

# Business Plan (example)

## 1. Measurable goals: 8 sales total in 2023

- 5 buyer sales  
(Show homes to 8 pre-qualified buyers)
- 3 sold listings  
(schedule 5 Listing Appointments)

(note to agents: You won't sell a home to everyone you work with, so plan accordingly)

## 2. Monthly Budget: \$250/month

\$65 MLS, \$95 Office Fee, \$40 CRM, \$50 Marketing

## 3. Prospecting Plan

- 8 open houses/month
- Sphere of Influence: Homebot valuations, monthly newsletter, holiday cards, social media

## 4. Weekly Must Do List

Open houses:

Monday: Identify new listings, schedule, invite lender (to provide flyers)

Thurs/Friday: door-knock 40 closest neighbors for each open house (80 doors total)

Weekend: 2 open houses, 3 hours each

Monday: follow up calls

Sphere of influence:

Tuesday: Schedule social media posts for the next week using Hootsuite, or similar

Wednesday: Edit CRM newsletter, or prepare handwritten cards to send

Thursday: Check Homebot – Add or remove contacts as needed, follow up with anyone who is checking on their home value on the site

Daily: Interact with 5 friends or local business accounts on social media