

THE ONE-PAGE BUSINESS PLAN

Turn a number you want into work you can do on Monday.

Most agent business plans are a mood board with a revenue goal on top. This one is five pages and every page ends in a number you either hit or you do not.

Before you start

Read this page once. It is the only page without blanks.

A business plan fails for one of two reasons. Either it names a revenue goal and stops, which gives you nothing to do on a Tuesday morning, or it lists forty activities with no line connecting them to the goal, which means you cannot tell which forty to drop.

This plan does one thing: it walks a number you want backward until it becomes a count of conversations you can have this week. Everything in between is division.

Fill it in with a pen, in one sitting, in about forty minutes. Use last year's real figures, not the ones you wish were true. If you do not know a number, write your best guess and circle it, then go find the real one this week. A guess you have circled is worth more than a blank.

Why this works when the market is bad

Roughly 70 percent of licensed agents in the United States sold nothing last year. That is not a market problem, it is an activity problem, and it is the reason a plan built on conversation counts survives a downturn that a plan built on revenue goals does not.

What you need in front of you

Last year's closed transaction count. Last year's gross commission. Your average sale price. Your split. That is all four.

1. The number

Start at the end and divide your way back to Monday.

What do you want to take home this year, after split and before tax?

One figure. Not a range. A range means you have not decided.

What is your average sale price?

Last twelve months, actual closings. If you closed nothing, use your market's median.

What is your side of the commission, as a percent?

After your split. A 3 percent side on a 70/30 split is 2.1 percent.

So one deal pays you:

Average sale price times your percent. Write the dollars.

So you need this many closings:

Take-home divided by what one deal pays. Round up, always.

One split worth copying

Mitch Ribak splits every commission check the day it lands: 30 percent to taxes, 30 percent to marketing, 40 percent to himself. The marketing third is what makes next year's number possible, and it is the first third every struggling agent stops paying.

2. Where the deals come from

Split the closings you just calculated across sources you can name.

Write a number of closings next to each source. They have to add up to the count on page one. If they do not add up, you do not have a plan, you have a wish.

Past clients and sphere

People who already know you. Usually the cheapest and the most neglected.

Referrals from other agents

Out of area, out of price band, out of specialty.

Open houses

Yours or someone else's.

Geographic farm

One neighborhood you own, not five you visit.

Expired and for sale by owner

Sellers who already proved they want to sell.

Paid leads

Portal, social, search. Write the monthly spend beside the count.

Everything else

Be specific. Miscellaneous is not a source.

What converts, by the people tracking it

Mitch Ribak's measured hierarchy: a Facebook lead converts at about one in 300, pay per click around one in 100, a portal lead about three in 100, a property inquiry closer to one in three, and an open house visitor better than all of them. Referrals should convert at 80 percent. If your plan leans on the cheap end of that list, the conversation counts on the next page get very large.

3. Back to Monday

The only page that changes what you do tomorrow.

How many listing or buyer appointments does it take you to close one?

If you have never counted, use three and go count.

So you need this many appointments this year:

Closings from page one, times the number above.

And this many appointments a week:

Divide by 48. You do not work 52 weeks and you know it.

How many real conversations does it take to book one appointment?

A conversation is two-way. A voicemail is not a conversation.

So you need this many conversations a week:

Appointments a week, times the number above.

Which is this many a day, five days a week:

This is the whole plan. Everything above exists to produce this number.

Start at five, not zero

Mitch Ribak's rule for the daily number: do not start the day at zero and climb to ten, start at five so that ten pulls you forward. David Lawson runs the opposite framing for the year, starting every day at zero, no clients, no listings, no pipeline, and going to find one. Pick whichever one gets you on the phone.

4. The week

Put the daily number somewhere it cannot be moved.

Name the hours. Not the intention, the hours. Write the actual clock time you will be having conversations, and what you are giving up to protect it.

My conversation hours are:

For example, 8:30 to 10:30, Monday through Friday.

I will do it from:

A desk, a car, an office. Somewhere with no one to talk to but leads.

Who holds me to it, and how they will know:

A person, and the number you send them every Friday.

What I am giving up to protect those hours:

Something real. If nothing changes, nothing changes.

The measurement rule

David Lawson's version: what you measure improves, and what you measure, record and have someone hold you to improves several times faster. The third part is the part agents skip, and it is the part that works.

5. The stop list

The page that makes the other four possible.

You already have a full week. The plan above adds hours to it. So write down what comes out, by name, and put a date on it.

Stopping 1:

A lead source that has not paid, a meeting nobody needs, a task you should hand off.

Stopping 2:

Stopping 3:

Stopping 4:

Signed:

Date:

Now do it for twenty-eight days

A plan is a page. The work is daily.

The number on page three only counts if it gets written down every day for long enough to become a habit. That is a different tool, and we made it: **The Real Estate Business Workbook, a four week planner**. It is the daily side of this page.

The rest of what is behind this plan, 199 recorded sessions of working producers arguing out one topic at a time, is on the NXTGEN Agent channel. Every number quoted in this plan came from one of those calls, said by a named agent who had to defend it to the others on the line.

nxtgenagent.com