

REAL ESTATE AGENT **BUSINESS PLAN**



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START WITH YOUR WHY

What are your top 4 reasons why you want to drive your business forward and execute this plan? Write, draw or add a picture that represents your why.

01

02

03

04

LAST YEARS PRODUCTION

This is your space to review how you've performed in the past. You can choose whether to include your totals since you've been in the real estate industry or for the previous year.

YEAR			
SALES VOLUME			
GROSS COMMISSION INCOME			
TRANSACTIONS			
NUMBER OF LISTINGS	HOMES SOLD	BUYERS HELPED	REFERRALS

NOTES

SET YOUR BUSINESS GOALS

On this page, set goals for yourself. You can either set them for the next year, five years, ten years, etc. Envision the numbers that will motivate you to grow and expand your business.

YEAR	
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SALES VOLUME	
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GROSS COMMISSION INCOME	
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TRANSACTIONS	
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NUMBER OF LISTINGS	HOMES SOLD	BUYERS HELPED	REFERRALS

NOTES

STRATEGIES TO GENERATE LEADS

Write down the strategies you plan on using to generate leads and how often you want to complete these tasks. For example, under “Prospecting”, you could write “cold call expired listings” every weekday.

[illegible]

KEEPING YOURSELF ACCOUNTABLE

What are you going to do every day and every week for your business?

ACTIVITY DESCRIPTION

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

CREATE YOUR BUDGET

Keep tabs on all your recurring expenses to make sure you're not getting hit with unexpected bills and fees.

[illegible]

[illegible]



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