

# 2025 BUSINESS PLAN

# IDAHO



# REAL ESTATE

# SECTION 1: PURPOSE



**We have a tendency to overestimate what we can accomplish in a year and dramatically underestimate what we can do in a decade.**

**What is your compelling vision for the future of your business?**

## 10 YEAR VISION

What is your inspiring and ambitious 10 year vision for your business? (Think BIG... what do you want your business to look like in a decade? Include everything you would love to have happen - volume, GCI, clients served, profits, new businesses owned or partnered with, cash flow and more! #DreamBig)

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## 5 YEAR VISION

Based on your 10 year vision, how about the next 5 years?

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## 1 YEAR VISION

Building upon your 5 year goals, what specific objectives and milestones do you aim to achieve in the upcoming year?

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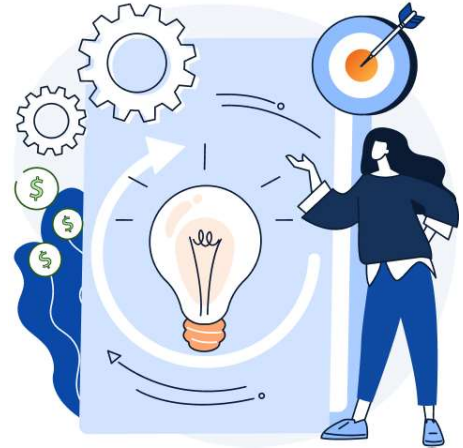
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## SECTION 1: PURPOSE

### MISSION

**Envisioning greatness; what drives your mission towards extraordinary achievements?**

Create a powerful mission statement that reflects your purpose, values, and inspiring vision for the next 10 years. A mission statement articulates the purpose of your business and your means of reaching it. It should be a simple sentence or a phrase. The public needs to see it. And you need to focus on it.



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### VALUES

**Uncover the heart of your business; what core values drive and define you?**

Values shape identity and guide decision making. Instead of single words, write brief sentences. Consider - and feel free to use - Tom's: 1) Deliver Value; 2) Embrace Innovation; 3) Build and Maintain Trust; 4) Execute with Relentless Discipline; 5) Strive for Greatness. Share your values with the public. Embrace them yourself.

## SECTION 2: MOTIVATIONS

### WHY

**What motivates you? A powerful “Why” comes out of a clear understanding of self. Do not write what should motivate you. Acknowledge the truth about what drives you.**



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### ACCOUNTABILITY

**What additional accountability do you need to ensure your success? Let your coach know.**

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### COMMITMENT

**Why is achieving your stated goals a must for you?**

Interested? Committed? Obsessed? You're about to lay out your plan for 2024, your bridge to your future. But a plan without the will to execute is only words on a page. So, write a message to yourself and your coach stating how seriously you are committed to implementing this plan and being held accountable to it.

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# SECTION 3: UNITS & GOALS

## UNIT GOALS

Lead Source	2024 ACTUALS		2025 GOALS	
	Listings	Buyers	Listings	Buyers
Sphere / Database				
BoomTown / Zillow				
Geo Farm				
Open House				
Referrals Received				
Past Clients				
Door Knocking				
Circle Dialing (Vulcan 7)				
Expireds				
FSBO				
Social Media				
YouTube Channel				
Google Business Page				
Events				
<b>ONE-OFFS</b>				
<b>TOTAL UNITS</b>				
<b>% OF BUSINESS</b>				

	2024 ACTUALS		2025 GOALS	
	Listings	Buyers	Listings	Buyers
Total Sales Volume				
Total GCI				
Avg. Home Value			\$480,000	\$480,000
Avg. GCI			\$14,400	\$13,200

Avg. Commission Fee %	2024 ACTUALS		2025 GOALS	
	Listing Side	Buyer Side	Listing Side	Buyer Side
	.03	.0275	.03	.0275





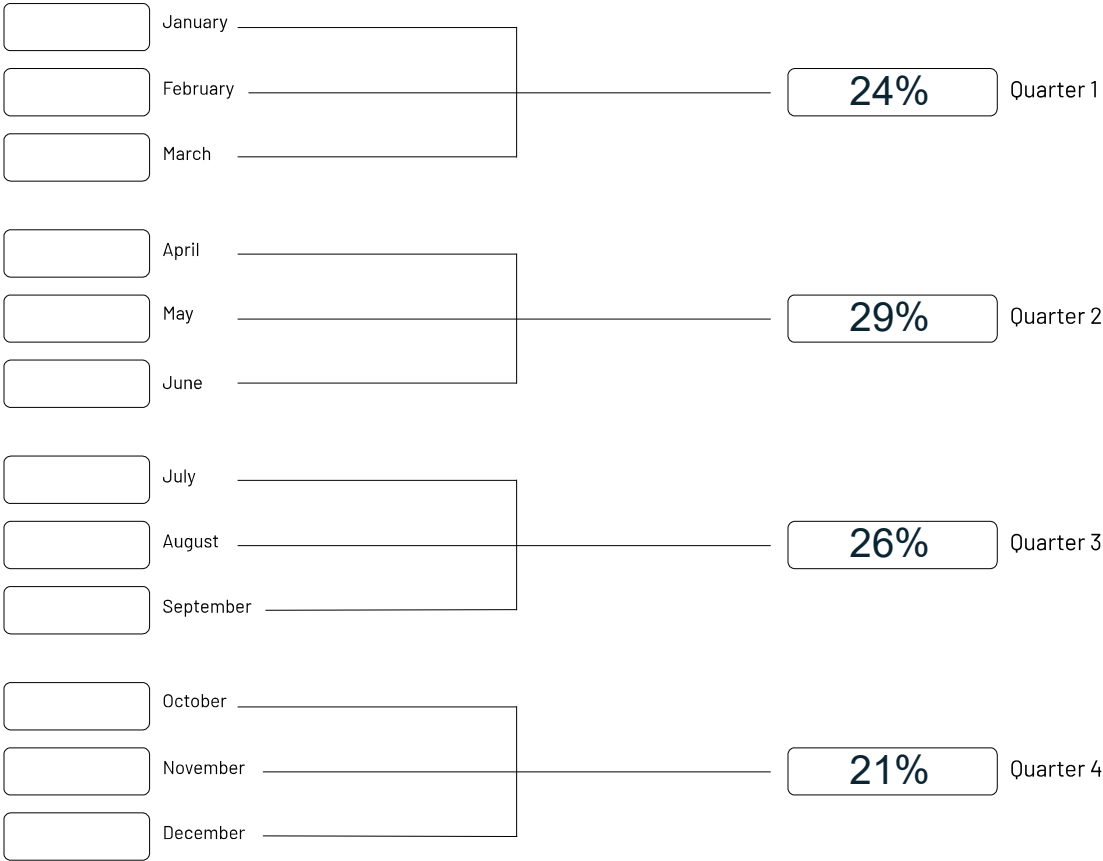
# SECTION 3: UNITS & GOALS

With your goals now established, it's time to delve into the seasonality of your business

Utilize the grid below to strategize your target units for the upcoming year, ensuring you take into account the fluctuating unit volumes across different seasons.

## Projected Units Sold per Month and per Quarter

2025



# SECTION 3: UNITS & GOALS

## KPIs

Let's establish the necessary actions that will drive you toward accomplishing your goals.

What percentage of listing appointments result in signed listing agreements?

What percentage of signed listings close?

What percentage of buyer consultations result in a signed, exclusive, buyer-agency agreements?

What percentage of signed agreements close?

### Conversations

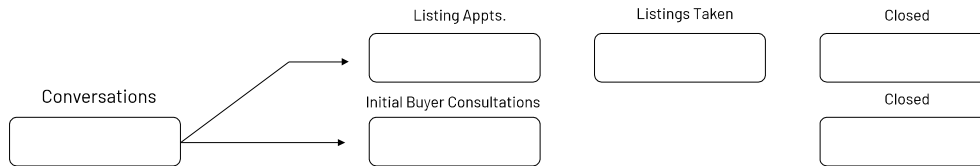
How many conversations do you have per closed transaction?

On average, how many conversations per HOP (Hour of Power) do you have?

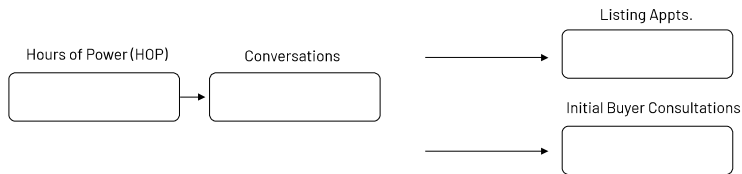
How many days a week do you intend to intentionally prospect?

How many weeks a year are you planning to take off?

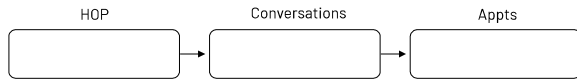
What You Need to Do This Year



What You Need to Do This Week



What You Need to Do Today!

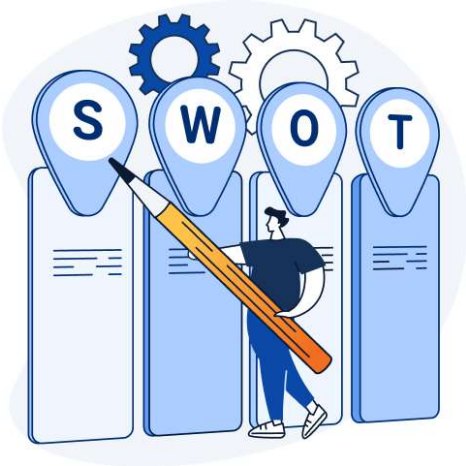






# SECTION 5: SWOT ANALYSIS

Your SWOT analysis complements your vision. Your vision tells you where you're going. The SWOT analysis helps describe where you are. With a clear assessment of where you stand, the more effectively you can plan and build a bridge to your future.



### Examples

**STRENGTHS:** Creating engaging, informative videos for social media.

**WEAKNESSES:** Non-standardized, inefficient transaction management

**OPPORTUNITIES:** The agent who dominates the area adjacent to my geo-farm is retiring, so that area has good farming potential

**THREATS:** The competition just opened an office to better serve the area that includes my geo-farm

Internal Factors

STRENGTHS

WEAKNESSES

External Factors

OPPORTUNITIES

THREATS