

DUTTON REAL ESTATE GROUP ANNUAL GOALS WORKSHEET

Realtor _____

Date _____

"First forget inspiration. Habit is more dependable. Habit will sustain you whether you're inspired or not." Octavia Butler

1 - My Income Goal for Next Year \$ _____	
2 - Avg Transaction Sales Price Last Year \$ _____	3 - Avg Commission per Transaction Last Year (x 2.5% x .60 =) \$ _____
4 - Transactions needed to Reach My Goal (Divide #1 By #3) = _____	5 - Gross Transactions needed to Reach My Goal (divide by 0.9) _____

6- How many new appointments are needed to reach my goal?

Divide #5 by .2 _____

Database / Closing Breakdown			
Personal Database / Sphere		Closed Personal Database / Sphere Transactions	
7 - Currently in FUB last year		10 - Last Year closed	
8 - Goal to be added this year		11 - Goal for this year closed	
9 – Difference of #7 and #8		12 – Difference of #10 and #11	

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Zillow Transaction Breakdown	
13 - Last Year Closed	
14 - Goal for this year closed	
15 - Difference of #13 and #14	

Total Closed Transaction Breakdown	
16 – Total Closed Last Year	
17 – % Closed Zillow to Total Closed Last Year *#13 Divided by #16	
18 – % Closed Personal/Sphere to Total Closed Last Year *#10 Divided by #16	

“The only activity that pays in real estate is prospecting.”

Prospecting Breakdown	
Dutton Real Estate Group Required Annual Prospecting Calls to Receive Zillow Leads: 9,380 *Figured on 6 days per week for 11 months = 35 calls per day	
19 – My Total Prospecting Calls Last Year	
20 – Difference Between #19 and 9,380	
21 – Difference Per Day of Prospecting Calls #20 Divided by 268	

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- Track everything in a physical way.
- Break it down quarterly so it is not as overwhelming.
- Accountability partners are helpful.
- Focus on daily activities, not just one big goal.
- Put goals on a vision board.
- Stay top of people's mind without always having to say you are a realtor.
- Have 5 groups of people that you focus on staying top of mind,
- **Add value every day**

Dutton Real Estate Ninja Outline/Notes for Success and Annual Goals Worksheet

Quotes/Thoughts

"First forget inspiration. Habit is more dependable. Habit will sustain you whether you're inspired or not. Habit will help you finish and polish your stories, inspiration won't. Habit is persistence in practice." Octavia Butler

"You can't take excuses to the bank, only results."

"Focus on productive activities and income will take care of itself."

"There are two parts to this business: (1) Generating (2) Doing"

"The only activity that pays in real estate is prospecting."

"3 Keys to Success: (1)Your Mindset (2) Your Skillset (3) Your Actions"

General

- Track everything in a physical way.
- Break it down quarterly so it is not as overwhelming.
- Accountability partners are helpful.
- Focus on daily activities, not just one big goal.
- Put goals on a vision board.
- Stay top of peoples mind without always having to say you are a realtor.
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- Add value every day.

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Personal Database/Sphere

- Only 18% of homeowners hear from their realtor after the sale.
- Sell to 5% of your personal data base/sphere every year
 $200 \times 5\% = 10 \times \$410,100. = \$4,101,000. \times 3\% = \$123,030. \times 70\% = \$86,121.$
- Have a minimum of 200 people in your personal data base/sphere
Include: Birthday(s), Home Sale Anniversary(s), Address(s), Email(s), Phone Number(s),
Wedding Anniversary
- There are 5 transactions per year for every 100 people/households in your personal data
base/sphere.
- Every person in your personal database/sphere knows 4 people who will move this year.
- People prefer to work with people they know, like, and trust.
- Scrub your database 4 times a year to make sure everyone's information is 100% complete
and up to date.
- Add a minimum of 5 people to your personal database/sphere each week.
- Ninja F.O.R.D. = Family, Occupation, Recreation, Dreams

Potential or Prospective Clients/Existing Clients/Pending Clients

- Minimum of 50 prospecting calls per day.
- Love on current clients monthly.
- Don't let people fall through the cracks.
- 70% of Belinda's cooperating internet leads transact with agents the lead did not originate.
- 50% of Zillow contacts will close within 1 year. They require follow up...
- 90% of Zillow contacts transact after the first 90 days. They require follow up...
- Zillow A.L.M. = Appointment, Location, Motivation
- Ninja F.O.R.D. = Family, Occupation, Recreation, Dreams

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Reviews

- Do a giveaway to facilitate reviews.
- If clients leave you a review let them know they will be put in a drawing for some type of prize.
- Do both of above a minimum of twice a year.

Staying Top of Mind/Cost No Money

- Volunteer
- Community Involvement
- Send a Text Message
- Comment on Facebook Posts

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