**How to set Real Estate Goals**

**Mike Ferry 10 minute Video -- Biz Plan Setting Fundamentals >>**<http://www.youtube.com/watch?v=iqVY_Dx4Ofs>

A strong Business Plan is the Foundation of a great salesperson.

Goal setting and motivation. If you don't have a motive you can't take action…. people sitting around don't have anything making them excited to get out there and take action.

Only 5% of people will actually put their plan into action – As part of human nature people will always take the path of least resistance.

**Personal Life:**

* Physical
* Mental
* Spiritual
* Family
* Money

The challenge is simply to get people to set goals. Take a look at each one…..write down 1 single goal with each one.

**Make 3 columns**

* Things I would like to do
* Things I would like to have
* Places I would like to go

If you start writing down these 3 things…it's only a matter of time until your mind starts to formulate them in your mind.

Remember you become what you think about…..

**Try this goal setting system….**

1. Determine -- What are the things you'd like to have
2. Pick one for each area – Decide on one
3. Write them down
4. Write down a list of obstacles that could get in the way
5. Write down the solutions
6. Set deadlines
7. Put Action items in logical order
8. Visualize your goals every day
9. Be persistent -- Don't quite because you’ve had a bad day

**Important to use a Good Measurement System**

Accountability Partner / Mastermind Group / Coach

Have measurement systems in place that hold you accountable.

Accountability Partner / Mastermind Group / Coach -- Rely on them to help keep you on track. Go to them and ask if you're doing the right things or if you need to give up on something that isn't working. Find these people in your life. Provide them your written goals you want to achieve. You will find it much easier to meet the real estate goals you’ve set for yourself.

**5 Important Pieces of a real estate Business Plan (MFO Biz Plan)**

A Business plan is a working document. You are going to revise, edit, make changes…..possible monthly or at the very least once a quarter. Easy to understand, complete and read. Designed to be reviewed and make changes to it.

Roadblocks happen -- You get more motivated -- Things change…

1. Previous Year recap. You can't project the future unless I know where I am today.

2. This Year's Goals -- write these down and keep them in front of you all the Time

3. The number it takes to achieve this goal. Understand the numbers to move forward

4.  Create your schedule -- What do you actually do every hour (What would be the perfect schedule)

5. What challenges do you face (My work ethic, being comfortable to calling your database

Simple and Direct.

You should check it every week -- Are you on track?

**Working Metrics**  
  
This is the sample plan we worked through for an agent looking to make 300k a year. (Reminder we set these numbers very conservative for someone just getting started)  
  
Use this example to work through your own personal business plan numbers.  
  
**Avg Commission -- $10,000**  
  
**52 Weeks in year / 40 Week Working Year**

1. **Income Goal: 300k**
2. **Closed Deals Goal: 30**
3. **Listing Appointment Goal: 90 / 2.25 per week or 9 per month**
4. **Listings Taken Goal: 32 / .8 per week or 3.2 per month**
5. **Listings Sold Goal: 22**
6. **Buyers Sales Goal: 8**
7. **Goal hours per week: 40 hrs a week**
8. **Goal days worked: 5 days a week**
9. **Prospecting Goal: (See schedule)**

**The Perfect Daily Schedule of a Top Producer**

* + Master Your Morning Routine
  + 7:30am-8:00am: Practice/Role Play
  + 8am-12pm: Prospecting/Lead Follow Up
  + 12pm-1pm: Break/Lunch
  + 1pm-2pm: Admin / Return Calls/Emails/Prepare for Appointments
  + 2pm-6pm: Appointment Time
  + What should you be doing if you do not have an appointment?
    - More Prospecting
    - Practice/Role Play your listing presentation
    - Previewing Properties

**Success is the progressive realization of a worthwhile goal or objective.**

**Progress = Happiness**