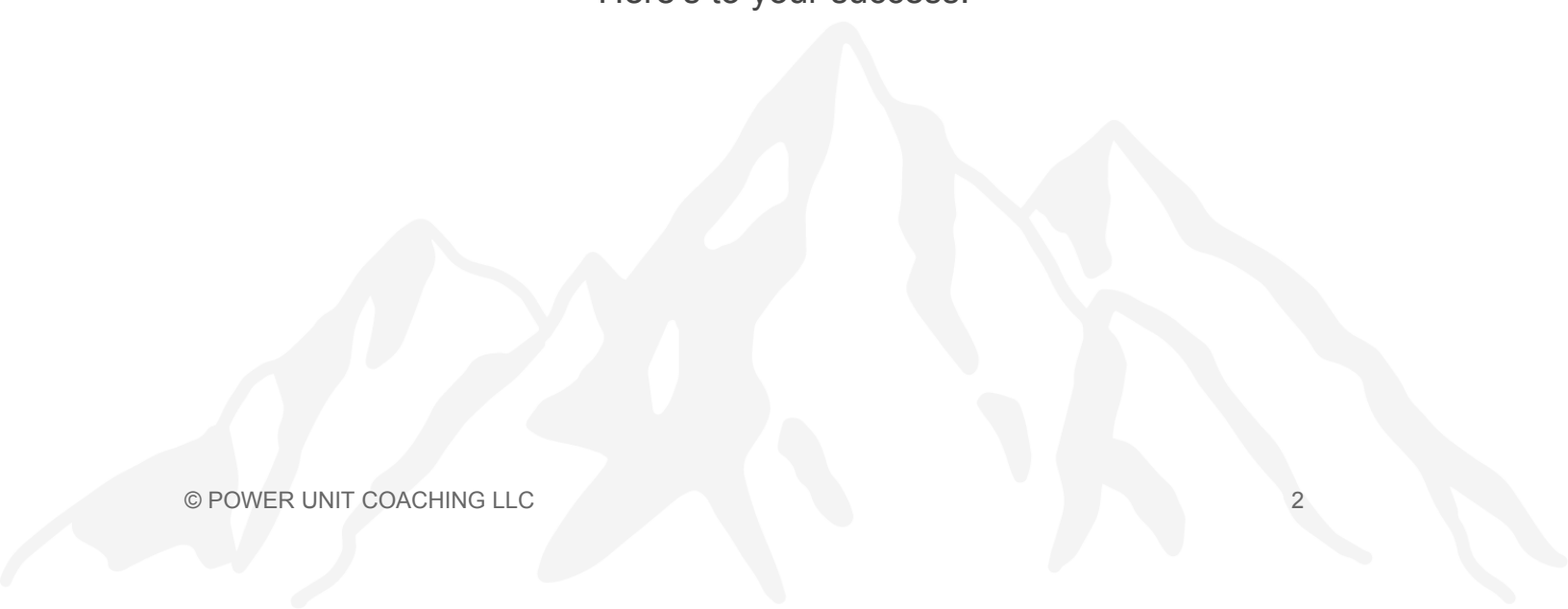
As you progress through this workbook, you'll be prompted to reflect on your current methods, set precise goals, and outline detailed plans to achieve them. This interactive approach ensures that you not only learn effective techniques but also apply them directly to your business model.

This workbook is designed to be your companion as you refine your skills and grow your business. Each exercise is intended to provoke thought, inspire innovation, and drive you toward measurable success.

Let's begin this journey to transform your potential into tangible results.

Fill in the pages, apply the lessons, and build the thriving real estate career you've always wanted.

Here's to your success!



POWER UNIT

FINANCIAL GOALS: How Much Money Do You Want To Net?

NET	A = How much do you want to net in 1 year?	\$
+Cost of Sales	B=Brokerage Split/Royalty, Buyer's Agent Split, Transaction Coordinator	\$
+Expenses	C = Yearly Operating Expenses	\$
+Taxes	D = Example: 30% to taxes (A + .70)-A	\$
Total GCI	E = A + B + C + D	\$
Avg Sales Price	F = What is your projected average sales price?	\$
AVG Commission	G = What is your average commission per deal?	\$
Total Closed Units	H = E / G	
Total Closed Volume	I = H x F	\$
% of Business	What % of your business will come from Listings vs. Buyers? <i>Recommended is 50% for individual agents.</i>	
Listings Sold	J = H x % of Business from Listings	
Listings Taken	J / 75% Conversion of Listings Taken to Listings Sold. <i>Example: 12 Listings Sold / .75 = 16 Listings Taken to close 12 Listings</i>	
Listing Appts	Listings Taken divided by 50% Conversion of Listing Appointments to Listing Taken. Adjust accordingly for your percentage. <i>Example: 12 Listings Taken / .5 = 24 Listing Appointments needed to take 12 listings</i>	
% of Business	What % of your business will come from Listings vs. Buyers? <i>Recommended is 50% for individual agents.</i>	
Buyers Sold	Closed Units x % of Business from Buyers =	
Buyers COntracts Written	Closed Buyers divided by 75% Conversion of Buyer Contracts Written to Buyers Sold. Will 7.5 out of 10 buyer contracts written end up closing? <i>Example: 12 Buyers Sold / .75 = 16 Buyer Contracts Written to close 12 Buyer Side sales</i>	
Buyer Appts	Buyer Contracts Written divided by 50% Conversion of Buyer Appts to Buyer Contracts Written. Adjust accordingly for your percentage. <i>Example: 16 Buyer Contracts Written / .5 = 32 Buyer Appointments needed to write 16 Accepted Buyer Contracts</i>	
Appts per Week	Listing Appt + Buyer Appt = Annual Appointments Needed Annual Appointments Needed to be divided by 48 workweeks =	
Relationships/database	20:1 Ratio (5%) Return on Warm Database. Closed Unit Goal divided by .05 <i>Example: 24 Closed Units Goal / .05 = 480 Warm Database Names Needed</i>	
Marketing	50:1 Ratio (2%) Return on Cold Database. Closed Unit Goal divided by .02. <i>Example: 24 Closed Units Goal / .02 = 1,200 Cold Database Names Needed</i>	

POWER UNIT

YOUR DATABASE PLAN: Growing a Relationship-Based Business

DATABASE PLAN OPTIONS:

OPTION #1: WARM Database Only (Someone who knows you as a real estate agent)

OPTION #2: COLD Database Only (Anyone you have not introduced yourself to as a real estate agent)

OPTION #3: Combination of WARM & COLD Databases (Recommended)

MY DATABASE GAP ANALYSIS:

	ANSWER
A = What % of your business is going to come from your warm database?	%
B = What % of your business is going to come from your cold database?	%
C = How many closed units do I need from my warm database? A x Total Closed Units to Meet Goal (Line H on pg 14)	
D = How many closed units do I need from my cold database? B x Total Closed Units to Meet Goal (Line H on page 14)	
E = Goal number of warm database names I need C ÷ 5%	
F = Goal number of cold database names I need D ÷ 2%	

	WARM	COLD
GOAL	E=	F=
- Actual Number In Your Database		
= # of Contacts I Need to Add		
÷ 6 = Database Additions Per Month		

BEHAVIOR-BASED LEAD GENERATION STRATEGY: Play To Your Strengths To Generate Business

DOMINANCE		INFLUENCE	
Dominance Options For Prospecting	Dominance Options For Marketing	Influence Options For Prospecting	Influence Options For Marketing
- x Cold Call: FSBO, Expired, Circle Prospecting - x Door Knocking - x Target Home Builders (On-site or Builder) - x Business Owners (Allied Resources) - x Sponsor Events - x SOI - x Agent to Agent Referrals - x Core Advocates	- x Branded Gear (Clothes, Badge, Car) - x Referral Reward Program - x Google Ads - x Geographical Farming - x Donating Publicly (w/ getting credit)	- x Hosting "Lifestyle" Events (In-home, etc.) - x Networking Events - x Client Appreciation Parties - x Social Media (Private Messages, Posts, Live Videos) - x Open Houses - x SOI - x Volunteering in the Community - x Agent to Agent Referrals - x Core Advocates	- x Client Referral Program - x Advertising - x Swag with Face & Branding - x Car Wrap
STEADINESS		COMPLIANCE	
Steadiness Options For Prospecting	Steadiness Options For Marketing	Compliance Options For Prospecting	Compliance Options For Marketing
- x Home Buyer/Seller Seminars - x Networking Events - x Business Owners (Allied Resources) - x Social Media Groups / Private Messages - x New Home Builders - x 1:1 Small Group Meetings (Lunch/Coffee) - x Pop By Ideas - x SOI - x Handwritten Notes - x Core Advocates - x Community Events - x Volunteering	- x Branded Gear - x Client Referral Program - x Car Wrap Advertising	- x SEO / Click Funnels - x Social Media (Private Messages) - x 1:1 Small Group Meetings (Lunch/Coffee) - x Gather Cards From Tack Boards (Gyms, Coffee Shops) - x SOI - x Open Houses - x Pop By Ideas - x Handwritten Notes - x Core Advocates - x Community Events - x Volunteering - x Trade Show Booth	- x Branded Gear / Swag - x Online Testimonials with Stats - x Direct Mailers - x Geographical Farming x Online Leads - x Car Wraps / Decals

POWER UNIT

CORE RELATIONSHIPS: Real Estate Is A Relationship-Based Business

People you determine wealth for

1. _____
2. _____
3. _____
4. _____
5. _____

Love

1. _____
2. _____
3. _____
4. _____
5. _____

Mentors and Role Models

1. _____
2. _____
3. _____
4. _____
5. _____

Wealth Determiners

1. _____
2. _____
3. _____
4. _____
5. _____

Top 25 Allied Resources

1	6	11	16	21
2	7	12	17	22
3	8	13	18	23
4	9	14	19	24
5	10	15	20	25

NURTURING YOUR DATABASE: How To Market Yourself And Stay Top Of Mind

	NAME OF CONTACT GROUP:	TYPE & NAME OF OUTREACH PLAN:	ALL EMAIL / ALL DIRECT / COMBO:
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

NAME OF CONTACT GROUP:

Group your contacts in a CRM or spreadsheet according to how you know them, such as their location, interests, Warm Database vs. Cold Database, how you met them, or any other classification that will help you target them specifically. The same person can be in more than one group – do not overthink it.

TYPE AND NAME OF OUTREACH PLAN:

Now that you have grouped your contacts appropriately, provide them with relevant information as it pertains to their current situation or timeline. The type of outreach plan helps determine the type of information they will receive and the frequency at which they receive it. For example, you have a contact group of “buyer prospects that are looking to purchase in the next 30 days”. An outreach plan for this contact group would be making sure they receive daily communication about available homes and loan information.

ALL EMAIL / ALL DIRECT / COMBO:

Many outreach plans give you the option to have the “touches” be all email form, so it’s cost-sensitive, or all direct contact (mail, phone call, in-person), or a combination of both. Identify what specific plan you are selecting and the layers and methods of communication, whether direct or indirect.

EXPENSES AND COST OF SALES

CATEGORY	THIS YEAR'S BUDGET	THIS YEAR'S BUDGET OF GCI
COST OF SALES (COS):		
1. Amount Paid into Company (Company Split)		
2. Other COS (Buyer's Agent, Transaction Coordinator, etc.)		
Total Cost of Sales (COS):		

OPERATING EXPENSES:		
1. Salaries		
2. Lead Generation		
3. Marketing		
4. Office Bill/Rent		
5. Supplies/Equipment/Signs/Cards		
6. Education & Training		
7. MLS & Board Dues		
8. Meals & Entertainment		
9. Other		
10. Other:		
Total Operating Expenses:		
TOTAL EXPENSES: (COS + Operating Expenses)		

THE VISION OF YOUR BUSINESS

1. Draw the Organizational Structure that represents where your business will be in 12 months.

2. Write down your action plan for making this happen. Include what recruiting sources you will use and what compensation options you will offer.

POWER UNIT

YOUR SIMPLIFIED BUSINESS PLAN (ROI)

WHAT IS YOUR YEARLY GOAL		
THE 3 PILLARS TO SUCCESS		
RELATIONSHIPS Mind Share for NURTURE Business	OPPORTUNITY Low Hanging Fruit for NOW Business	INVESTMENT Money/Time Spent for NEW Business
5 KEY ACTION ITEMS		
Phone/text	1.	1.
Email	2.	2.
Face-to-Face	3.	3.
Direct Mail	4.	4.
Social Media Messaging	5.	5.

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5-YEAR PLAN: It's Not About the Destination, It's About the Journey

5 YEARS FROM NOW: _____
(CURRENT YEAR + 5)

RELATIONSHIPS	BUSINESS
SPIRITUAL/HEALTH	FINANCIAL
EXPERIENCES	INTELLECTUAL
HAPPINESS	CONTRIBUTION

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UNIQUE VALUE PROPOSITION: Understand Who You Are And What Your Business Is About

MISSION STATEMENT: What is your purpose? Why are you in business?

CORE VALUES: What is important to you? What do you value? What is the “why” behind your business? What are your priorities?

BELIEF SYSTEM: What are the rules and guidelines you will follow?

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DETERMINING YOUR “BIG WHY”: How Is Real Estate Going to Effect Your Life?

If your WHY is big enough, then the HOW does not matter.

Your WHY should make you cry. Ask yourself, why is that my WHY? Dig deeper.

What stirs your soul? What makes your heart sing?

What is/was your driving motivation - the why, or goal, for a career in real estate?

What will achieving your goal mean for you?

In what ways will your life change?

What doors will open for you?

MY BIG WHY IS:

What could get in the way of achieving your Big Why?

How can you prevent that?

POWER UNIT

LETTERS TO YOUR FAMILY: Messages For Your Family

MISSION: Use the space below to write two letters as if you were one year into the future. The first letter should describe in specific detail the feelings, emotions, and the way life looks when you accomplish your goals. The second letter should explain in specific detail the feelings, emotions, and the way life looks if you do not achieve your goals. Take your time, be precise, and allow yourself to go to that place to feel what it would be like in both scenarios.

Success Letter:

Apology Letter:
