TOM FERRY'S BUSINESS PLAN

I'm providing you access to this comprehensive business plan, which is designed to support you in outlining your daily, weekly, and monthly actions for achieving your this year's goals.

Please keep in mind that this plan is most effective when approached collaboratively. We recommend considering a joint review of the plan with your coach. If you haven't connected with a coach yet, you're welcome to schedule a complimentary session with one of our experienced business consultants. Their expertise will guide you through the plan and assist you in making informed decisions for your future.

Alternatively, we've curated a series of webinars exclusively available to our Sphere training subscribers. These webinars cover various aspects of the business planning process and provide additional insights.

Remember, allocating time to your plan is essential. By investing effort upfront, you're setting a clearer path toward the success you envision for the Year. Your commitment today will shape your achievements tomorrow.

Here's to a more productive version of yourself in the new year!

Tom Ferry
CEO & Founder, Ferry International

"

Without a written plan in place, **you're simply rolling the dice with your future.**

SECTION 1: PURPOSE

> **We have a tendency to overestimate what we can accomplish in a year and dramatically underestimate what we can do in a decade.**

What is your compelling vision for the future of your business?

10 YEAR VISION

What is your inspiring and ambitious 10 year vision for your business? (Think BIG... what do you want your business to look like in a decade? Include everything you would love to have happen – volume, GCI, clients served, profits, new businesses owned or partnered with, cash flow and more! #DreamBig)

5 YEAR VISION

Based on your 10 year vision, how about the next 5 years?

1 YEAR VISION

Building upon your 5 year goals, what specific objectives and milestones do you aim to achieve in the upcoming year?

SECTION 1: PURPOSE

MISSION

Envisioning greatness; what drives your mission towards extraordinary achievements?

Create a powerful mission statement that reflects your purpose, values, and inspiring vision for the next 10 years. A mission statement articulates the purpose of your business and your means of reaching it. It should be a simple sentence or a phrase. The public needs to see it. And you need to focus on it.

VALUES

Uncover the heart of your business; what core values drive and define you?

Values shape identity and guide decision making. Instead of single words, write brief sentences. Consider - and feel free to use - Tom's: 1) Deliver Value; 2) Embrace Innovation; 3) Build and Maintain Trust; 4) Execute with Relentless Discipline; 5) Strive for Greatness. Share your values with the public. Embrace them yourself.

SECTION 2: MOTIVATIONS

WHY

What motivates you? A powerful "Why" comes out of a clear understanding of self. Do not write what should motivate you. Acknowledge the truth about what drives you.

ACCOUNTABILITY

What additional accountability do you need to ensure your success? Let your coach know.

COMMITMENT

Why is achieving your stated goals a must for you?

Interested? Committed? Obsessed? You're about to lay out your plan for the year ahead, your bridge to your future. But a plan without the will to execute is only words on a page. So, write a message to yourself and your coach stating how seriously you are committed to implementing this plan and being held accountable to it.

SECTION 3: UNITS & GOALS

“The more clients I serve, the greater the opportunity to create a windfall of commissions!” -TF

Let’s get into the Units & Goals of your business plan.

IMPORTANT NOTE: To best calculate these numbers, complete this page using the business plan in illūm.

Unit Goals

	LAST YEAR ACTUALS		THIS YEAR GOALS	
Lead Source	Listings	Buyers	Listings	Buyers
Database				
Online Leads				
Geo Farm				
Open House				
Referrals Received				
ONE-OFFS				
TOTAL UNITS				
% OF BUSINESS				

	ACTUALS		GOALS	
	Listings	Buyers	Listings	Buyers
Total Sales Volume				
Total GCI				
Avg. Home Value				
Avg. GCI				

	Listing Side	Buyer Side	Listing Side	Buyer Side
Avg. Commission Fee %				

SECTION 3: UNITS & GOALS

With your goals now established, it's time to delve into the seasonality of your business

Utilize the grid below to strategize your target units for the upcoming year, ensuring you take into account the fluctuating unit volumes across different seasons.

Projected Units Sold per Month and per Quarter

Month	Quarter
January	
February	Quarter 1
March	
April	
May	Quarter 2
June	
July	
August	Quarter 3
September	
October	
November	Quarter 4
December	

KPIs

Let's establish the necessary actions that will drive you toward accomplishing your goals.

What percentage of listing appointments result in signed listing agreements?

What percentage of signed listings close?

What percentage of buyer consultations result in a signed, exclusive, buyer-agency agreements?

What percentage of signed agreements close?

Conversations

How many conversations do you have per closed transaction?

On average, how many conversations per HOP (Hour of Power) do you have?

How many days a week do you intend to intentionally prospect?

How many weeks a year are you planning to take off?

What You Need to Do This Year

Listing Appts.

Listings Taken

Closed

Conversations

Initial Buyer Consultations

Closed

What You Need to Do This Week

Listing Appts.

Hours of Power (HOP)

Conversations

Initial Buyer Consultations

What You Need to Do Today!

HOP

Conversations

Appts

SECTION 4: MARKETING AND LEAD GENERATION

Looking ahead, how do you intend to use your marketing strategies to leverage your lead sources, and how will you allocate your budget across these channels?

Marketing Budget

What is your approximate budget for marketing this year

Channel	Dollar Amount / Percentage
☐ PAID MEDIA/ADS/SOCIAL MEDIA	/ %
☐ MAILERS	/ %
☐ EVENTS	/ %
☐ EMAIL AND NEWSLETTER	/ %
☐ LEAD-GENERATION ACTIVITIES	/ %

Strategic Planning

Create action items with clear objectives and timelines and assign them to the appropriate marketing channel.

YEARLY

Action Item	Date	Channel
	/	
	/	
	/	
	/	

QUARTERLY

Action Item	Date	Channel
	/	
	/	
	/	
	/	
	/	

SECTION 4: MARKETING AND LEAD GENERATION

Strategic Planning Continued

Create action items with clear objectives and timelines and assign them to the appropriate marketing channel.

MONTHLY

Action Item	Date	Channel
	/	
	/	
	/	
	/	
	/	

WEEKLY

Action Item	Date	Channel
	/	
	/	
	/	
	/	
	/	

DAILY

Action Item	Date	Channel
	/	
	/	
	/	
	/	
	/	

SECTION 4: MARKETING AND LEAD GENERATION

Strategic Planning Continued

Create action items with clear objectives and timelines and assign them to the appropriate marketing channel.

HOLIDAY SPECIFIC

Action Item	Date	Channel
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	
	/	

OTHER

Action Item	Date	Channel
	/	
	/	
	/	
	/	
	/	

SECTION 4: MARKETING AND LEAD GENERATION

Social Media

Select the social media platforms you use for promoting your brand/business.

- [ ] Facebook

  1. What tools if any do you use to distribute your content? ______ Example: Hootsuite, Zapier
  2. Where do you source your content? ______ Example: Tom Ferry, Myself, KCM

- [ ] Instagram

  1. What tools if anydo you use to distribute your content? ______
  2. Where do you source your content? ______

- [ ] YouTube

  1. What tools if any do you use to distribute your content? ______
  2. Where do you source your content? ______

- [ ] Google Business

  1. What tools if any do you use to distribute your content? ______
  2. Where do you source your content? ______

- [ ] LinkedIn

  1. What tools if any do you use to distribute your content? ______
  2. Where do you source your content? ______

- [ ] X

  1. What tools if any do you use to distribute your content? ______
  2. Where do you source your content? ______

- [ ] Tik Tok

  1. What tools if any do you use to distribute your content? ______
  2. Where do you source your content? ______

- [ ] Other

______

SECTION 4: MARKETING AND LEAD GENERATION

Paid Media/Online Ads

Select the paid media/online ads you use and which lead sources you target (Page 4).

☐ **Online Ads**

Which of the following media do you use?	Lead Sources
☐ Facebook/Meta (Instagram, Messenger, Audience Network)	
☐ Google (Search Ads, Display Network, YouTube)	
☐ LinkedIn (InMail)	
☐ Snapchat	
☐ Other	

☐ **Content Marketing**

Which of the following media do you use?	Lead Sources
☐ Blogs	
☐ Video	
☐ Hub Pages	
☐ Quizzes	
☐ Other	

☐ **Print Media**

Which of the following media do you use?	Lead Sources
☐ Facebook/Meta (Instagram, Messenger, Audience Network)	
☐ Google (Search Ads, Display Network, YouTube)	
☐ LinkedIn (InMail)	
☐ Other	

SECTION 4: MARKETING AND LEAD GENERATION

Paid Media/Online Ads, Continued

Select the paid media/online ads you use and which lead sources you target (Page 4).

- [ ] **Signage**

Which of the following media do you use?	Lead Sources
☐ Billboards/Banners	______________________
☐ Displays/Posters	______________________
☐ Yard-Signs/Riders	______________________
☐ Other	______________________

- [ ] **Branded Content**

Which of the following media do you use?	Lead Sources
☐ Influencer Placements	______________________
☐ Sponsorships	______________________
☐ Affiliate Marketing	______________________
☐ Other	______________________

- [ ] **Broadcast Media**

Which of the following media do you use?	Lead Sources
☐ Cable TV	______________________
☐ Streaming Services (Hulu, YouTube TV, etc.)	______________________
☐ Radio (FM/AM, XM, Spotify, Pandora)	______________________
☐ Other	______________________

SECTION 4: MARKETING AND LEAD GENERATION

Paid Media/Online Ads, Continued

Select the paid media/online ads you use and which lead sources you target (Page 4).

☐ **Physical Goods**

Which of the following media do you use?	Lead Sources
☐ Swag/Merch	______________________
☐ Apparel	______________________
☐ Gifts	______________________
☐ Other	______________________

☐ **Other**

Which other media do you use?	Lead Sources
☐ ______________________	______________________
☐ ______________________	______________________
☐ ______________________	______________________

SECTION 4: MARKETING AND LEAD GENERATION

Mailers

What applications/software do you use to create your mailers?

Example: Canva, Photoshop

What applications/software do you use to distribute your mailers?

Example: ClickToMail, Wise Pelican, Prospects Plus, Postcard Mania

Which lead sources are targeted with this channel?

Events

Do you use any applications/software to manage your events?

Example: EventZilla, CVent, Eventbrite

Which lead sources are targeted with this channel?

SECTION 4: MARKETING AND LEAD GENERATION

Email & Newsletter

What applications/software do you use to distribute your newsletter?

Example: Mailchimp, Constant Contact, ConvertKit, ActiveCampaign, Klaviyo

Describes how you use your [above] profile to promote your content and business?

Where do you source your content?

Example: Tom Ferry, Myself, KCM

Which lead sources are targeted with this channel?

SECTION 4: MARKETING AND LEAD GENERATION

Lead-Generation Activities

Select the active lead-generation activities you are planning on implementing.

- [ ] **Dials/Prospecting**

What applications/software are you using?

- [ ] Mojo Dialer
- [ ] RedX
- [ ] Vulcan7
- [ ] Other ____________________

Lead Sources

____

____

____

____

- [ ] **Open House**

What applications/software are you using?

- [ ] Follow Up Boss
- [ ] HomeSpotter
- [ ] HomeVisit
- [ ] Open Home Pro
- [ ] Other ____________________

Lead Sources

____

____

____

____

____

- [ ] **Door Knocking**

- [ ] Other ____________________

Lead Sources

____

- [ ] **SMS**

What applications/software are you using?

____

Example: EZ Texting, MessageBird, ClickSend, Plivo, TextMagic, Twilio

Lead Sources

____

____

____

SECTION 5: OPERATIONS

Operations is about streamlining your business and improving efficiancies . Reflect on your business. What areas can you work on that will have the greatest impact?

Tech Stack

What are the products powering your business?

CRM ____________________

TRANSACTION MANAGEMENT ____________________

MLS ____________________

FORMS ____________________

DIGITAL SIGNATURES ____________________

ACCOUNTING / BUDGET SOFTWARE ____________________

OTHERS ____________________

OTHERS ____________________

Organization

Your org chart or list of team members.

SECTION 5: OPERATIONS

List your lead sources you have (or plan on having) SOPs for?

	SOP? YES	NO
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐

List out and prioritize the specific operational actions you need to complete this year in order to get you one step closer to your 5-year vision.

Operations is about streamlining your business and improving efficiencies. Reflect on your business (this is a great activity to focus on with a coach). What areas can you work on that will have the greatest impact?

Operations Initiatives	Date	Priority
	/	
	/	
	/	
	/	
	/	
	/	

SECTION 6: FINANCIAL

"It doesn't matter what you gross, it's your net earnings that give you opportunities for wealth creation."
-TF

*This is not intended to be used in lieu of professional tax guidance. Calculations for pre-tax contributions as well as business expenses depend on entity structure and other accounting considerations.

*Please enter the eight required inputs

Financial Plan	
Total GCI Goal	
Projected Net Commissions on GCI	
Other Real Estate Related Pre-Tax Income	
Total Projected Pre-Tax Income	
Projected Annual Tax	
Projected Net Income Less Taxes	
Post-Tax Income from Other Sources	
Projected Net Income from all Sources	
Your Annual Budget (incl. Business Expenses)	
Net Income Surplus (Black) / Deficit (Red)	

Budget Inputs	Monthly Spend	Annual Spend
Months in Coaching This Year		
Personal Expenses		
Business Expenses		
Debt Reduction Goal		
Pre-Tax Savings Goal		
Post-Tax Savings Goal		
Post-Tax Income from Other Sources		
Combined Federal & State Tax Rate		

How to Allocate Each Commission Check

to Business Account	to Personal Account & Pre-Tax Savings	to Tax Account
_____%	_____%	_____%

Personal Expenses

Essentials (Savings and Taxes)	Average Monthly Spend	Annual Spend	% of Total Budget
Home			
Transportation			
Medical			
Utilities			
Groceries			
Personal Care			
Family Obligations			
Education			
Lifestyle			
Legal / Professional Counsel			
Donations / Charity			
Other Insurance			
Credit Card / Other Personal Debt Pmts.			
Other			
TOTAL			

Business Expenses

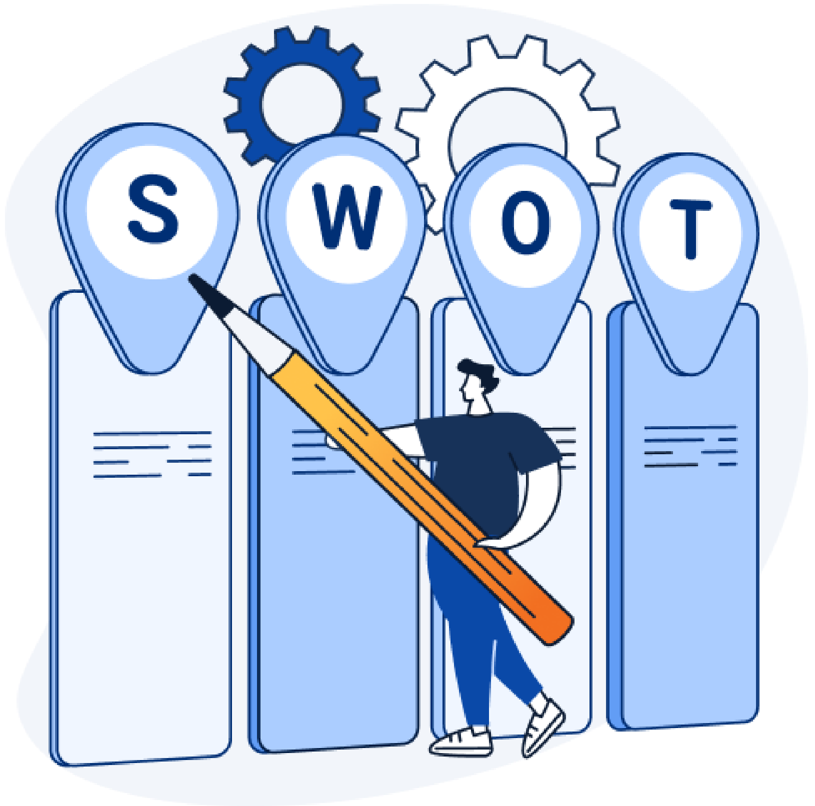
Expenses	Average Monthly Spend	Annual Spend	% of Total Budget
License / E&O			
Professional Development / CE / Events			
Coaching			
Oc e / Desk / Broker / Association Fees			
Communication / Technology			
Legal / Professional Counsel			
Advertising / Marketing			
Assistant Salary			
Transportation / Travel			
Credit Card / Other Business Debt Pmts.			
Other			
TOTAL			

SECTION 6: FINANCIAL

Liquidity	
Cash Available	
Long-Term Debt	
Mortgage 1	
Mortgage 2	
Mortgage 3	
Student Loans	
Other Loans	
TOTAL	
Short-Term Debt	
Credit Card	
Other Loans	
Other Loans	
TOTAL	
Tax Debt	
Unpaid Property Taxes	
Unpaid Income Taxes	
Other Loans	
TOTAL	

SECTION 7: SWOT ANALYSIS

Your SWOT analysis complements your vision. Your vision tells you where you're going. The SWOT analysis helps describe where you are. With a clear assessment of where you stand, the more effectively you can plan and build a bridge to your future.



Examples

STRENGTHS: Creating engaging, informative videos for social media.	**WEAKNESSES**: Non-standardized, inefficient transaction management.
OPPORTUNITIES: The agent who dominates the area adjacent to my geo-farm is retiring, so that area has good farming potential.	**THREATS**: The competition just opened an office to better serve the area that includes my geo-farm.

Internal Factors	STRENGTHS	WEAKNESSES
External Factors	OPPORTUNITIES	THREATS