

LISTING SELLING

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Secrets



**2026 BUSINESS
PLANNING WORKSHOP**

ZEROTODIAMOND.COM

EVENT SCHEDULE

Listing Selling Secrets

9:00 AM

SESSION

12:00 PM

LUNCH

1:00 PM

AWARDS

3:00 PM

SESSION

4:00 PM

NETWORKING



INTRODUCTION

Welcome to The Diamond+ 2026 Business Planning Workshop

Congratulations on taking this step toward self-growth and transformation! This workbook is designed to help you reflect, set goals, and take action toward the life you truly want.

Next Steps & Commitment Statement

✦ *Think of this as your personal space for growth. Feel free to:*

- ✓ *Write openly and honestly.*
- ✓ *Take your time—self-improvement is a journey, not a race.*
- ✓ *Revisit sections as you grow and evolve.*
- ✓ *Be kind to yourself—progress over perfection!*

💡 *This workbook is structured to guide you through key areas of your business, with reflection exercises, goal-setting tools, and practical action steps.*

What's Inside? (Table of Contents)

Each section focuses on a different aspect of your 2026 business planning:



- 1 Measure Your Business**
- 2 Minimize Your Business**
- 3 Map Your Business**
- 4 Productivity**
- 5 Review & Next Steps**

6

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MEASURE YOUR BUSINESS

Please calculate the following metrics in your business:

- | | | |
|----|------------------------------------|-------|
| 1 | Yearly Gross Revenue | <hr/> |
| 2 | Yearly Gross Profit | <hr/> |
| 3 | Current Yearly Transactions | <hr/> |
| 4 | Active Listings | <hr/> |
| 5 | Current True ABS's | <hr/> |
| 6 | % Listings/Buyers | <hr/> |
| 7 | % Referral-Past Clients/New | <hr/> |
| 8 | Yearly Income Per Database Contact | <hr/> |
| 9 | CAC (Customer Acquisition Cost) | <hr/> |
| 10 | Conversion Rate | <hr/> |
| 11 | % Repeat Clients | <hr/> |

Mission Statement & Core Values

What is your mission statement?

Identify Your Core Values

Core Value 1 ➤

Core Value 2 ➤

Core Value 3 ➤

Core Value 4 ➤

2 MINIMIZE YOUR BUSINESS

Define Your Big Impossible Goal

If you could achieve one major goal in the next decade, what would it be?

➤ _____

Why does this goal matter to you?

➤ _____

Apply the SCALING Framework to Simplify Your Business

Layout the most simple path to achieve this impossible goal:

Write down every single task/projects you do in your business currently:

3 MAP YOUR BUSINESS

Create Predictable Plans

2026 Profit Goal	
Expenses	
Average Commission	
Average Sales Price	

Transaction Benchmark Calculation

- ✓ *Profit Goal + Expenses = Total Revenue Needed* _____
- ✓ *Total Revenue Needed/Average Commission = Total Volume* _____
- ✓ *Total Volume/Average Sales Price = Total Transactions Needed* _____
- ✓ *Total Transactions Needed/52 = Average Weekly Transactions* _____
- ✓ *ABS's Needed At All Times* _____

💡 ABS FORMUALA

ABS = Active Buyer/Seller: A prospect who indicates they may buy or sell a property within the next 0-6 month and could potentially pick you as their agent.

- Close One deal/week = 15-20 ABS's at all times
- Close Two deals/week = 25+ ABS's at all times

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PRODUCTIVITY

Simplify Your Micro Business

Focus on one main lead generation/nututre process that makes growth simple and easy to visualize.

Your ONE Main Lead Source:

Lead Generation/Marketing methods you want to test:

Your Conversion/Nurture Process:

Design Your Ideal Daily Routine

Morning Routine Checklist

- ☐ Wake up at : _____ AM
- ☐ 10-minute mindfulness practice (meditation, gratitude, journaling)
- ☐ Movement (stretching, workout, walk)
- ☐ Hydrate & nourish your body
- ☐ Plan your top 3 priorities for the day

Evening Wind-Down Checklist

- ☐ Reflect on today's wins & lessons
- ☐ Unplug from screens 30 minutes before bed
- ☐ Prepare for tomorrow (clothes, to-do list, etc.
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✦ *My Personal Routine Additions:*

- _____
- _____

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REVIEW & NEXT STEPS

Reflect, Adjust, and Move Forward!

Wins & Achievements

Your biggest wins this year?

- _____
- _____
- _____

What mindset shifts have you made?

- _____

Lessons & Adjustments

✦ *What worked well for you?*

- _____

✦ *What obstacles did you face? How can you overcome them moving forward?*

- _____

✦ *What will you do differently next time?*

- _____

Next Steps & Commitment Statement

✦ *"My top 3 focus areas moving forward are:"*

- ✓ _____
- ✓ _____
- ✓ _____

💡 *One small action I will take this next week:*

- _____

Signature: _____

Date: _____