

135 Strategic Business Plan - SAMPLE

My GPS
 1 Goal
 3 Priorities
 5 Strategies

1 – GOAL

\$200,000 GCI

3 – PRIORITIES

<u>BUYERS</u> 12 closed buyers Avg \$280k sales price	<u>SELLERS</u> 12 closed sellers Avg \$280k sales price	<u>DATABASE</u> 250 contacts in database by year-end
---	---	--

5 – STRATEGIES TO ACHIEVE EACH PRIORITY

4 open houses / month	2 new seller leads every week	TOP 100 – who do you know that I should know?
1-on-1 conversations with TOP 100 in January	Weekly seller lead follow-up calls	Open Home Pro app for open houses (actively monitor sign-in rate)
Sit-down meetings with TOP 20 first quarter	Top stager for all listings	Add out-of-state contacts with targeted monthly outreach
2-3 hours 5 days/week lead generation	Door-knock 100 doors around every new listing	Daily Facebook 555 campaign
3 hours every week practice scripts, role play, buyer & seller presentations	Talk to 1 FSBO every day.	Ongoing drip campaign 2-4 touches / months