



Business Planning for 2010

With Checklists and Schedules

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OR *turn on your
computer speakers.*





SECRETS OF TOP SELLING AGENTS™





Your Hosts:

Debra Helleren *and*
Mel McMurrin





John Bendall

Classic RE/MAX, NJ

John has accomplished the following:

- In 5 years went from 6 agents to 90+
- Company averages between 700 to 1000 transactions per year!
- Owns 4 Re/Max Franchises
- SRES, CRS, GRI, E-PRO, NUMBER1EXPERT

Business Planning for 2010





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Plan

Action

Success

Know your numbers



- Average commission per transaction
- Average sales price
- Your costs

PLAN

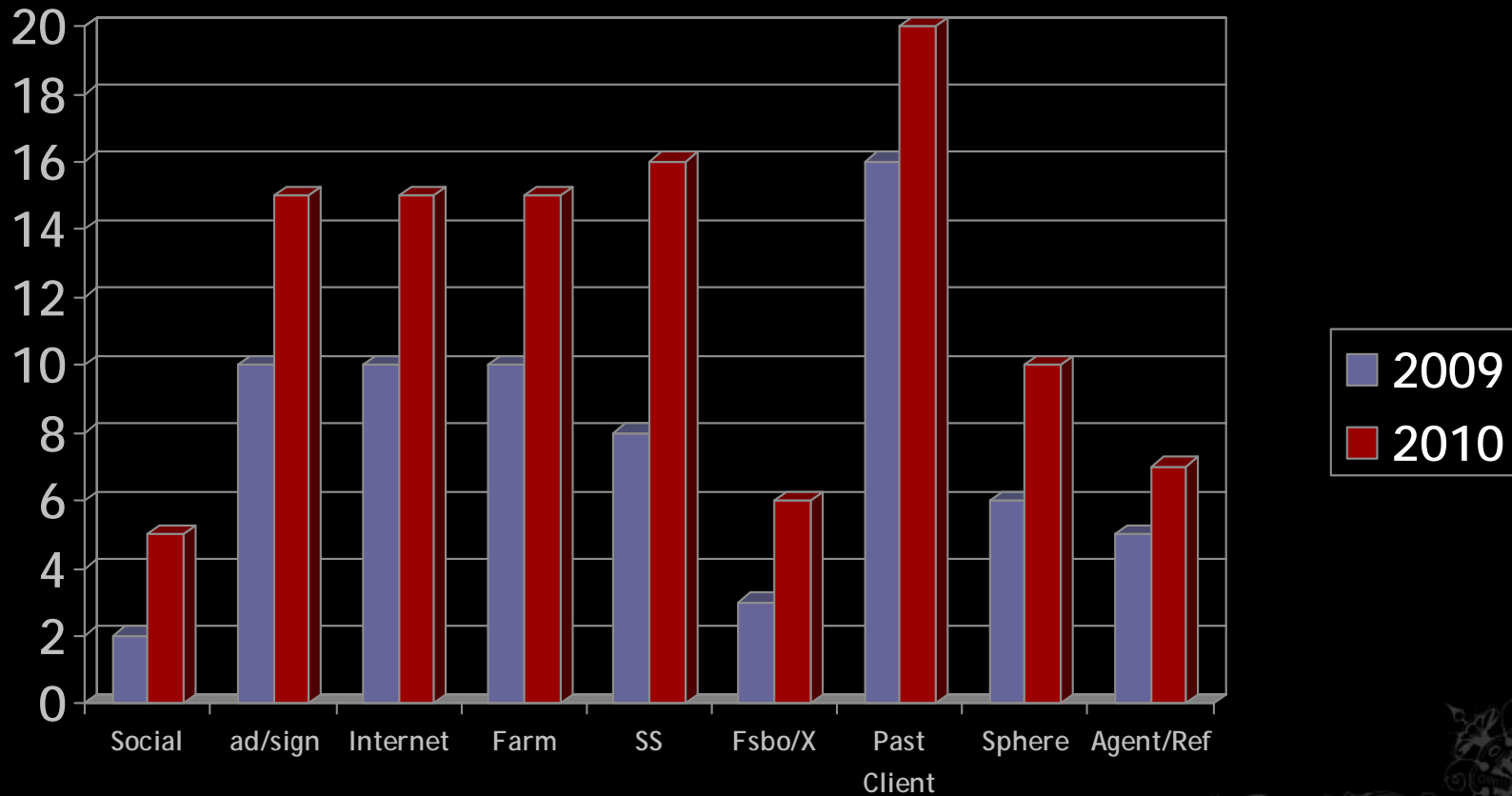


- Income Goal
- Transaction Goal
- Prospecting Goal



- Internet
- Social Media
- Past Clients
- Referrals
- FSBO/Expired
- Short Sales
- Geo Farm

Where will it *Come From*



Please enter the total **CLOSED MLS sales** per month for the last 3 years

Your Name: Bendall Group

	3 yrs ago	2 yrs ago	last yr
January	0	1	1
February	1	1	2
March	0	0	1
April	3	2	3
May	2	3	3
June	2	3	2
July	1	2	2
August	1	2	3
September	2	2	3
October	0	1	2
November	1	0	1
December	0	1	1
Total / Year	13	18	24

Your sales goal for next year?

30



Determining Your Revenue Goals

The following budgetary percentages are listed by main categories, depending on what revenue-generating range you fall in.

	50000 - 100000	100000 - 200000	200000 - 500000	500000 - 1000000	1000000 - 2000000
Payroll taxes and health insurance	4 - 8 %	10 - 12%	11 - 14%	15 - 18%	17 - 19%
Advertising	16 - 18%	14 - 16%	11 - 13%	8 - 9%	6 - 8%
Supplies, telephone, rent, travel, education, equipment	16 - 18%	12 - 14%	8 - 10%	6 - 8%	4 - 6%
Franchise fees	6 - 10%	6 - 10%	6 - 10%	6 - 10%	6 - 10%
Auto expense	6 - 7%	4 - 5%	3 - 4%	1 - 2%	1 - 2%
Postage	3 - 4%	2 - 3%	2%	1 - 2%	1 - 2%
Professional fees	2%	2%	1 - 2%	1%	1%
Miscellaneous	1%	1%	1%	1%	1%
Range	52 - 68%	51 - 63%	43 - 56%	40 - 52%	37 - 49%
Average	60%	57%	49.5%	46%	43%
Revenue	40%	43%	50.5%	54%	57%

Assumptions: for the \$50,000 - 100,000 range, the agent is doing most to all of their own work, with only minimal part time assistance. As more revenue is funneled into advertising and their business develops, putting them into the \$100,001-\$200,000 range, the same assumptions apply; except by now the agent probably has a steady part time team member to leverage time.

Start with how much you plan to make, revenue-wise, in the next 12 months. What do you want to take home? Let's look at some examples. If you generate gross revenue of \$150,000, your average after expenses will be 43 percent or \$64,500. If you generate \$300,000, your average after expenses will be 50.5 percent, or \$151,500.



<p>January HUD's on the 15th 2009 stats</p>	<p>February Gift certificates for roses</p>	<p>March Truck post card Dumpster day</p>
<p>April Patriots tickets Time change</p>	<p>May Movie tickets</p>	<p>June Client app. party</p>
<p>July 2010 ½ year stats</p>	<p>August Back 2 school mailing</p>	<p>September Balloon Branchburg Day</p>
<p>October Time change 2010 Calendars</p>	<p>November Santa Pictures</p>	<p>December Holiday cards</p>





January

- Tax Tips
- Buyer Credit Announcement \$8,000
- State of the Market Report
- Deliver Fortune Cookies with note
"Hope 2010 Brings You Good Fortune"
- Goal Setting/New Year Resolution Ideas
- Post holiday party for top clients.
- Document Shredding

February

- Coupon for a rose at local florist
- George Washington's Birthday; send a dollar
- Pre-stamped Valentine cards - group of 10
- Register via e-mail for a dinner for 2 on Valentine's Day



March

- Seed Packets
- Change Clocks
- Recipe card
- Recycle bag - go green for St Patrick's day,
- Tips for "going green"
- Community dumpster

April

- Postcard on what to keep for taxes
- Baseball schedule
- Local Summer Camps
- Spring Cleaning List
- Spring Gardening Tips
- Calendar of Spring events
- "Forget me Nots" , "April Showers bring May Flowers"

May

- BBQ
- Mother's Day roses
- Flower Seeds
- Movie Night
- Logo Leaf Bags
- Bird House
- American Flag
- Spring Fling
- Emergency Contact Magnet

June

- Flags for Flag Day
- Beach Ball with Logo
- Ice Cream Coupon
- Rent Movie Theatre for a Day
- Father's Day drawing for 2 Baseball Tickets
- BBQ at Park



July

- Coupon for free pie - pick up at office
- Free lawn chair with logo
- Mail Salt Water Taffy
- Mail hand fan with logo
- Red, White and Blue Postcard

August

- School Goody Bag
- Fall Yard Maintenance tips
- Car Service Reminders
- Ice Cream Coupons
- Send mail to Kids only

September

- Football Schedule
- School football team schedules
- School Calendars
- Rulers for kids
- Fall season card
- 3rd quarter State of the Market report
- Drawing for pre-Thanksgiving get away
- Drawing for \$100 Gift Card for school supplies

October

- Postcards with safety tips and a glow stick
- Invitation to "Trick or Treat" at the office with RSVP to e-mail

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00 AM							
8:30 AM		Office Work	Office Work		Office Work	Office Work	
9:00 AM		Calls/Follow Up	Calls/Follow Up		Calls/Follow Up	Calls/Follow Up	
9:30 AM		Meeting	Prospecting		Prospecting	Prospecting	Prospecting
10:00 AM		Meeting	Prospecting		Prospecting	Prospecting	Prospecting
10:30 AM		Office Work	Office Work		Office Work	Office Work	Office Work
11:00 AM		Office Work	Appointments		Appointments	Appointments	Appointments
11:30 AM		Office Work	Appointments		Appointments	Appointments	Appointments
12:00 PM		Lunch/Dinner	Lunch/Dinner		Lunch/Dinner	Lunch/Dinner	Appointments
12:30 PM		Lunch/Dinner	Lunch/Dinner		Lunch/Dinner	Lunch/Dinner	Appointments
1:00 PM		Prospecting	Office Work		Office Work	Office Work	Appointments
1:30 PM		Prospecting	Office Work		Office Work	Office Work	Appointments
2:00 PM		Calls/Follow Up	Calls/Follow Up		Calls/Follow Up	Calls/Follow Up	Appointments
2:30 PM		Calls/Follow Up	Calls/Follow Up		Calls/Follow Up	Calls/Follow Up	Appointments
3:00 PM		Appointments	Appointments		Appointments	Appointments	Appointments
3:30 PM		Appointments	Appointments		Appointments	Appointments	Appointments
4:00 PM		Appointments	Appointments		Appointments	Appointments	Appointments
4:30 PM		Appointments	Appointments		Appointments	Appointments	Office Work
5:00 PM		Office Work	Office Work		Office Work	Office Work	Calls/Follow Up
5:30 PM		Calls/Follow Up	Calls/Follow Up		Calls/Follow Up	Calls/Follow Up	Calls/Follow Up
6:00 PM	Prospecting						
6:30 PM	Prospecting						
7:00 PM			Prospecting		Prospecting		
7:30 PM			Prospecting		Prospecting		
8:00 PM			Prospecting		Prospecting		
8:30 PM			Prospecting		Prospecting		
9:00 PM			Prospecting		Prospecting		



Other parts to a year plan

- Family/off time
- Education
- Vision board



Improve your skills



- Education & training
- Designations
- Conventions
- RSN programs





Family time



- Book trips for the year in Dec/Jan
- Take time off
- Take days off
- Sync with school schedule



Your decision making



Does this help me
obtain my goal?

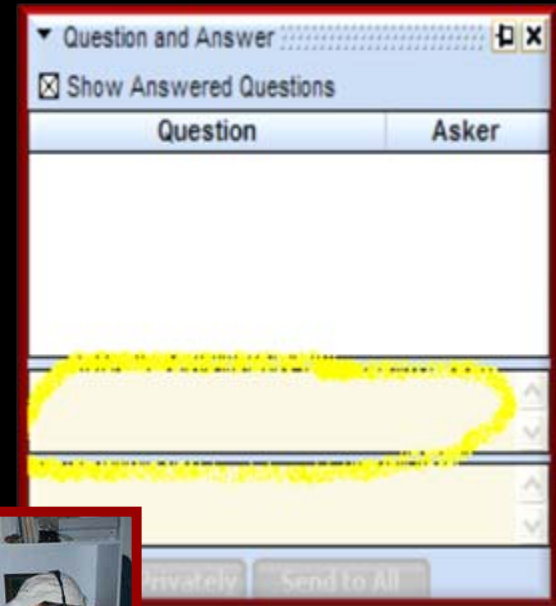
Disciplines

- Work a full day, every day
- Focus on work activities while at work
- Avoid time wasting tasks....and people
- Focus on the important activities
- To do list - morning/end of day
- Worst 1st
- Hour of power
- On vs in business

Question & Answer Session



Please enter your questions in the "Question and Answer" section of the GoToWebinar column on the right hand side of your screen.



*Thank you John for a
wonderful presentation!*

Join us for the next



Larry Kendall

Thriving in Turbulent Times

January 28th, 1 pm ET/10 am PT

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