

# Basic Business Plan for Building Your Business

...updated for 2010

Every real estate agent, as an independent contractor should be regarding their real estate business as a “business within a business”. 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](http://www.RealEstateMarketingHelp.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....or as many as you can handle.)

*Possible Methods: Post cards, custom newsletter (print version and e-mail version), letters, door hangers, personal contact. Try a contest in your print mailings to get people to send you their e-mail address. Have you properly using Social Media such as Facebook and LinkenIn.*

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.*

*Possible Uses: Live Presentation (laptop, desktop, print version), burn to CD as a CD business card, drop off at the house, mailing, compress 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. Power Point Listing Presentation just for them. Have a website just for them.*

## 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 and an easy way to get it to the sellers.

3. Find a method of giving the sellers reports of website viewings of their home

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

1. Make sure your listings are on the main page of your website(s).

2. Syndicate your listings on a regular basis.

3. Make a home book to leave inside each listing.

4. Make packets of information for buyers who view your listings.

5. Leave disks with a virtual tour at each listing for the buyers who view them.

6. Make colorful flyers for the brochure box for each listing.

7. Put the web address for the listing on the yard sign.

8. Put the web address and e-mail address your listings on all the marketing materials.

9. Write ads and remarks that “Sell the Sizzle” and encourage calls for more information.

## VII. Get More Buyers

1. Have a variety of landing pages with unique offerings and response forms on your website(s).
2. Offer these unique offerings on CraigsList on a regular basis.
3. Learn to get contact information from all buyers who call on your listings, even if it's not the right home for them.
4. Provide information to Buyer Prospects that tells them about the process of buying a home and about you, like a Buyer Information Booklet.
5. Send regular new listing up-dates to all of your buyer prospects. If at all possible, do this automatically with via your MLS or IDX.
6. Make sure that your IDX allows buyer leads to sign up for listing updates themselves and can make changes in their search criterion at any time.
7. Keep up with your leads until they are ready to buy no matter how long it takes.
8. 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.
9. 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.*  
*Possible Uses: Live Presentation (laptop, desktop, print version), burn to CD as a CD business card, drop off at the house, mailing, compress and attach to e-mail.*
10. 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. Specialty websites for FSBOs, Expireds, or special offerings. (NOTE: You can also use pointer domains to special landing pages.
5. Personal Brochure (an old idea that not as many people are using today....but change it and make it more about the prospective buyers and sellers)
6. Sign up with a virtual tour provider.
7. 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)*
8. Use your personal domain name as your own professional e-mail address.
9. Develop materials for mailing.
10. Develop materials for e-mailing.
11. 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. I am an active Broker/Associate, and understand the frustration of the current market. The best advise I can give you is to keep a positive attitude, find new things to help build your business without the cost, make a plan and work your plan*

*Good luck,*

*Linda*



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