

The 12 Month Business Plan For Managers 2017







| Name: | |
|------------|--|
| Company: | |
| Date: | |
| Signature: | |
| | |

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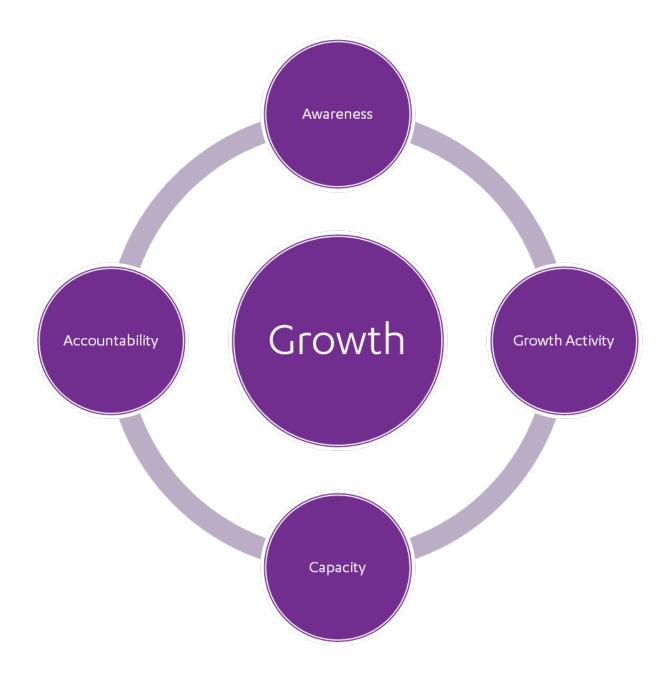
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Peter Gilchrist





Awareness





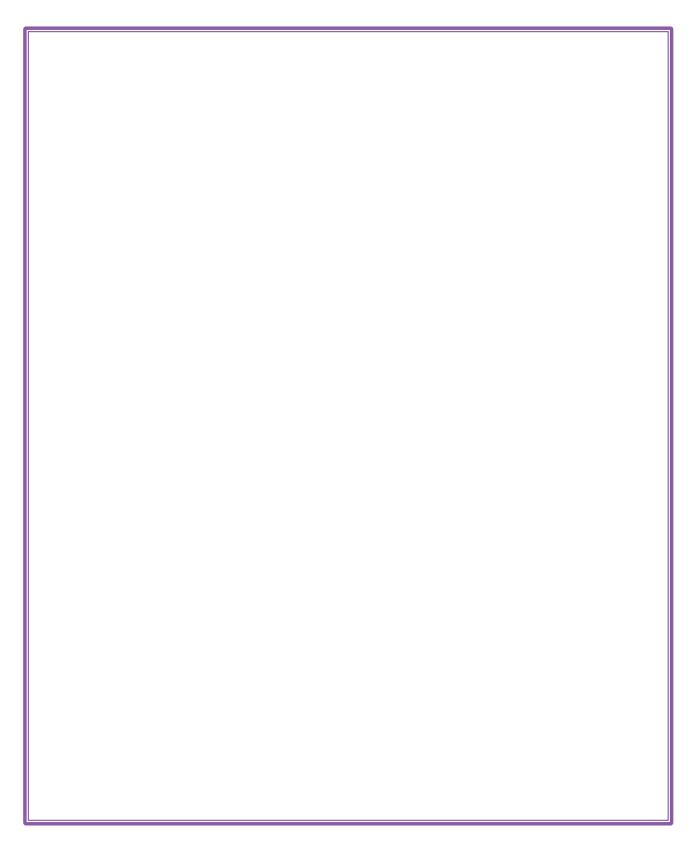
Do not concern yourself with the how!

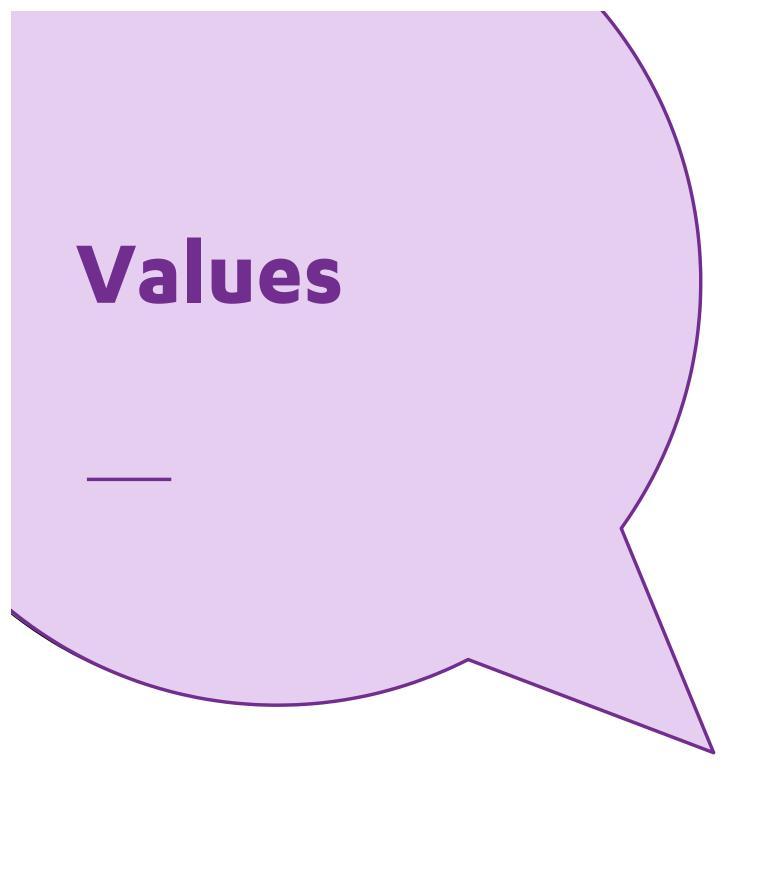
In this exercise...

Just let go and focus on WHAT IS POSSIBLE!!!



Thought Surfing







Your Values

Can be done for you, partners and family, and your company...

| Value 1 | |
|---------|------------------|
| | The base |
| | No jibber jabber |
| | Support |
| | Bonuses, salary |
| Value 2 | |
| | |
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| | |
| Value 3 | |
| | |
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| Value 4 | |
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3 questions that will help with your values

| If you had all the money you needed - Millions or Billions; What would you do with yourself? | | | |
|---|--|--|--|
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| Your Doctor says you have five years of straight good health; then illness and death. Design the next five years. | | | |
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| You have 24 hours to live; where, what and with whom? | | | |
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Awareness Exercise

What would it take to make you much more profitable in 28 days?

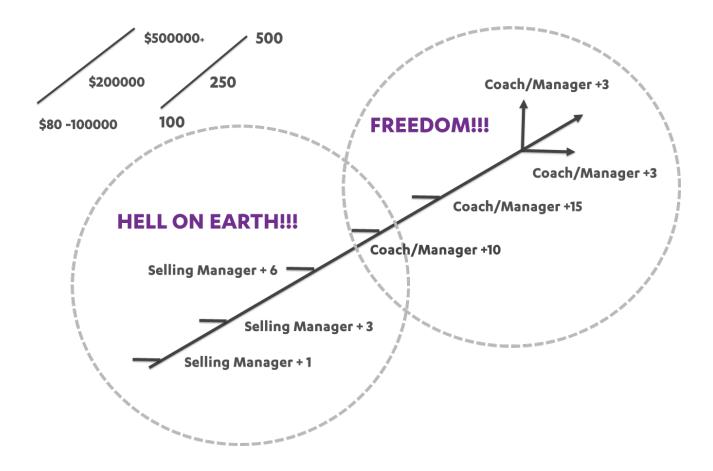
What did I see in my visualization?

Peter Gilchrist

Where are you now?



Where are you now?





Your Market Place

Put your figures here

| | Current Office | Potential Office |
|--|----------------|------------------|
| Number of homes in your marketing area | | |
| Sales per annum | | |
| Average sales price | | |
| Average commission charged | | |
| Total \$\$ available to agents | | |
| Number listings currently in your market | | |
| Number salespeople currently in your market | | |
| Segmentations already existing in your market | | |
| Who dominates your market place? Why do they? | | |
| Where are your potential market places? | | |

Answer the questions above for the potential market places as well as your existing operation!

The Real Numbers



Real Numbers

Last Year

| Turnover – Real Estate Only! | \$ |
|--|----|
| Average Number of salespeople Turnover | \$ |
| Grew team by | |
| Shrunk team by | |
| Reasons: | |
| | |
| | |
| Turnover Up/Down by: | \$ |
| Reasons: | |
| | |
| | |
| Bottom Line | \$ |
| Up / Down from previous year | \$ |
| Reasons: | |
| | |
| | |
| Total Expenses | \$ |
| Up / Down By | \$ |
| | |



Assumptions

What is likely to happen over the next year?

| Major expenses I need to trim: | Last Year | Next 12 Months |
|--------------------------------|-----------|----------------|
| | \$ | \$ |
| | \$ | \$ |
| | \$ | \$ |

Our Market Place

Overall Comment: (last year buyers / sellers) – up/down in numbers prices – demand – immigration – new buildings

Last Year

| Number Sales Overall \$ | \$ |
|-------------------------|----|
|-------------------------|----|

Assumptions for this year (Comment)

| Average Sale Price | \$ |
|--------------------|----|
| | |

Assumptions for the next 12 months (Comment: what will happen to our sales prices?)

| Average Commision (Years!) | \$ |
|----------------------------|----|
|----------------------------|----|

Assumptions for the next 12 months (Comment: what will happen to our sales prices?)





| Geographical areas worked in mainly, and opportunities (Other possibilities) | | | | | | |
|--|--------------------------------|---------------------|--|--|--|--|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | Number of listing | s taken in the year | | | | |
| Assumptions about numb | ber of listings available in t | he coming year | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Sales Team | | | | | | |
| Started with | | Ended the year with | | | | |
| Assumptions about recru | uitment: | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Assumptions about economy interest rates, ad=nd the effect on your market | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Other assumptions about your market | | | | | | |
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What are you achieving now?

Sales

| Number of Offices | |
|--|--|
| Number os sales people | |
| \$Turnover | |
| % of market share | |
| Profit (Total turnover less property Management and less \$120,000 salary for you | |
| Your current support team | |
| | |
| | |
| | |
| | |
| Property Management | |
| Number under management | |
| People working in Dept. | |
| Turnover incl. leasing | |
| Profit annually | |
| % profit to turnover | |



Sales Team Last Year



| Consultant Name | Period of | Listings Capacity | | Sales | | Gross Comm's | Going Up, Down or Staying the Same | | |
|-----------------|-------------|-------------------|----------------|-------|----|-----------------|------------------------------------|------|-------------|
| Consultant Name | Employement | Auction | Exclusive | No. | \$ | \$ | Up | Down | Reasons Why |
| 1. | | | | | | | | | |
| 2. | | | | | | | | | |
| 3. | | | | | | | | | |
| 4. | | | | | | | | | |
| 5. | | | | | | | | | |
| 6. | | | | | | | | | |
| 7. | | | | | | | | | |
| 8. | | | | | | | | | |
| 9. | | | | | | | | | |
| 10. | | | | | | | | | |
| 11. | | | | | | | | | |
| 12. | | | | | | | | | |
| Office Total | | | | | | | | | |
| | | | Ave. Sale Pric | ce \$ | | Ave. Comms | \$ | | |

Your Current Environment





Snapshot of Your Market



| Opposition Name | Estimated Market share % | # Offices | Location 1=Bad 10=Good | #Listings Auct S.A | Sales People Total Established | Listing Strategy | Advertising – what do they do (differently) | Trend / Growth in these operations | Attitude | Rating Order 1-10 |
|-----------------|--------------------------------|-----------|------------------------------|-----------------------|-----------------------------------|------------------|---|------------------------------------|----------|----------------------|
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| My Company | | | | | | | | | | |
| New Co | | | | | | | | | | |



Major Differentiation in my Area

| \bigcirc |
|------------|

| Differentiation | Company | Ignore | Match and Neutralise | One Better | Other Comments |
|-----------------|---------|--------|----------------------|------------|----------------|
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Opposition

Anything that can get in the way of you growing your business

Your team – Other companies – Attitudes - Etc





What do you want?

| Current marketshare (on sales in current area) | (a) | |
|--|-----|----|
| Marketshare required in core area (on sales) (If you are unsrue put 25%) | (b) | |
| Market share required in other areas | | |
| Current gross fee income last year | (c) | |
| Gross fee income required | (d) | |
| Bottom line of my branch last year | (e) | |
| Bottom line I want | (f) | |
| Average sales fee charged by your office | (g) | \$ |
| Number settled saled for year (d / g) | (h) | \$ |
| Overheads – operating expenses p.m | (1) | \$ |
| Breakeven per month in settled sales (I / g) | | \$ |



Now

Summary of Profit Budgets

| Number of salespeople | Turnover | \$ |
|-----------------------|----------|----|
| | ramover | Ψ |
| Less expenses \$ | | \$ |
| Nett profit \$ | | \$ |
| What you want | | |
| Number of salespeople | Turnover | \$ |
| Less expenses \$ | | \$ |
| Nett profit \$ | | \$ |
| Where you should be | | |
| Number of salespeople | Turnover | \$ |
| Less expenses \$ | | \$ |
| Nett profit \$ | | \$ |
| What if | | |
| Number of salespeople | Turnover | \$ |
| Less expenses \$ | | \$ |
| Nett profit \$ | | \$ |



My Vision (5 Years)

27



New Company Ltd

Must be rooted in reality

| | Year 1 | Year 2 | Year 3 |
|------------------------------|--------|--------|--------|
| Offices now plus new markets | | | |
| No Salespeople | | | |
| Your Role | | | |
| Marketing Thrust | | | |
| % of the Market | | | |
| Listing Thrust | | | |
| Attitude | | | |
| Turnover | | | |
| Bottom Line | | | |



The Gap

| My Vision | |
|------------|--|
| The Gap | |
| Strategies | |
| Tasks | |



Planning Schedule

| To be done | By when | Help from |
|------------|---------|-----------|
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| To be done | By when | Help from |
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Resources

| Resources we have now. | We need. Next 3 months. (Priority 1) |
|--------------------------|---|
| Resources we don't have. | Next 6 months. (Priority 2) Next year. (Priority 3) |
| | Strategic Resources Missing (Resources that run through out your companies goals; i.e. database is a strategic resource |



My Office Herarchy

| Current |
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| Are all the best resources applied to the best dollar productive part of your business? Start |
| thinking about what you should NOT be doing anymore! |
| tilliking about what you should not be doing anymore. |
| What else needs to change here? |
| AALIAT GISG HEGAS TO CHAHAG HELG! |

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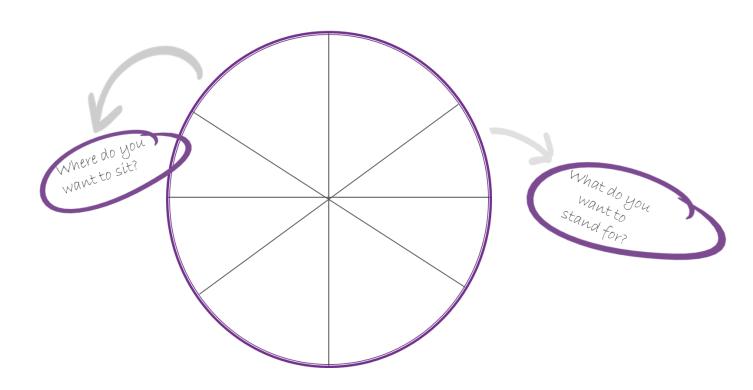




Your Brand Positioning

You must know the difference between your brand and your logo!

Your brand only exists in the mind







Your Messages

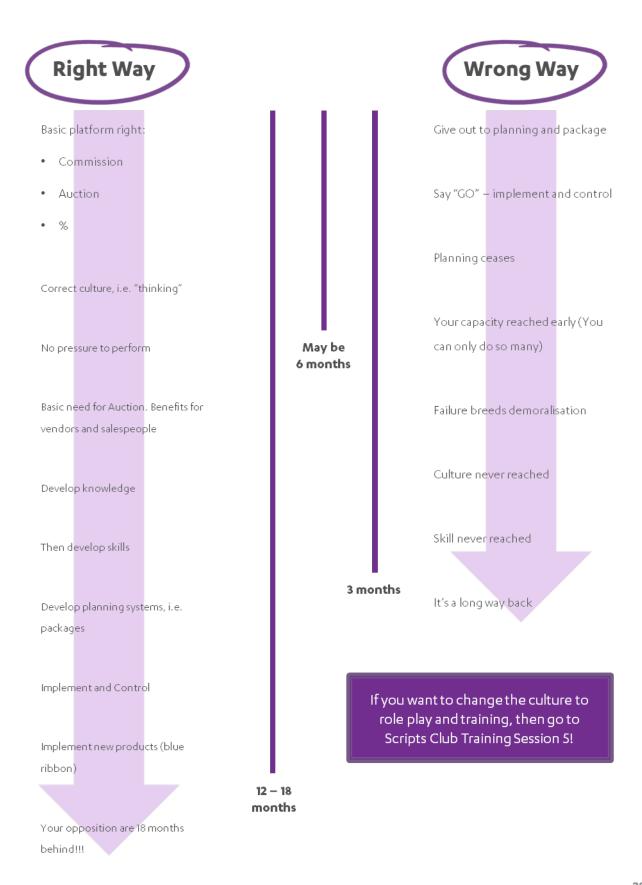
The important messages I want to get across to our potential clients are:

| Core: |
|----------------|
| |
| Substantiator: |
| Substantiator. |
| |
| Core: |
| |
| Substantiator: |
| Substantiator. |
| |
| Core: |
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| Substantiator: |
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| Core: |
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| Substantiator: |
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| Core: |
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| Substantiator: |
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| Core: |
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| Substantiator: |
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| Core: |
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| Substantiator: |
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| |

Company Culture



Changing Cultures





The culture in your office.

Your values act as a guide – as a thin line that connects up all of the dots of your culture. An office culture is normally a direct reflection of the manager's values and personality.

Definition of culture -

'The predominating attitudes and behaviors towards a particular aspect of the business.'

Rate yours overall

| Technology | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---------------------|---|---|---|---|---|---|---|---|---|----|
| Training | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Presentation | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Scripts & Dialogues | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Role Plays | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Practice | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Vendor Inv. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Auctions | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Being no.1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Promptness | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

How does the above reflect your culture?

What changes do you have to make to see change in your organisation?

RTI Australia can supply a needs analysis form to give to your team



Leadership



Growth Activity



Recruitment



Rate your SalesPeople

Write the names of those you will rate in the boxes at the top of the table and then rate them from 1 to 10 in terms of their abilities to carry out the tasks listed down the left hand side.

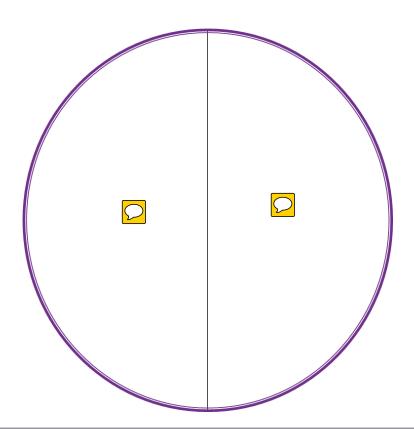
| Names of sales people 10 = brilliant 1 = hopeless A Professional Agent Keeps control of interviews, able to listen Sends out a Profile every time. Lists 90% of the opportunities they get | |
|--|--|
| Keeps control of interviews, able to listen Sends out a Profile every time. | |
| Sends out a Profile every time. | |
| | |
| Lists 90% of the opportunities they get | |
| Lists 40 % of the opportunities they get | |
| Has a personal profile | |
| Sells at least 80% of listings taken | |
| Knows how to price correctly | |
| Uses a full presentation to vendors (ie yours | |
| Talks price confidently and helps vendor put a price on | |
| Can get a vendor contribution when it's on? | |
| Can list and sell confidently on Auction | |
| Can run a Pre-Auction Meeting | |
| Can negotiate contracts | |
| Has good contract knowledge | |
| Has a positive attitude. Attends training. Loyal | |
| Sets goals and hits them | |
| Has a client list | |
| Uses client list for prospecting by newsletter, etc | |
| Has high rate of return business | |
| Spends some money on self-promotion | |
| Computer literate | |



How many salespeople do I need?

How many sales people do I need in the next 12 months?

| Total number of sales made in your market? | |
|--|--|
| Total number of salespeople in your area? | |
| Our number of salespeople? | |
| Our market share (what is your objective)? (For total area). | |
| | |
| Our best competition's number of salespeople. | |
| Our best competition's estimated market share. | |
| | |
| Our market share objective is. | |
| Estimated number of salespeople in our team is minimum of. | |



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Why should somebody come and work for my company?

Peter Gilchrist



What can I offer them?

Who will I call?

Peter Gilchrist



| 1/ Strategy | |
|-------------|--|
| | |
| Tactics | |
| | |
| 2/ Strategy | |
| Tactics | |
| | |
| 3/ Strategy | |
| | |
| Tactics | |
| | |
| 4/ Strategy | |
| Tactics | |
| | |
| F/Sheeka av | |
| 5/ Strategy | |
| Tactics | |
| | |







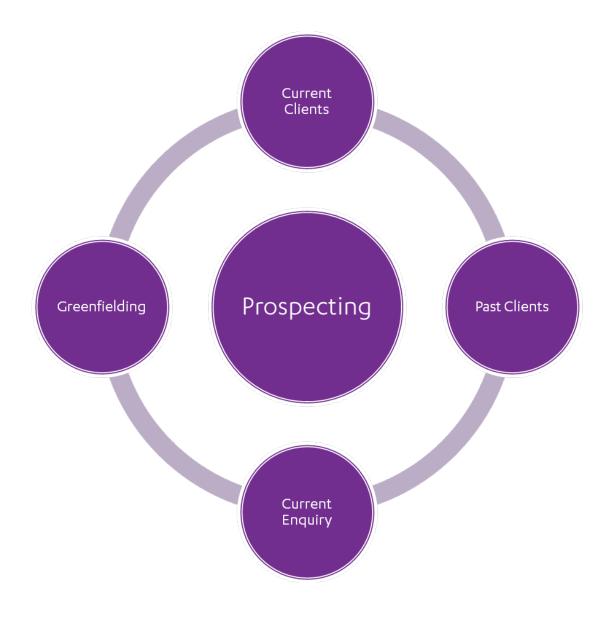
12 Month training plan

| | Team | Me |
|-----|------|----|
| Jan | | |
| Feb | | |
| Mar | | |
| Арг | | |
| May | | |
| Jun | | |
| Jul | | |
| Aug | | |
| Sep | | |
| Oct | | |
| Nov | | |
| Dec | | |

Prospecting



Prospecting





Past Clients: Pro-active Prospecting

| | | | | Done | To Be Done |
|----------------|--|----------|------------------|------|------------|
| V | Ve have a central database. All my team ha | ave a pe | rsonal database | | |
| | | The S | ystem we use is: | | |
| Client E | Base | | | | |
| Currentlywe | have Clients on our Client base | | | | |
| Our Client ba | se is divided into: | | | | 1 |
| | | | Advocates | Done | To Be Done |
| | | | | | |
| | | | AAA | | |
| | | | AA | | |
| | | | A | | |
| | | | Vendors | | |
| | | | Buyers | | |
| | | | Farm Area | | |
| | We current | ly have | a 12 month plan | | |
| | WE have to organise | | mail outs a year | | |
| | We have the ability to do profiles of | clients | on our database | | |
| Ideas for this | year for our company are: | | | | |
| 1. | 4. | 7. | | 10. | |
| 2. | 5. | 8. | | 11. | |
| 3. | 6. | 9 | | 12. | |
| Required to | mplement our database: | | | | |
| 1. | | | 5. | | |
| 2. | | _ | 6. | | |
| 3. | | _ | 7. | | |
| 4. | | _ | 8. | | |
| | | _ | | | 50 |



Buyers

| | | | Done | To Be Done |
|---|------------|---------------------|------|------------|
| We have a central computer | system fo | or storing buyers | | |
| All our team puts their buye | rs into th | ne central system | | |
| We have a mail- | out syste | em to our buyers | | |
| | | Company profile | | |
| | | | | |
| | Info a | bout our market | | |
| | (| Our latest listings | | |
| Howto | qualify yo | ourself as a buyer | | |
| т | hinking o | of selling booklet | | |
| Other ideas for our mailouts to buyers this y | ear. | | | I |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | l | | | |
| | | | Done | To Be Done |
| All our team have a bring up | file, or e | quivalent system | | |
| , | We chec | k these at 1 on 1's | | |
| Required to implement on our buyers systems: | | | | |
| 1. | | 4. | | |
| 2. | | 5. | | |
| 3. | | 6. | | |
| | | | | 53 |

To Be Done

Done



Greenfielding: Prospecting to people unknown to you!

Profile and Promotion

1. Profile

| We have a brilliant profile on our company | |
|---|--|
| All our teams have personal profiles on themselves that are of a high | |
| standard They all look the same | |
| They have a one page flier / profile on themselves | |
| They have a larger profile with their referees, etc | |
| Cards are just how we want them | |
| All our team have a system for posting personalized notes | |
| Post cards | |
| Memo sheets | |
| All our team have a personalized e-mail signature | |
| They have their own stationary with photo's on | |
| Our signs have team photo's on them | |
| Our fliers of homes have team photo's on them | |
| Our Ads in the paper have team photo's on them (where appropriate) | |
| They have a clear understanding of why someone should list | |
| I have run the training session on the above | |
| We run a 50 / 50 system at all times | |
| Our positioning statement is clear | |
| | |



2. Self Promotion

| We encourage our team to spend \$ on promoting themselves | |
|---|--|
| For that we offer the following advertising: | |
| Colour publication | |
| Newspaper | |
| Local papers | |
| Local institution | |
| Client base | |
| T.V | |
| Radio | |
| Billboard | |

Other ideas:

| 1. | 4. | 7. | 10. |
|----|----|----|-----|
| 2. | 5. | 8. | 11. |
| 3. | 6. | 9 | 12. |

Required to implement:

| 1. | 5 |
|----|---|
| | |

| | | . |
|---|--|----------|
| | | |
| | | |
| 2 | | 7 |

| 4. | 8. | |
|----|----|--|
| | | |



Farming

4.

| | | | Done | To Be Done |
|-----------------|--|--|------|------------|
| | All our team | have been allocated a farming area | | |
| | There are | homes in our total farm area | | |
| | Wehave a lette | erbox drop plan in place for the year | | |
| | They have door knocking schedules in place | | | |
| | They have a drive-by plan in place | | | |
| The | y have a list of commercia | premises / schools and institutions | | |
| | They know the vaca | ant land, investment flats in the area | | |
| | They have my con | tacts in the area on their client base | | |
| We expect sales | people to have % | market share in their area. | l | ı |
| Our ideas sugge | sted to them for marketin | ng to their framing areas this year will l | be: | |
| 1. | 4. | 7. | 10. | |
| 2. | 5. | 8. | 11. | |
| 3. | 6. | 9 | 12. | |
| Required to imp | lement: | | | |
| 1. | | 5. | | |
| 2. | | 6. | | |
| 3. | | 7. | | |
| 4. | | 8. | | |

To Be Done

Done



The Listing Presentation

| | | We have a customized presentation in place | |
|---|--------------------------|---|--|
| | An | y team member can have it ready within 2 hours | |
| | We have a sy | stemitised pre-listing kit ready to go at all times | |
| | | It covers the following: | |
| | | The market we are in | |
| My pre-li | _ | Pricing | |
| My pr | | Market plans | |
| Co proMarket | | Demonstration adds | |
| • Glossa | ary of terms | Pricing | |
| | ng the right es video | Why someone should list with my Company | |
| • Refere | ences | Why someone should list with mey | |
| • | | Ways to improve saleability | |
| | | Marketing assistance form | |
| | | Customer Service System | |
| | | Authority | |
| They | always set the rules at | the end of each presentation and they all know the scripts and dialogues that go with it | |



| | Other presentation materia | al that is available: | |
|---|----------------------------|-----------------------|--|
| | Dun | nmy Presentation | |
| | | Statistics | |
| | | Video on pricing | |
| | | Video on Auction | |
| | В | ooklets on selling | |
| | | Example ads | |
| | | Example fliers | |
| Put anything you need to set up or do into the planning | My profile | – short plus long | |
| schedule at the back of this | | Paperwork to list | |
| programme | | Authorities | |
| | Blan | ık sheets of paper | |
| | Wide tip p | pens for diagrams | |
| Others: | | | |
| Required to implement: | | | |
| 1. | | 5. | |
| 2. | | 6. | |
| 3. | | 7. | |
| 4. | | 8. | |
| | | | |

Done

To Be Done



Portfolio Management

| | 200 | |
|---|-----|--|
| I do this through 1 on 1's not listing meetings | | |
| During those meetings I give firm instructions as to what is to happen with | | |
| that listing I make notes on caravan and use them in 1 on 1's | | |
| I make notes on 1 on 1's and refer back to them | | |
| I understand and know the scripts and dialogues for price corrections | | |
| My team understands that scripts and dialogues and know their roles | | |
| We use meetings with salespeople vendors and a manager to price correct | | |
| We send out agenda's everytime before one of those meetings | | |

Our next step with portfolio management is:



Marketing my Office

| Done | To Be Done |
|------|------------|
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Managing Enquiry

| | Done | To Be Done |
|---|------|------------|
| All my team uses a CFS or equivalent | | |
| We have systems in place to gather the buyer data | | |
| We have a system in place to get buyers off the system | | |
| We have mail outs available to send to buyers | | |
| We send all buyers our latest listings | | |
| Our enquiry goes to the listing agent | | |
| Our team accepts that the best person to talk to a buyer is the listing agent | | |
| Our mailout buyer contact system consists of: 1. | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |
| 6. | | |
| | Done | To Be Done |
| All new listing enquiry taken by a director or C/S person | | |
| New listing enquiry is directed towards the best lsiting person | | |
| We do not do floor time | | |



Managing Customer Service Culture

| | Done | TO BE DOTTE |
|---|------|-------------|
| We run focus groups annually | | |
| We survey every seller in our company every time | | |
| We survey every buyer in our company every time | | |
| We gather information from our listing sheets | | |
| We have a complaints procedure in place that is understood and followed | | |
| Our team uses consultative pricing methods | | |
| We have a communication system in place that all the team uses | | |
| Booklets available to my team: | | |
| Thinking of Selling | | |
| • Selling | | |
| Pricing your home | | |
| Pricing your home video | | |
| Don't shoot the messenger | | |
| What if? | | |
| How will you feel?t | | |
| Glossary of Terms | | |
| Others: | | |
| 1. | | |
| 2. | | |
| 3. | | |
| Our sign man goes the extra step and | | |
| | Done | To Be Done |
| Calls before going to put up signs | | |
| Leaves a letter saying thank you | | |
| | i | 1 |

Done

To Be Done



Our team uses consultative negotiation

| Each team member has a customer service value added value system in place as a part of the business pl | am member has a customer service value added value system | in place as a p | part of the business p | lan |
|--|---|-----------------|------------------------|-----|
|--|---|-----------------|------------------------|-----|

| We give gifts at the listing time | |
|---|--|
| Our team knows our WOW checklist and adheres to it | |
| We have a customer service person in place | |
| We have a customer service module in the presentation | |
| We have a money back guarantee in place | |
| | |

Our next step in customer service is:





Accountability Coaching

| I need | to do: | | | |
|---------|-------------------------------|----------------------|------|------------|
| | Daily | | | |
| | Weekly | | | |
| | Monthly Accountability Sheets | | | |
| I need | to do: | | | |
| | Daily | | | |
| | Weekly | | | |
| | Monthly One on Ones | | | |
| l am ac | countable to: | | | |
| I need | coaching in: | | | |
| | | I am getting coached | Done | To Be Done |

To Be Done

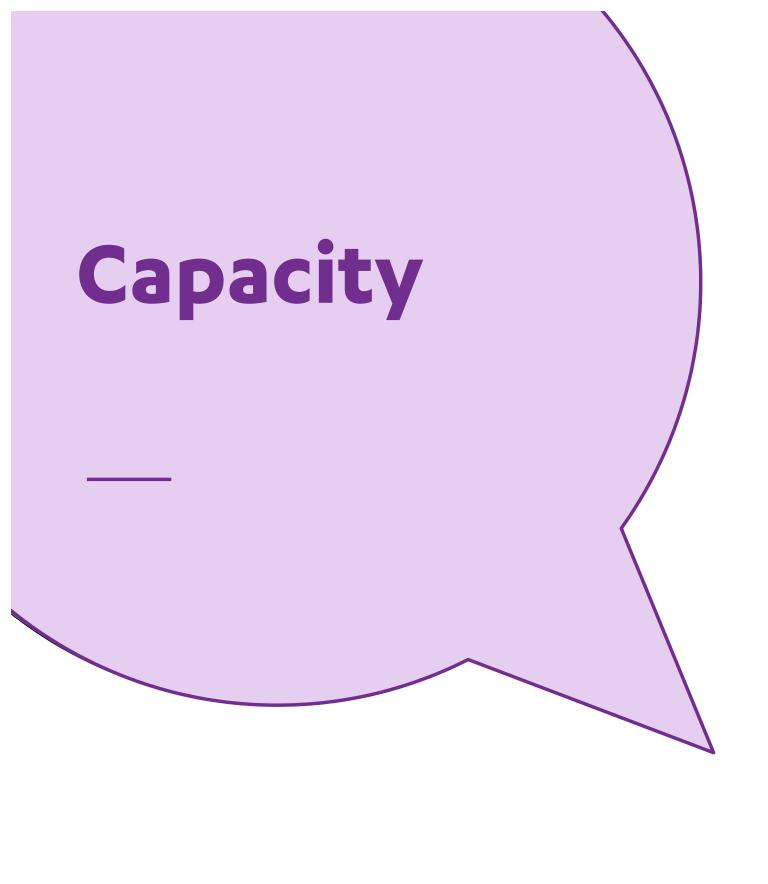
Done



Coaching my Team

| I have a planning system in place | |
|---|--|
| I have 1 on 1's with all my team | |
| I run housework meetings weekly | |
| All my team have a business plan and I have a copy | |
| I do all the listing management systems through 1 on 1's | |
| I use 1 on 1's to individually grow my team | |
| I have the 90 day planning session in place | |
| I have the rewards systems in place monthly | |
| I always have a "game" or competition running | |
| I am a mentor to several of my team | |
| I do not treat them all the same | |
| I have done some new learning myself in the last year | |
| I am confident in running 1 on 1's now | |
| I have a system in place to remember all birthdays of my team | |
| I run a meeting each week as 1 on 1 for my support staff | |
| I have a system in place to remember longevity of service | |
| I have a family profile of all my team | |
| I have a 12 month planner with all company dates on it | |
| | |

Next growth for me in coaching:



To Be Done

Done



My Time Management

| I have a 7 day planner in place | | |
|--|--|--|
| I have re-done my 7 day planner in the last 30 days | | |
| My weekly structure in terms of 1 on 1's and office meetings is on place | | |
| I have my big rocks in place and how I want them | | |
| I have as part of my 7 day planner ONIT times | | |
| I am predominantly working on my business | | |
| I have / need a PA to help me move to ONIT | | |
| I have my personal time how I want it | | |
| | | |

My next step towards more effective time use is:



The 7 Day Plan

1. Personal time first ie. gym, time off during work all birthdays, anniversaries, holidays

- 2. Meetings Agendas 3. C/S 4. Property Management

Technology

Advertising

- 7. Support meeting
- 8. ONIT Time
- 9. Training preparation
- 10. Recruiting time
- 11. One on one session

Ad hoc is the enemy here! It is what costs you personal and family time!





| Mor | n [Date] | Tue | [Date] | We | d [Date] | | ır [Date] | Fri | [Date] | Sat | [Date] | Sun | [Date] |
|-----|----------|-----|---------|----|----------|----|-----------|-----|---------|-----|---------|-----|---------|
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| | Evening | | Evening | | Evening | | Evening | | Evening | | Evening | | Evening |

2017 Year Planner





| Date | January | February | March | April | May | June | July | August | September | October | November | December |
|------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
| 1 | | | | | | | | | | | | |
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| 29 | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | |
| 31 | | | | | | | | | | | | |



What happened today?

Do this exercise daily for 2 weeks as a guide to your plan for time management

| 43 | Date | Initials: | | | | | |
|----------|------------------|-----------|-----------------------|-----|----------------------|------|---------------------|
| - 1 | VA/hat did I da? | sit | able? | S. | Was it necessary? | | it? |
| Time | What did I do? | Wa | Was it profitable? | | neces | plno | # 50 .± 50 .± |
| | | Yes | No | Yes | No | Yes | No |
| 8:00 AM | - D | | | | | | |
| 8:10 AM | - | | | | | | |
| 8:20 AM | - | | | | | | |
| 8:30 AM | - | | | | | | |
| 8:40 AM | - | | | | | | |
| 8:50 AM | - | | | | | | |
| 9:00 AM | - | | | | | | |
| 9:10 AM | - | | | | | | |
| 9:20 AM | - | | | | | | |
| 9:30 AM | - | | | | | | |
| 9:40 AM | - | | | | | | |
| 9:50 AM | - | | | | | | |
| 10:00 AM | - | | | | | | |
| 10:10 AM | - | | | | | | |
| 10:20 AM | - | | | | | | |
| 10:30 AM | - | | | | | | |
| 10:40 AM | - | | | | | | |
| 10:50 AM | - | | | | | | |
| 11:00 AM | - | | | | | | |
| 11:10 AM | - | | | | | | |
| 11:20 AM | - | | | | | | |
| 11:30 AM | - | | | | | | |
| 11:40 AM | - | | | | | | |
| 11:50 AM | - | | | | | | |
| 12:00 PM | - | | | | | | |
| 12:10 PM | - | | | | | | |
| 12:20 PM | - | | | | | • | |
| 12:30 PM | - | | | | | | |
| 12:40 PM | - | | | | | | |
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| 1:00 PM | - | | | | | | |
| 1:10 PM | - | | | | | | |
| 1:20 PM | - | | | | | | |

| | Date | Initials: | | | | |
|---------|----------------|-----------------------|----------------------|----------------------------------|--|--|
| 110 | | it ble? | it ary? | have | | |
| Time | What did I do? | Was it profitable? | Was it necessary? | Could I have delegated it? | | |
| | | Yes No | Yes No | Yes No | | |
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| 1:40 PM | - | | | | | |
| 1:50 PM | - | | | | | |
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| 7:40 PM | | | | | | |



Balance

Part of the vision should be:

What else do you want to do with your life before you check out of here?

Real estate people can be very one dimensional! Money, boats, cars, money! This job is not you!

Make a list of what is important to you outside of your work







Now bring the top 10 most important activities forward

Now note whether you need to spend more or less or the same time on those activities

| | M | L | S | | M | L | S |
|----|----------|---|---|-----|---|---|---|
| 1. | <u> </u> | | | 6. | | | |
| 2. | | | | 7. | | | |
| 3. | | | | 8. | | | |
| 4. | | | | 9. | | | |
| 5. | | | | 10. | | | |

^{*}Note whether you need to spend MORE, LESS or the SAME time on those activities above!

Now note how specifically you will do that... Ensure you take these forward to your tasks list!

1

3

1

5

6

7

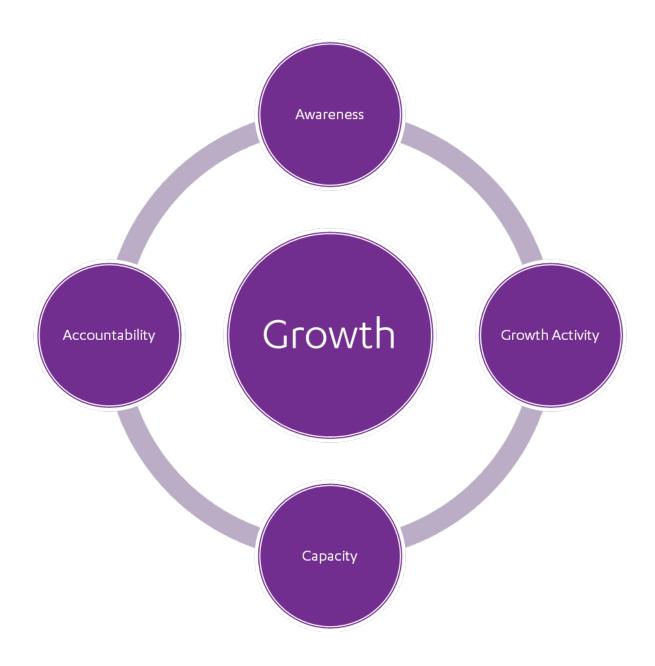
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Rituals I need

Operations Transaction Activity





Peter Gilchrist

Sales Team next 12 Months

| Ave Sale Price \$ | Ave Com | mission\$ | | | | 0 | ffice | |
|-------------------|----------|-----------|-----|-----|-------------|----------|------------|---------|
| Consultant Name | Listings | Capacity | Sa | les | Gross Comms | Salesper | sons Share | |
| | Auction | Exclusive | No. | \$ | \$ | % | \$ | Comapny |
| 1. | | | | | | | | |
| 2. | | | | | | | | |
| 3. | | | | | | | | |
| 4. | | | | | | | | |
| 5. | | | | | | | | |
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| 9. | | | | | | | | |
| 10. | | | | | | | | |
| 11. | | | | | | | | |
| 12. | | | | | | | | |
| Office Total | | | | | | | | |

^{*}Put down existing salepeople
*Then allow new ones at a gross of \$80,000



Operating Budget for the Period

| Minimum Staff Compliment: | | |
|--|------|-------------------|
| Average Sale Price | \$ @ | Sales per month = |
| Commissions Received | @ | each |
| ** Total Income | | \$ |
| Sales Person's Costs | | |
| Commissions Paid | | |
| **Total Salesperson's Costs | | \$ |
| **Nett Commission Income | | \$ |
| Less Operating Expenditure | | |
| Advertising | | |
| Advertising – Commercial | | |
| Advertising – Promote and Ent | | |
| Advertising – Signs | | |
| Advertising – Radio | | |
| Advertising – General | | |
| Less Vendor Contributions | | |
| **Total Advertising | | \$ |
| Other Costs | | _ · |
| Accountancy Fees | | |
| Accident Compensation | | |
| Audit Fees | | |
| Cleaning | | |
| Comm – Conjunction parts | | |
| Electricity | | |
| Fringe benefit tax | | |
| General Expenses | | |
| | | |
| Key cutting | | |
| Computer Expenses | | |
| Insurance | | |
| Interest | | |
| Land Tax | | |
| Legal Fees | | |
| Licenses and subscriptions | | |
| Vehicle Expenses | | |
| Van Expenses | | |
| Petty Cash | | |
| Photographs | | |
| Photocopying | | |
| Postage | | |
| Printing and Stationary | | |
| Professionals and Real Estate | | |
| Rates | | |
| Rental Office | | |
| Rentals – Sundry Repairs and Maintenance | | |
| Staff Training | | |
| Telephone and Tolls | | |
| Title Search Fees | | |
| Travel, Accom and etc | | |
| Valuation Fees | | |
| On taxable vehicle allowance | | |
| Total Other Costs | | \$ |
| Total Operating Expenditure | ċ | Ė |
| Total Operating Expenditure | \$ | \$ |
| Manager's Share | % | |
| Net Profit after Manager's Share | \$ | |



| To be done | By when | Help from |
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The Business Plan is a Peter Gilchrist Product.



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