

Basic Business Plan for Building Your Business

...updated for 2010

Every real estate agent, as an independent contractor should be regarding their real estate business as a “business within a business”. All businesses need a plan. Unfortunately, most real estate agents DO NOT have a business plan. Real Estate Career Development is offering this basic business plan to help real estate professionals in developing their personal business plan. We hope that in return, you will check out our products at www.RealEstateMarketingHelp.com.

I. Get organized.

Make sure that you can keep track of all of your prospects and when to contact them next. This is easiest using a real estate specific contact management and productivity program, such as Agent Office.

II. Get more listings.

1. Contact people in the following groups 12 to 18 times per year:

A. Sphere of Influence

B. Past Clients

C. Farming Area (200 to 500 homes....or as many as you can handle.)

Possible Methods: Post cards, custom newsletter (print version and e-mail version), letters, door hangers, personal contact. Try a contest in your print mailings to get people to send you their e-mail address. Have you properly using Social Media such as Facebook and LinkedIn.

2. Have a Pre-Listing and Listing Power Point Presentation.

Advantages of Power Point Presentations: Easy to customize, you can control speed of slide transition and special effects.

Possible Uses: Live Presentation (laptop, desktop, print version), burn to CD as a CD business card, drop off at the house, mailing, compress and attach to e-mail.

3. Develop quality listing materials.

Some ideas: Pre-listing booklet or kit, Sample Book & Home Book customized to each listing, Advantages of you and your company, a variety of marketing flyers.

4. Contact “For Sale By Owners” and Expired Listings on a regular basis.

Possible Methods: Post card mailings, personal brochure delivered to house, door hangers. Power Point Listing Presentation just for them. Have a website just for them.

III. Make sure all of your sellers get their homes in top showing condition.

1. Create materials to help sellers decide what to do to make their home show better.

IV. Make sure all of your homes are priced to sell.

1. Use a detailed Market Analysis that compares homes by adjusting for features in each property.

V. Keep in regular contact with your sellers.

1. Develop a listing report that can be e-mailed to your sellers on a regular basis.

2. Find a method for easily getting feedback from others who show your listings and an easy way to get it to the sellers.

3. Find a method of giving the sellers reports of website viewings of their home

VI. Use marketing that really works to sell your listings.

1. Make sure your listings are on the main page of your website(s).

2. Syndicate your listings on a regular basis.

3. Make a home book to leave inside each listing.

4. Make packets of information for buyers who view your listings.

5. Leave disks with a virtual tour at each listing for the buyers who view them.

6. Make colorful flyers for the brochure box for each listing.

7. Put the web address for the listing on the yard sign.

8. Put the web address and e-mail address your listings on all the marketing materials.

9. Write ads and remarks that “Sell the Sizzle” and encourage calls for more information.