



Dynamite Productions, LLC

BUSINESS PLAN | BE THE ROCK-STAR AGENT

		Plan
Name	Year	

Word of the Year: _____

MY TOP 10 FOR 2022

1. Mission

2. Spiritual

3. Health

4. Financial

5. Partner/Love



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6. Family

7. Learning

8. Experiences

9. Mental/Emotional

10. Friends



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The Two Main Things I Need to Do to Make the Most Difference in My Quality of Life:

THINGS I NEED TO STOP DOING

MY VALUES TO FOCUS ON THIS YEAR:



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BUSINESS PLAN

Year

MY PERSONAL LEARNING AND GROWTH

Events I Want/Need to Attend:

Designations I Want to Earn:

Books I Want to Read:



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PERSONAL THINGS I WANT TO HAVE AND DO THIS YEAR

10 DELICIOUS DAILY HABITS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



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MY ACCOMPLISHMENTS

Year

Be:

Do:

Have:

BEST OF ALL:

SAD:



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SQUARE ONE

Needs and Wants

BUSINESS EXPENSES

Item	Last Year's Expenses		Current Year Anticipated Expenses
	Monthly	Annually	
Dues			
Coaching			
Communications			
Education			
Accounting			
Marketing			
Print			
Online			
Yard Signs			
Promotional			
Direct Mail			
Transaction Coordination			
Travel			
Staging, etc.			
Total Business Expenses			



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PERSONAL EXPENSES

Item	Last Year's Expenses		Current Year Anticipated Expenses
	Monthly	Annually	
Housing			
Food			
Auto			
Insurance			
Clothing			
Phone			
Taxes			
Vacation			
Education			
Child care			
Charitable Contributions			
Travel			
Home Improvements			
Total Personal Expenses			



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BREAK IT DOWN

➤ Annual Transaction goal	Goal
A. Gross Commission Income (GCI	
B. Average Property sale price in your area	
C. Average Commission Percentage	
Number of sell sides + buyers sides $A/(B \times C)$	
Closed Sell side goal	
Buy side goal	
Monthly Listing Goal	
Monthly Buyer Goal	
Number of Conversations needed to meet my goal	
Number of listing appointments set up	
Number of Buyer appointments setup	
Number of transactions needed to meet your goal	
Number of listing appointments set up	
Number of Buyer appointments setup	
Number of listing taken	
Number of active buyers	
Number of listings sold	
Number of buyer sales	
Total Units needed	



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➤ Prospect Real Estate Conversations	Goal
New prospect conversations needed per year X 40	
New prospect conversations needed per month (yearly goal / 12) *	
Prospect conversations per day (Monthly goal/ number of days worked +	

*11 if you take a month off for vacation

+ should be no less than 5 per day

MONTHLY BUSINESS PLANNING

Build the Business

- a) Conversations
- b) New Contacts
- c) Leads
- d) Buyers Seminar
- e) Open Houses

Week 1	Week 2	Week 3	Week 4	Total

Work in the Business

- a) Listing Presentations
- b) Showings with Buyers
- c) CMAs
- d) Lunch Appointments

Week 1	Week 2	Week 3	Week 4	Total

Achievement You did it!

- a) New Listings
- b) New Listing Under Contract
- c) Closings this Week
- d) Year to date Closings

Week 1	Week 2	Week 3	Week 4	Total



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WEEKLY BUSINESS PLANNING

Build the Business

- a) Conversations
- b) New Contacts
- c) Leads
- d) Buyers Seminar
- e) Open Houses

Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total

Work in the Business

- a) Listing Presentations
- b) Showings with Buyers
- c) CMAs
- d) Lunch Appointments

Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total

Achievement You did it!

- a) New Listings
- b) New Listing Under Contract
- c) Closing this Week
- d) Year to date Closings

Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total



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MAKE IT HAPPEN

START WITH WHERE YOU ARE

CURRENT AND PAST TRANSACTIONS

Where did they come from?	Sellers	Buyers
Family		
Friends		
Neighbors		

Increasing Sphere of Influence (Relationships)

Sphere (Additional)	Converted to Seller	Converted to Buyer
Church		
School Organizations		
Children's Sports Teams		
Community Organizations		
Charitable Organizations		
Car Repair Business		
Doctor's Office		
Hair Salon		



PROSPECTING | MEETING NEW PEOPLE

13 | Page 2021 Dynamite Productions | Cheryl Knowlton, CSP, DREI | Business Planning

Education and Coaching

CONTINUING EDUCATION CLASSES

[illegible]



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DESIGNATIONS

Letters	Course Name

CERTIFICATIONS

Letters	Course Name



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IN OFFICE TRAINING

Notes (What do I want to learn?)

MARKET RESEARCH

Notes (What do I need to find out?)



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CONFERENCES AND CONVENTIONS

National Conventions

State Conventions

Brokerage Conventions

ONE ON ONE COACHING

GROUP COACHING

OTHER
