



BY
Best Year Yet 2013



2013

Business Plan



Prudential
California Realty

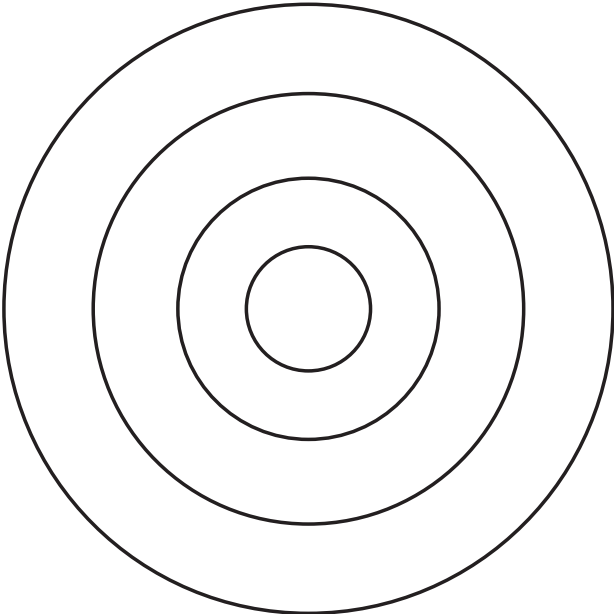


GOALS

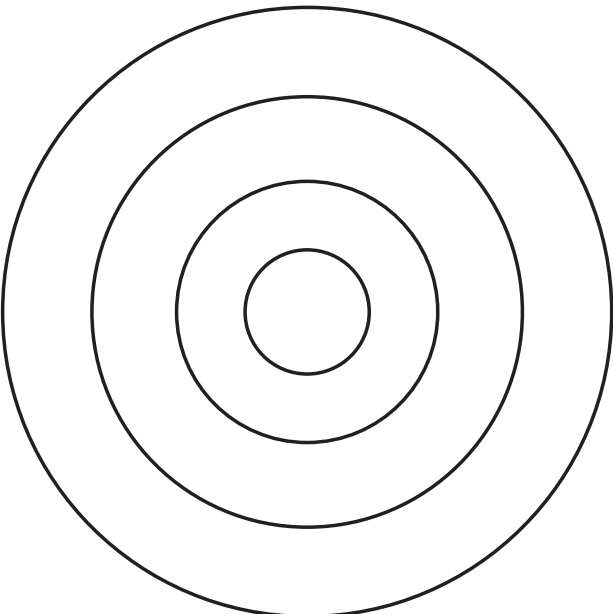
	2012 Actual	2013 Goal
Closings	_____	_____
Income	_____	_____
Listings Taken	_____	_____
Listings Sold	_____	_____
Buyer Sales	_____	_____
Average Sales Price	_____	_____
Average Commision	_____	_____

My Business Snapshot

2012



2013



Sources of Business

	2012 Actual	2013 Goal
Past Clients	_____	_____
Sphere of Influence	_____	_____
Expireds	_____	_____
Just Listed/Just Sold	_____	_____
Sign Calls	_____	_____
Ad Calls	_____	_____
Internet	_____	_____
Door Knocking	_____	_____
Open Houses	_____	_____
Team Builder	_____	_____
Other	_____	_____

Strategies

How will you increase your production in each area?

From

2012 Actual

2013 Goal

Past Clients

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

Sphere of Influence

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

Expireds

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

Strategies

How will you increase your production in each area?

From

2012 Actual

2013 Goal

Just Listed/Just Sold

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

Sign Calls

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

Ad Calls

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

Internet

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

Strategies

How will you increase your production in each area?

From

2012 Actual

2013 Goal

Team Builder

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

Door Knocking

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

Open House

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

Other

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

Major Objectives

#1 OBJECTIVE:		#2 OBJECTIVE:	
Action Steps*	Target Date	Action Steps*	Target Date
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____

#3 OBJECTIVE:		#4 OBJECTIVE:	
Action Steps*	Target Date	Action Steps*	Target Date
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____
<input type="checkbox"/> _____	_____	<input type="checkbox"/> _____	_____

*Note expected target date for each Action Step listed, then use the checkboxes to record completion.

2013

My Magic Numbers

	Contacts	Appointments	Contracts	Sales
Daily	_____	_____	_____	
Weekly	_____	_____	_____	
Monthly	_____	_____	_____	
Year	_____	_____	_____	_____ _____

Rules of Thumb:

10 Contacts = 1 Appointment

3 Appointments = 1 Contract

2 Contracts = 1 Closing

2013 Daily Schedule

Daily Schedule

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							