

**Women's Council Of REALTORS
Birmingham-Bloomfield Chapter
Business Plan Outline
2009**

1. Projected Annual Gross Income _____
2. Estimated Average Commission _____
3. Transactions (#1 divided by #2) _____
4. Number of SOI / Past Clients _____
 - A. Do you use a data base manager? _____
 - B. If yes, what program do you use? _____
5. Which of the following client sources do you use? (please circle all that apply)

A. FSBO	G. Internet Social Networking (Facebook)
B. Expireds	H. Texting Programs
C. Mailings (postcards/newsletters)	I. E-Mail (e-cards/e-newsletters)
D. Business Networking Group	J. LinkedIn or similar
E. Floor Time	K. Community Groups
F. Open Houses	L. Charitable Organizations
6. Do you own a smart phone (blackberry or similar)? _____
7. Activity Commitment:
 - A. Number of hours per week seeking new business (specify activity).

Activity	Hours Per Week
_____	_____
_____	_____
_____	_____
_____	_____
 - B. Number of contacts you will make per week: _____
 - C. Mail SOI / Past Clients _____ times annually.
 - D. Call SOI / Past Clients _____ times annually.
 - E. Number of hours per week on administrative (infrastructure) tasks: _____
 - F. Number of hours per week on price reductions (post listing presentations): _____
 - G. Number of hours per week on education, seminars, training, etc.: _____
 - H. Number of hours per week on networking, business building, etc.: _____
 - I. Other work related time: _____

Total Hours Worked Per Week: _____

8. Your *priority* goals:

9. Your top 5 activities to help you reach your goals:

a. _____
b. _____
c. _____
d. _____
e. _____

10. Do you consider yourself _____ engaged? _____ disengaged?

11. Do you consider your approach _____ positive? _____ negative?

12. Your top four wants or needs from your manager/company/team/family/partner:

a. _____
b. _____
c. _____
d. _____

I, _____, commit myself to the business plan outlined above!

Engaged Participant In Life

Date

Committed WCR Board Member

Date