

HARRIS REAL ESTATE UNIVERSITY
REALTOR BAIL OUT PLAN : BUSINESS PLAN

4th Quarter 2008

Rules:

- 1: Post the completed plan in 3 to 4 public places. Your office door, your refrigerator at home, give a copy to your accountability partner, etc. Tell everyone about your plan.
- 2: Listen to every HREU Daily Message.
- 3: Attend all weekly HREU Conference Calls.
- 4: Read the completed plan 3 times daily.
- 5: Have 2 - 3 Accountability Partners who are also participating in the 100 Days To Greatness Plan for 4th Quarter 2008.

My 4th Quarter Bail Out Plan:

Begin on _____, and end on _____.

Working IN my Real Estate Business

In order to get where you want to be, you must first know where you are. What are your current numbers?

My current, Year-To-Date Numbers are the following:

So far, from January 1st to today's date: _____, I have produced _____ closed transactions. This equals \$_____. I have _____ pending transactions, which equals \$_____, for a total amount produced so far this year of \$_____.

I now have _____ Active Listings. Usually, it takes me _____ price reductions to get one of my listings sold. I also have _____ active buyers, who are committed to me or my team exclusively, and will buy in the next 60 days or less.

_____ of my Active Listings will sell this year. _____ of my buyers will

close this year. That means I can account for \$_____ more in income.

In my market, _____% of the active listings sell per month, so if I had _____ listings, and _____% sold monthly, I'd have ___ listings sell per month. Each great listing should produce a minimum of one great buyer, so that would also mean _____ buyer sales per month, minimum. Sign up for 1800homehotline.com to get more buyer calls on your listings!

Now that I know my numbers, I can set some goals for the next 100 days... In the next 100 days, I am committed to the following:

I need to list _____ more properties, so I'll have _____ Active Listings by this date: _____. That's about _____ listing(s) taken per week. For that to happen, I will work _____ days per week, for a total of _____ work days in this 100 day period.

On work days, I will make _____ contacts daily, or _____ weekly, setting a minimum of _____ appointments per week. Of those appointments, I will list _____ %.

In order to sell my Listings faster, I am committed to reducing each listing every 2 weeks, or 10 showings, whichever comes first.

In the next 100 days, I will have _____ sales, as a result of my work. _____ will be Listings, and _____ will be Buyers. This will be a total of _____ new escrows. That's \$_____ in new, pending commissions!

**In other words, My GOAL IS to produce
\$_____ the 4th Quarter of 08!
4th Quarter will be my BEST quarter EVER!!**

Why am I doing this??!

When I accomplish the above, I will reward myself by:

1: BIG GOALS:

HREU Suggestions: Trip to Europe / Shopping Spree / New Car / Family Vacation / Something you've always wanted to do, see or have.

Post Pictures of this BIG GOAL on your desk, or someplace you see it EVERY DAY.

- a)
- b)
- c)

2: MINI GOALS:

HREU Suggestions: Mini, daily or weekly goals work to motivate you daily, if not hourly. Suggestions: Taking your spouse or significant other out for 'date night' on Saturday night when you've accomplished your weekly goals. Hint: tell them about your goals, so they'll hold you accountable. Other suggestions: buy a new iPhone after a great month, or a day at the Spa, or a 3-day weekend.

- a)
- b)
- c)

HREU Note about Accountability: Many studies have shown that people are either motivated by pleasure or by pain. The old Carrot or Stick Theory of motivation. At HREU, we suggest you motivate yourself in both ways... How? Write a check for at least \$3000.00 to whatever Presidential Candidate you like the LEAST. Date that check to coincide with the end of the run up to the election. Put that check in an envelope addressed

to that candidate. Give the envelope and check to an accountability partner, with instructions to mail if you do NOT meet your goal. Ideally, the accountability partner exchanges a similar check with YOU.

Working ON my business:

This will help me achieve my 100-days to Greatness GOALS. These are the things I need to do, working *ON my business*, so that working *IN* my business becomes easier and more productive...

1: MAINTAIN A SCHEDULE.

My Morning Schedule

6am

7am

8am: *Listen to HREU Daily Message*

9am

10am

11am

12noon

My Afternoon Schedule

1pm

2pm

3pm

4pm

5pm

6pm

7pm

2: ACCOUNTABILITY.

For a high level of Accountability, choose to do the following:

- a) Email Summary of HREU Daily Message to Accountability Partners and to yourself.
- b) Send your Daily Accountability form to Accountability Partners.

c) Be accountable to your MasterMind Group.

Minimum Standards of Accountability are as follows:

- a) Daily Contacts: _____ per day. EXP/FSBO/PCs/COIs/SS/REO
- b) _____ Appointments per week.
- c) _____ time spent on scripts per day.
- d) _____ time spent role playing per day.
- e) _____ time spent doing Relentless Lead Follow Up.

3. IMPLEMENTATIONS.

I am committed to implementing in the next 100 days: (circle the 2-3 max)

- *signing up for courses at HREU to increase my skills
- *implementing lead generation daily
- *stop fearing and start listing Short Sales
- *signing up for the 1800homehotline.com system
- *listening to the free Friday interviews that I've missed, at HYPERLINK "<http://www.HarrisRealEstateUniversity.com>" www.HarrisRealEstateUniversity.com, under 'free stuff'.
- *hiring a buyers agent
- *creating / polishing / upgrading your Pre Listing Package
- *replacing a team member
- *learning how to list REO properties
- *reading the HREU blog daily at www.TimAndJulieHarris.com
- *upgrading your Listing Presentation
- *upgrading / starting to use a Buyer Presentation
- *mailing to your COI/PC list consistently
- *mailing JL/JS cards
- *developing a FSBO campaign of cards & calls
- *developing an EXP campaign of cards & calls
- *not just collecting but USING scripts!
- *actually developing/following a Lead Follow Up System
- *creating and using buyer questionnaire
- *creating and using listing pre-qualification questionnaire
- *hiring an assistant

*signing up for a free coaching call at HYPERLINK "http://
www.TimAndJulieHarris.com" www.TimAndJulieHarris.com

4. AFFIRMATION.

Read this Affirmation 5 times daily:

"I believe that I will have this money in my possession. My belief is so strong that I now can see the money before my eyes. I am holding it in my hands. I know it exists and it is awaiting transfer to me in return for my services rendered with full honesty and all possible skill and diligence. A plan exists which will transfer to sum of \$_____to me by _____and my receptive mind will see that plan and cause me to follow it."

(Napoleon Hill)

5. ACCOUNTABILITY PARTNERS

<u>Name</u>	<u>Phone Number</u>	<u>Email Address</u>
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1

2

3

X _____
Your Signature **date**

X _____
Coach **date**

X _____
Office Manager **date**

X _____
Spouse/Significant Other **date**

X _____
Accountability Partner **date**