

Business Plan

Marketing Plan					
Acquisition Activities	Frequency	Budget per month	Total Budget		
CRM	Monthly				
DLs	Weekly				
Letters	Weekly				
Printed Newsletter	Monthly				
Social	Posting three times per week				
Video content	Creating three per month				
Email Newsletter	As required				
Website	As required				
SMS	As required				
Banner Ads	Monthly				
TOTAL					

Prospecting Plan				
	Vendors	Target	Buyers	Target
Daily	Active Vendors		Hot Buyers	
	Pipeline		Buyers Agents	
	Core Area		Enquiries	
Weekly	Expired Listings		OFIs	
	Just Listed			
	Just Sold		Letters	
Quarterly	Past Purchasers		Neighbourhood	
	Past Appraisals		Buyer	
	Past Vendors		Just Listed	
	Archived Landlords		Just Sold	
			Newsletter	

Sales Plan		
Off Market	Week 1	Week 2
Inspections	10	5
Price feedback	<input type="checkbox"/>	<input type="checkbox"/>

On Market	Week 1	Week 2	Week 3	Week 4
Set to Sell Meeting (face to face)	<input type="checkbox"/>			
Price Revision	<input type="checkbox"/>			
Launch	<input type="checkbox"/>			
BAPs	3	3	3	3
OFI Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OFI Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1st round call backs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selling Price	Identify	Review	Review	Review
Offers	2	2	1	Sold
Vendor Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2nd round call backs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Face to Face Meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Readiness to Sell				

Vendor Face to Face Meeting Agenda	
1 Price	
2 Presentation	
3 Marketing	

Service					
After Sales Service		On Market			
		Pre Auction			
		Exchange			
		Settlement			

Operations	Documented	Followed By All	Effective
Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prospecting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leadership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finance/Accounting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Team Overview	Name	Title
Owner/Rainmaker		
Leader		
Manager		
Player		
Support Staff		

Leadership	Director	BDM	Leasing	PM	Admin
Job Descriptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Remuneration/Packages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboarding Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Probation Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual Performance Review	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Letter of Offer	<input type="checkbox"/>
Induction Checklist	<input type="checkbox"/>
Onboarding Program	<input type="checkbox"/>
Letter of Termination	<input type="checkbox"/>

