

REAL ESTATE ROADMAP

A Step-By-Step Guide
To Setting & Achieving
Your Goals

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What do you want?

Get crystal clear on your overall goals and what you are looking to accomplish. Be specific. make sure the numbers are realistic and attainable, otherwise you may be setting yourself up for frustration and failure when you don't reach them.

Critical Numbers

Identify 1 to 5 measurable, critical numbers that you want to achieve this year.

Some examples of critical numbers are below:

Total Sale transactions: Goal 50

Total Sales Comp: Goal \$350k

Avg Sales Price: Goal \$300k

Your Critical Numbers:

Critical Number 1:

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Critical Number 2:

--	--

Critical Number 3:

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What is your Motivation

(Your Internal & External Motivation)

Step 1: Why do you want it?

Imagine what your life would look like if you achieved all of the goals that you said out.. Step into the life of the person you want to be.

Examples of Internal Motivation:

- Personal Growth
- Status
- Mindset
- Family
- Service
- Contribution

Your Internal Motivation:



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Step 2: What happens if you don't get it?

What pain is associated with not achieving your goals? Is it powerful enough?

Examples of External Motivation:

- Financial problems
- Too much anxiety
- Burnout
- Marriage problems
- No control
- No time with kids

Your External Motivation:



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What are the Obstacles in the way

(Your Internal & External Obstacles)

Internal Obstacles

Write down all of the internal potential problems that have stood in your way, or you can foresee getting in the way of hitting your critical numbers. An internal obstacle is something that is inside of your immediate control.

Examine Your Weaknesses: Do you experience any of the following?

Poor habits?
Squirrel Syndrome?
Run/Rest Cycle?

Lack Consistency?
Lack Implementation?
Analysis Paralysis?

Examples of internal obstacles include

- Poor Mindset
- Lack of Consistency
- Too many Run/Rest Cycles
- Limiting Beliefs
- Poor Health

Pro Tips:

- ❖ Resolve mindset issues by creating positive affirmations surrounding each internal struggle.
- ❖ Resolve time issue by following a regular Cadence of planning and accountability

Your internal obstacles



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External Obstacles

Write down all of the external potential problems that have stood in your way, or you can foresee getting in the way of hitting your critical numbers. An external obstacle is something that is outside of your immediate control.

Examples of external obstacles include

- Conflicting Commitments
- Time with Kids
- Other job

Your external obstacles



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How will you get there?

What are your top 3 Rocks you need to focus on for the next 12 months to achieve your critical numbers?

2 External Rocks

These can be related to specific lead sources and plans or activities that need to take place in building your business.

Example:

Rock 1

Implement a long term nurture campaign to convert more of my past clients and database.

Rock 2

Grow my active referral partners of estate planning attorneys from 4 to 12.

Your Rock 1

Your Rock 2



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1 Internal Rock

This can be related to maintaining a consistent health plan or time management or something related.

Example:

Rock 3

Implement and follow a system of accountability and structure that I can follow and includes a daily, weekly, and monthly cadence.

Your Rock 3



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What Actions Are Needed?

What COULD You Do?

Brainstorm. This is where we will take your three rocks and on a separate page for each, brainstorm and take 15 minutes to write down all of the things that you can do or could it do to achieve this rock.

Example:

What COULD You Do?

Implement a long term nurture campaign to convert more of my past clients and database.

Create and write the emails

Put together the automation

Outsource emails

Postcards send too

New crm

Input all your leads into your CRM (about 50) - began 10/5

Include tags

Add to campaign based on group or tag



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Rock 1

What COULD You Do?



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Rock 2

What COULD You Do?



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Rock 3

What COULD You Do?



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What WILL You Do!

Now it's time to take action. From the list of 20 or so brainstormed ideas on what could you do Pages, Circle the top five most important things that need to be done in order to achieve this rock.

Example:

What WILL You Do?

Implement a long term nurture campaign to convert more of my past clients and database.

1. Create and write the emails
2. Put together the automation
3. Input all your leads into your CRM (about 50) - began 10/5
 - a. Include tags
 - b. Add to campaign based on group or tag



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Rock 1

What WILL You Do?



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Rock 2

What WILL You Do?



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Rock 3

What WILL You Do?



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Business Metrics:

Daily Number Tracking

The only way for us to systematically get better each day is to track and measure our numbers. These should be tracked daily, and reviewed weekly. Don't worry about low numbers starting out. Keep in mind, everyone starts somewhere.

Example:

		11/30	12/1	12/2	12/3	12/4
Target	Goal	Mon	Tue	Wed	Thu	Fri
Contacts (calls: talk or vm)	25					
Cards	25					
Emails	25					
Appointments	2					
Signatures	1					

Your Numbers

		--/--	--/--	--/--	--/--	--/--
Target	Goal	Mon	Tue	Wed	Thu	Fri



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Time Management:

Activity: Time Blocking

There is only so much time in the day, and those hours are sacred. In order to protect your time, and work as efficiently as possible, you need to set parameters to work on the most important activities that you need to be doing in your business.

Example:

6AM	Wake
6AM-7AM	Personal time
7AM-8AM	Exercise
8AM-10AM	Lead Generation
10AM-11AM	Lead Follow Up & Admin
11AM-12PM	Lead Generation & Lead Follow Up
12PM-1PM	Lunch
1PM-3PM	Emails, Admin, & Working ON Your Business
3PM-6PM	Listing appointments or lead generation activities <i>calls, cards, emails</i>



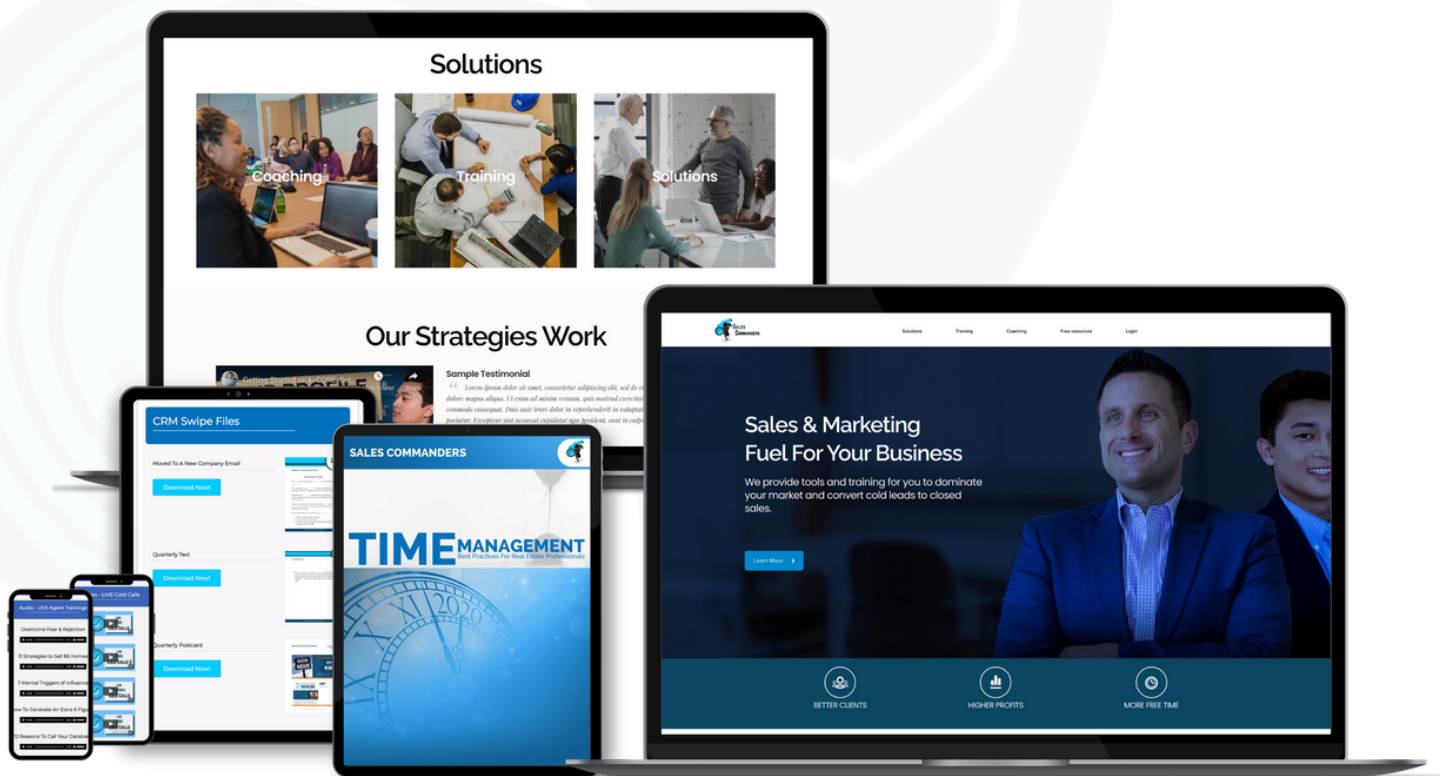
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Your Time Block:

More FREE Resources

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dominate your market and convert
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