



BOUTIQUE
HOME REALTY

Illinois - Indiana - Florida

Business Plan 2023

www.BoutiqueHomeRealty.com

LETTERS TO YOUR FAMILY

MISSION: Use the space below to write two letters as if you were one year into the future. The first letter should describe in specific detail the feeling, emotion, and the way life looks when you accomplish your goals. The second letter should explain in specific detail the feeling, emotion, and the way life looks if you do not achieve your goals. Take your time, be precise, and allow yourself to go to that place to feel what it would be like in both scenarios.

SUCCESS LETTER:

APOLOGY LETTER:

*Success is the sum of small efforts
repeated day in and day out*



DETERMINING "YOUR BIG WHY"

If Your Why Is Big Enough, Then The HOW Doesn't Matter

What are you the most passionate about?

What is / was your driving motivation to begin a career in real estate?

What will it mean to you when you achieve your goal in real estate?

How will your life be different when real estate is funding your perfect life?

What opportunities could open up for you when you are realizing your fullest potential?

Who else will be impacted when you are achieving your goals?

MY BIG WHY IS:

What distractions, obstacles, or limiting beliefs could get in the way of you accomplishing your goals?

What is your plan to prevent those from stopping you?

THE 5 TO 25 CHALLENGE

_____	Contacts Made Per Day
_____	Days Per Week
_____	Weeks Per Year
_____	Total Days Worked Per Year
_____	Total Contacts Made Per Year
_____	Average Conversion rate
_____	Units Sold Per Year
_____	Average Sales Price
_____	Average Commission Split %
_____	Flat Fee To Broker Per TX(If Applicable)
_____	Outside Referral Fees (If Applicable)
_____	% Split To Broker (If Applicable)
_____	Average Commission
_____	Gross Commission Income
_____	Broker Fees
_____	Coaching
_____	Expenses
_____	Taxes 30%
_____	Annual Take Home Income
_____	Monthly Take Home Income

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SO YOU WANT TO EARN 6 FIGURES

We are a company built on systems and models designed for agents to reach their 6 Figure goals.
Which one
will you choose?

****Circle your choice after consulting with your coach****

3 Month Plan to 6 Figures	6 Month Plan to 6 Figures
<ul style="list-style-type: none"> X Make 200 Contacts per Week X Build Database to 250 "Mets" Immediately X Place Database on Automatic Drip Campaign X Hold 4 Open Houses per Week X Contact 30 FSBO's per Week X Contact 30 Expired Listings per Week X Write 50 Hand-Written Notes per Week X Attend ALL Locker Room Coaching Sessions (1-on-1 and Group) X Practice Scripts Daily with a Partner X Complete BHR Action Plan Workbook 	<ul style="list-style-type: none"> X Make 100 Contacts per Week X Build Database to 250 "Met" Immediately X Place Database on Automatic Drip Campaign X Hold 3 Open Houses per Week X Contact 20 FSBO's per Week x Contact 20 Expired Listings per Week X Write 50 Hand-Written Notes per Week X Attend ALL Locker Room Coaching Sessions (1-on-1 and Group) X Practice Scripts Daily with a Partner X Complete BHR Action Plan Workbook
9 Month Plan to 6 Figures	12 Month Plan to 6 Figures
<ul style="list-style-type: none"> X Make 75 Contacts per Week X Build Database to 250 "Mets" Immediately X Place Database on Automatic Drip Campaign X Hold 2 Open Houses per Week X Contact 15 FSBO's per Week X Contact 15 Expired Listings per Week X Write 50 Hand-Written Notes per Week X Attend ALL Locker Room Coaching Sessions (1-on-1 and Group) X Practice Scripts Daily with a Partner x Complete BHR Action Plan Workbook 	<ul style="list-style-type: none"> X Make 50 Contacts per Week X Build Database to 250 "Mets" Immediately X Place Database on Automatic Drip Campaign X Hold 1 Open House per Week X Contact 10 FSBO's per Week X Contact 10 Expired Listings per Week x Write 50 Hand-Written Notes per Week X Attend ALL Locker Room Coaching Sessions (1-on-1 and Group) X Practice Scripts Daily with a Partner x Complete BHR Action Plan Workbook

6 Figure Plan Start Date:

6 Figure Goal Date:

Agent Signature

Date

Coach Signature

Date

5 CHALLENGES WITH MY BUSINESS

What are the current challenges that are plaguing your business? Be open about these issues and then consider what opportunities your challenges could bring you if you lean in and conquer them.

5 CHALLENGES & OPPORTUNITIES

CHALLENGE 1	OPPORTUNITY

CHALLENGE 2	OPPORTUNITY

CHALLENGE 3	OPPORTUNITY

CHALLENGE 4	OPPORTUNITY

CHALLENGE 5	OPPORTUNITY

YEARLY VIEW

2022 Transaction Targets: Units

Income \$

2022 RECAP

2023 RECAP

Lifestyle
DREAMS

Income

Closed Deals

Listing Apps

Listings Taken

Listings Sold

Buyer Sales

Avg Sales Price

Avg Commission Check

Days Worked

Total Hours Prospected

Total Contacts

TOP 3 Sources of Business in 2023

-
-
-

TOP 3 Target Sources for 2023

-
-
-

TOP 3 2023 Goals

-
-
-

QUARTERLY PLAN

QUARTERLY Transaction Targets: Units

Income \$

PREVIOUS Quarter Results:

UPCOMING Quarter Targets:

_____	Income	_____
_____	Closed Deals	_____
_____	Listing Apps	_____
_____	Listings Taken	_____
_____	Listings Sold	_____
_____	Buyer Sales	_____
_____	Avg Sales Price	_____
_____	Avg Commission Check	_____
_____	Days Worked	_____
_____	Total Hours Prospected	_____
_____	Total Contacts	_____

QUARTERLY AFFIRMATIONS

TOP 3 Quarterly Goals

- _____
- _____
- _____

MONTHLY SCHEME

MONTH ONE Transaction Targets: Units

Income \$

LAST MONTH

THIS MONTH

KICK ASS
MOMENTS

Income

Closed Deals

Listing Apps

Listings Taken

Listings Sold

Buyer Sales

Avg Sales Price

Avg Commission Check

Days Worked

Total Hours Prospected

Total Contacts

TOP 3. Monthly Goals







DAILY SCHEME

OWN YOUR TIME!

Treat Your Business Like a Business.

DAILY GOALS

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

DAILY

	Target	Actual
Targets		
Hours Prospected		
Listing Appts		
Buyers Appts		

TOP 3

Sources	Target	Actual
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Divide all your tasks into
Income Producing Activity vs Need to Offload

I.P.A

N.O.

KICK ASS MOMENTS

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

DAILY SCHEDULE

6AM	_____
7AM	_____
8AM	_____
9AM	_____
10AM	_____
11AM	_____

NOON	_____
1PM	_____
2PM	_____
3PM	_____
4PM	_____
5PM	_____

HOW did you feel today?

1-3-5 Goal Setting

This is designed to aim your activities in taking progressive steps towards your long term goal

1. Main Business Objective

3 Goals to achieve the objective

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5 strategies for reaching each goal

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