



PLAN FOR YOUR SUCCESS

How to create your business plan

Chuck Dinsmore, MBA, GRI, CCIM, SFR, CDPE, and a whole bunch more letters!

Use this worksheet as a supplement to the podcast "Plan for Your Success."

Here is a summary of the basic structure of a business plan:

What can you contribute?

How can you serve your client?

Know Thyself!

Why are you doing this!

- A. **Mission and Vision** – This section appears first in your business plan but it is really a summary of your mindset, goals, and what you stand for. When one reads your **Mission Statement**, they should readily understand who you are, your professionalism, and the values you stand for. When they read your **Vision Statement**, they should clearly see where you are going and how you plan to get there. A good Vision Statement will make you customers want to be a part of your real estate world.
- B. **SWOT Analysis** –
 - **Strengths** – What are you good at? What talent do you bring to the business from your previous experiences?
 - **Weaknesses** – Where could you improve? What training do you need? What areas could you use help with or be able to outsource?
 - **Opportunities** – What's happening in your market? Are there trends or niche areas you can take advantage of?
 - **Threats** – Analyzing the industry and the market, what are potential changes that you can prepare for? Where are we in the market cycle? What goes up MUST come down!
- C. **Mindset** – Focus and Attitude = Success!
- D. **Goals** – What is your **"Why?"** What do you want to get out of this career? Where do you expect to be in 1 year, 3, 5, and 10 years?
- E. **Financial Worksheet** – What income do you need? Want?
- F. **Budget** - What are the expenses of running a business?
- G. **Mindmap** – Put it all together.

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**PLAN
DO
REVIEW
ADJUST
REPEAT**

WANT MORE?

- H. **Marketing** – What is your plan? Budget? Target? Who is your customer?
- I. **Your professional team** – You can assemble a team without employees!
- J. **Timelines and Review** – PLAN – DO – REVIEW – ADJUST
- K. **Executive Summary** – A one page summary of your plan for easy reference and as a reminder of WHY.

Worksheets and Tables attached below.

Question: What if you had access to important and useful information such as this that would help you grow your business? What if, as a convenience, this was delivered every week DIRECTLY to your iPod, phone, and/or email? ABSOLUTELY FREE!

If you haven't done so already, we invite you to subscribe to our free weekly updates on tips and tricks to grow a successful real estate business. It is very simple: go to our site www.HearChuck.com . You just give the email or phone you want it sent to, and that's it!



**From Zero to Pro in 90 Days!
Shorten the learning curve in your Real Estate Business**

So you got your license - now what? Did you go into real estate to own a business or do you own a job? Stop floundering with the little stuff! You got into this business for freedom - not to create a JOB for yourself!

We take entrepreneurial excellence to the next level! Discover and recover your passion, excitement, and confidence of owning your own real estate business. We are your success partner in implementing proven strategies and systems to create and enjoy the rewards you dream of!

Chuck Dinsmore, is a successful Real Estate Broker who "grew up" in the business. Chuck has developed a series of web-based and home study seminars to focus on key aspects of developing success in your career. Chuck is truly a "Serial Entrepreneur" with a solid history of working with Agents, Brokers, and small business owners and developing their businesses into successful ventures.



Everyone makes mistakes along the way, but true success comes from what we learn in the process. Avoid the same mistakes! **Accelerate your business beyond the "start up" phase!**

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INCOME AND UNIT SALES GOAL WORKSHEET

LINE	GROSS INCOME GOAL	CHART A	
1	What is your income goal for the year?	\$ _____	
2	ADD your expenses from Worksheet 2	+ _____	
3	GROSS INCOME GOAL		\$ _____
4	What is the average sales price in your market?	\$ _____	
5	Average commission percentage per side?	_____ %	
6	GROSS COMMISSION per transaction side	Equals Lines 4 x 5	\$ _____
7	What is your split ?	_____ %	
8	Commission to you per transaction	Equals Lines 6 x 7	\$ _____
7	How many homes do you have to sell?	Line 3 (GROSS income goal) / by line 8 (commission)	= _____ Transactions

LINE	Budget - figures are per year	CHART B	
1	What do you plan to spend on: Advertising?	\$ _____	
2	Mail-outs (incl. postage)	\$ _____	
3	Supplies?	\$ _____	
4	Equipment?	\$ _____	
5	Auto payments and Gas?	\$ _____	
6	Office Expenses (misc fees, rent, copies, etc)	\$ _____	
7	Phone and Internet	\$ _____	
8	Miscellaneous	\$ _____	
	TOTAL EXPENSES (enter in Line 2 of Chart A)		= \$ _____

Special note on budgeting: Make sure you set aside money for taxes, savings, and re-investment into your business. A good rule of thumb is:

Taxes 20% of GROSS (Check with your accountant for a more exact figure)

Savings 10% (There is no 401k in real estate!)

Re-investment: 20% (It's a business. You must spend money to make it grow)

This will leave 50% of your income to pay yourself. Although it is beyond the scope of this training, you may also want to ask your accountant and attorney about the benefits of incorporating.

A lower split often brings more benefits.

National Brand or Local Boutique?

The Game-Changers

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