

Basic Business Plan for Building Your Business

Every real estate agent, as an independent contractor should be regarding their real estate business as a “business within a business”. And all businesses need a plan. Unfortunately, most real estate agents DO NOT have a business plan. Real Estate Career Development is offering this basic business plan to help real estate professionals in developing their personal business plan. We hope that in return, you will check our out products at www.RealEstateMarketingHelp.com and if you are in Northeast Oklahoma or St. Charles County Missouri, you would check out what our company has to offer at www.YourRealEstateCareer.net and www.VIPRealEstateOK.com.

I. Get organized.

Make sure that you can keep track of all of your prospects and when to contact them next. This is easiest using a real estate specific contact management and productivity program, such as Agent Office.

II. Get more listings.

1. Contact people in the following groups 12 to 18 times per year:
 - A. Sphere of Influence
 - B. Past Clients
 - C. Farming Area (200 to 500 homes)

Possible Methods: Post cards, custom newsletter (print version and e-mail version), letters, door hangers, personal contact.

2. Have a Pre-Listing and Listing Power Point Presentation.

Advantages of Power Point Presentations: Easy to customize, you can control speed of slide transition and special effects...if any.

Possible Uses: Live Presentation (laptop, desktop, print version), burn to CD as a CD business card, drop off at the house, mailing, compress with PKZip and attach to e-mail.

3. Develop quality listing materials.

Some ideas:

- Pre-listing booklet or kit
- Sample Book & Home Book customized to each listing
- Advantages of you and your company
- A variety of marketing flyers

4. Contact “For Sale By Owners” and Expired Listings on a regular basis.

Possible Methods: Post card mailings, personal brochure delivered to house, door hangers.

III. Make sure all of your sellers get their homes in top showing condition.

1. Create materials to help sellers decide what to do to make their home show better.

IV. Make sure all of your homes are priced to sell.

1. Use a detailed Market Analysis that compares homes by adjusting for features in each property.

V. Keep in regular contact with your sellers.

1. Develop a listing report that can be e-mailed to your sellers on a regular basis.
2. Find a method for easily getting feedback from others who show your listings.

VI. Use marketing that really works to sell your listings.

1. Make a home book to leave inside each listing.
2. Make packets of information for buyers who view your listings.
3. Leave disks with a virtual tour at each listing for the buyers who view them.
4. Make colorful flyers for the brochure box for each listing.
5. Put the web address for the listing on the yard sign.
6. Put the web address and e-mail address your listings on all the marketing materials.
7. Write ads that “Sell the Sizzle” and encourage calls for more information.

VII. Get More Buyers

1. Learn to get contact information from all buyers who call on your listings, even if it’s not the right home for them.
2. Provide information to Buyer Prospects that tells them about the process of buying a home and about you, like a Buyer Information Booklet.
3. Send regular new listing up-dates to all of your buyer prospects.
4. Learn how to get buyers to come to an initial meeting where you tell them how you work, make sure they are pre-qualified, and have them sign a Buyer Exclusive Contract.
5. Have a Pre-Buyer and Initial Appointment Power Point Presentation.

Advantages of Power Point Presentations: Easy to customize, you can control speed of slide transition and special effects...if any.

Possible Uses: Live Presentation (laptop, desktop, print version), burn to CD as a CD business card, drop off at the house, mailing, compress with PKZip and attach to e-mail.

6. Once buyers have signed a Buyer Exclusive Contract, give them a reminder information like a Buyer Reminder Booklet.

VIII. Personal Marketing To Develop:

1. Personal Web Site
2. Lead Generation Web Site
3. Farming Area Web Site
4. Personal Brochure
5. Sign up with a virtual tour provider.
5. Make your own CD Business Card with:

Possible items for disk: Company Web Site, Personal Web Site, Farming Area Web Site, Pre-Listing Presentation, Listing Presentation, Pre-Buyer Presentation, Buyer Presentation, Sample Virtual Tour (or tours for any of your active listings)

6. Use your personal domain name as your own professional e-mail address.
7. Develop materials for mailing.
8. Develop materials for e-mailing.
9. Develop a custom newsletter that sets you apart from other area agents.



I hope that this business plan will give you an idea of the basic things that you should be doing to build you personal real estate business. Most of the ideas given in this brochure are available in my products.

Good luck,

Linda



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