



The Ultimate 2026 Real Estate Business Plan

**Your Blueprint for Breakthroughs, Listings,
and a Life Worth Smiling About**



Welcome Message from **Darryl Davis**

Welcome to your 2026 POWER AGENT® Business Plan!

This guide is more than a traditional business plan — it's a personal and professional roadmap designed to help you build a business and a life worth smiling about. It includes everything from income planning to intention setting, along with a few extras from SWOT analysis to self-care. Let's get started on creating your breakthrough year!



* **Reminder: Don't forget to
save your work as you go!**

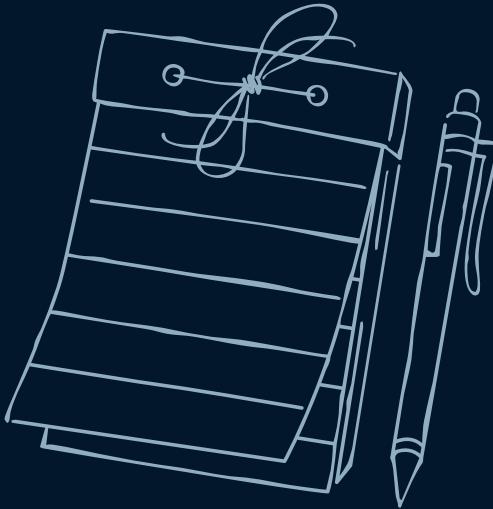
SECTION 1:

Annual Reflection & Intention Setting

What It Is: This section is your opportunity to thoughtfully (and honestly) reflect on the past year and set goals for the year ahead with intentionality and purpose.

Why It Matters: By understanding where you've been, you can better plan where you're going. Self-awareness fosters clarity, motivation, and meaningful progress.

How to Fill It Out: Answer the prompts as honestly and fully as possible. Take your time, and feel free to revisit this section throughout the year.



Last Year in Review



Understanding the past helps you tackle the future more effectively.
Take time to honestly assess what worked and what didn't.

Production Numbers:

- Listings Taken: _____
- Seller Sides Closed: _____
- Buyer Sides Closed: _____
- Renter Transactions: _____
- Gross Closed Commissions: _____

Reflection Questions:

- Did you achieve your goals last year? Why or why not?

- What were your biggest struggles?

- What was your biggest accomplishment?

- How did you prospect last year?

- What went well that you want to continue?

New Year's Reflection & Intention-Setting Worksheet

This is a wonderful way to set meaningful goals and align your aspirations with your values. Take your time and fill this out, leading with the heart. Stay centered and grounded in that heart space, with your true self, while answering these questions. Remember that the key to a successful reflection and intention-setting process is **honesty, self-compassion, and the willingness to adapt as circumstances change throughout the year.**

Here are some great questions to encourage deep reflection and intention setting. Use them as a guide to create a meaningful plan for the year ahead.:

- **Looking Back:**

- *What were your most significant achievements and milestones in the past year?*
 - *What challenges did you face, and how did you overcome them?*
 - *What did you learn about yourself in the past year?*
-
-
-
-
-
-
-

- **Gratitude:**

- *What are you most grateful for from the past year?*
 - *Who are the people you are most grateful for, and why?*
 - *What moments or experiences brought you the most joy?*
-
-
-

- **Self-Reflection:**

- *What aspects of your life do you feel most fulfilled in, and why?*
- *What aspects of your life do you feel the least satisfied with, and why?*
- *How would you describe your overall well-being?*
 - *Emotionally, mentally, and physically?*

- **Values and Priorities:**

- *What are your core values, and how did you align with them in the past year?*
- *Are there any values or priorities you want to shift or focus on in the coming year?*

- **Goals and Intentions:**

- What are your top goals or intentions for the coming year?
 - Personal, professional, health, relationships?
- Why are these goals important to you?
- How do you plan to work towards achieving these goals?
 - What are 1-3 steps you can take right away to work towards these goals?

- **Obstacles and Strategies:**

- What potential obstacles or challenges do you foresee in achieving your goals?
- What strategies or actions can you take to overcome these obstacles?

- **Self-Care and Well-Being:**

- What self-care practices or habits do you want to prioritize in the coming year?
 - How will you nurture your mental, emotional, and physical well-being?
 - What are some methods that contribute to your self-care that you enjoy?

Personal Growth and Learning:

- What skills or knowledge do you want to acquire or improve upon in the next year?
 - How will you commit to continuous learning and personal growth

- **Giving Back and Contribution:**

- In what ways do you want to give back or contribute to your community or causes you care about in the next year?
- How can you make a positive impact on others?

One Word or Mantra:

- Choose one word or a mantra that encapsulates your intentions for the year ahead.

Accountability and Tracking:

- How will you hold yourself accountable for your goals and intentions?
- Is there a person or people that you can partner with to stay accountable?
- What tools or methods will you use to track your progress throughout the year?

- **Celebration and Reflection:**

- What milestones or achievements will you celebrate along the way?
 - How often will you pause to reflect on your progress and adjust your goals if needed?
 - What else would you like to reflect on, improve upon, stop, start or continue this coming year?
 - What is really important to you right now and moving into the new year?

 **Reminder:** Be sure to click 'Save' as you work through the pages.



SECTION 2:

SWOT Analysis

What It Is: SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. It's a self-assessment tool to help you evaluate your current position in business.

Why It Matters: Awareness of your strengths and areas of improvement empowers you to take focused, effective action. It helps you play to your strengths while proactively addressing challenges.

How to Fill It Out: Use the prompts to brainstorm your current strengths, weaknesses, external opportunities, and possible threats. For each, include action steps:

- **Strengths:** Where can you leverage what you do well?
- **Weaknesses:** What do you need to accept, delegate, or improve?
- **Opportunities:** What chances for growth or change exist?
- **Threats:** What internal or external factors could hold you back?

SWOT ANALYSIS

STRENGTH



STRENGTH

WHERE CAN YOUR STRENGTH BE PUT TO USE

SWOT ANALYSIS

WEAKNESSES



WEAKNESS

ACTION

Accept

Delegate

Improve

SWOT ANALYSIS

OPPORTUNITIES



BUSINESS POSSIBILITIES

ACTION STEPS TO TAKE

SWOT ANALYSIS

THREATS



POSSIBLE THREATS

ACTION STEPS TO TAKE

SECTION 3:

Vision, Goals, and Income Planning

What It Is: This section helps you set clear, measurable goals for your income and business growth, and ties them to your larger vision.

Why It Matters: Goals give you direction, structure, and benchmarks to measure success. Knowing your numbers allows you to manage your time and energy wisely. When you understand the complete financial picture—from expenses to income to daily activities—you create a roadmap that turns dreams into actionable steps.

How to Fill It Out: Work through each step sequentially. The math builds on itself, so don't skip ahead. Use a calculator and be honest with your numbers.

PART 3A: Understanding Your Financial Foundation

Before we can set income goals, we need to understand your true cost of living. This exercise provides clarity about your annual financial bottom line.



Step 1: Calculate Your Monthly Personal Expenses

List all your monthly personal expenses. Be thorough and honest—this is the foundation of your plan.

PERSONAL EXPENSE	MONTHLY AMOUNT
Mortgage/Rent	\$
Car Payment	\$
Car Gas	\$
Car Maintenance	\$
Car Insurance	\$
Electric	\$
Gas/Heat	\$
Cable	\$
Internet	\$
Cell Phone	\$
Water/Sewer	\$
Food/Groceries	\$
Dining Out/Entertainment	\$
Travel	\$
Child Care	\$
Savings/Investments	\$
Health Insurance	\$
Credit Card Payments	\$
Student Loans	\$
Other: -----	\$
MONTHLY PERSONAL TOTAL:	\$

Step 2: Calculate Your Monthly Business Expenses

Pro Tip: For any bills you pay annually (like board dues or insurance), divide the cost by 12 to get the monthly amount. For example: \$1,200 annual board dues \div 12 = \$100 per month.

BUSINESS EXPENSE	MONTHLY AMOUNT
Board Dues (annual \div 12)	\$
MLS Fees (annual \div 12)	\$
Desk Fees	\$
E&O Insurance (annual \div 12)	\$
Education/Training	\$
Advertising/Lead Generation	\$
Print Marketing	\$
Signs/For Sale Signs	\$
Business Cards	\$
Events/Networking	\$
Photography	\$
CRM/Software	\$
Other: -----	\$
Other: -----	\$
MONTHLY BUSINESS TOTAL:	\$

Step 3: Calculate Your Total Annual Expenses

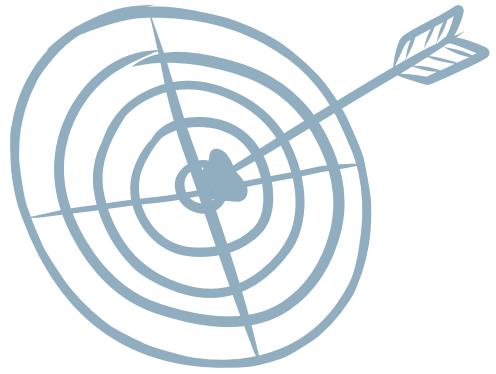
Now add up your monthly totals and multiply by 12 to get your annual expenses.

Total Monthly Personal Expenses:	\$
Total Monthly Business Expenses:	\$
COMBINED MONTHLY TOTAL:	\$
ANNUAL EXPENSES (multiply above by 12):	\$

This is your baseline—the minimum you need to earn just to maintain your current lifestyle and cover business costs.

PART 3B: Your Manifest List – What Else Do You Desire?

Beyond covering your expenses, what do you want to accomplish in 2026? Be specific and honest. If you dream of travel, paying off debt, buying investment properties, or upgrading your lifestyle—write it down and cost it out. This is your WHY.



* **Reminder: Make sure to save your work.**

Family Goals

What do you want to do with or for your family? Examples: Family vacation (\$5,000), Weekly date nights (\$5,200), New home down payment (\$50,000)

GOAL NAME	MONEY NEEDED
1	\$
2	\$
3	\$
4	\$
5	\$

Financial Goals

What financial milestones do you want to hit? Examples: Pay off \$8,000 credit card debt, Build \$12,000 emergency fund, Invest \$1,000/month (\$12,000)

GOAL NAME	MONEY NEEDED
1	\$
2	\$
3	\$
4	\$
5	\$

Personal Goals

What do you want for yourself? Examples: Personal trainer (\$6,000), New wardrobe (\$3,000), Masters degree program (\$15,000)

GOAL NAME	MONEY NEEDED
1	\$
2	\$
3	\$
4	\$
5	\$

Business Goals

What investments in your business do you want to make? Examples: Hire part-time assistant (\$24,000), Upgrade website (\$3,000), Better CRM (\$2,400)

GOAL NAME	MONEY NEEDED
1	\$
2	\$
3	\$
4	\$
5	\$

TOTAL COST OF MANIFEST LIST: \$

These are your dreams and goals—the life you want to build. Now let's calculate what it takes to make them real.

PART 3C: Calculating Your Target Take-Home Income

Now we'll calculate how much money you need to take home (after taxes) to cover both your baseline expenses and your manifest list goals.

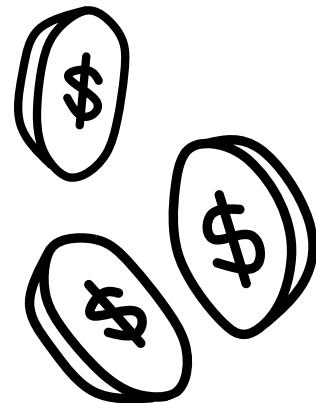
It's simple math: Add your annual expenses + your manifest goals = your target take-home income.

Total Annual Expenses (from Part 3A):	\$
Total Manifest Goals (from Part 3B):	\$
TARGET ANNUAL TAKE-HOME INCOME:	\$

This is the amount you want to KEEP after paying taxes. But we need to account for taxes to know how much you actually need to EARN.

PART 3D: Accounting for Taxes – Your Taxable Income

Your tax rate depends on your income level and state. Consult your tax professional to estimate your combined federal and state tax rate. Common rates range from 25-40%. For this exercise, we'll use a conservative estimate.



Here's How It Works (Example):

Let's say your target take-home income is \$150,000 and your tax rate is 35%:

Step 1: Take your tax rate and divide by 100

$$35 \div 100 = 0.35$$

Step 2: Subtract that from 1.0

$$1.0 - 0.35 = 0.65$$

Step 3: Divide your target take-home income by that result

$$\$150,000 \div 0.65 = \$230,769$$

That means you need to earn \$230,769 before taxes to take home \$150,000.

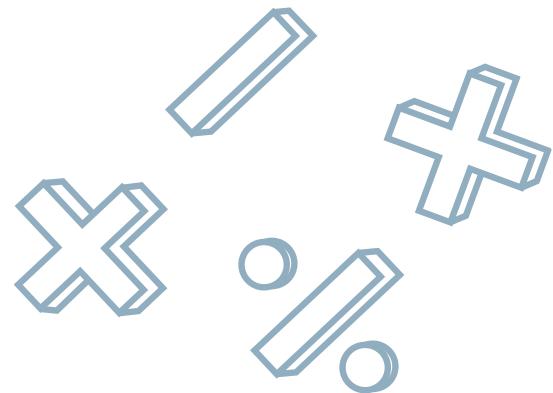
Now You Try:

My Estimated Tax Rate (ask your tax professional):	_____ %
Step 1: Tax Rate \div 100:	0._____
Step 2: Subtract from 1.0 (1.0 minus result above):	0._____
My Target Take-Home Income (from Part 3C):	\$ _____
Step 3: Divide take-home by Step 2 result:	\$ _____
ANNUAL TAXABLE INCOME NEEDED:	\$ _____

This is the amount you must earn BEFORE taxes to achieve your financial goals.

PART 3E: Calculating Your Gross Commission Income (GCI) Goal

Your Annual Taxable Income is what's left AFTER your broker takes their split and your business expenses are deducted from your Gross Commission Income (GCI). Now we'll reverse engineer your GCI goal based on your broker's commission structure.



Step 1: Account for Your Broker's Commission Split

What percentage does your broker take? For example, if they take 20%, you keep 80%.

Example Calculation:

If your taxable income needed is \$230,769 and your broker takes 20%:

Step 1: $20 \div 100 = 0.20$

Step 2: $1.0 - 0.20 = 0.80$ (you keep 80%)

Step 3: $\$230,769 \div 0.80 = \$288,461$ GCI needed

Now You Try:

My Broker's Commission Split Percentage:	-----%
Step 1: Broker's Split ÷ 100:	0.-----
Step 2: Your Share (1.0 minus result above):	0.-----
My Annual Taxable Income Needed (from Part 3D):	\$
Step 3: Divide taxable income by your share:	\$
GCI NEEDED (before broker split):	\$

Step 2: Does Your Broker Offer a Cap? (Optional)

Some brokers offer 100% commission after you reach a certain cap (for example, after you've paid \$16,000 in splits, everything after that is 100% yours). If this applies to you, complete this section. If not, skip to Part 3F.

My Broker's Capped Commission Amount:	\$
My Taxable Income Needed:	\$
ADJUSTED GCI NEEDED (add them together):	\$

If your broker doesn't offer a cap, use your GCI from Step 1. If they do offer a cap, use your Adjusted GCI from Step 2.

PART 3F: How Many Transactions Do You Need?

Now let's figure out how many transactions you'll need to close to reach your GCI goal. This is where your income goal becomes a countable target.

Step 1: Determine Your Average Commission Per Transaction

Look at your market stats. What's the average sales price? What's the typical commission rate you earn? For example: \$350,000 average sales price × 2.5% commission rate = \$8,750 per transaction.

Average Sales Price in My Market:	\$
My Average Commission Rate (e.g., 2.5% = 0.025):	0._____
Multiply them (Sales Price × Commission Rate):	\$
AVERAGE COMMISSION PER TRANSACTION:	\$

Step 2: Calculate Total Transactions Needed

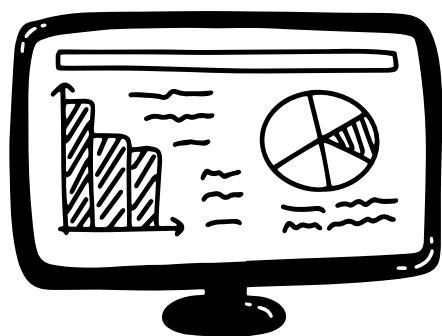
Now divide your GCI goal by your average commission per transaction. For example: \$288,461 GCI ÷ \$8,750 per transaction = 33 transactions needed.

My GCI Goal (from Part 3E):	\$
My Average Commission Per Transaction (from above):	\$
Divide GCI by Average Commission:	
TOTAL TRANSACTIONS NEEDED IN 2026:	

This is your annual transaction target. Now let's figure out what daily activities will get you there.

PART 3G: Reverse Engineering Your Daily Activities

This is where the magic happens. We're going to reverse engineer your annual transaction goal into specific daily activities. This way, you'll know EXACTLY what to do each day to hit your income goals.



Industry research shows these average conversion ratios work for most real estate agents:

- **5 appointments = 1 closed transaction**

(One out of every 5 appointments you set results in a closed deal)

- 16 conversations = 1 appointment**

(You need 16 meaningful conversations to set 1 appointment)

- 12.5 reach-outs = 1 conversation**

(You need to reach out to 12.5 people to have 1 meaningful conversation)

Step 1: Calculate Your Annual Activity Goals

Using the conversion ratios above, let's calculate your annual needs:

ACTIVITY	CALCULATION	YOUR NUMBER
Closed Transactions	From Part 3F	
Appointments Needed	Transactions × 5	
Conversations Needed	Appointments × 16	
Reach-Outs Needed	Conversations × 12.5	

Step 2: Calculate Your Daily Activity Goals

Now let's break these annual numbers down to daily targets. First, how many days will you actually work in 2026?

Example: If you work 5 days per week for 52 weeks, that's 260 working days. If you take 4 weeks vacation, that's 240 working days.

How many days per week will you work?	_____ days
How many weeks will you take off?	_____ weeks
Calculate: (Days per week × 52) - (Days per week × Weeks off)	_____ working days
REACH-OUTS PER DAY (Annual reach-outs ÷ Working days):	
CONVERSATIONS PER DAY (Annual conversations ÷ Working days):	
APPOINTMENTS PER DAY (Annual appointments ÷ Working days):	

These are your daily targets. Post them where you'll see them every single day.

PART 3H: Your Income Commitment

You've done the work. You know your numbers. Now it's time to commit. This commitment statement is your anchor—refer back to it daily, weekly, and monthly.

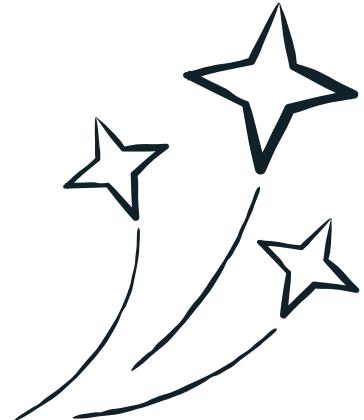
Fill in your commitment:

MY ANNUAL GCI GOAL IS: \$

TO REACH THIS GOAL, I NEED TO CLOSE: _____ TRANSACTIONS

WHICH MEANS EVERY DAY I NEED TO:

- Make _____ reach-outs
- Have _____ conversations
- Set _____ appointments

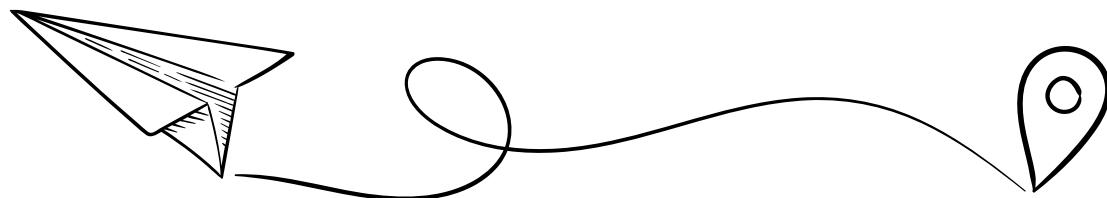


REACHING THIS GOAL MEANS:

Write what achieving this goal means for you and your family. Be specific. What will you be able to do? How will you feel? What will change?

FAILING TO REACH THIS GOAL MEANS:

Be honest about the consequences of not achieving your goal. What stays the same? What opportunities do you miss? What does it cost you?



 **Reminder: Save your work!**

Your Numbers At-a-Glance Summary

Complete this summary sheet after you've finished all calculations. Then print it out and post it everywhere—your bathroom mirror, your car dashboard, your computer monitor, your refrigerator. Look at it every single day.

FINANCIAL METRIC	YOUR NUMBER
Annual Expenses (Personal + Business)	\$ _____
Manifest Goals Total	\$ _____
Target Take-Home Income	\$ _____
Estimated Tax Rate	----- %
Annual Taxable Income Needed	\$ _____
Broker Commission Split	----- %
GCI Goal	\$ _____
Average Commission Per Transaction	\$ _____
Total Transactions Needed	_____
Daily Reach-Outs	_____
Daily Conversations	_____

I commit to these goals and these daily activities.

Signature: _____ Date: _____

Remember: These aren't just numbers. They're the path to your dreams. Every reach-out is a step toward your family vacation. Every conversation is progress toward financial freedom. Every appointment is bringing you closer to the life you want. Review this plan weekly. Adjust as needed. Celebrate your wins. And never forget WHY you're doing this.

SECTION 4:

Mindset, Self-Care, and Motivation

What It Is: Your mindset is the engine of your business. This section helps you strengthen the thoughts, habits, and routines that keep you grounded, focused, and fueled—especially when the market, clients, or life gets noisy.

Why It Matters: Real estate is a high-energy, high-emotion profession. Without strong internal systems—mindset, boundaries, and self-care—you risk burnout, inconsistency, and decision fatigue. A healthy mindset creates emotional endurance. Self-care restores your energy. Motivation keeps you moving when results feel slow. Together, they make you resilient, productive, and steady.

How to Fill It Out: Use this section to build your personal "stability system":

15 Powerful Affirmations for Real Estate Agents to Boost Confidence and Success

Boosting your self-confidence doesn't need to be a challenging endeavor! Repeat these affirmations regularly, ideally in front of a mirror, to reinforce your belief in yourself and your abilities as a real estate agent. By consistently repeating the affirmations below, you can gradually enhance your self-assurance.

- I am a highly skilled and successful real estate agent.
- I attract motivated buyers and sellers who value my expertise.
- My knowledge of the market is a valuable asset to my clients.
- I am a master at negotiating and closing deals.
- Every challenge is an opportunity for growth and learning.
- I am confident and charismatic, making clients feel at ease.
- My dedication and hard work lead to consistent success.
- I am always evolving and adapting to market changes.
- Prospective clients are drawn to my positive energy and professionalism.
- I am a trusted advisor, guiding clients to their dream homes.
- My passion for real estate shines through in every interaction.
- I am financially abundant and secure through my real estate career.
- I am a top-performing agent, consistently exceeding goals.
- My persistence and determination drive me to achieve greatness.
- I am grateful for every opportunity that comes my way in the real estate industry.

In Darryl Davis Seminars • DarrylSpeaks.com • 631-929-0001



Review Motivating POWER AGENT® Affirmations

Choose 3-5 affirmations that reinforce who you are becoming in 2026. These should be statements that help you stay focused, confident, and rooted in possibility—especially on tough days.



Find **15 Powerful Affirmations for Real Estate Agents** in the Motivational Tab in the POWER AGENT® Classroom!

My 2026 Affirmations:

1. _____
2. _____
3. _____
4. _____
5. _____

Define Your Grounding Rituals

Identify your morning and evening routines. What starts your day with clarity? What closes your day with calm? List simple, repeatable actions such as journaling, stretching, gratitude, or reviewing your schedule.

Morning Routine:

Evening Routine:

Identify Your Boundaries

Boundaries protect your energy and prevent overwhelm and burnout. Clarify where you need stronger limits—phone time, client expectations, work hours, or saying “no” more often. Strong boundaries allow you to serve clients better.

My 2026 Boundaries:

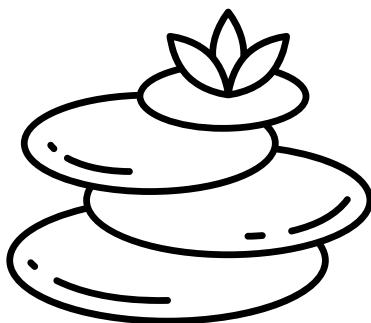
- _____
- _____
- _____
- _____

List Your Self-Care Practices & Commitments

Write down the practices that replenish you physically, mentally, and emotionally. Commit to the ones you'll maintain weekly. This may include movement, meditation, hobbies, rest, therapy, time with family, hydration—anything that fuels and restores you.

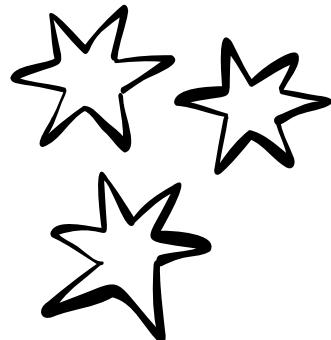
My Self-Care Commitments:

- _____
- _____
- _____
- _____



Define Your Motivation Triggers

What reignites your fire when you hit a lull? Inspiration doesn't have to be dramatic—it can come from music, mentors, movement, your goals, or your "why." Capture the things that reset your momentum.



What Motivates Me:

Create a Support Environment

List the people, tools, and resources you can lean on—your POWER AGENT® community, coaching, accountability partners, Digital Darryl™, and peers. You don't have to do this business alone.

My Support System:

- _____
- _____
- _____
- _____

Who Do You Need to Become?

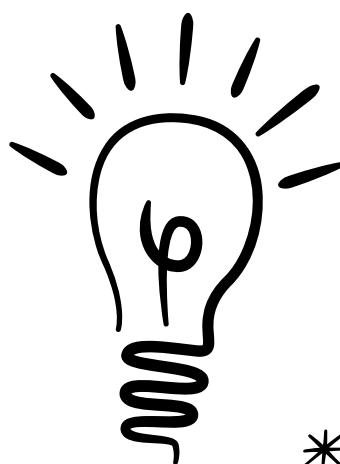
Use this moment to free write about what kind of habits, skills, and beliefs you need to have to reach your idea of success.

Questions to Ask Yourself:

Do you need to wake up earlier? Eat better? Overcome a fear? Partner with someone? Change brokerages? Invest in a new tool? Roleplay more often? Be specific about who you need to become to achieve your goals.

What This Section Does for You:

By clarifying what strengthens your mindset, protects your energy, and keeps you motivated, you create a foundation that supports consistent action. When the market shifts, when deals fall through, or when burnout creeps in, this system brings you back to center.



* **Reminder: Save your work!**



SECTION 5:

Accountability & Progress Tracking

What It Is: This section gives you structure for monitoring your weekly activities, major business projects, and quarterly outcomes.

Why It Matters: What gets measured gets managed. By breaking down your bigger projects into bite-sized, daily actions, you'll create momentum and avoid overwhelm.

The Project Matrix: Managing Multiple Business Projects

Project Matrix Overview:

Beyond daily lead generation and client care, there are key projects that can transform your business long-term, like setting up a CRM, hiring an assistant, or farming a neighborhood. These are projects that require multiple steps to complete. The Project Matrix helps you keep them organized and actionable.

How to Use It:

1. List Your Projects: Across the top of your matrix (as column headers), write down 3-5 major business projects you want to complete this year. Examples include:

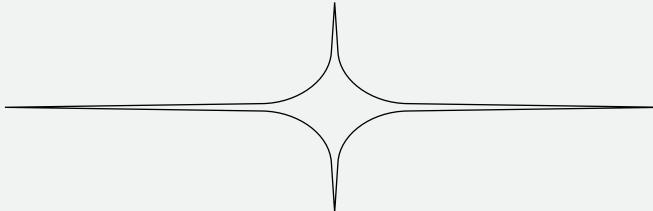
- Hire an Assistant
- Implement a CRM
- Launch a Farming Campaign
- Secure One Contract per Month
- List 24 Properties

2. Break Down the Tasks: Under each project column, list the individual tasks required to complete that project. These should be specific, manageable steps like "Write job description," "Input past clients into CRM," or "Determine farm area."

3. Prioritize: Once the tasks are listed, sort them vertically from top to bottom in the order they should be completed. This way, you always know what the next task is.

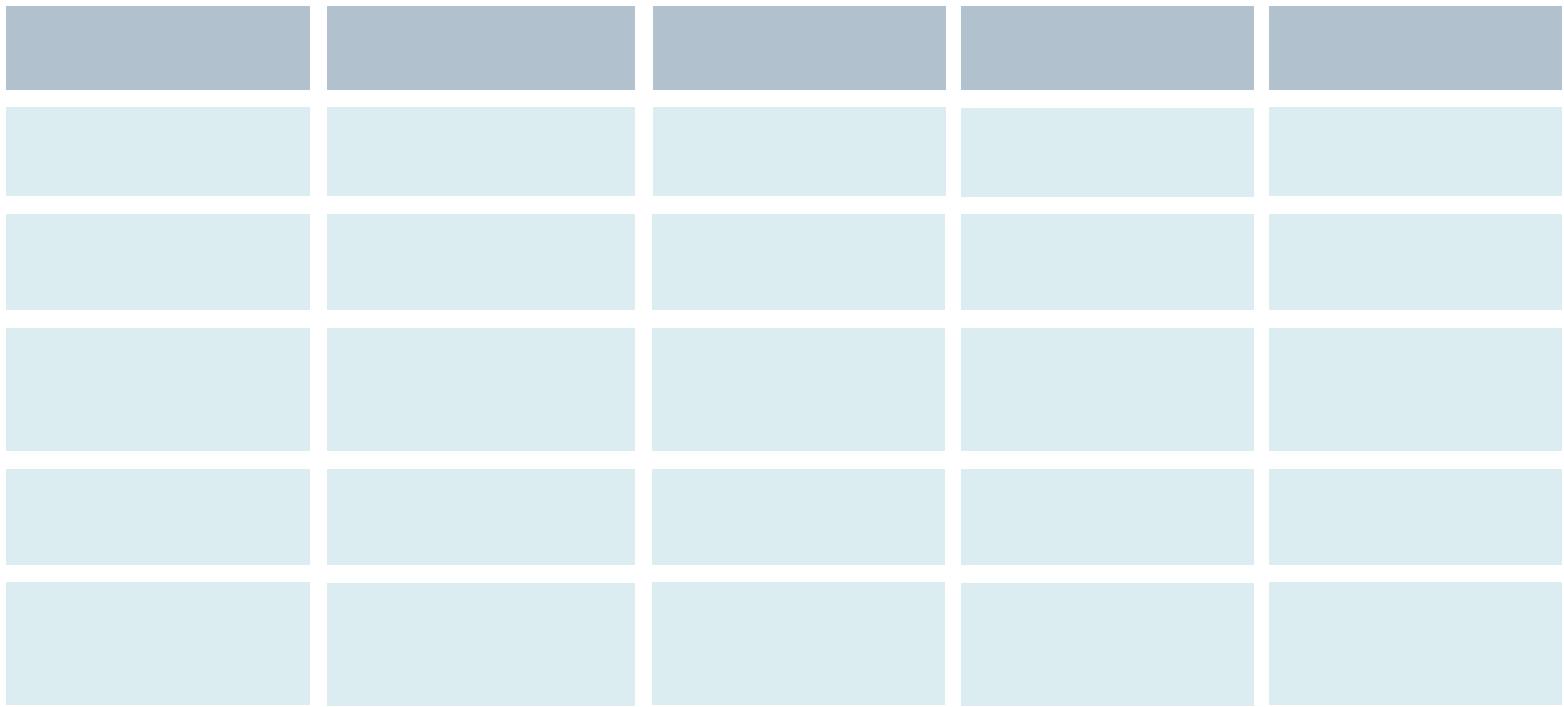
4. Daily Focus: Each day, look at your matrix and work on completing just the first row across all active projects. For example, complete the top task under "Hire an Assistant," then the top task under "Have a CRM," and so on.

5. Highlight Progress: Once a task is completed, highlight that box in yellow. This gives you a clear visual cue that you're moving forward. Then proceed to the second row of tasks across each project, repeating the process.



Why This Works: It keeps you from bouncing between tasks or feeling overwhelmed. You'll make progress in every area of your business without burning out. It also allows you to integrate long-term growth strategies into your daily workflow without neglecting your transactional work.

Include in Your Toolkit: You can print out your matrix, use a whiteboard, or track it digitally. No matter the format, the power lies in visibility and simplicity. You'll always know what to do next.



Exploring Your Resources

Let's understand what resources you have at your disposal, and what resources you wish to acquire to streamline your business.

Current Resources (What You Have):

- _____
- _____
- _____
- _____

Needed Resources (What You Need to Acquire):

- _____
- _____
- _____
- _____

These needed resources become potential projects for your business that you'll tackle throughout the year.

List 24 Properties	Hire an Assistant	Have a CRM	Work a Farm	Write 1 Contract/Month
Start using RedX Consistently	Write job description	Input past clients	Determine size and area	Hold open houses to generate buyers
Improve listing appointment	Figure out pay	Schedule time and day to learn	Save 6 months of \$ to kickoff campaign	Create a Shiny Penny list of houses each week
Post social media 3x a week	Research areas to find assistant	Input all other leads	Identify local biz to blog about	Create a Buyer Conversation meeting
Prospect 1 hour a day 5 days a week	Decide on 3 top projects to delegate	Start making calls in the CRM	Create monthly mailing campaign	
		Start using for mail/email campaign	Find closed FB communities Groups	

Exploring Your Resources

Let's understand what resources you have at your disposal, and what resources you wish to acquire to streamline your business.

Current Resources (What You Have):

- _____
- _____
- _____
- _____

Needed Resources (What You Need to Acquire):

- _____
- _____
- _____
- _____

These needed resources become potential projects for your business that you'll tackle throughout the year.

Defining Your Ideal Client

Your ideal client shouldn't be "anyone looking to buy or sell." Be specific and manifest the ideal client into your business. This helps you understand how and where you will prospect and market.



Ideal Client Profile #1:

- **Name Your Ideal Client:** (e.g., "Sara" or "John")
- **Who Are They?** (e.g., Starbucks-loving, cosmopolitan-reading, wine-loving, middle-class corporate employee)
- **What Motivates Them?** (e.g., they Google before they buy anything, they love modern finishes, want bigger space)
- **Where Are They?** (e.g., spend a lot of time on social media or they love picking up the paper at the market)
- **How Can I Get in Front of Them?** (e.g., social ads, newspaper, magazine, community events)

Ideal Client Profile #2:

- **Name Your Ideal Client:** _____
- **Who Are They?** _____
- **What Motivates Them?** _____
- **Where Are They?** _____
- **How Can I Get in Front of Them?** _____

Your Prospecting Mix

Prospecting is an activity that real estate agents should NEVER STOP, no matter how many listings they have on the market. Let's plan your prospecting mix!

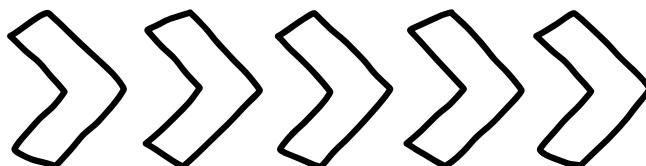
Active Prospecting Ideas:

- Cold calling FSBOs/Expireds
- Geographic/Circle Prospecting
- Door knocking
- Calling sphere of influence
- Calling past clients
- Open houses
- Networking events

Your 3 Primary Prospecting Activities for 2026:

Prospecting Activity #1:

- Activity: _____
- How? (Method/Tool): _____
- Who? (Target audience): _____
- When? (Schedule): _____
- Farm Area?: _____
- Cost?: _____
- Follow-Up Plan: _____



Prospecting Activity #2:

- Activity: _____
- How? (Method/Tool): _____
- Who? (Target audience): _____
- When? (Schedule): _____
- Farm Area? _____
- Cost? _____
- Follow-Up Plan: _____



Prospecting Activity #3:

- Activity: _____
- How? (Method/Tool): _____
- Who? (Target audience): _____
- When? (Schedule): _____
- Farm Area? _____
- Cost? _____
- Follow-Up Plan: _____

*** *Reminder: Save your work!***

Your Marketing Mix

Marketing is completely separate from active prospecting. Unlike prospecting, marketing is usually conducted passively (e.g., Facebook ads, Zillow Premier Agent, billboards, newspaper ads, email campaigns).

Marketing Ideas:

- Facebook/Instagram advertising
- YouTube video content
- IDX/Broker lead generation
- Mega open houses
- Door hangers/postcards
- Buyer/seller education events
- Email newsletters
- Community sponsorships



Your 3 Primary Marketing Activities for 2026:

Marketing Activity #1:

- Activity: _____
- How? (Platform/Method): _____
- Who? (Target audience): _____
- When? (Timeline): _____
- Farm Area? _____
- Cost? _____

Quarterly Marketing Overview

Use this worksheet to map out two high-level marketing strategies for each quarter. These don't need to be overly detailed—just clear and focused ideas that help you stay visible, connected, and consistent throughout the year. Here are some examples:

Q1

- Mail HUD closing statements with a personalized cover letter to clients who bought a home last year.
- Host a client appreciation party to kick off the year.

Q2

- Set up a booth or sponsor a table at a local festival or community event.
- Send a spring-themed mailing with home maintenance or local event tips.

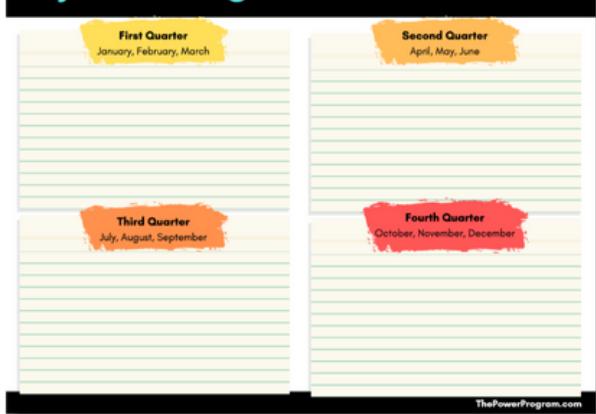
Q3

- Place American flags in your farm area for the 4th of July.
- Launch a back-to-school supply drive and invite clients to contribute.

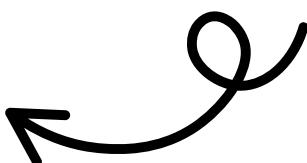
Q4

- Send holiday cards or offer a pie giveaway to your past clients.
- Run a year-end gratitude campaign with thank-you calls or pop-by gifts.

My Marketing Calendar



Find the Marketing Calendar in the Time and Money Management Tab in the POWER AGENT® Classroom!



Daily Call Tracker: Why It Matters

The Daily Call Tracker helps you stay focused and motivated while revealing patterns in your performance. It's more than just tallying numbers—it's about gaining insight so you can make smarter adjustments.

Here's how to interpret the data:

- **Example 1:** You made 10 calls, had 1 conversation, and booked 0 appointments.
 - ▶ That tells you the issue may be volume—there simply weren't enough calls made.
 - **Example 2:** You made 30 calls, had 20 conversations, and got 1 appointment.
 - ▶ You're doing well getting people on the phone, but your appointment-setting skills may need improvement.
 - **Example 3:** You made 10 calls, had 4 conversations, and booked 3 appointments.
 - ▶ Your conversion rate is excellent! Imagine the outcome if you had made 30 calls that day.

Tracking your daily numbers helps you shift from guesswork to strategy. Over time, these small insights lead to massive results.



Find the Prospecting Breakthrough Log in the Time and Money Management Tab in the POWER AGENT® Classroom!



Weekly Planning Sheet: How to Use It Effectively

This form is designed specifically for POWER AGENT® coaching members—but any real estate professional can benefit from using it.

Each week, take a few minutes to plan your upcoming seven days. For each day of the week, jot down urgent items, appointments, or time-sensitive tasks that must be completed on those dates.

At the top of the sheet, list your **Top 3 Must Accomplish tasks**. These are your three “big rocks” for the week. No matter what else happens, if you complete these, you’ll feel like your week was a success.

Use the **POWER AGENT® Tools** section to note any classroom resources, strategies, or handouts you’ll be applying.

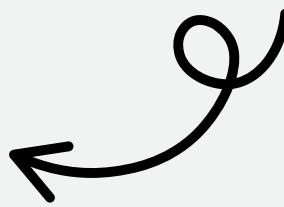
The **Number One Thing I Need to Let Go** section gives you space to release something that’s weighing you down—like frustration, resentment, or stress. Letting go creates space for fresh energy.

Finally, in the **Acknowledge Myself** section, take a moment to celebrate a win from the past week. Recognizing your progress helps build confidence and forward momentum.

MY POWER WEEK:

Monday	Tuesday	THIS WEEK:	
		TOP 3 THINGS I MUST ACCOMPLISH:	
		<input type="text"/>	<input type="text"/>
		<input type="text"/>	<input type="text"/>
Wednesday	Thursday	POWER AGENT TOOL(S) I WILL USE:	
		<input type="text"/>	<input type="text"/>
		<input type="text"/>	<input type="text"/>
Friday	Saturday	#1 THING I NEED TO LET GO OF:	
		<input type="text"/>	<input type="text"/>
		<input type="text"/>	<input type="text"/>
Sunday		GRATITUDE LIST:	
		<input type="text"/>	<input type="text"/>
		<input type="text"/>	<input type="text"/>
		NUMBER OF PEOPLE/FAMILIES I WILL SERVE:	

Find the Weekly Planning Sheet in the Time and Money Management Tab in the POWER AGENT® Classroom!



Daily Accomplishment Focus Sheet

Have you ever worked a full day only to lie in bed at night wondering, "What did I actually accomplish?" You're not alone.

This form is designed to help you stay laser-focused throughout the day—and finish with a real sense of achievement. Like many busy professionals, you probably have a long list of tasks and ideas swirling around at any moment. That's where this sheet comes in.

Each morning, take a moment to clear your mind and ask:

"Of all the things I could do today, what are the few that I absolutely must do?"

Choose a handful of priorities that, if completed, would make your day feel successful. These are the tasks that move the needle in your business and your mindset.

Use this sheet daily to:

- Clarify your focus
- Prioritize effectively
- End each day with momentum and confidence

I Am A Power Agent®

My Top Must-Do Tasks Today

Additional To-Dos After Must Do Tasks

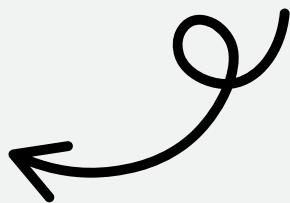
Acknowledge Yourself for anything you accomplished today
(Do this in the evening)

Recommended Self-Improvement To-Dos:

- Take **60 seconds** to meditate or pray for abundance
- Give yourself **permission** to fail today
- Take **30 minutes** to watch/read something that will improve your business skill

www.ThePowerProgram.com

Find the Power Agent Daily Task Planner in the Time and Money Management Tab in the POWER AGENT® Classroom!



Your 30-Day Commitment Challenge

This 30-day challenge is a powerful way to gain momentum, build consistency, and grow your business through meaningful conversations.

Each day, your commitment is simple: talk to at least one buyer and one seller about real estate. That's two conversations per day—adding up to 60 focused interactions by the end of the month.

Why it works:

- Conversations are the gateway to appointments and listings.
- Repetition builds confidence, sharpens your skills, and increases visibility.
- Momentum multiplies—one good conversation can lead to many opportunities.

This isn't just a tracker—it's a declaration that you're serious about reaching your Next Level®. Print it out, add your photo, sign your name, and take it one day at a time. Your future business starts with today's commitment.

DAY	SELLER	BUYER
DAY 1		
DAY 2		
DAY 3		
DAY 4		
DAY 5		
DAY 6		
DAY 7		
DAY 8		
DAY 9		
DAY 10		
DAY 11		
DAY 12		
DAY 13		
DAY 14		
DAY 15		
DAY 16		
DAY 17		
DAY 18		
DAY 19		
DAY 20		
DAY 21		
DAY 22		
DAY 23		
DAY 24		
DAY 25		
DAY 26		
DAY 27		
DAY 28		
DAY 29		
DAY 30		

MY 30-DAY COMMITMENT

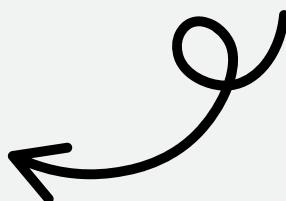


For the next **30** days, I commit to talking to **two** people per day, at least **one buyer** and **one seller** about real estate, so that I can take my business to my personal **Next Level®**.

My Photo

Signature

Find the 30 Day Challenge in the Time and Money Management Tab in the POWER AGENT® Classroom!



Stay Focused Tools

The Activity Tracker

This weekly Activity Tracker is your roadmap to staying consistent, intentional, and productive in your real estate business.

Each row lists high-impact prospecting activities—like calling past clients, connecting in Facebook groups, hosting virtual events, or sending mailings. But here's the best part: these activities are customizable. You can swap out or rewrite each line to reflect the prospecting methods you enjoy and excel at. If door knocking, video marketing, or pop-by gifts are your thing, plug those in!

Each column represents a day of the week. As you complete an activity, check off the box. Your goal should be to complete **at least two to three activities per day**—enough to stay in motion, but not so much that you burn out.

Use this tracker to:

- Build prospecting into your daily rhythm
- Identify which days you're most productive
- Stay consistent and accountable without overwhelm

Print one each week, or laminate and reuse it. Keep it in plain sight to start each day with focus and intention.

Find the Daily Activity Tracker in the Time and Money Management Tab in the POWER AGENT® Classroom!



ACTIVITY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Call 5 Past Clients							
Send 50 Letters							
Call 5 FSBOs							
Call 5 Expreds							
Call 5 Farm Residents							
Post Social Media Live Video							
Connect in Area Facebook Groups							
Call Houses for Rent							
Cold Call Around New Construction Listings							
SMILE Stops With Gifts							
Host Neighborhood Open House							
Call Vendors for Leads							
Call "Orphans"							
Call Old Friends							
Host a Virtual Q&A							

1 (800) 395-3905 • www.DarrylSpeaks.com

The Dot Board™

The Dot Board is a visual goal-tracking system designed to motivate you and keep success front and center.

Each dot represents a specific result or activity—such as a listing taken, buyer agreement signed, contract written, or home closed. You assign meaning to the colors or shapes of each dot (e.g., red for listings, green for sales, blue for offers written).

As you move through your month, you color in the dots as you hit those milestones. Over time, this simple visual turns into a scoreboard for your success.

Why it works:

- It brings energy and fun to goal tracking.
- It makes your progress visual and tangible.
- It helps you catch slow weeks early and get back on track.
- It creates momentum and boosts confidence.

Place your Dot Board somewhere visible—your office wall, a whiteboard, or even your fridge. Watching your progress light up one dot at a time is powerful fuel for your daily motivation.

Find the Color Dot Board in the Time and Money Management Tab in the POWER AGENT® Classroom!



DOT BOARD™			
Month	Listings	Listing Sold Side	Buyer Sold Side
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

DARRYL DAVIS
SEMINARS

Quarterly Integrity Sheet

The Quarterly Integrity Sheet is your built-in reset button—an opportunity every 90 days to reflect, recalibrate, and recommit to your goals.

At the end of each quarter, take a quiet moment to answer four key questions:

- **What worked this quarter?** Reflect on the wins, the habits that paid off, and the actions that moved your business forward.
- **What didn't work?** Be honest about what fell short. Awareness is the first step toward growth.
- **What do I need to adjust?** Identify tweaks—big or small—that can better align your actions with your intentions.
- **Am I on track to hit my annual goals?** Use this checkpoint to course correct if needed or build on the momentum you've already created.

This isn't about judgment—it's about staying in integrity with yourself. Use this form to think strategically, stay accountable, and move into each new quarter with purpose and clarity.

Find the Quarterly Integrity Sheet in
the Time and Money Management
Tab in the POWER AGENT® Classroom!



Quarterly Integrity Sheet

Dates: _____

What worked this quarter?

What didn't work?

What do I need to adjust?

Am I on track to hit my annual goals?

DARRYL DAVIS
TIME & MONEY MANAGEMENT

© 2025 Darryl Davis Seminars, Inc. All rights reserved. • 631-929-5555 • DarrylSpeaks.com

Listing Inventory Chart™

This chart does two important things to help you manage your business and forecast future income.

- **Track Your Active Listings**

Each time you take a new listing, add a mark in the appropriate month. If you list five properties in March, fill in five squares under March. If three of those go under contract in April, reduce your chart to reflect only two remaining.

- **Why remove listings once they're under contract?**

Because while technically active, most buyers and agents stop showing properties that are already pending—just like a pair of shoes on layaway. It's not fully sold, but it's off the shelf.

- **Forecast Future Cash Flow**

This chart also acts like a crystal ball. Listings that go under contract today likely close in 30 to 60 days, triggering commission income. But if you don't replenish your inventory during that time, you could face a drought.

Tracking your inventory helps you avoid income gaps by ensuring there's always another transaction in the pipeline.

Bottom line: The more listings you have in inventory, the more consistent and predictable your cash flow will be.

Find the [Listing Inventory Chart](#) in the Time and Money Management Tab in the POWER AGENT® Classroom!



Your Commitment Contract

You've done the work of creating this year's business plan. We recommend that you review this business plan at least once per week to ensure your success. Let this be the atlas to achieving your goals. Now it's time to commit.

Commitment Statement:

I, _____ commit to no less than my best this year in my real estate career. I agree to give 150% effort in carrying out my goal of obtaining _____ transactions by the end of December 2026.

If I Obtain My Goal, I Will Reward Myself With:

If I Fail to Obtain My Goal, I Will Be Subject to:

This contract is my word and living testament to myself and my career. I honor this contract and agree to read the words of this contract on the first of every month.

I understand that accountability is important to my journey to success. This is why I choose _____ as my accountability partner. My accountability partner agrees to hold me to this contract's obligation and provide me with motivation when things look bleak or deals get rough. I am grateful to have someone like them on my team as I reach for my full potential.

Signatures:

Agent: _____ Date: _____

Accountability Partner: _____ Date: _____

Enhance Your Business Plan with Digital Darryl™

Digital Darryl™ isn't just a tool—it's your 24/7 real estate coach, ready to elevate your business plan from strategy to execution.

Here's how *Digital Darryl™* can help you make the most of every goal, strategy, and opportunity in this business plan with real-time advice, inspiration, and step-by-step guidance.

1. Define Your Goals with Precision

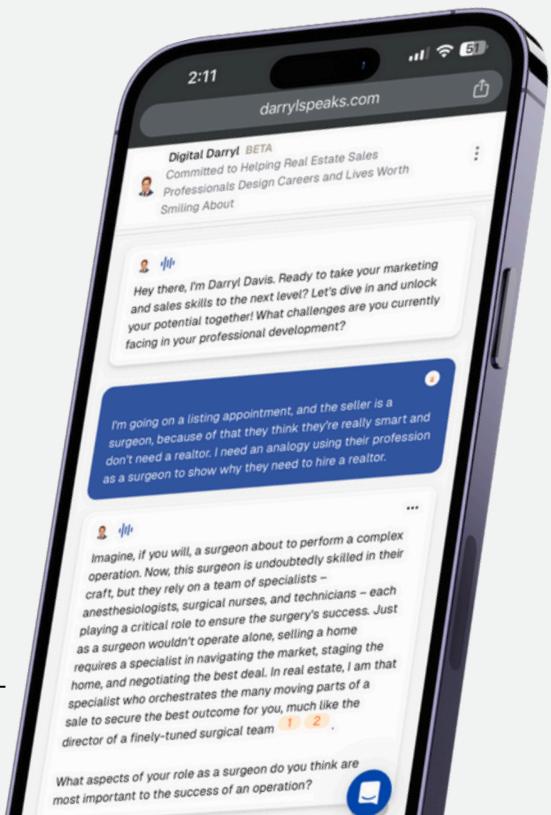
Example: Not sure how to set specific goals for your new business quarter? Ask *Digital Darryl™* for a roadmap that breaks down your objectives with exact timelines, benchmarks, and action items tailored for you.

2. Master the Art of Marketing and Self-Promotion

Digital Darryl™ provides quick, actionable tips on marketing, like creating compelling social media posts, using video effectively, or crafting a memorable open house experience.

Example: Need ideas for a standout Instagram post to promote a new listing? Ask *Digital Darryl™* for fresh concepts to captivate your audience.

Visit DigitalDarryl.ai to start now!



3. Streamline Your Day with Time-Saving Tips

Save time by tapping into Digital Darryl™ for efficiency hacks and prioritization strategies that keep you focused on high-impact tasks.

Example: Stuck in “busy mode” with too many low-value tasks? Ask Digital Darryl™ for strategies to delegate, automate, or streamline your workload.

4. Boost Confidence in Client Conversations

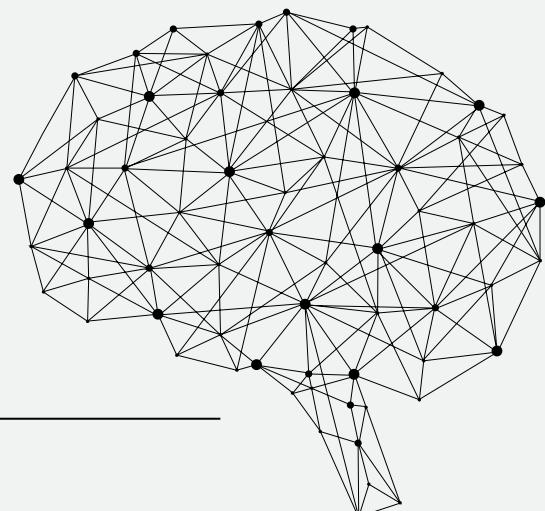
Digital Darryl™ can guide you through handling objections, building rapport, and using analogies to simplify complex topics for clients.

Example: Want a new way to explain commission value to clients? *Digital Darryl™* can give you a tailored metaphor that makes it easy for clients to see your worth.

5. Access On-Demand Coaching for All Your Questions

From “*What’s the best way to respond to a hesitant buyer?*” to “*How do I set up a video blog?*” *Digital Darryl™* offers real-time answers that feel like having a coach right by your side.

Example: Wondering how to follow up without sounding pushy? Get scripts and tips from *Digital Darryl™* that keep the conversation natural and engaging.



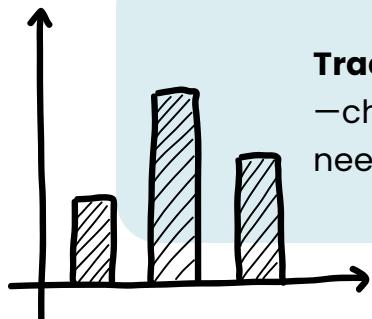
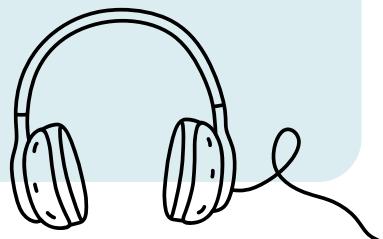
Visit DigitalDarryl.ai to start now!

How to Get Started: A Few Quick Steps



Ask: Have a question or need advice? Start with “Hey, Digital Darryl™...” and state what you need help with.

Listen: Follow the advice given and take action immediately or bookmark it for later.



Track Progress: Use *Digital Darryl™* to stay accountable—checking in on your progress, adjusting strategies as needed, and celebrating wins along the way!

With *Digital Darryl™*, your business plan becomes a **living, breathing tool**—there to help you grow, learn, and succeed every step of the way. **Make it part of your daily routine, and watch your goals come to life!**

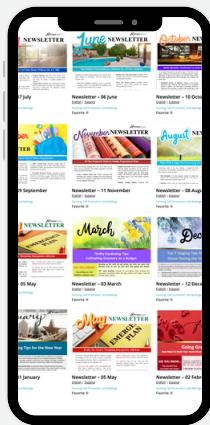
Ready to Take Your Business to the Next Level®?

Get started with *Digital Darryl™* today and turn your business plan into a powerful, active strategy that drives results! Stay on track, get real-time insights, and celebrate your milestones. Don’t just plan—take action and see your goals come to life!

Visit DigitalDarryl.ai to start now!

But Wait – There's More!

In true Darryl Davis fashion, we're going beyond just the basics. Every POWER AGENT® deserves a toolkit that sets them up for success in every way possible. That's why we've developed an additional series of highly detailed, ready-to-use business plans and on-demand training that cover all the critical areas agents need to thrive in the new year.



Here's just some of what's waiting for you:

- Agent Marketing and Self-Promotion Business Plan
- Direct Mail Marketing Business Plan
- Social Media Marketing Plan
- Video Blog Business Plan
- How to Generate Business in the Next 30 Days Plan
- Plus, we're giving you 12 months of done-for-you newsletters

These are just a few ways we've got your back in building a powerhouse business. Access each one in your [Classroom](#) easily, tap into each resource, and watch your momentum soar!

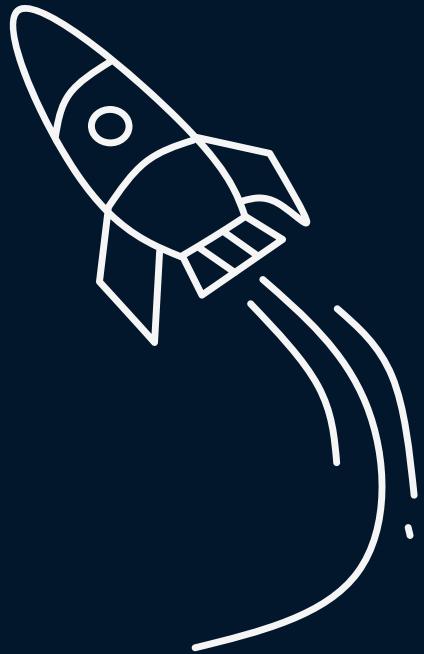
As you dive into this powerful blueprint for 2026, remember that these plans are not just about building a business—they're about creating the career, freedom, and lifestyle you've always envisioned. With every tool, plan, and strategy, we're here to help you seize the opportunities ahead, break through your limits, and transform your business.

Here's to an incredible year of growth, resilience, and success—let's make 2026 your best year yet! Not yet a POWER AGENT®? Now's the time to jump in! Become a POWER AGENT® today and get instant access to all these tools, live training, weekly coaching, and everything you need to put your foot on the gas for an amazing year ahead. [Join us](#), and let's make SKYROCKET your production in the next 12 months!



Ready to keep learning?

Join us for Weekly Webinars!



In today's market, there is a LOT to keep up with. Changes and challenges abound – and that often means steep learning curves for agents on the topics that matter most for building your business.

Like...

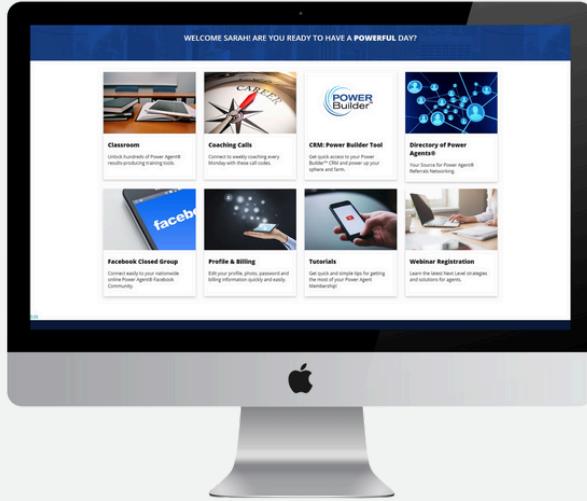
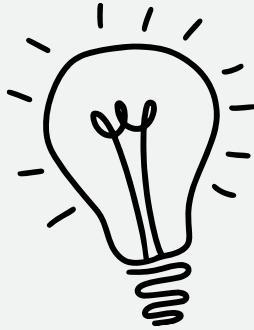
- How to get listings and build inventory, even in challenging markets
- How to stay ahead of industry news and change
- How to keep distractions at bay and productivity high
- How to tap into the top technology tools without needing an engineering degree
- How to master time management so you can have a career and a life
- How to build a referral base and create customers for life

And of course....

How to stay top of mind consistently to create a flowing pipeline of listing and buyer leads and how to convert those leads.

Tap in every week! There's no cost or obligation, so feel free to invite some friends and tap into business-changing training.

www.PowerAgentWebinar.com



Consistent marketing and self-promotion are integral parts of a successful, long-term real estate business. They are what will allow you to stay top of mind with your sphere and farm.

The problem most agents have is that they get stuck in what to do and when to do it dilemma, and indecision leads to inaction.

In our POWER AGENT® Program, we deliver the marketing resources, tools, coaching, and training agents need to master the art of prospecting and farming – without trying to reinvent the wheel.

Each week, we host a coaching call where agents can get their questions answered, solve a problem, and learn new ideas and strategies in a fun, engaging, and informative session.

Each week, we host an hour-long (or more), action-packed training webinar on the topics that most impact agents in the market.

We offer a robust Classroom filled to the brim with everything agents need to succeed with more ease. Prospecting, Farming, Coaching, Listing Appointments, Webinars on Demand, Objection Handling, Negotiating, Tech Tools and Training, Social Media Tools, Technology, Recommended Vendors – and more.

What do YOU want to learn first? We've got you covered.

**Try Our \$2 for 2 Week All-Access Trial
and Become a POWER AGENT® Now!**

**Learn more at
www.PowerAgentTrial.com**