



REAL ESTATE
TRAINING COMMUNITY

Business Plan

To Increase GCI
for Real Estate Agents

LISA B



Real Estate Training Community Business Plan

Your Mission / Outcome

Your Why

Who do you need on your team to help you and what will they be doing?

Staff

Accountant

Finance broker

Lawyer

Mentor

Support group

Who else do YOU need?



Are you starting your business? What are your startup costs?

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How are you going to finance the business?

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What are your values? What's important to you to life?

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Values of the business? What's important to you in business?

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Your Area

Average selling commission %

Average selling price

Average selling fee

How many sales in your area

Houses

Semis

Apartments

Other

Amount of available commission

Houses

Semis

Apartments

Other

How many agents in your area

How many agents will share that commission

Houses

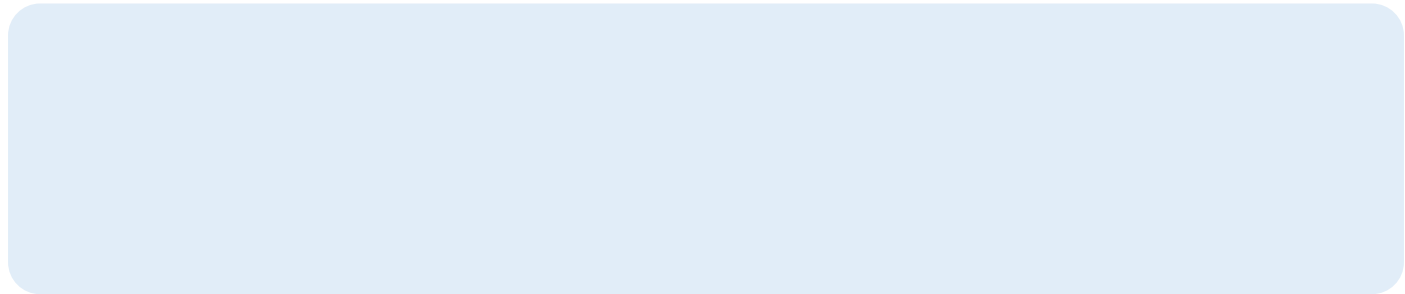
Semis

Apartments

Other



You only need to be better than the other agents.
Let's say too.. The Pareto Principle means that 20% of the agents will be bringing in 80% of the commission.



Monthly costs approximately

Business	<input type="text"/>
Rent	<input type="text"/>
Electricity/ Services	<input type="text"/>
Insurances	<input type="text"/>
Phones	<input type="text"/>
Computer costs	<input type="text"/>
Marketing / Online subscriptions	<input type="text"/>
Wages/ Staff expenses	<input type="text"/>
Stationery / Office supplies	<input type="text"/>
Licenses	<input type="text"/>
Training	<input type="text"/>
Motor Vehicle	<input type="text"/>
Other	<input type="text"/>
Total	<input type="text"/>



How much do you want to earn per month?

How much do you want to earn per year?

Make sure the following figures equate to what you want to earn.

Total commission you need to bring in p.m

Total commission you need to bring in p.q

Total commission you need to bring in p.a

What % of this commission do you keep

Based on these figures, what's your share of the monthly commission, less your monthly expenses above (is this how much you want to earn)

	Target	Actual
Prospecting	<input type="text"/>	<input type="text"/>
Appraisals	<input type="text"/>	<input type="text"/>
Listings	<input type="text"/>	<input type="text"/>
Unconditional Sales	<input type="text"/>	<input type="text"/>

SWOT analysis (you)

- Strengths
- Weaknesses
- Opportunities
- Threats

SWOT analysis (your competitors)

- Strengths
- Weaknesses
- Opportunities
- Threats



What is your exit strategy? If you own the business, how will you make the most amount of money possible in order to retire?

A large, empty light blue rounded rectangular area intended for a user to write their response to the question above.



If you would like a FREE 15 minute strategy session

Go to www.lisab.com.au and click on Contact Us.

I look forward to seeing you then.

Thank you!

Lisa B