

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
- 7
- 8

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MEASURE YOUR BUSINESS

Please calculate the following metrics in your business:

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

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 ➤ _____

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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:

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MAP YOUR BUSINESS

Create Predictable Plans

2026 Profit Goal	
Expenses	
Average Commission	
Average Sales Price	

Transaction Benchmark Calculation

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

ABS FORMULA

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.)
- Prepare for tomorrow (clothes, to-do list, etc.)

❖ 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: _____