

Quality Service Realty, Inc.

Business Plan



"If you can dream it, you can do it."

- Walt Disney

Quality
Service Realty, Inc.

Principles Of Success

Have a plan. Know your desired outcome. A written business plan with clearly defined goals. Make your goals S.M.A.R.T.

S	Specific; Simple
M	Measurable; Meaningful to You
A	As if Now; Achievable; All areas of your life
R	Realistic; Responsible/Ecological
T	Timeframe; Toward What You Want

Take Action. Be willing to do what it takes to accomplish your outcome. Master behavioral flexibility. The Law of Requisite Variety states that the person or system with the most flexibility of behavior will control the system.

Measure & Track Your Results. You can't improve what you don't measure. Identify the method for determining achievement of your goal/outcome and track your progress. An excellent tracking system will allow you to make necessary course corrections and adjustments as well as gauge your overall success.

Be Open to Change. Operate from a Physiology and Psychology of Excellence. Be in control of your mindset (attitude). Choose to be in a powerful, positive state. Take Personal Responsibility for your actions. Be on the Cause side of the Equation – not the Effect side. Be aware of your constitution, health and physical well-being. Ingest healthy, nutritious foods that uplift you and give you energy.

Ask for Help! Find someone – a mentor, coach, consultant, expert, professional to assist you in reaching your desired outcome. The right person can offer a third party perspective; provide necessary guidance, accountability and expertise.

Attitude is Everything! It is estimated that as much as 90% of success in any sales related field can be attributed to attitude. As a matter of fact, it's not unusual for attitude to be the only difference between the person who is successful and the person who is not. Your expectations can lead to success!

Always:

- Show confidence and commit to excellence
- Dress professional and be professional
- Be persistent and positive
- Believe in yourself, the company and your tools
- Be flexible and ready to learn new techniques and technology
- Built trust

How To Create A Business Plan

It's that time again - time to manifest your success for a Great Year! It all starts by writing your goals or desired outcomes, creating a written business plan and updating/revising your business budget then measuring and tracking your results.

Step 1 - Set Your Goals

The critical steps to achieving your goals:

- Identify clear, concise, SMART goals and know your WHY for each of them.
- Write them down for all areas of your life.
- Create Action Plans – break the goal down into steps and next actions.
- Measure and track your progress – you can't improve what you don't measure.
- Celebrate your successes along the way – make any necessary course corrections.

Some considerations when writing your goals:

- What specifically do you want? Stated in the positive, present-tense.
- Where are you now in relation to the desired outcome?
- What will you see, hear, feel, etc when you have it?
- What will this outcome get for you or allow you to do?
- Is it only for you? Or is it for others also?
- For what purpose do you want it and what will you gain or lose if you have it?

Goal:

Verify that your goal is SMART

Specific: *What exactly will you accomplish?*

Measurable: *How will you know when you have reached this goal?*

Achievable: *Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve this goal? If not, how will you get them?*

Relevant: *Why is this goal significant to your life?*

Timely: *When will you achieve this goal?*

This goal is important because:

The benefits of achieving this goal will be:

Take Action!

Potential Obstacles

Potential Solutions

Who are the people you will ask to help you?

Create Your Business Plan

This is a 2-page easy-to-use, basic real estate business plan. Just follow the step-by step formula to turn your desired income goal into the number of listings, sales, contacts and appointments. required to obtain it.

Step 1: Set Your Income and Closed Sides Goals

Income Goal..... (A) _____

Average Sales Price..... (B) _____

Average Gross Commission Rate Per Side(%) (C) _____ %

Average Gross Commission Per Side (B times C) (D) _____

Sales Executive Commission Split (%) (E) _____ %

Sales Executive Commission Split before deductions (D times E..... (F) _____

Average Sales Executive Commission Per Side (F less deductions)..... (G) _____

Number of Closed Transactions Needed (A divided by G) (H) _____

Number of Sides Needed to Put in Escrow (H divided by 80%) (I) _____

Step 2: Calculate Prospects Needed Per Week

Listings Sold Needed (____ % of line I) (J) _____
Percentage of Listings Sold from total closings (I)

Listings That Must Be Taken (J divided by 70%) (K) _____

Listing Presentations Needed (3 times K) (L) _____

Number of Weeks Worked Per Year (M) _____

Listing Presentations Per Week (L divided by M) (N) _____

Buyer Escrows Needed (____ % of line I) (O) _____
Balance of (J) % to equal 100%

Buyer Prospects Needed (3 times O) (P) _____

Number of Weeks Worked Per Year (Q) _____

Buyers Needed Per Week (P divided by Q) (R) _____

DATA BASE

Sellers

Total Listing Presentations Needed _____ (from line L)

NICHE	Annual # of Presentations	Contacts per Presentation	Annual Contacts Needed	Weeks Worked Per Year	Weekly Contacts Needed
SOI/Past clients					
Absentee Owners					
Landlord/Tenant					
Neighborhood					
Just Listed / Sold					
Expires					
FSBO'S					
5 Feet Rule					
Other					
Other					

Buyers

Total Buyers Needed _____ (from line P)

NICHE	Annual # of Buyers	Contacts to Produce a Buyer	Annual Contacts Needed	Weeks Worked Per Year	Weekly Contacts Needed
SOI/Past Clients					
Open House					
New Listings					
Tenants					
Investors					
5 Feet Rule					
Other					

TRAINING - RESOURCES - EQUIPMENT - ETC

TRAINING NEEDED

RESOURCES NEEDED

EQUIPMENT - ETC.

THE ACTION PLAN

From the business plan you can create your daily, weekly, monthly ACTION PLAN. This plan will outline the income producing activities and other tasks you are committed to in order to achieve your desired outcomes.

Review and stick to your Action Plan **DAILY!**

- Put the document in front of your day planner
- Post it in your workspace
- Tape it to your bathroom mirror and review it daily
- Review and record your results daily also
- A basic affirmation for your consideration could simply be: "Make one qualified appointment daily!"

Allocating Time to Build Your Business

To determine the number of hours you have available for building your business. Calculate the number of hours you spend...

_____ Hours Sleeping
_____ Hours with Family and Friends
_____ Hours Eating
_____ Hours for Fitness and Grooming
_____ Hours Driving
_____ Total Hours Committed to Personal Time
_____ - 24 = Hours in a Day
_____ Hours Available for Work
_____ Divide By 2
_____ Hours to be Spent on Building Your Business

Create an Action Plan that works for you. It may consist of some of the following activities:

Make _____ contacts daily
Send _____ personal notes weekly
Add _____ people to your database weekly or monthly
Contact _____ FSBOs weekly
Contact _____ expireds weekly
Hold _____ effective open houses weekly/ monthly
Mail or email to your SOI/Past clients valuable market information monthly
Mail or email to your designated farm of _____ properties monthly
Door knock/ door drop _____ houses monthly
Take _____ past client to lunch monthly
Network with _____ business to business referrals monthly
Hand out 15-25 business cards a week and actively ask for business/permission to add them to your database

A good business plan is like connecting a bridge from where you are to where you want go.

DAILY WORK PLAN

TODAY'S PLAN OF ACTION

8:00 _____
8:30 _____
9:00 _____
9:30 _____
10:00 _____
10:30 _____
11:00 _____
11:30 _____
12:00 _____
12:30 _____
1:00 _____
1:30 _____
2:00 _____
2:30 _____
3:00 _____
3:30 _____
4:00 _____
4:30 _____
5:00 _____
5:30 _____
6:00 _____
6:30 _____
7:00 _____
7:30 _____
8:00 _____

ACTION ACCOMPLISHED

SOI/PAST CLIENTS

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

ABSENTEE OWNERS

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

LANDLORDS / TENANTS

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

NEIGHBORHOOD

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

JUST LISTED SOLD

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

EXPIREDS

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

FSBO'S

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

INVESTORS

Letters Mailed _____
Personal Contacts _____
Telephone Contacts _____

5 FEET RULE _____

OPEN HOUSE _____

PROPERTIES INSPECTED _____

PROPERTIES SHOWN _____

BUYERS PRE-QUALIFIED _____

LISTING PRESENTATIONS _____

LISTINGS OBTAINED _____

SALES MADE _____

SIDEKICKS OBTAINED _____

OTHER _____

Real Estate Affirmations for a Successful Career

- 1. Success Keys:** I must think successful and act successful to be successful!
- 2. Professional Value:** The real estate commissions I receive are not just a reward for having a real estate license; they are payment for providing valuable professional services.
- 3. Real Work:** I do not avoid difficult tasks and uncomfortable situations. I get paid well for doing the things that unsuccessful people won't do or can't do.
- 4. Enthusiasm and Confidence:** I do not think, talk or act negatively about the real estate business. I know that my attitude affects my level of success and I always show enthusiasm and confidence to my customers, clients and fellow associates. I believe in my personal value and the value of my office and company.
- 5. Consistent Prospecting:** I do not wait for prospects to come to me. I actively seek out qualified prospects.
- 6. Selling Situation:** I do not allow myself to become bogged down in "busy work." I assure my success by consistently getting into actual selling situations. I maximize my probability for success by working proven real estate systems.
- 7. Reasonable Probability:** I do not depend on luck and gamble on unrealistic possibilities. I only work on properties and with prospects where there is a reasonable probability of success.
- 8. Worthy Clients:** I don't waste my time, energy, or money on unqualified clients. The clients and customers I work with are worthy of my valuable professional services.
- 9. Working Hours:** I do not work the same hours as a salaried employee. I know that I must be available when prospects are available. I do not allow other people to interfere with my work schedule. I carefully guard my working hours.
- 10. Concern, Responsibility and Control:** I do not accept responsibility for situations which are beyond my control. I show concern for all situations, but I only accept responsibility for controllable circumstances.
- 11. Honesty and Benefits:** I do not disguise reality by telling people only what they hope to hear. I tell my customers and clients the truth and sell them on the benefits.
- 12. Persuasion:** I do not argue with customers or clients or run from problems. I successfully persuade people with patience and benefits.
- 13. Loose Ends:** I do not rush through transactions leaving unsolved problems that I hope will disappear. I answer questions and concerns assuring future satisfaction.
- 14. Personal Responsibility:** My level of success is not dependent upon uncontrollable circumstances. I fully acknowledge that ...If it is to be, it's up to me.
- 15. Specialization:** I do not try to work with every prospect or on every property. I specialize on properties and with prospects where I have professional competency value and reasonable ability for success. I also have the personal desire to work with them in a professional manner.
- 16. I Believe:** I have the right to be successful. I have the ability to be successful. I am personally responsible for my level of success. I create my success through my thoughts and my actions!