

My 2005 Business Plan

80

Total # of Deals/Gross Volume

50

Seller Sides/Listings

50

% of Your Listings That Sell

$$(50 \div .50) =$$

100

Listings Needed to reach goal

70

% of Listing Presentations you get signed

$$(100 \div .70) =$$

143

Listings Presentations Needed to reach goal

143

Total # of Listing Presentations Needed To Reach Goal (annually)

$$(143 \div 52) = 2.75$$

3

of Listing Presentations Needed Weekly

List the Systems and strategies you will use to achieve the goals you have set on the next page...

30

Buyer Sides Sales

50

% of Buyers That Buy

$$(30 \div .50) =$$

60

Total # of Buyer Appts. Needed to Reach Goal (Annually)

$$(60 \div 52) = 1.15$$

1

of Buyer Presentations Needed Weekly

List the Systems and strategies you will use to achieve the goals you have set on the next page...

SAMPLE

My 2005 Business Plan

Total # of Deals/Gross Volume

Seller Sides/Listings

Buyer Sides Sales

% of Your Listings That Sell

Listings Needed to reach goal

% of Buyers That Buy

% of Listing Presentations you get signed

Listings Presentations Needed to reach goal

Total # of Buyer Appts. Needed to Reach Goal (Annually)

Total # of Listing Presentations Needed To Reach Goal (annually)

of Buyer Presentations Needed Weekly

of Listing Presentations Needed Weekly

List the Systems and strategies you will use to achieve the goals you have set on the next page...

List the Systems and strategies you will use to achieve the goals you have set on the next page...

SYSTEMS Used to Achieve Your Reach Goals

Seller - Listing Sides:

1. *Easy Expired System:*

30 Minutes/Day 4-Step Approach

Step 1 - Day 1 - Send USP Letter/Postcard

Step 2 - Day 2 - Call to take survey & to obtain permission to deliver Pre-Listing Package!

Step 3 - Day 3 - Mail/deliver Pre-Listing Package.

Step 4 - Day 4 - Set them up on an Automated Email Follow-up Plan that sends value-added information that educates and positions you as Trusted Advisor.

Estimated # Leads per week:

2. *Fool-Proof FSBO System:*

30 Minutes/Day 800IVR SYSTEM

HOMEFINDER Service Approach

Step 1 - Day 1 - Send postcard/letter offering 800 Talking Ad FREE of charge

Step 2 - Day 3 - Call in behind your mailing/offer.

Step 3 - Record the Features & Benefits their home offers on your 800IVR System.

Step 4 - Day 5 - Deliver both the Seller Pre-List and Buyer Pre-Sell Pack

Step 5 - Set them up on an Email Follow-up Plan (every week send value added information that educates, short, to the point, relevant to their needs and wants).

Estimated # Leads per week:

3. *Profitable Past Client System:*

15 Minutes/Day Stay-in-Touch Approach

Step 1 - Call 3 past clients per day to Say "Hi" and remind them of your USP.

Step 2 - Set them to automated email follow-up every 21 days sending something of value.

Estimated # Leads per week:

4. *Seller Stealth Marketing System*

15-30 Minutes per-day.

Step 1 - Run small, inexpensive Classified ads with **FREQUENCY** offering **FREE Online Market Valuation Service**.

Step 2 - Input Prospects that respond into database.

Step 3 - Make a courtesy call to confirm their request, qualify them and obtain permission to include Pre-Listing Package with market value information requested.

Step 4 - Immediately launch **automated email follow-up** campaign that sends value-added information every 2-3 days.

Step 5 - Make follow-up phone call to answer questions about information you sent.

Step 6 - Continue automated email **COMMUNICATION** until they buy, list insist you stop.

Note: Steps 2, 4 & 6 are done for you automatically with ClientCreator Marketing System.

Estimated # Leads per week:

YOU MUST MAKE IT EASY for Prospects to respond by sending them to your Stealth Web Site(s) or an 800IVR System so YOU CAN FOLLOW-UP AND THROUGH!

TOTAL ESTIMATED LEADS PER WEEK:

SYSTEMS Used to Achieve Your Goals

Buyer - Selling Sides:

1. **Optimization Presentation:**
3 Minute Maximizer Approach

Estimated # Leads per week:

Step 1 - At **EVERY** listing presentation secure them as a Buyer using your Buyer Pre-Sell Form "*Your Commitment to Me*" and planned dialogue conveying added value!

2. **4. Seller Stealth Marketing System**
15-30 Minutes per-day.

Estimated # Leads per week:

Step 1 - Run small, inexpensive Classified ads with **FREQUENCY** offering **FREE HomeFinder Service/List of Homes**

Step 2 - Input Prospects that respond into database.

Step 3 - Make a courtesy call to confirm their request, qualify them and obtain permission to send them your Buyer Pre-Sell Package.

Step 4 - Immediately launch **automated email follow-up** campaign that sends value-added information every 2-3 days.

Step 5 - Make follow-up phone call to answer questions about information you sent.

Step 6 - Continue automated email **COMMUNICATION** until they buy, list insist you stop.

Note: Steps 2, 4 & 6 are done for you automatically with ClientCreator Marketing System.

3. **FSBO Fortune System:**
No Step - Zero Effort

Estimated # Leads per week:

Step 1 - Seller FSBO System will generate Buyer leads, therefore you already have this system working for you with no additional effort on your part required.

4. **Past Client System**
No Step - Zero Effort

Estimated # Leads per week:

Step 1 - The same system you have set up for past clients will generate Buyer leads as well.

TOTAL ESTIMATED
BUYER LEADS: _____

Does this stuff really work?

“I have been in Real Estate for about 2 years now. I have been doing about 1 to 2 escrows a month. Then one day Resource Dynamics came to our office and gave us the opportunity to come to the Edge seminar. At first I was hesitant about going because it seemed like what they were saying was too good to be true, but then I decided why not, let's give it a try. **I think that was the best thing I ever did.** After the 2-day retreat, I was pumped up and ready to start using the techniques I had learned. I came back to the office and started working on the things you gave me. **Approximately a few weeks later I started getting listings. At the end of the first month I had 15 listings.**”

“My Real Estate business has boosted from 1 to 2 transactions to 10 to 15 transactions a month.”

Albert Grigorian
Prudential Ca. Realty

SYSTEM IMPLEMENTATION

MAY 2005

SAMPLE*SAMPLE***SAMPLE**

System to Implement:	Expired
Start Date:	9/01/04
Time Cost:	30 Minutes daily
Daily Time Dedication:	9:00 A.M. mon-Fri
Est. Leads (weekly):	3
Budget:	\$50/wk
USP(s):	60Day Guarantee - Easy Exit
Duration of Test #1:	90 days

SYSTEM OVERVIEW -

1. Identify Potential Seller's
2. Deliver Pre-List Pack
3. FACE-TO-FACE LISTING PRESENTATION

DAILY ACTION PLAN:

STEP 1 - DAY 1 - Send Letter/postcard w/ strong USP

STEP 2 - DAY 2 - Phone Survey (find needs and wants) & permission to deliver pre-list pack.

STEP 3 - DAY 3 - DELIVER PRE-LISTING PACKAGE

STEP 4 - DAY 4 - Phone Call to Set ListAppt.

STEP 5 - DAY 5 - LISTING PRESENTATION!

90-DAY RESULTS:

SYSTEM IMPLEMENTATION

MONTH: _____ YEAR: _____

System to Implement:

Start Date:

Time Cost:

Daily Time Dedication:

Est. Leads (weekly):

Budget:

USP(s):

Duration of Test #1:

SYSTEM OVERVIEW -

- 1.
- 2.
- 3.

DAILY ACTION PLAN:

STEP ____ - DAY ____ :

STEP ____ - DAY ____ :

STEP ____ - DAY ____ :

STEP ____ - DAY ____ :

STEP ____ - DAY ____ :

90-DAY RESULTS:

Does this stuff really work?

“I want you to know that I cancelled my Christmas vacation, worked thru the month of December, and as **result** of this **hard work** and all the **incredible materials** that you provided to me, **I have surpassed my entire 2003 production in the last 6 weeks.** This includes escrows currently opened.”

Jack Bitton
Coldwell Banker
Rancho Margarita, CA



The Edge Pledge

I now know and possess everything I need to achieve the level of success I desire and deserve. I also understand that the level of success I ultimately achieve is directly proportional to the amount of time, effort, and consistent actions I invest into the implementation of the systems, strategies and actions learned at the "EDGE". I declare this day that I am 100% committed to do whatever it takes, for as long as it takes, to achieve the goals I have set for myself!

(Your Name) & Signature

Today's Date

Here's What You Should Do First: After You Leave the "EDGE" Executive Conference (*Fast-Action Plan 1*)

Step #1 – Personalize and make 20-50 copies of each of the following Packages: (*all items are on your "EDGE" CD*)

- Part I of your Buyer Pre-Sell Pack
- Part II of your Buyer Pre-Sell Pack
- Pre-Listing Package for Home Sellers

Tape" or "spine" bind them.

Step #2 – Find or have printed 100-500 unique 9X12 Envelopes to use as Mailers for your "Impact" packages. This will separate you from the rest!

Note: You can go to: <http://no4j.com/ps/> or <http://www.responsemail.com/> and see if they have something that will work for you.

Alternative: Use a plain white 9 X 12 envelope and get a BIG rubber stamp made that says "URGENT" or "IMPORTANT" Use RED INK! Nicely made stickers will also work if they are "colorful," and "unique," and/or have "IMPACT".

Step #3 – Keep your "Packages" *ready-to-go-out* at a moments notice. In addition always keep 5 of each Package in your car. That way you can "Stop" and "Drop" them off at F.S.B.O.'s or any other potential Seller you happen to see or meet during your day-to-day travels.

Note: This one tip alone will generate one extra deal per month for you consistently.

Here's What You Should Do First: After You Leave the "EDGE" Executive Conference (Fast-Action Plan 1) (Cont.)

IMPORTANT NOTE: NOW USE THESE PACKAGES! LOOK FOR EVERY OPPORTUNITY TO PUT THESE HI-IMPACT MATERIALS INTO THE HANDS OF POTENTIAL HOME BUYERS AND SELLERS.

YOUR GOAL IS TO FIND ONE PERSON PER DAY WHO IS WILLING TO PREVIEW YOUR SERVICES, RIGHT?

PUTTING YOUR PRE-LIST AND/OR PRE-SELL PACKAGES INTO THE HANDS OF POTENTIAL BUYERS AND SELLERS WILL CREATE MANY "OPPORTUNITIES" FOR YOU TO GET FACE-TO-FACE WITH QUALIFIED PROSPECTS!

REMEMBER, YOU SHOULD PROVIDE EVERY PROSPECT WITH YOUR BUYER OR SELLER PACKAGE AND CONFIRM THEY HAVE REVIEWED IT BEFORE YOU MEET WITH THEM!

This is the way to separate you from EVERYONE else! Rise above the crowd. Raise the bar on your professional services by finding out what people want and need, then simply make it easy for them to get it!

It all starts with educating potential Prospects. Create their real estate Paradigm and you will have all the opportunities you need to do all the business you need to achieve every goal you set.

Does this stuff really work?

“About three weeks after the seminar, I contacted a FSBO from a list provided by a title company, and with no hesitation the owner took me up on my proposal to help get her home sold for free. I invested \$75- on six sign riders and an additional \$25- on the sign carrier and a For Sale by Owner sign and stuck one in the yard.

An hour later the first call came in to the 800 number and 15 others followed over a one-week period. At a week we sat down to list the property for \$15,900.00 higher than she had originally advertised and sold it in two weeks afterward.

“Further, I sent out invitations to 200 of the surrounding neighbors and listed another property just up the street for \$495,000.00, and as I write this letter, I got an offer to purchase at full price. I have an appointment to list one other property in the neighborhood. These are my first listings and through little investment and the techniques I learned at the Edge seminar, I have paychecks coming in! Thanks to you and Rand’s group for coming along at the perfect time.”

**Keith Barnden
Coldwell Banker
Bakersfield, CA**

Here's What You Should Do Second: After You Leave the "EDGE" Executive Conference (*Fast-Action Plan 2*)

Step 1

Using your "Monthly Planning Worksheets," select one of the following systems each month. Fill in all of the information about the system you choose on your Planning Worksheets. Remember, the path to success is as simple as: set a plan then FOLLOW IT!

Set aside 15-30 minutes at the same time everyday to "*work-the-system*". Log the time in your Daytimer then, make sure you **CONSISTENTLY** work that system everyday at the same time.

Treat this time period just like you would a Listing Presentation Appointment.
DO NOT change it!
DO NOT set other appointments during this time period.

It is critical to your success to invest this preset time in "*Dollar Productive Activities*" that will create "inbound opportunities."

Continue to add one system per month until you have a total of 7 systems that generate "inbound opportunities" on a consistent basis.

- Expired Listing System
- FSBO System
- Home Buyer System
- Soon to List Sellers System
- Past client System
- Marketing System to Attract Home Buyers
- Marketing System to Attract Sellers
- ** Kids (Optional)

Step 2 - **WORK YOUR SYSTEMS!**

Here's What You Should Do Second: After You Leave the "EDGE" Executive Conference (*Fast-Action Plan 2*) (Cont.)

Step 3 - Stick With it!

Step 4 - Test! Test! Test! If after an ample period of time one of your systems is not generating ANY Inbound Opportunities, change the mailing pieces and/or ads being used.

EVERYTHING IS A TEST! The great news is you have a plethora of marketing materials on your "EDGE" CD from which to choose. Every ad, letter, postcard, flyer, system and strategy on this "CD" has been proven to work very well.

People are people are people. Most of the time, what works in one city and state will work in another regardless of the type of market. The reason for this phenomenon is due to the fact that all of these marketing materials are "Consumer Oriented" vs. the standard braggadocios "ME-ME-ME" approach.

REMEMBER THIS: A "SYSTEM" DELIVERS CONSISTENT, PREDICTABLE, RESULTS...IF... YOU "WORK-THE-SYSTEM" EVERYDAY, THE SAME WAY.

THE ONLY WAY THESE SYSTEMS WILL NOT WORK IS IF YOU DON'T!

**HOW BADLY DO YOU WANT TO SUCCEED? THEN DO THIS:
NEVER, EVER, EVER, EVER QUIT!**

Stealth Success On-line

First, set up your clientcreator stealth sites. Purchase 2 unique domain names, one for buyers, and one for sellers. Cost is cheap. Go to: <http://iprodomains.com>. 12.95 yr.

Next, make very sure you are using the right bait and are fishing where the best fish are most likely to be (like their home or reading an ad that gets their attention).

Step 1 – Make the commitment to implement and follow the process diligently and consistently for as long as it takes to begin working. Then stick with it forever!

Step 2 – Run small classified ads with frequency (*as much frequency as you can afford*) offering FREE Homefinder service for homebuyers and FREE market evaluation for Sellers and/or...

Step 2a – Send out snail mail and/or email messages to targeted Consumers offering the online buyer and seller FREE services. (*i.e. 1st time Homebuyers and Homeowners that have owned their home for 5 years or longer and less than 10*).

HOT TIP: These ads, letters, emails and postcards should not contain information about you or your company (*other than the bare bones minimum required by your company*). The more it looks like a Consumer service announcement the better the results.

If mailing, use postcards otherwise use a plain white envelope, no return address, live commemorative or seasonal stamp and hand address whenever possible.

Keep the message short and sweet. Here is an example for you:

ATTENTION HOME OWNERS
Find out what your home is really worth. New
Online service available FREE of charge.
No obligation. No hassle. Go to:
Whatsmyhomeworth.com

Step 3 – Call every Prospect whose name is entered into your address book either from the stealth web sites or by you.

Step 3a – Use a script that is Customer Service oriented. Here is an example for you:

“Hi, my name is Rand Smith. We just received your request for the FREE (identify which service they requested). I wanted to give you a quick courtesy call to verify your information so that you get exactly what you want and need. May I ask you a few quick questions?”

HOT TIP: Every person you speak to is assigned a rating such as “A” for the most active Prospects. “B” for 2nd most active and so on.

Review their info very fast then ask the qualifying questions such as the ones I have on the 3 X 5 Buyer/Seller cards *Remember, within every 1 deal, 2 always exist* So, if you’re talking to a potential homebuyer, ask them which home they own in the area. Where are they moving? Do they have an agent? Will they be moving within the next 45-60 days or sooner?

End the call by telling them the information they requested will be arriving in their in basket via email ASAP.

In addition *(if they are an “A” or “B” lead)* say, *“Would you be offended if we delivered right to your doorstep (using snail mail of course) a bright red package marked “URGENT” (this one is for sellers). In it is everything you need to know and/o do to either... you know this script by now Use it. It works!”*

Step 4 – Email them the information they requested NOW Mail them either the Buyer Pre-Sell Package Part 1 or the Pre-Listing Package or in some cases, BOTH.

For homebuyer’s continue emailing them the list of homes until they buy...from YOU! This is in addition to the automated email messages that are sent for you by the clientcreator.com system.

IN CONCLUSION:

The automated email messaging system built-in to clientcreator is designed to educate and stay in touch with EVERY Prospect you have with zero effort from you. It is the foundation that assures every Prospect perceives you as the most effective, value-added, COMMUNICATOR on the planet.

The idea is to COMMUNICATE WITH FREQUENCY using the automated system as your 'COMMUNICATION FOUNDATION. In addition you send or deliver additional relevant valuable and timely information that moves them from a Lead to a Prospect and a Prospect to a CLOSED DEAL CLIENT FOR LIFE!

ALWAYS REMEMBER: YOUR GOAL IS ALWAYS TO GET FACE-TO-FACE TO SECURE THEM AS EITHER A BONIFIED HOME SELLER OR HOME BUYER IN WRITING. THIS IS WHOLE POINT OF THE PROCESS. EVERYTHING IS DESIGNED TO GET YOU MORE "AT BATS"; MORE "FACE-TO-FACE" MEETINGS WITH PEOPLE ARE WILLING TO PREVIEW YOUR SERVICES. DO THAT AND AS YOU SAW FOR YOURSELF THE NUMBERS AND PERCENTAGES DO THE REST. THIS IS THE PATH TO BECOMING A "GOAL ACHIEVER" VS. A "TENSION RELIEVER".

Be sure every lead in your clientcreator system is set to a marketing Campaign. This is in addition to the other tasks or services you provide. It is the foundation that established your COMMUNICATION standard, which no one else can live up to?

Of course, you do all of this because you now know that the #1 complaint of Consumers using a real estate agent is "LACK OF COMMUNICATION".

UP-SIDE: When Consumer's experience consistent, ongoing COMMUNICATION with FREQUENCY they express a 90% Satisfaction with their real estate agent. 90%!! WOW!!

BIG BONUS AND THE REAL REASON TO COMMUNICATE WITH FREQUENCY:

97% of those who are satisfied with your COMMUNICATION WILL DO BUSINESS WITH YOU AGAIN AND AGAIN AND AGAIN.

The background of the slide is a collage of business-related images. On the left, a portion of a globe is visible. In the center, a pen is shown writing on a document. On the right, a calendar page is partially visible. The overall color scheme is light blue and white.

IDEAS

ARE

WORTHLESS

WITHOUT

ACTION
