

Business Planning Clinic
Pre-class Worksheet

Name _____

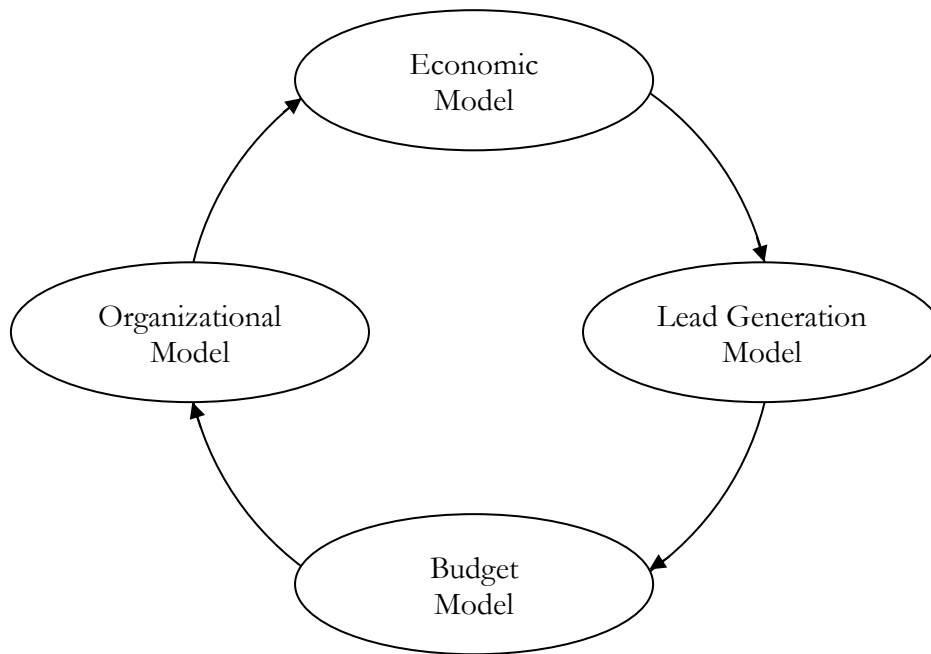
Date _____

Pre-class Worksheet

To achieve maximum benefit from *The Millionaire Real Estate Agent* (MREA) Business Planning Clinic, complete this Pre-class Worksheet before attending the course.

1. Review the four fundamental models.
2. Fill in your current numbers on pages 4–7.
3. Bring completed worksheet to class.

The 4 Fundamental Models from MREA



I. The Economic Model

The Economic Model shows you where your money comes from, where it goes, and how much is left for you.

- Focus on the numbers you must hit.
- Focus on appointments.
- Focus on your conversion rates.

2. The Lead Generation Model

The Lead Generation Model shows you how to win the positioning battle for customer mind share.

- Understand that lead generation is a numbers game.
- Prospect and market to move people into your inner circle.
- Set up a contact database and feed it daily.
- Use proven action plans to contact your database systematically.
- Focus on seller listings and market them for more leads.

3. The Budget Model

The Budget Model shows you what happens to your money from the time you receive it until the moment you get to keep it.

- View your budget as a powerful financial-planning tool.
- Lead with revenue, not expenses.
- Play Red Light, Green Light to hold your investments accountable for appropriate results.
- Stick to the Budget Model percentages and review them monthly.

4. The Organizational Model

The Organizational Model shows you who will do what as you add people to your growing business.

- Hire administrative help first. They will systematize and document your business.
- Always hire talent. It will pay you back big when you take the time to find and keep talent.
- Train and consult your people for maximum productivity and hold them accountable to standards.

Optional

Read pages 128 – 172 in *The Millionaire Real Estate Agent*.

Your Economic Model

Snapshot of Where You Are Now

If you don't know these values, use your best guess. For the first two entries, use either the Current Month or This Year column, depending on what you currently know about your business.

	Current Month	This Year
1. Current GCI	\$	\$
2. Total Business Expense	\$	\$
3. Expenses as percent of GCI Line 2 - Total Business Expense / Line 1 - Current GCI	%	%

	Calculation	Value
4. Source of Business Percentage	Buyers Recommended 50%	%
	Sellers Recommended 50%	%
5. My Average Commission	Recommended 2.3–3%	%
6. My Average Sales Price	Your Avg Sales Price, or MLS Avg Sales Price	\$
7. My Conversion Rate for Contacts to Appointments*	# Contacts / # Appointments	%
8. My Conversion Rate for Appointments to Listings*	# Appointments / # Listings	%
9. My Conversion Rate for Listings to Closed Transactions*	# Listings / # Closed Transactions	%

* These conversion rates allow you to measure your achievement and progress toward goals.

Your Lead Generation Model

Snapshot of Where You Are Now

Enter the values for your database.

Database	
1. I have a contact database (Y/N)	
2. Number of Mets in your database	
3. If you lead generate to a farm: Number of Haven't Mets in your farm area	

Check all current lead sources. Fill in your other lead sources if not listed.

Lead Sources	✓	Lead Sources	✓
1. Mets/Sphere/Past Clients		1. Apartments	
2. Door Knocking in Farm		2. Builders	
2. Open Houses		3. Networking	
3. Sign Calls		4. Seminars	
5. For Sale by Owners (FSBOs)		5. Sponsorships	
6. Expired Listings		6. Advertising	
7. Website Registrations		7. Banks	
8. Social Media		8. IVR	
9. Allied Resources		9. Client Parties	
10. 12 Direct Newsletters		10.	
11. Just Sold Mailings		11.	
12. Just Listed Mailings		12.	
13. Agent Referrals		13.	

Your Budget Model

Snapshot of Where You Are Now

“... what happens to your money between the time you receive it (as gross revenue) and keep it (as net income).” – Millionaire Real Estate Agent

Enter business operating expenses in this table.

Operating Expenses	Description	Annual	% of GCI*
1. Salaries	Those employed to help you in your business—typically administrative	\$	
2. Lead Generation	All expenses associated with lead generation: advertising, give-aways, etc.	\$	
3. All Other Operating Expenses	See breakdown below	\$	

* Calculate % of GCI based on the Annual GCI you entered in the Economic Model, line 1, on page 4.

Optional: Enter detail of All Other Operating Expenses

Breakdown of All Other Operating Expenses	Description	Annual	% of GCI*
1. Occupancy	Office rental	\$	
2. Technology	Technology support	\$	
3. Phone	Phone and Internet lines, phone services	\$	
4. Supplies	Office supplies, paper, etc.	\$	
5. Education	On-going sales, real estate, and other related education, books, newsletters, magazines, seminars	\$	
6. Equipment	Computer, fax, copier, etc.	\$	
7. Auto/Insurance	All related business auto expenses	\$	
Total All Other Operating Expenses (should match line 3 from above table)		\$	

Your Organizational Model

Snapshot of Where You Are Now

Draw a picture of your current organizational chart here:



Who do you currently have on your team?

Position
<input type="checkbox"/> First Assistant/Market and Admin Manager
<input type="checkbox"/> Transaction Coordinator
<input type="checkbox"/> Lead Buyer Specialist
<input type="checkbox"/> Listing Manager
<input type="checkbox"/> Telemarketer
<input type="checkbox"/> Buyer Specialists (how many? _____)
<input type="checkbox"/> Lead Listing Specialist
<input type="checkbox"/> Listings Specialists (how many? _____)
<input type="checkbox"/> Lead Coordinator
<input type="checkbox"/> CEO (you are out of the day-to-day operation)