



*market leader*<sup>®</sup>

# 2020

Mid-Year  
Business Plan





## Don't let market shifts keep you from meeting your goals in 2020.

We've officially reached the midpoint in the year. 2020 has undoubtedly been a wild ride, and all the more reason to check in on your business and gauge how you are progressing toward your goals.

It's also a good time to make sure your goals are still achievable and determine what steps will take you there.

### **At its most basic, your business plan should include:**

- A budget, including both business and personal expenses.
- The gross income required to meet the expenses in that budget (estimated).
- The number of transactions required to generate that income, and the number of leads needed to reach the transaction goal.
- A marketing plan designed to reach that number of prospects, in order to accomplish the deals needed to meet your income goal.

Your annual business plan is a roadmap to success and, like any roadmap, it doesn't show the potential potholes and roadblocks you may face along the way (\*cough\*2020\*cough\*).

So sharpen your pencil and work through the following four exercises. If you didn't create a business plan for 2020, now is the time to get it done—better late than never.

## Check in on your budget

How is your budget looking? Calculate how much you're spending versus how much you're taking in. If you need to scale back on spending, that means that so far your income isn't quite what you hoped it would be.

Look for places other than marketing to make cuts. Marketing is the device that will bring in the prospects you need to meet your goals in the second half of the year.

Budget Goal	Spend for first half of 2020	Revised budget for 2020

Plan for spending wisely during the second half of 2020	
<p>I will invest in...</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Leads</li> <li><input type="checkbox"/> Marketing that is working</li> <li><input type="checkbox"/> New ways to generate leads</li> <li><input type="checkbox"/> A lead capture website</li> <li><input type="checkbox"/> Diversifying my lead sources</li> <li><input type="checkbox"/> Other _____</li> </ul>	<p>I will cut back on...</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Marketing that is NOT working</li> <li><input type="checkbox"/> A website that does NOT get leads</li> <li><input type="checkbox"/> Activities that do NOT generate business</li> <li><input type="checkbox"/> Other _____</li> </ul>

## Lead generation

The majority of agents generate less than 20 leads per month. Unless you have a massive sphere of influence that you reach out to on a continuous basis and get tons of referrals from, those 20 leads per month will lead you to the poor house.

If you've fallen behind in stocking your pipeline, our Lead Calculator will help you determine the number of transactions you'll need over the next six months to hit your annual goal.

The calculator will also tell you how many leads you'll need per month to close that number of transactions. Don't be surprised if the number is large—you will be playing catch-up.

Next, determine the ways in which you can generate new leads. Perhaps you'll need to buy leads for the rest of the year. If money is tight, consider getting back to basics by calling on expireds and FSBOs.

Current Leads per Month	Needed Leads per Month	Goal
	Use Market Leaders <a href="#">Lead Calculator</a> to help...	In the second half of 2020, I will generate

Plan for spending wisely during the second half of 2020	
<input type="checkbox"/> Buy _____ leads per month	<input type="checkbox"/> Cold call _____ FSBOs and expired listings
<input type="checkbox"/> Advertise on real estate sites	<input type="checkbox"/> Set up social media campaigns
<input type="checkbox"/> Send _____ print mailers	<input type="checkbox"/> Other _____

## Lead retention

For some agents, lead generation isn't the problem—lead retention is the real challenge. If you notice that the previous six months have ushered in lots of new leads but few that panned out, you'll need to review your lead retention and conversion strategies.

Any agent that has been in the business for a few years has experienced an acquaintance or even a family member that used another agent because he or she “forgot” that you're in real estate. Staying top of mind with everyone you know is imperative to building your pipeline. If you aren't using email, consider starting a drip email campaign to remind your leads that you are at their service.

Number of contacts in your CRM	Conversion rate goal for Leads/Contacts	Lead retention issues
	<p>Example: With 100 leads/contacts, having a reasonable goal of a 3-5% conversion rate will lead to 3-5 new clients.</p>	<p>Where can your lead conversion improve?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I sometimes lose my leads' contact information</li> <li><input type="checkbox"/> I don't always follow up with my leads right away</li> <li><input type="checkbox"/> My email marketing is ineffective or inconsistent</li> <li><input type="checkbox"/> Other</li> </ul>

Plan to re-engage your leads/contacts							
<p>To re-engage my leads/contacts, I will...</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"><input type="checkbox"/> Make _____ phone calls</td> <td style="width: 50%; border: none;"><input type="checkbox"/> Set up daily/weekly/month email drip campaign(s)</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Set up daily/weekly/month email drip campaign(s)</td> <td style="border: none;"><input type="checkbox"/> Connect with my leads on social media</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Send _____ print mailers</td> <td style="border: none;"><input type="checkbox"/> Other _____ _____ _____</td> </tr> </table>		<input type="checkbox"/> Make _____ phone calls	<input type="checkbox"/> Set up daily/weekly/month email drip campaign(s)	<input type="checkbox"/> Set up daily/weekly/month email drip campaign(s)	<input type="checkbox"/> Connect with my leads on social media	<input type="checkbox"/> Send _____ print mailers	<input type="checkbox"/> Other _____ _____ _____
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<input type="checkbox"/> Send _____ print mailers	<input type="checkbox"/> Other _____ _____ _____						

## Progress Chart

Once you've tweaked your plan to reflect what needs to happen over the next six months, break it down into smaller chunks. Add monthly goals, and the daily tasks required to meet those goals, to help you stay on track for the rest of the year.

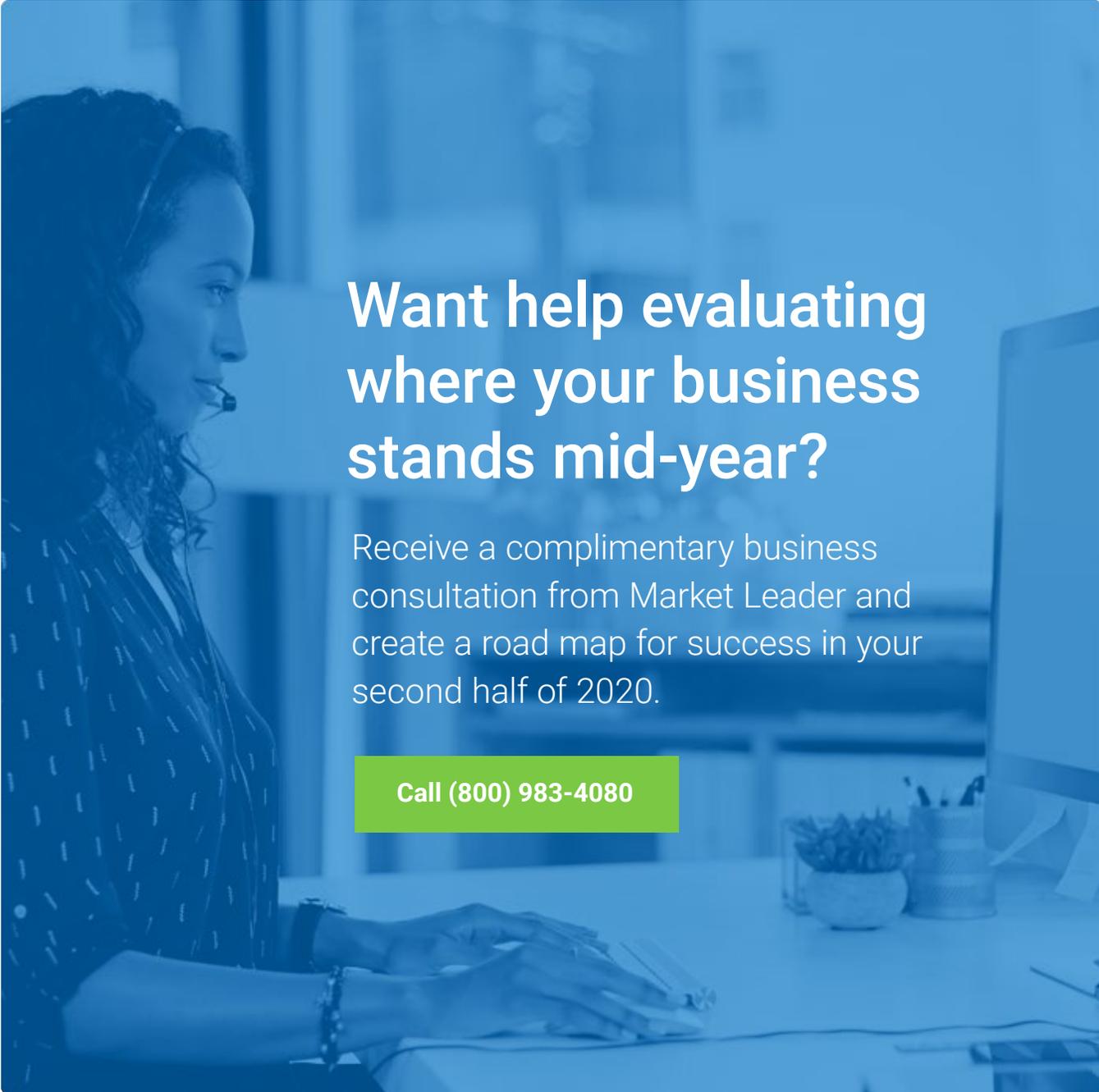
Use the following progress chart to track your progress against your goals. At the end of every month, mark whether the goal has been completed. Be sure to reward yourself for achieving your goals.

Goals	July	August	September	October	November	December
Generate ____ leads per month.						
Respond to new leads within _____ hour(s).						
Re-engage _____ inactive leads per month.						
Send ____ email newsletter(s). (recommend 1 per month)						
Add all contacts to email drip campaigns						
Send print mailers/postcards to ____ leads.						
Add _____ friends/followers/connections on Facebook/Twitter/LinkedIn						
Additional goal:						
Additional goal:						
Additional goal:						

## Stick to your plan—and get help if you need it

“The problem with most business plans is that they don’t guide the agents as to what to do each day,” says Carla Cross, author of the book *Up and Running in 30 Days: A Proven Plan for Financial Success in Real Estate*.

Create daily blocks of time for prospecting, follow-up and past-client retention activities, and with the end goal as your incentive, force yourself to stick to them.



## Want help evaluating where your business stands mid-year?

Receive a complimentary business consultation from Market Leader and create a road map for success in your second half of 2020.

**Call (800) 983-4080**

# About Market Leader

A leader in real estate technology since 1999, Market Leader proudly serves over 250,000 agents and teams across the United States and Canada. You can build and manage your business, lead-to-close, with our products:

## Market Leader Professional

One intuitive system for agents and teams to generate and convert leads. It includes an end-to-end customer relationship management system, customizable IDX website, and a fully-integrated marketing design center.

[Learn More](#)

## Leads Product

We wrote the book on generating leads. Get a guaranteed number of buyer and seller leads – not just impressions – delivered directly to your CRM. These leads are **exclusive** – not shared with other agents. Lead inventory is limited, so check availability today.

[Learn More](#)