TFTomFerry.

2022 Business Plan

Make it happen in 2022!

"The realization of your plan is worth more than any single transaction. Refuse to let your business interfere with your plan — **trust the process**."

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Part A : **Foundations**

Commitment
Interested? Committed? Obsessed? You're about to lay out your plan for 2022, 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.
Accountability
What additional accountability do you need to ensure your success? Let your coach know.
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.

Part A : **Foundations**

Vision
A vision statement is a clear, detailed description of your business in the future, say, 3-5 years from now. It clarifies your long-term goal. It should be Specific, Measurable, Actionable, Realistic and Timebound. Unlike your mission, it is usually not meant to be publicized.
Mission
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.
Values
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.

Part B: Business Goal Setting

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IMPORTANT NOTE: To best calculate these numbers, complete this page using the business plan in illūm.



	2021 ACTUALS		2022 GOALS		
Lead Source	Listings	Buyers	Listings	Buyers	
Past Clients					
Referrals from Past Clients					
SOI (Sphere)					
Referrals from SOI					
Agent Referrals					
Geographical Farm					
Open House					
Online Leads					
One-Offs					
TOTAL					
% OF BUSINESS					

	2021 ACTUALS		
	Listings	Buyers	
Total Sales Volume			
Total GCI			
Avg. Home Value			
Avg. GCI			

	Listing Side	Buyer Side
Avg. Commission Fee %		

2022 GOALS			
Listings	Buyers		

Listing Side	Buyer Side

Part B: Business Goal Setting

Activity & Ratios



IMPORTANT NOTE: To best calculate these numbers, complete this page using the business plan in illūm.



	Percentage of listing appointments that result in listings taken
	Percentage of listings taken that close
	Percentage of initial buyer appoinments that close
	Conversations per close
Conversations	Hours of Power (HOP)
	: Avg. Conversations per Hour of Power
	Prospecting Days Per Week
	Prospecting Weeks Per Year
Conversations	Listing Appts. Listings Taken Closed Initial Buyer Consultations Closed
What You Need to Do	This Week — Listing Appts.
Hours of Power (HOP)	Conversations Initial Buyer Consultations
What You Need to Do	Today!
НОР	Conversations Appts Appts

Part B: Business Goal Setting

Pre	edicted	Seasonality			
if your accour	numbers arer nt how sales pa nt so you don't	usiness plan should be a continual ren't realistic, it's easy to dismiss your patterns fluctuate during the year. If wall short of a revenue objective you	lan as irrelevan vinter is a slow t couldn't meet.	t. Realistic means t ime, you need to a	aking into
	Projected	Units Sold per Month and	d per Quar	ter	
		anuary —			
		February —			Quarter 1
		March ————————————————————————————————————			
		April ————			
		May —			Quarter 2
		une			`
2022					
(1		uly			
		August —			Quarter 3
		September ————————————————————————————————————			
		October ————			
		November —			Quarter 4

Part C: Marketing and Lead Generation Planning

Agent Marketing Plan

Your marketing plan should increase brand AWARENESS and lead ACQUISITION (generation). To do so, it must define the channels of communication you will use to reach specific audiences. Your audiences consist either of people you know or people you don't know, and your channels are meant to communicate either one-to-one (1:1) or one-to-many (1:M). And you need to determine the frequency of your contacts and interactions.

Unique Selling Proposition (USP)

What differentiates you from eveyone else? Consider the problem you address, the solution you offer and what benefit that solution provides. That is the formula for creating a USP. You may have more than USP to address each of the types of prospect you solicit or even each side of a transaction.

Lead Source/Audience

Geographic Farm (GF) - Rolling Mill Estates (500 Residences)

Marketing Plan

Advertising to create awareness and consideration

- 24 open houses (OH) (semi-monthly)
- 12 bulk mailers (monthly)
- Targeted FB videos (monthly)

Follow-Up Plan

Repeated communication with non-responsive leads aimed to elicit conversation

- 24 open houses (OH) (semi-monthly)
- Ref./use FB seller follow-up plan
- Ref./use FB buyer follow-up plan

Networking Plan

Socializing to foster referralproducing relationships

- Annual community event booth
- PTA board meetings
- . Community bus. assoc. meetings

Nurturing Plan

Repeated communication with responsive leads aimed to set appointments

- Annual community event booth
- Ref./use FB seller nurture plan
- Ref./use FB buyer nurture plan

Transactions Goal

5

Prospecting Plan

Contacting a group of people in search of leads

- OH neighbor invites (semi-monthly)
- Circle prospecting (3 days/week)
- Purchase Zillow/Trulia leads in GF

Lead Source/Audience #1		
Marketing Plan Advertising to create awareness and consideration	Networking Plan Socializing to foster referral- producing relationships	Transactions Goal
·	·	Prospecting Plan Contacting a group of people in search of leads
·	·	•
Follow-Up Plan Repeated communication	•	·
with non-responsive leads aimed to elicit conversation •	with responsive leads aimed to set appointments •	•
·	·	
·	·	

Lead Source/Audience #2		
Marketing Plan Advertising to create awareness and consideration	Networking Plan Socializing to foster referral- producing relationships	Transactions Goal
•	•	Prospecting Plan
·	·	Contacting a group of people in search of leads
•	•	•
•	•	•
•	•	•
Follow-Up Plan	Nurturing Plan	•
Repeated communication with non-responsive leads aimed to elicit conversation	Repeated communication with responsive leads aimed to set appointments	·
•	•	
•	•	
•	•	
•	•	
•	•	
•	•	

Lead Source/Audience #3		
Marketing Plan Advertising to create awareness and consideration	Networking Plan Socializing to foster referral- producing relationships	Transactions Goal
·	·	Prospecting Plan
•	•	Contacting a group of people in search of leads
·	·	•
•	•	•
Follow-Up Plan Repeated communication with non-responsive leads aimed to elicit conversation	Nurturing Plan Repeated communication with responsive leads aimed to set appointments	•
·	·	
·	•	
•	•	
•	•	

Lead Source/Audience #4		
Marketing Plan Advertising to create awareness and consideration	Networking Plan Socializing to foster referral- producing relationships	Transactions Goal
·	·	Prospecting Plan Contacting a group of people in search of leads
·	·	•
·Follow-Up Plan	· Nurturing Plan	·
Repeated communication with non-responsive leads aimed to elicit conversation	Repeated communication with responsive leads aimed to set appointments	•
·	·	
·	•	
·	·	

Lead Source/Audience #5		
Marketing Plan Advertising to create awareness and consideration	Networking Plan Socializing to foster referral- producing relationships	Transactions Goal
·	·	Prospecting Plan Contacting a group of people in search of leads
·	·	·
Follow-Up Plan Repeated communication with non-responsive leads aimed to elicit conversation	Nurturing Plan Repeated communication with responsive leads aimed to set appointments	·
·	·	
·	·	
•	•	

Lead Source/Audience #6		
Marketing Plan Advertising to create awareness and consideration	Networking Plan Socializing to foster referral- producing relationships	Transactions Goal
·	·	Prospecting Plan Contacting a group of people in search of leads
·	·	·
Follow-Up Plan Repeated communication with non-responsive leads aimed to elicit conversation	Nurturing Plan Repeated communication with responsive leads aimed to set appointments	·
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•	•	

Part D: Operations Planning

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The more productive you are, the more money you make. The more organized you are, the more you can keep your focus. Operations is about streamlining your business and improving efficiencies. Reflect on your business with your coach. What areas can you work on that will have the greatest impact?

What I will do	Priority (Score 1-5) with 5 being most important
Hire an assistant before Q4.	4
Standardize/formalize my transaction process.	5
Determine ROIs on lead sources.	3
Purchase a more robust accounting software – and use it!	5
Enter my numbers into illūm at the end of each day.	4
Streamline my open house system (find a sign-in app).	3

What I will do / Where I need accountability	Priority (Score 1-5) with 5 being most important
•	
•	
•	
•	
•	

Part E: **Pre-Planning Analysis**

SWOT A SWO helps	describe where you are. With a clear assess an and build a bridge to your future. Write a	rision tells you where you're going. A SWOT analysi sment of where you stand, the more effectively you as many points as necessary to be thorough.
Streng social r	gths Creating engaging, informative videos for media	Weaknesses Non-standardized, inefficient transaction management
adjacer	rtunities The agent who dominates the area nt my geo farm is retiring, so that area has good g 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

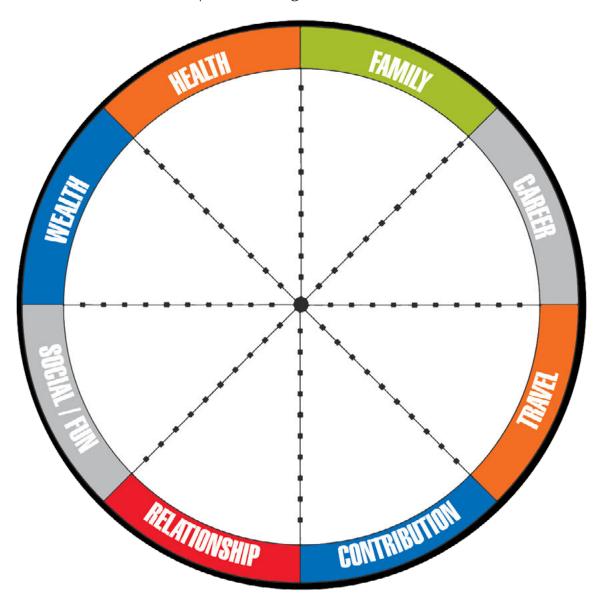
Part F: 8 Equities

Circle of Life

With so much clamoring for our attention, it's easy to lose sight of the big picture. But success is more than a single focus.

In the coming year, what will you do to live a more holistic, balanced and abundant life?

Consider the circle below. Each dot represents 10% of where you want to be. How are you doing in each area? Consider your potential, your obligations and your passions. Fill in each piece of the pie. Then pause to reflect and set some powerful life goals for 2022!



*This is not intended to be used in lieu of professional tax guidance. Calculations for pre-tax contributions as well as business expenses depend on entity structure and other accounting considerations.

*Please enter the eight required inputs

Annual Spend

Financial Plan	Budget Inputs	Monthly Spend
Total 2022 GCI Goal	Months in Coaching This Year	
Projected Net Commissions on GCI	Personal Expenses >	
Other Real Estate Related Pre-Tax Income	Business Expenses >	
Total Projected Pre-Tax Income	Debt Reduction Goal >	
Projected 2022 Tax	Pre-Tax Savings Goal	
Projected Net	Post-Tax Savings Goal	
Post-Tax Income	Post-Tax Income from	
from Other Sources Projected Net Income	Other Sources Combined Federal &	
from all Sources Your 2022 Budget (incl.	State Tax Rate	
Business Expenses)		
Net Income Surplus (Black) / Deficit (Red)		

How to Allocate Each Commission Check

to Business Account	to Personal Account & Pre-Tax Savings	to Tax Account
%	%	%

My 2022 Personal Expenses



IMPORTANT NOTE: To best calculate these numbers, complete this page using the digital plan in illūm.



Essentials (Savings and Taxes)	Average Monthly Spend	Annual Spend	% of Total Budget
Home			
Transportation			
Medical			
Utilities			
Groceries			
Personal Care			
Family Obligations			
Education			
Lifestyle			
Legal / Professional Counsel			
Donations / Charity			
Other Insurance			
Credit Card / Other Personal Debt Pmts.			
Other			
TOTAL			

My 2022 Business Expenses



IMPORTANT NOTE: To best calculate these numbers, complete this page using the digital plan in illūm.



Expenses	Average Monthly Spend	Annual Spend	% of Total Budget
License / E&O			
Professional Development / CE / Events			
Coaching			
Office / Desk / Broker / Association Fees			
Communication / Technology			
Legal / Professional Counsel			
Advertising / Marketing			
Assistant Salary			
Transportation / Travel			
Credit Card / Other Business Debt Pmts.			
Other			
TOTAL			

My Savings and Debts



IMPORTANT NOTE: To best calculate these numbers, complete this page using the digital plan in illūm.



	Liquidity	
Cash Available		
	Long-Term Debt	
Mortgage 1		
Mortgage 2		
Mortgage 3		
Student Loans		
Other Loans		
	TOTAL	
	Short-Term Debt	
Credit Card		
Other Loans		
Other Loans		
	TOTAL	
	Tax Debt	
Unpaid Property Taxes		
Unpaid Income Taxes		
Other Loans		
	TOTAL	

Tom Ferry...

Note: For a more comprehensive business plan with built-in calculators, please see the business plan in illum.

