



“Do something today that improves your tomorrow!”

Business Planning 2018 Worksheet

By Michael F. White

First you chart where your business came from in 2017. List each referral source from memory only! Name – Profession(R/B – OP – DB/CD) – Total Referrals. Using an Excel Spreadsheet may be helpful.

Next, you go back and look at every referral received – preapproval issued – loan closed for 2017 – Include those already in your pipeline and projected to close this year. Compare the data from memory versus the actual results.

Calculate closing rates for each referral partner – Divide closings by referrals

Estimate for each referral partner and area of business the time and money invested in getting those referrals.

Once you have this math, do the actual results resemble your memory?

Calculate your average transaction value (total income divided by total closed loans)

Income target 2018:

Divide income target by ATV =

This is the total number of transactions needed to reach your 2018 target!

Calculating the path.

Percentage of closed loans Realtor® 2017:

Percentage of closed loans Other Professionals 2017:

Percentage of closed loans data base/consumer direct 2017:



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PROJECTIONS 2018

Financial Target:

Income per closing:

Total closed transactions needed:

Based on time invested and the outcome generated, where do you project your business coming from in 2018?

Realtors® (Have – Need)

Name	Referrals	Preapprovals	Closed Units
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Other Professionals (Have – Need)

Name	Profession	Referrals	Preapprovals	Closed Units
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Database/Consumer Direct (Have – Need)

Do I have my database established?

How many in my database?

How will I grow my database?



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How many each week will I add?

What tools will I use?

Am I doing the AMFCITS for all of my closed clients?

Have I broken my database down into monthly groups?

Have I established my professional Facebook® page?

How am I providing value to my people?

Do I track the numbers monthly?

Are we doing monthly value added video coupons?

Am I using social media raffles to grow my footprint?

Do we post FAQ video on social media?

Have we setup a series of educational tutorials?

GROWING Higher Quality Referral Partners

How are we converting warm file contacts?

Contacting the seller on each deal?

Contacting each Realtor® and setting the file flow timeline?

Setting appraisal and Title requirements?

Handwritten note at closing?

Follow-up phone call in 14 days?

Accountants, Financial Advisors, Attorneys, Insurance Professionals; are we mining the file of warm leads?

Call the accountants and confirm the taxes

Call the financial advisor and confirm the financial statements

Call the attorney and confirm the divorce papers



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Call the insurance agent and set the monthly budget

At closing, write a note to each one and thank them for their professional conduct and help making sure this deal closed smoothly and on time!

14 days later, follow-up with a call and share how smoothly the deal closed and how you would like to have it happen again. Offer the AMFCITS for all of their clients and share the appropriate success strategy for that professional.

Building a database of other professionals is just as important as closed and potential clients, maybe more!

Accountants – First of the year (Late December/Early January), AMFCITS for every client.

September – Work with those who filed extensions using the two year plan.

Financial Planners – October – Fourth quarter rebalancing the portfolio conversation opens the door for AMFCITS for their clients. Then regular quarterly “Hello Call” or drop by.

Attorneys – Divorce attorney relationships happen when you get in front of them and have a conversation. While requiring minimal relationship maintenance once established, you may have to connect by phone, email, and snail mail over time before you get in the door. Once you do, it’s a very powerful relationship!

Insurance professionals have large databases, an excellent person to help you with seminar attendance and expert advice. They also have homeowners and renters that need YOU!



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Your business plan is a map. It is the guide to reaching the result you say you want. It is not something you do once to please me or your manager. It is something you do to remind YOU what you have committed too!

Now you need to place the action steps into your schedule! Using the “Scheduling Advantage” as your guide, what are of the “Referral Triangle” are you going to work a minimum of two hours each day?

Day: Monday Tuesday Wednesday Thursday Friday

Focus:

Time:

Create the contacts and activity list for each area.

Set your visitation schedule of Realtors®

Set the days in the middle of each month to do your client calls for the AMFCITS. Works best to mail or email, then follow-up with a phone call!

Set your schedule to the day each week you are going to work your other professionals. If you don’t schedule it, it won’t get done!

Set a time each month to log in your referrals, pre-approvals, and closings on your Referral Partner Scoreboard! If you don’t track this every month, you could find yourself falling short!

In 2018 I am committed to closing _____ units for \$_____

I will have _____ “A” Realtor® Referral Partners, _____ “B” and _____ “C” Realtor® Referral Partners.

I will grow my Database from _____ to _____ using traditional and social media to keep connected through value.



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I will grow my other professionals from: _____ Accountants to _____

_____ Financial Advisors to _____.

_____ Attorneys to _____.

_____ Insurance Professionals to _____.

I will master the following tools: Mortgage Coach® - HBM® - Facebook® -

LinkedIn® - Twitter® - Video - Others: _____.

I will adopt one holiday other than Christmas, to create an event of client and referral partner appreciation. _____.

I will always schedule my NEXT contact or action as SOON as I conclude every action or conversation as to NOT to forget the importance of each task.

I will review my business plan on a minimum of a quarterly basis and expect to be held accountable by my coach, mentor, manager, or team leader.

I will meet or exceed my personal expectations for 2018 by doing all the things necessary to make these projections a reality because I am worth the effort!

In 2018 I will generate _____ Referrals, _____ Preapprovals,

And close _____ transactions, for \$ _____

Name: _____

Date: _____