



Smart Real Estate Tools Business Planning Guide





Contents:

1. Company Goals
2. Mission Statement
3. Setting Up Your Business
4. Type of Agent
5. Type of Customer
6. My Job Description
7. Your Support Team
8. How to Differentiate
9. Your Farm / Service Area
10. Set Up Your Farm / Service Area
11. Digital Marketing
12. Lead Conversion
13. Where Do You Want To Work
14. How much money do I need
/ want to make
15. Financial Projections
 - Start-Up Expenses
 - Profit & Loss
 - Break-even analysis
 - Cash flow
16. Measuring your performance
17. Market overview
18. Competition
19. Marketing Strategy &
Lead Generation
20. Customer Service
21. Customer Relationship
Management (CRM)



1. Company Goals

What are your top business goals for your first three years? Example: “Break even within 18 months” or “1 deal a month”, etc.

- ☐ Goal 1. _____
- ☐ Goal 2. _____
- ☐ Goal 3. _____

2. Mission Statement

What do you stand for? Do you have a tag line? For example: “Realtor to the Pros” or “Your Favorite Realtor” or “Serving Your Needs is Job One!”

3. Setting Up Your Business Structure

- ☐ Are you going to incorporate? There are advantages to being incorporated, but you need to check with your CPA on this.
- ☐ Yes, I have set up my bank account and accounting books

We recommend getting with your accountant or CPA to help you set up the chart of accounts or the specific line items for your projected revenue and expenses. Quickbooks online accounting software would be a good place to start and make sure you sync your account to your company’s bank account. If you are incorporated, you will need to bring the articles of incorporation with you to the bank when you set up your account.

4. Type of Agent

- | | |
|--|---|
| <input type="checkbox"/> Relational | <input type="checkbox"/> Sellers Agent |
| <input type="checkbox"/> Transactional | <input type="checkbox"/> Buyers and Sellers Agent |
| <input type="checkbox"/> Buyers Agent | |

The big question is what kind of service do you want to provide? You are either transactionally or relationally based. So, what's the difference?

Breaking these two down, if you are transactionally based, you basically want to get in and out of the transaction as fast as possible and it turns into a numbers game for you. There is not much of an establishment of a relationship and when the deal closes, you will probably not stay in touch with the principles of that deal.

However, if you are relationally based, then your goal is to build a long term business arrangement, get to know your clients and in many cases become friends. This may bode well in the future for repeat business and future referrals.

5. Type of Customer:

- ☐ First time home buyers
- ☐ Home sellers
- ☐ Renters
- ☐ Other (e.g., relocations, retirees, investment properties, etc.)

6. My Job Description:

Tip: As stated earlier, we simplified this for you down to the main objective, which is to sell homes. Since this is a given, what else do you need to do in order to sell homes? For example: “Understand all aspects of the type of real estate you have chosen to do; follow the NAR code of ethics, have a good attitude and a heart for service; understand and keep your fiduciary duty to your client; provide a very high level of service to my clients; generate and convert leads”

By utilizing the tools and systems we have, a lot of the work will be done for you, but you still need to master the tools and learn how to leverage them. Also, you will need to apply yourself in all aspects of real estate. Be committed to training yourself on how to use the MLS, be accountable to someone, understand the documents you are using. Note: Our Transaction Management tools / service can help with this.

7. Your Support Team

- ☐ Broker
- ☐ Broker Staff (Mentor, Trainer, Coach, Marketing Director)
- ☐ SRETools (Support Concierge, Transaction Coordinator, etc.)

8. Differentiation:



What makes you different than your competition? This is a great question to ask and one that is very important to answer! For example, maybe you are the only agent in your Farm or local area to provide The Smart Offer Platform or provide our 1% Performance Listing. Maybe you want to be known as “The Condo King” and that all you sell are condos. Maybe you are the only “_____” You get the idea. The more you can specialize the better!

9. Your Farm / Service Area

Branding yourself...establishing mental triggers like authority and creating social proof will help to drive homeowners to you to list their home. This is what farming is all about. Many agents are getting away from this old school way of marketing and follow the shiny objects of Digital Marketing (social media ads, landing pages, funnels, etc.), so its important to get back to basics!

So what is Farming? It's a combination of you reaching out into the community so people know who you are (branding). This manifests with all your signs and collaterals having your likeness, you sending branded post cards (just listed / just sold), door hangers and flyers or actually going door to door and introducing yourself as the local area expert, sponsoring chamber events or local sports teams. Get out there and press the flesh and network!

Combining good digital marketing tools and strategy with your Farming efforts is what SRETools can do to you help you with. For example, we have combined the old school marketing with new marketing technology, by send-



ing people to your landing page URL that is advertises on the post card. This landing page is designed to capture them and their interests and provide automated follow up designed to create permission for easy personalized follow up and conversion.

10. Set Up Your Farm / Service Area:

- ☐ Determine your Area Zip Code(s) _____
- ☐ Determine the # of Households _____
- ☐ Determine the Average Median Income _____
- ☐ Establish a monthly budget for your Farm: _____
- ☐ Send this information to your Title rep and ask for the names and addresses.

To assist you with your Farm, SRETools has created many done-for-you type tools and services that will help you set this up:

- SRETools Membership:
- Smart Branding Collaterals - Web-Print-Ship
- Smart CRM - Manages your client database
- Marketing Automation - Done-for-you follow up
- Smart Offer Platform - Sales efficiency
- 1% Performance Listing - Contingent commission process
- Smart BackOffice - Transaction management platform
- Smart Agent Leads - Referrals from Lender

11. Digital Marketing:

When it comes to digital marketing, it's a jungle out there, and we are here to guide you through it. Some of you may have already experienced the inundating, overwhelming and expense of this kind of marketing. The issue with this kind of marketing is that it is very techie and the leads that are generated are harder to convert, because there is very little Trust, Likability or Competency built into these leads.

Regardless, we believe in Digital Marketing and Farming (or marketing to your service area) and staying hyper focused on that area. In addition, we will combine the old school marketing with new technology by sending people to your landing page URL that is advertised on the post card. This landing page is designed to capture them and their interests and provide additional permission for easy follow up. This tech post card will help to capture leads and automatically follow up with them, until you have permission to contact them.

12. Lead Conversion

Generating leads is one thing, getting them to use you to fulfill their real estate needs is another. One of the biggest issues with digital marketing is that the leads that are generated are harder to convert, this means there is no permission to contact the leads and there is typically little to no branding on the landing page that gets the lead to opt in.

We understand the Mental or Psychological triggers that drive customers who can't wait to buy your service. There is no trick to this, just give them what they want and our tools provide these mental triggers for you and help you gain permission to contact the leads that are generated. No more crazy phone scripts and getting out of your comfort zone...now following up is a natural cause and effect thing with very little stress, because you are providing what they asked for!

13. Where Do You Want To Work?

- ☐ Home ☐ Office

You will need to weigh out the pro's and con's here, because at the end of the day, this becomes a personal preference. Some people like the energy of an office, the ability to focus and the networking that can happen. Others like the freedom and the affordability of working at home. Knowing this will effect your overall expenses.

14. How much money do I need / want to make a year?

- | | |
|---|--|
| <input type="checkbox"/> \$25,000 - \$50,000 | <input type="checkbox"/> \$100,000 - \$250,000 |
| <input type="checkbox"/> \$50,000 - \$100,000 | <input type="checkbox"/> \$250,000+ |

15. Financial Projections

Your break even analysis and financial projections are what this section is all about. You have stated your financial goal above, so now this is your time to figure out how to get there!

- ☐ P & L Completed
- ☐ Break Even Analysis Completed
- ☐ Cash Flow Worksheet
- ☐ How many deals do you need to do to meet your goal?
 - ☐ 3-6 Deals Per Year
 - ☐ 6-12 Deals Per Year
 - ☐ 12-24 Deals Per Year
 - ☐ 24+ Deals Per Year

Once your financial projections are complete, you will be able to answer the above questions. Let’s get started. Please fill out the form below and it will make the calculations and the summations for you.

Your Start Up Expenses

National Association (NAR)	\$ _____
State Associations	\$ _____
County Associations	\$ _____
Print Collaterals	\$ _____
Business Cards	\$ _____
Bio Sheets	\$ _____
Presentation Folders	\$ _____
Letterhead	\$ _____
Thank-You	\$ _____
Postcards	\$ _____
Direct Mail Permit	\$ _____
Signage	\$ _____
Sentrilock Set-Up	\$ _____
Digital Set-up	
Website	\$ _____
CRM	\$ _____
IDX	\$ _____
Campaigns	\$ _____
SRE Tools Membership	\$ _____
Bio Video	\$ _____
Bookkeeping Set-Up	\$ _____
Coaching	\$ _____
Other	\$ _____
Other	\$ _____
Totals	\$ _____

Profit & Loss Line Items |*Set Up Your Books!

*This is an example only and we recommend that you get together with your CPA, Bookkeeper or Accountant to set up your books properly.

SET UP YOUR BOOKS		
SAMPLE LINE ITEMS		ESTIMATION
Assumptions:		\$ -
	Number of Leads / Month	\$ -
	Number of Deals / Month	\$ -
		\$ -
Revenue Sources:		\$ -
	Home Sales	\$ -
	Rental Property Management	\$ -
	SRETools Affiliate Program	\$ -
	Other	\$ -
		\$ -
Expenses:		\$ -
		\$ -
	General:	\$ -
	SRETools Membership & Tool(s) Fees \$_____	\$ -
	Your Real Estate Association's Membership dues	\$ -
	MLS Dues	\$ -
	E & O Insurance	\$ -
	Branding & Marketing:	\$ -
	Signage	\$ -
	Printing - Business Cards, Post Cards	\$ -
	Postage	\$ -
	Subscriptions / Tools:	\$ -
	Membership	\$ -
	Transaction Management	\$ -
	Offer Platform	\$ -
	Landing Pages Set Up Fees	\$ -
	CRM	\$ -
	Marketing Automation	\$ -
	Ad Spend Budget:	\$ -
	Digital Ad Spend for landing pages, social media ads, etc.	\$ -
	Printing and Postage for Post Cards, etc. in your farm	\$ -
	Listings:	\$ -
	Staging	\$ -
	Photography	\$ -
	Drone Video	\$ -
	Virtual Tour (Matterport)	\$ -
	Social Media	\$ -
	Lock Boxes	\$ -
	Other	\$ -
	Other	\$ -
Total		\$ -

16. Measuring performance!

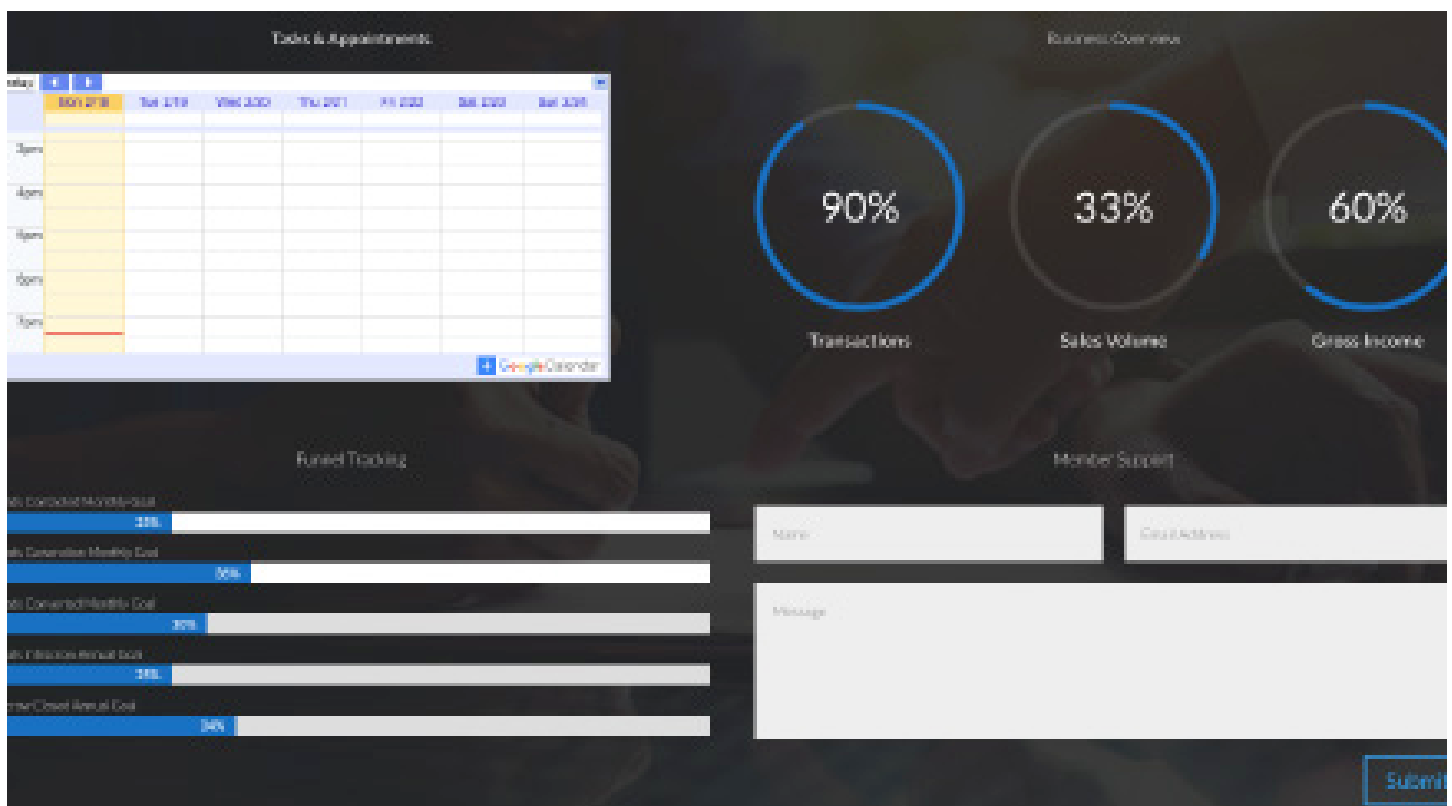
The Member Area of the Smart Real Estate provides some performance measurements:

Business Overview:

- Sales Volume
- Transactions
- Gross Income

Funnel Tracking

- Leads Contacted Monthly Goal
- Leads Generation Monthly Goal
- Deals In Escrow Annual Goal
- Escrow Closed Annual Goal



This information is provided for the simple purpose of making sure your marketing dollars and the system you are supposed to be implementing is working for you. If it's not, then you need to make some adjustments.

If you don't use ours then here are some things you may want to consider:

- How will we track and measure our business performance?
- What are our key marketing success metrics?
- What are our key business success metrics?
- What will success look like for each?
- How will we measure our business performance?
- Who will determine if and how we will change our approach?
- How often will we measure our business performance?
- How shall we make our performance visible to the entire company?
- How will we evaluate our customer service?
- How will we measure customer satisfaction?

17. Market Overview

Target customer (describe):

What is happening in the market in which our target customer operates?

How has the market behaved in the past few years?

Where do we see this market going in the future?

What circumstances affect this market?

How many total potential customers are in your market or farm?

How much growth do we anticipate during the next three years?

Potential customers Year 1_____ Year 2_____ Year 3_____



18. Competition

Who is your primary competition for this market and why?

How will you address the challenges?

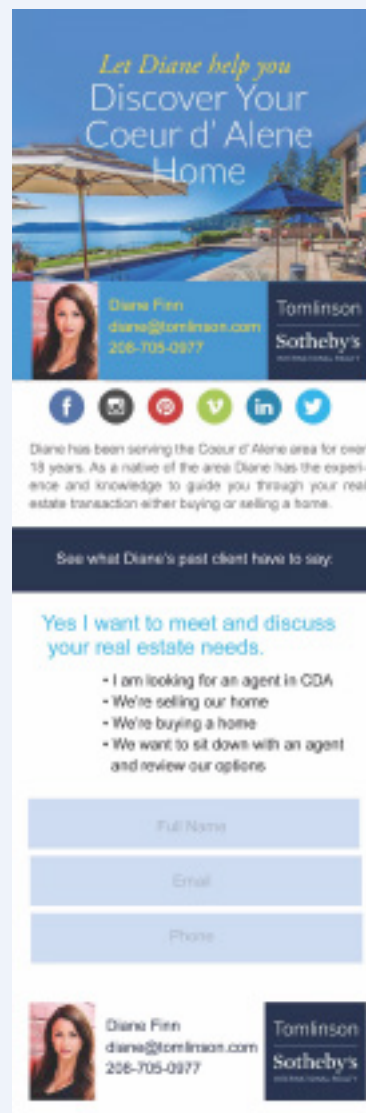
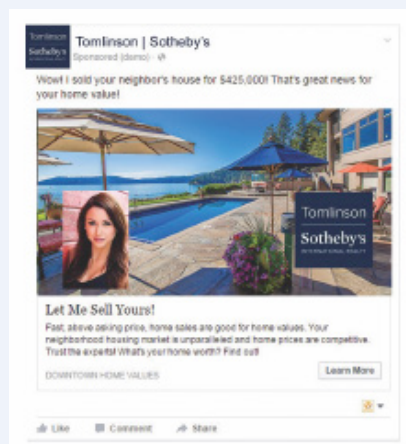
Example:

- Implement the 1% Performance Listing Program and sign up for *The Smart Offer Platform*
- Brand myself as the local area trusted real estate advisor

19. Marketing Strategy & Lead Generation System

SRETools has developed a lead system that is simple, yet very comprehensive. It is what we call a complete sales Funnel and it uses Facebook. Here is how it works:

1. Choose FB Template, DM budget and market to your audience.
Lead click on Learn More...
2. Lead clicks through to FB opt in page...
3. All leads are added automatically to the Smart CRM
4. Lead is immediately sent an automatic text and email
5. Lead is routed to the appropriate follow up nurture campaign
6. Agent to call this lead as soon as you can and follow our easy to use follow up script.



20. Customer Service

What is the “perfect world” delivery of your customer experience?

21. Customer Relationship Management (CRM)

- What CRM tool do you use?
-
-

SRETools provides a CRM as part of their Membership

- What do we use the CRM for?

- ☐ Analytics
- ☐ Automated lead capture, including website and third-party
- ☐ Follow up / Conversion

- ☐ Calendar and scheduling with reminders
- ☐ Chat support
- ☐ Contact management, including profile and status Customer database
- ☐ Document management
- ☐ Email marketing
- ☐ Email Support
- ☐ Mail merging for letters, envelopes and labels Marketing automation
- ☐ Performance metrics
- ☐ Property and listing details
- ☐ Reporting
- ☐ Sales tracking
- ☐ Social media integration
- ☐ Task lists
- ☐ Wireless smartphone synchronization



