GENSTONE
REALTY

Goals & Business Planning Workshop Summary

What the Future Holds

Our future life is determined mainly by what we think about and feel most of the day. You become what you hold within you and focus on. When you want to become better than you are presently, you must determine what that looks like and set your mind and heart on it constantly.

Goal Setting

Goal setting is the process of deciding what you want to be. The idea is not what you want to "do" in the future, but rather what you want to be. What you are and the attributes you develop determine how you act and what you accomplish. These goals identify the source of your passion for life.

The "Be" or Attribute Goals

These "be" goals also could be called "Attribute" goals. They are different from action goals, which specify what actions are needed to help you become what you want to be and what you want to have. To have the most significant effect on your mind and heart, express attribute goals in these terms – positive, personal, and present tense.

Positive, Personal, and Present Tense

Act on your mind and heart with positive statements of what you want to be. Use personal words like "I," "me," and "mine" so that you're programming your mind to become these statements. By putting them in the present tense, you begin to believe you already have become it. Saying aloud these Attribute goals regularly allows you to manifest them sooner.

Attributes of a Successful Real Estate Salesperson

Although we can't excel in every area, these are some of the attributes of real estate associates who do well in their business. There may be some for you to focus on improvement for the future.

- People-Oriented
- Effective communicator
- Self-Reliant
- Self-Confident
- Self-Motivated
- Organized
- Empathetic/Ability to Listen
- Patient

Which attributes do you want to be known for, and which ones do you need to develop further?

Examples of "Be" or Attribute Goals

Using the three "P's" of Positive, Personal and Present Tense, here are some examples:

- I am an effective communicator
- My real estate business expands each month as leads, listings, and sales are attracted to me
- I plan, organize, and utilize my time wisely
- I connect easily with each person I meet, and people are drawn to me
- With others, I listen more than I speak as I learn about them
- I am confident and motivated to be the best I can be
- I practice patience, understanding, and compassion with others as well as myself
- Everything I need to be successful is available to me

Stating "SMART" Action Goals

After we begin with the Attribute goals, we need specific goals of the actions needed to accomplish those Attribute goals. There are five elements for each Action goal to make them effective:

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**elevant & Repeatable
- **T**ime-bound

Your mind and subconscious will go to work to help you reach your goals when you provide specific instructions. Your goals should be measurable to know when you've achieved them. They should be attainable so that you don't lose motivation. The goals should be relevant to your life and business. Finally, your goals should be time-bound to know when you're supposed to hit them.

Action Goal Categories

When assessing your action goals for your life, they can be in separate categories – business, personal, economic, health, family, and faith. Only share goals in specific areas with those who can assist you. Don't share goals with those who will doubt your ability to accomplish them.

Action Goals: A Dream with a Due Date

A dream or a vision is the beginning, and Action goals assist in getting it fulfilled. Action goals have different time lengths – one-month, three-month, 12-month, and five years, hopefully building for a more significant result. It is best to have longer-time goals divided into smaller time intervals.

Your Business Plan

The Business Plan is specific to your business goals and should be more detailed than other action goals. You have your own business within the framework of GenStone Realty. It needs a directing plan to make and keep it thriving. Business planning is the act of thinking out and writing down a plan of action that will get a business from where it is now to where you want it to be in the future.

The Plan is a Road Map to the Destination

It provides you with a road map, a method for comparing how your real estate sales business is doing with how you would like it to progress. Lee Iacocca pointed out, "The discipline of writing something down is the first step toward making it happen." Here is a suggested order to include in the written business plan:

1. An assessment of your business strengths and weaknesses
    - As you assess your business strengths and weakness, ask yourself this question:
      "Why would YOU Do Business with You?"
    - Consider your unique abilities that others usually lack so you can highlight them.
    - Think of the issues of being new to the business or at a new brokerage.
    - Consider your non-real estate abilities in working with people, being empathic to their needs, your consultive approach, negotiation skills, and the ability to get things done.
    - GenStone training assists with real estate skills giving you better techniques than what most agents learn.
2. A mission statement — *Why you founded this business:*
    - The purpose of the business and who and what market it serves
    - It should become your point of focus and can keep you on track
    - It helps you keep in mind what you started out to do
3. Goals & Objectives – *What you plan to accomplish:*
    - By month, quarter, and year
    - You need to determine how much effort you have to exert to achieve your goals
    - Commit to daily and weekly actions and review results weekly and monthly, and adjust when necessary
    - For example, if you have a weekly goal that's behind on Thursday, then put in the extra time to accomplish it by the end of the week
4. Strategies – *overall plans and activities to be used to achieve goals*
5. Tactics:
    - Routines and specific activities to do regularly
    - When, how often, and time allocation for each

Suggested Tactics for GenStone Associates

- Practice Conversation Guides daily *(one hour)*
- Generate daily conversations leading to appointments *(two hours)*
- Update social media presence *(weekly)*

Measurement of Action Goals

The GenStone Weekly Results Report allows you to track and reflect on the results of each week. For example, the "real estate week" is Monday through Sunday. Enter the numbers for each activity from the previous week and reflect on the results to see if the next week needs an increase in some areas to balance your monthly and quarterly goals.

GENSTONE REALTY | Weekly Results Report

ASSOCIATE _____

WEEK # _____ DATE RANGE (MON-SUN) _____

REAL ESTATE SKILLS

ACTIVITY	NUMBER	NOTES
Hours practicing Conversation & Objection Guides		
Hours learning market data and inventory		
Workshops/Videos attended or viewed		
GenStone Coaching Calls		

CONTACTS/CONVERSATIONS

ACTIVITY	NUMBER	NOTES
Contacts added to SOI in Follow Up Boss		
Conversations in person or visual remote		
Conversations by phone		
Contacts by text, email, mail, or other messages		
Social media posts		
Leads received from outside my sources		
Appointments set		
Appointments completed		
Open House events completed		
Referrals sent out of the area		

AGREEMENTS/CLOSINGS

ACTIVITY	NUMBER	NOTES
Listing agreements executed		
Buyer/Tenant Representation agreements		
Purchase Agreements executed		
Referral Fee earned		
Closings completed		

Significant Results Come from Big Effort

If you are getting a lower level of results, it's because the effort is insufficient. Doing the same things you've always done at the same output level will produce the same results. If it's not generating the income and excitement you created in your mind, change what you are putting in your mind and increase your activities to what is now necessary.