

**Business Plan W.3.5** – Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fiscal Year: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

WIG: $100,000 in GCI by selling $3.3 million in real estate volume through 10 transactions at an average price of $350,000.

1. **Close 5 listings by going on 14 appointments and taking 8 listings at correct price point.**

Know?

Do?

Have?

1. Create a seller pre-list packet, knowing exactly what goes with me on the presentation.

2. Train through the listing process with Kerri.

3. Put together a list of at least 5 core advocates; start meeting with them.

4. Create a conversation outline for each advocate (see COI script on back end of ARES website).

5. Determine Farm Area and send out seller message farming mailer.

1. **Close 5 buyers by going on 9 appointments and taking 8 buyer loyalty agreements at the correct price point.**

Know?

Do?

Have?

1. Pick up listings (A) because they are the number one source for buyers.
2. Create a buyer booklet within 30 days.
3. Role play buyer follow-up and process scripts daily with \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (partners).
4. Get an open house plan/strategy of commitment for the next 90 days doing, 3/week.
5. Get a follow-up process (CRM-assisted) task process for buyers in place within 14 days.
6. **Create a foundation of systems, tools, models and branding.**
7. Check ALL Social Media and Bio/Photo/Logos for consistency. Set schedule to Google self.

Know?

Do?

Have?

1. Download & Use Pipeline, Scoreboard, Sales Tracker, Whiteboards and Lead Generation Wheels.
2. Establish our marketing mailers (both Print and Email 30+ touches per year).
3. Obtain and use neighborhood directories – Goal obtain 1 directory per month.
4. Go from 100 people in CRM to 1,500 in 12 months.

Farm: Wyndemere

# Doors:

Price/PP:

Budget:

16 Hits:

Plan of Action: