

PLANNING FOR  
**SUCCESS**  
IN 2021



Learn more at  
[IndependenceTitle.com](https://www.independencetitle.com)

# Consider the following ...

What are your most consistent sources of business? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your least consistent sources of business? Can you improve your return on this investment?  
\_\_\_\_\_  
\_\_\_\_\_

What new sources of business or strategies for making new contacts do you want to explore?  
What do you need to make these efforts successful? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What processes, or ideas did you intend to implement this past year but didn't? Are any of these still relevant for next year? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What activities have been "time bandits" (i.e., taking time without a return on that investment)? What can you delegate or eliminate? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What have you learned in 2020 that will carry over into 2021? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Essential Input

There are all kinds of touch points that define what it is to be a Realtor, both in terms of your real experience, and in terms of public perception. Here is a short list of items that might be considered essential to your real estate education. Some are foundational business books/audio books, some are key classes with Independence Title, and some are films that have become cultural touchstones for the real estate profession.

### Reading/Listening:

#### Every Day Agent

*Whitney Ellis*

Packed with practical, actionable ideas, this is a great book for new agents, as well as veterans looking for a fresh start.

#### The Next Wave of Influence in Real Estate

*Jimmy Rex*

Want to know about the "next?" These interviews with the top Millennial Realtors in the country give great insight into what success will look like in coming years.

#### This is Marketing

*Seth Godin*

Godin is back with the insightful look at marketing in the digital age (spoiler, it's still about solving other people's problems!).

### Learning:

#### Building Your Brand

Your brand is your business identity - take control of it at every level of engagement!  
(Independence Title, 2 hours CE credit)

#### The CMA Class

Get to the next level in researching and leading the pricing decisions on your listings.  
(Independence Title, 2 hours CE credit)

#### Good Communicators Make Great Negotiators

Hone your skills in handling objections, creating agreement, and crossing the finish line.  
(Independence Title, 2 hours CE credit)

### Viewing

#### The Big Short (2015)

Fun, maddening and informative chronicle of the real estate meltdown of 2008.  
(Netflix, Amazon Prime)

#### I Love you Man (2009)

A fun rom-com with a side story about the extreme marketing efforts of a group of Los Angeles luxury Realtors.  
(Amazon Prime, Google Play, iTunes)

#### Glengarry Glen Ross (1992)

A dark and devastating film, with Al Pacino, Alec Baldwin, Ed Harris, Alan Arkin, Kevin Spacey and Jonathan Pryce chewing each other up in the super-heated world of New York real estate.

# Plan by the Numbers

## My Stats

Number of contacts to get a listing appointment:

\_\_\_\_\_

Number of appointments to get a listing:

\_\_\_\_\_

Number of listings to generate a closing:

\_\_\_\_\_

Number of contacts to get a buyer representation agreement:

\_\_\_\_\_

Average sales price in previous year:

\_\_\_\_\_

Average gross commission per closing:

\_\_\_\_\_

Monthly expenses:

\_\_\_\_\_

## Plan it Out

Annually

Monthly

Weekly

Daily

How much money will I make? (gross)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are my expenses? (\$)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How much will I net?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many hours will I work?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many new customer contacts will I make?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many listing appointments will I make?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many listings will I take?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many buyers will I work with?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many transactions will I close?

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\_\_\_\_\_

What will be my average sales price?

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\_\_\_\_\_

\_\_\_\_\_

What will be my average commission?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Building better businesses,  
one Realtor at a time ...

# Independence Title EDUCATION



## Independence Title



Find events, videos, and a full menu of classes at  
[IndependenceTitle.com/Education](https://IndependenceTitle.com/Education)

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Locally Grown ❖ Nationally Strong