

TOM FERRY'S

BUSINESS PLAN



 **Tom**Ferry

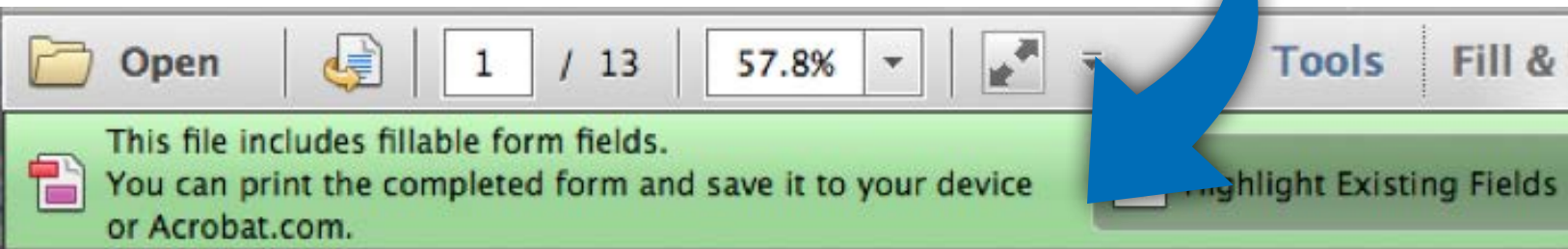
BEFORE YOU START

SAVE THIS FILE TO YOUR COMPUTER

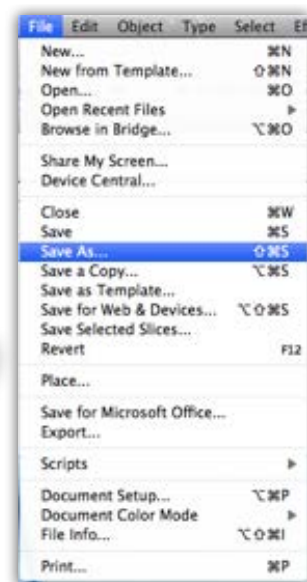


OPEN FILE FROM YOUR COMPUTER

The file will include this statement at the top letting you know this is an editable document

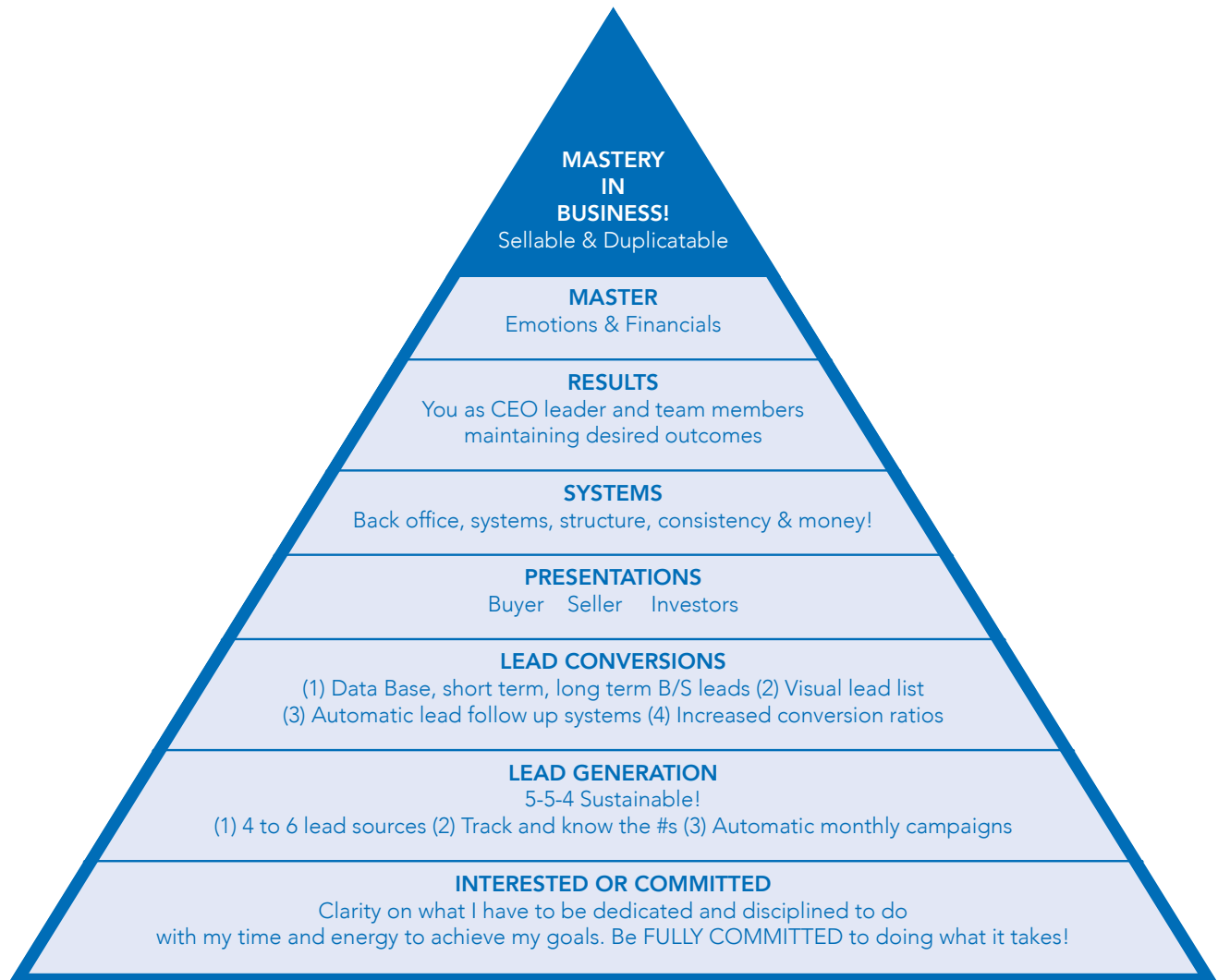


WHEN READY, SAVE AS FILE TO YOUR COMPUTER



1

MASTERY



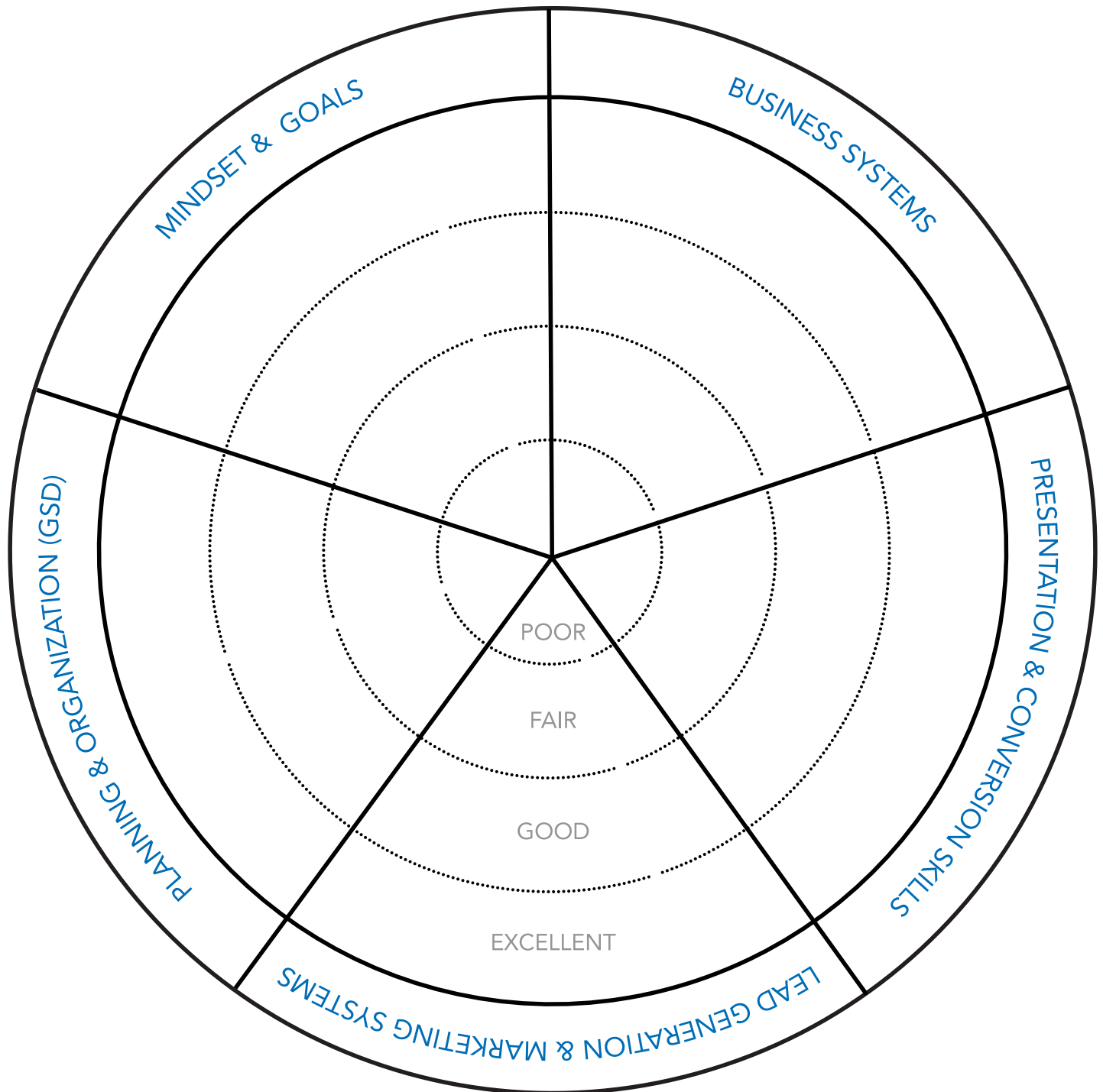
REMEMBER

“Mastery happens when you are committed to the breakthrough...
The decision that enough is enough and
you are no longer interested in your success,
you are COMMITTED to it!!”

-Tom Ferry

2

BREAKTHROUGH SELF ANALYSIS



* Rate yourself from poor to excellent in each category

3

KEY PERFORMANCE INDICATORS

	2017	
	ME	TEAM
Days Worked		
Total Hours of Power		
Listing Appointments		
Listings Taken		
Seller Sales		
Seller GCI		
Buyer Appointments		
Buyer Sales		
Buyer GCI		
Lessor GCI		
Lessee GCI		
Referrals Sent		
Referrals Received		
Referral GCI		
TOTAL UNITS		
TOTAL GCI		

4 VISION STATEMENT

I'M COMMITTED TO HAVE THIS YEAR BE MY BEST YEAR EVER BECAUSE...

PERSONAL VISION

PROFESSIONAL VISION

5 KEY AREAS TO **MASTER** PROFESSIONALLY

1. _____
2. _____
3. _____
4. _____
5. _____

5 KEY AREAS TO **MASTER** PERSONALLY

1. _____
2. _____
3. _____
4. _____
5. _____

6

NEW PROSPECT CONVERSATIONS NEEDED

CONVERSATIONS CALCULATION		
ITEM	AMOUNT	DIRECTIONS
1	THIS YEAR'S TRANSACTIONS GOAL	INPUT total transactions you want
2	TOTAL NEW PROSPECT CONVERSATIONS NEEDED (ANNUALLY)	MULTIPLY Line 1 by 40 (conversation to sale ratio)
3	TOTAL NEW PROSPECT CONVERSATIONS NEEDED (MONTHLY)	DIVIDE Line 2 by 11 (months)
4	TOTAL DAILY NEW PROSPECT CONVERSATIONS NEEDED	DIVIDE Line 3 by 20 (monthly working days) *Minimum 5/5/4's

THE NUMBERS		
	YOU	TEAM
GCI Goal for This Year		
Number of Transactions Needed for Goals		
Number of Listing Appointments Set		
Number of Listings Taken		
Number of Listings Sold		
Number of Buyer Appointments Set		
Number of Buyer Sales		

7

BIG EVENTS + QUARTERLY EVENTS

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

NOTE: These must be moved to a live calendar to make sure of its success!

8

BUSINESS EXPENSES

ITEM	2016 EXPENSES		2017 PROJECTED EXPENSES	NOTES
	MONTHLY	ANNUALLY		
Dues (RE Board Dues/MLS Dues)				
Business Entertainment (Meals, Coffee, Cocktails, Events)				
Coaching				
Communication (Mobile Phone, Home Bus. Line, Internet)				
Education (Seminars, Books, CD's, etc.)				
Equipment & Supplies (Computers, Office Supplies, etc.)				
Accounting/CPA /Legal (Taxes)				
Marketing				
Print Advertising				
Online Advertising/Website				
Direct Mail				
Signs, Flyers, Brochures, Presentation Materials				
Promotional (Gifts, Event Tickets, Sponsorships, etc.)				
Marketing Consulting				
Other Marketing				
Other Marketing				
Misc. Sales Cost (Agent Paid Inspections, Repairs, Goodwill, Staging, etc.)				
Outside Services (Consulting, Book Keeping, etc.)				
Transaction Coordination				
Travel Expense (Airfare, Lodging ,Ground Transportation, Incidentals)				
IRA Contribution				
Wages (Assistant, Employees)				
Other				
Other				
Other				
Other				
TOTAL BUSINESS EXPENSES				

9

PERSONAL EXPENSES

ITEM	2016 EXPENSES	2017 EXPENSES	NOTES
Auto Gas			
Auto Insurance			
Auto Maintenance			
Auto Payments (Lease/Loan)			
Auto Purchase			
Auto Registration			
CATV/Satellite TV			
Cell Phone			
Charitable Contribution			
Childcare			
Clothing			
Club Membership			
Entertainment			
Food & Groceries			
General Household Items			
Gym, Health & Beauty			
Home & Yard Maintenance			
Homeowners Insurance			
Household Utilities			
Life Insurance			
Medical/Dental Expense			
Mortgages/Rent			
Personal Savings			
Property Taxes			
School Tuition K-12			
Vacation			
Retirement Savings			
College Funds			
Other			
Other			
Other			
Other			
Other			
TOTAL PERSONAL EXPENSES			



NOTES



NOTES



NOTES



“If you are willing to do what others won’t for the next five to nine years you can do whatever you want for the rest of your life.”
- Tom Ferry

 **Tom**Ferry

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