

## **Business Planning**

*Help your associates turn their  
real estate careers into thriving  
real estate businesses.*

**Notices**

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**TABLE OF CONTENTS**

.....

System.....	3
Objectives.....	5
Implementation.....	5
STEP 1: Introduction.....	7
STEP 2: Show the Video And Debrief.....	11
STEP 3: Ask Great Questions, Make Great Points and Summarize.....	19
Business Plan Outline.....	22

## SYSTEM

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Preparation for the sales meeting requires advance planning. Following these steps will help you avoid last-minute problems.

### One week in advance of the sales meeting:

- Review *A Team Leader's Guide to a Successful Sales Meeting*.
- Post the meeting agenda on the bulletin board and intranet (for agenda, see *A Team Leader's Guide to a Successful Sales Meeting*).

### One day before the sales meeting:

- Test all equipment.
- Watch the *Business Planning* video.
- Review facilitation suggestions and activities in this booklet.
- Prepare all handouts or delegate this task.

### Day of the sales meeting:

- Check the equipment.
- Have handouts in the meeting room ready.
- Have music ready to play.
- Have easel and markers if needed.
- Put DVD in the computer and open the KWConnect video or cue the KWConnect video online.
- Have awards in meeting room if applicable.
- Check agenda for other items.
- Smile.
- Dress for success—look the part of a successful Team Leader whom others would want to follow.
- Have high energy and enthusiasm.

## OBJECTIVES

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1. Provide tools on how to write a realistic and attainable Business Plan.
2. Show how to track the progress of the plan and achieve your goals.

## IMPLEMENTATION

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Steps to implement the educational portion of your sales meeting:

1. Introduce the session.
2. Show the video and debrief
3. Ask great questions, make great points, and summarize.

## STEP 1: INTRODUCTION

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Here's a script you can use before showing the video.

### Team Leader Script

We are very excited about the educational portion of our sales meeting today because we have a video of seven Mega Agents who share their secrets to building and using a Business Plan. It should be noted that all of these agents have coaches who help them take their businesses to the next level.

This video features:

#### **Joe Bogar**, Denver, Colorado

Joe is a Mega Agent who sells more than 100 homes a year:

#### **Bruce Hardie**, Spokane Valley, Washington

Bruce is a Mega Agent, Operating Principal, and Regional Owner:

#### **Mike Kranz**, Orlando, Florida

Mike is a Mega Agent and Keller-Williams MAPS coach.

#### **David Norberg**, San Diego, California

David is a Mega Agent who is new to the KW family. He is already known as a real estate icon in the San Diego area.

This video includes a bonus track featuring the following Mega Agents:

**Doris Carlin**, Joplin, Missouri

Doris is a Mega Agent and owner of multiple Market Centers who sells more than 200 homes a year.

**Chris Heller**, San Diego, California

Chris is a Mega Agent and Operating Principal who sells more than 100 homes per year.

**Ron Wexler**, Chicago, Illinois

Ron is a Mega Agent who owns multiple Market Centers. In addition, he sells more than 100 homes a year.

The Business Planning video provides you with tried and true methods from Mega Agents on Business Planning. While watching this video, be sure to notice that every Mega Agent uses a Business Plan. In addition, they all know their last year's numbers, track their current year's numbers and have a coach hold them accountable to their goals.

## STEP 2: SHOW THE VIDEO AND DEBRIEF

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There are four parts to the *Business Planning* video. Taking this into consideration, you have two options for structuring the educational portion of your sales meeting.

1. Facilitate a debriefing session after each part.
2. Show all videos, then facilitate one debriefing session covering everything.

We recommend playing one video at a time and debriefing after each. That allows the message to stay clear in the viewers' minds.

Notice that on KWConnect there are four separate video icons that you can choose to launch individually. On the DVD, all four parts are on the same video and, unless you stop it after "Part One," it will continue to play the rest of the video automatically.

### ***Business Planning, Part I: What is a Business Plan?***

Use these debriefing points:

- A Business Plan should be simple and no longer than three to four pages.
- It provides you with a road map to success.
- A Business Plan is the best way to turn your career into a business.

- Remember to visit the [www.kellerwilliamsuniversity.com](http://www.kellerwilliamsuniversity.com) online store to sign up for the MREA Business Planning Clinic.

### ***Business Planning, Part II: How do I build a Business Plan?***

Use these debriefing points:

- The recap of the prior year is all about knowing your numbers.
- Financial and number goals should be realistic and driven by your "Big Why."
- Set five or six measurable objectives that you can be held accountable to throughout the year.
- Analyze your numbers in order to keep on track with your goals.
- Create a personal schedule outlining daily activities that will keep you focused.
- Identify three to five major challenges and solutions for the coming year.
- The MREA Business Planning Clinic is necessary training for you to fully implement your Business Plan.



### ***Business Planning, Part III: How do I use my Business Plan?***

Use these debriefing points:

- A Business Plan is a working document. Look at it daily and share it with everyone around you. Use it in conjunction with your 4-1-1.
- Use your plan to set specific action items on your schedule.
- Continually track your progress and adjust your plan accordingly.
- Allow yourself to be held accountable to your Business Plan.
- The MREA Business Planning Clinic provides all the tools to create a business plan to take you to the 7th Level.

### **Business Planning, Bonus Track**

Mega Camp Panel with Mega Agents Doris Carlin, Chris Heller,  
and Ron Wexler

Use these debriefing points:

- When reviewing your Business Plan, compare it to where you currently are and adjust it accordingly.
- Use ratios from last year's numbers to help in determining what the coming year's numbers should be.
- Use affirmations to keep you focused on your goals.
- Figure out what your Big Goals are and then work backward from them.
- A Business Plan is a "blueprint" for your business.
- Share your Business Plan with others and ask for input.
- Prospecting should be the first thing on your schedule everyday.
- When creating your Business Plan, keep the number of days you want to work that year in mind. This will directly impact all of your other numbers.

### STEP 3: ASK GREAT QUESTIONS, MAKE GREAT POINTS, AND SUMMARIZE

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Encourage agents to analyze how top producers built and used their Business Plans. Use any of the following questions and points to help guide your discussion.

#### Questions

1. What did the agents do to start the process of writing a Business Plan? To start their dreaming?
2. Why was last year important, and how can you find those numbers?
3. How did the agents track their progress? Who did they share it with?
4. How did they make adjustments along the way?

#### Points

1. Know your numbers (or industry standards).
2. Focus on your Big Goals.
3. Look at your plan daily.
4. Share your plan with your coach or accountability partner.
5. A Business Plan is a dynamic document that grows and changes with you.
6. The MREA Business Planning Clinic is the proven method for building a powerful and focused Business Plan.

### Summary Script:

When creating a Business Plan, first look at your numbers from the previous year. Like achieving any goal, you must have your starting place in order to figure out where the finish line is. If you don't have a record of last year's numbers, use the industry standards or the MREA book as your guide. Then think about what your Big Goals are for the year to come. Your Business Plan should consist of: a recap of the prior year; new year financial goals, major objectives, numbers breakdown, personal schedule, and major challenges and solutions. Once you have your plan written, be sure to share it with others—this will keep you accountable to your goals. Also hang it up in your office so that you can see it at least once a week. Always remember, your Business Plan is a work in progress. If you are not meeting your goals or you are exceeding your goals, make changes to your Business Plan accordingly.

If you would like to see this video again, you can watch it on KWConnect at [www.kellerwilliamsuniversity.com](http://www.kellerwilliamsuniversity.com).

## BUSINESS PLAN OUTLINE

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### A. RECAP OF THE PRIORYEAR

Total income earned	\$
Total closed transactions	
Average sales price	\$
Total listings taken	
Total listings expired or withdrawn	
Total listings sold	
Total buyer controlled sales	
Existing inventory	

### B. FINANCIAL AND NUMBER GOALS

Income goal for the year	\$
Total expenses for the year	\$
Pretax net income	\$
Average sales price	\$
Total closed transactions	
Total listings taken	
Total listings sold	
Buyer controlled sales	

### C. OBJECTIVES TO OBTAIN YOUR GOALS

**D. NUMBERS BREAKDOWN** (These numbers will help you figure out how many contacts are needed per day to make your number goals.)

**E. DAILY SCHEDULE** (Based on a five-day work week. Should be designed to build new business while also keeping up with past client business.)

### F. MAJOR CHALLENGES AND SOLUTIONS

CHALLENGE:

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SOLUTION:

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