

2022
Edition!

**3-PART
BREAKTHROUGH**
Business Plan

Planning for

**NOW Business,
FUTURE Business,
& Financial FREEDOM**

By Darryl Davis

DARRYL DAVIS
SEMINARS



Introduction to

THE 3-PART PLAN

**The Time to Create a Business and Financial
BREAKTHROUGH in the Next 12 Months is NOW.**

There's no ONE path to success for everyone. However, there are smart strategies that can help agents get to their Next Level® faster. While we still teach our students the value of breaking goals into numbers, what we felt was missing were strategies for: **Now Business, Future Business, and Financial Freedom**. That's why we recently re-imagined what real estate business planning looks like.

Before we discuss the three different business plans, you must take an honest assessment of where you are now. **Most leaders put agents into three categories:** top producers, new agents, and experienced struggling agents. We are **re-framing these old categorizations to speak more accurately to help you put together your plan of action** for the next 12 months.

Before we can talk about your plan, there are two steps you need to take. The first is an honest evaluation of your level and the second is a true assessment of your goals and finances.



1

BE HONEST ABOUT WHAT LEVEL YOU ARE ON

We don't want to oversimplify by saying agents only fall into these three categories, but we do find these are the most common. It's important to find the level you most identify with currently, because that will determine your starting point as you develop your business plan for this year.

- **Survival Level:** This level represents agents that currently have no listings, no cash flow, things are looking bleak and they need a breakthrough within 30-60 days. If this sounds like you, then you are in the *Survival Level*. Your focus should be to implement the **NOW Business Plan**.
- **Maintenance Level:** If an agent is generating 6-12 transactions a year and they are dipping their toes into farming, then they would be in the *Maintenance Level*. You may be making a good living and getting by, but in many cases, you are spending close to what you are making, preventing you from really growing your business to the next level. If this applies to you, then you want to implement the **Future Business Plan**.
- **Next Level®:** If you have more than a dozen listings, have a team, running promotional campaigns, and/or are aggressively advertising, then you are ready for the *Next Level®*. If this applies to you, then you want to implement the **Financial Freedom Business Plan**.



**SURVIVAL
LEVEL**

**MAINTENANCE
LEVEL**

NEXT LEVEL®



2

ASSESS YOUR GOALS AND FINANCES

Every good businessperson needs to know their numbers. I really loved watching the show, “*The Profit.*” One of the points made in almost every episode is that *you can’t run your business if you don’t know your numbers.* Most agents are “people” people. We love working with people. Love that feeling of service and connection. The numbers thing? Not so much. However, as painful as it may be for some, **understanding and facilitating a strong business foundation means getting down to the business of creating a plan based on numbers.**

That’s why our *Power Agent*® members start with our *EZ Business Plan.*

Start where you are. Use what you have. Do what you can.
- Arthur Ashe



DREAM BIG
SET GOALS
TAKE ACTION

The image shows a chalkboard with three lines of text written in white chalk: 'DREAM BIG', 'SET GOALS', and 'TAKE ACTION'. Red arrows are drawn on the board, starting from the right side of 'DREAM BIG', pointing down to 'SET GOALS', and then down to 'TAKE ACTION'. A hand holding a white chalk marker is visible on the right side of the board, pointing towards the text.

First, break down budgetary numbers starting with personal and business costs for a total necessary income number for the next twelve months.

| | |
|-----------------------------------|--|
| 1. Personal Survival Money Needed | |
| 2. Business Survival Money Needed | |
| 3. Income Tax | |
| 4. Misc.* | |
| TOTAL MONEY COMMITMENT | |

**For the agent who has their survival money covered, the miscellaneous line could represent Next Level® accomplishments you'd like for the year. For example, vacation, hiring an assistant, investments, retirement money, business improvements, etc.*

Then, break your income goal into annual, monthly, and weekly activities to create an action plan to realize that goal.

PERSONAL BUSINESS PLAN

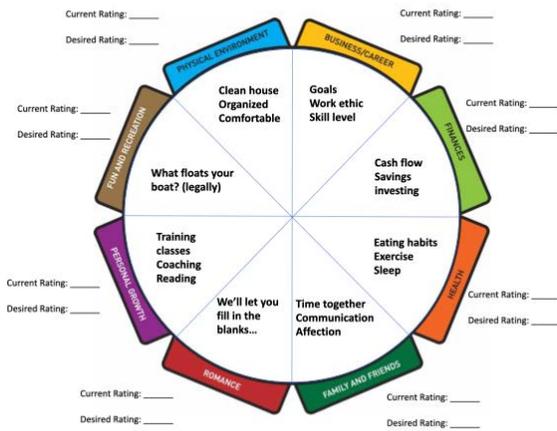
| | |
|--------------------------------------------------------------------|-------------|
| Desired Income | (A) _____ |
| Average Commission Per Side | (B) _____ |
| Number of Sides needed to reach income ($A \div B = C$) | (C) _____ |
| 75% Comes from Listings Sold Sides ($C \times 0.75 = D$) | (D) _____ |
| 25% Comes from BuyerSides ($C \times 0.25 = E$) | (E) _____ |
| What % of Listings end up selling? | (F) _____ % |
| How many listings do you need to get per year? ($D \div F = G$) | (G) _____ |
| How many listings is that per month? ($G \div 12 = H$) | (H) _____ |
| How many listing appointments needed to get 1 listing? | (I) _____ |
| Number of listings a month? (Answer is line H) | (J) _____ |
| Number of appointments needed per month? ($I \times J = K$) | (K) _____ |
| How many appointments a week? ($K \div 4 = L$) | (L) _____ |
| How many calls do you need to make to schedule 1 appt.? | (M) _____ |
| Monthly # of appointments scheduled? (Answer is line K) | (N) _____ |
| Number of calls needed to be made each month? ($M \times N = O$) | (O) _____ |
| How many calls a week? ($O \div 4 = P$) | (P) _____ |

The commitment of our training, *The POWER Program*[®], is to help agents design lives and careers worth smiling about. **Living out of balance isn't a healthy or sustainable way to realize your goals and dreams.**

That's why we give our Power Agents[®] three tools which help them analyze and define where **they are currently** and what they need to do to realize their personal NEXT LEVEL[®] LIFE! Those tools are the *Life Goals Wheel*, the *Life Goals Chart*, and the *Next Level Vision*[®] Board.

Living a NEXT LEVEL[®] Life! Life Goals Wheel

Ratings Scale: 1-10, 1=You Need Therapy 10=Life is Grand



POWER AGENT

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Living a NEXT LEVEL[®] Life! Life Goals Chart

Write Down Three Ways You Can Improve Each of These Vital Life Components

| Physical Environment | Business Career | Finances | Health |
|----------------------|-----------------|-----------------|--------------------|
| 1. | 1. | 1. | 1. |
| 2. | 2. | 2. | 2. |
| 3. | 3. | 3. | 3. |
| Family and Friends | Romance | Personal Growth | Fun and Recreation |
| 1. | 1. | 1. | 1. |
| 2. | 2. | 2. | 2. |
| 3. | 3. | 3. | 3. |

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Sample Vision Board

Anything is possible in the future, you just haven't figured out how to do it yet. - Darryl Davis

My Next Level[®] VISION BOARD

Your goal with these tools is to create a VISION for the kind of life and business you want to manifest.

We encourage you to sign up for a **30-day trial membership** and **download these tools**, fill them out along with your **EZ Business Plan** and keep them close so you can **VISUALLY** see your goals and commitments each month! That's **POWERFUL**.

www.ThePowerProgram.com

▶ The NOW BUSINESS Plan

If you discovered that you are in the *Survival Level*, then you need to generate business NOW. This plan is designed to give you specific strategies to make that happen.

Let's look at the two areas in real estate in which we make money: **working with buyers and working with sellers**. There is a common misconception for agents that when they **need money now**, they think the quickest way to do that is show a buyer a house and make a sale. This is not true. You can not take a buyer out and make them buy a house. An experienced agent will tell you there are plenty of times when you work with buyers for months and they don't buy at all.

Let me put it to you like this: If you were going to open a shoe store and you have no shoes, no product, you'd panic, right? Can't sell what you don't have! The same is true in real estate, you've got to stock your "shelves" with inventory to drive income. **Your inventory in this case is listings.**

“ The best way to generate money NOW is not showing buyers houses, but focusing on building listing inventory and going on as many listing appointments as possible! ”





HAVE A STRONG LISTING CONVERSATION

The **reason why this is step one is because** if you start prospecting and getting appointments and you **don't** have a strong conversation, you are ***throwing away the appointment***.

When a **salesperson in any industry is trying to get someone to buy a product that they don't truly believe in themselves, that's when that person comes across as inauthentic**. The flip side of that is that **when a salesperson is passionate and really does believe in their product – they move from selling to SERVING**.

Let me give an example outside of the sales industry: Let's say you fall in love with a new series on Netflix or Hulu that you absolutely find yourself binge-watching, or you have an incredible meal, or you just had a Napoleon from an amazing bakery (this one I can speak to from personal experience).

You most likely would tell as many people as you know about the great movie, meal, or pastry – right? Now, would your friends perceive you as being a slick salesperson? Of course not! The reason is because **you are not selling – you are sharing valuable information**. As a matter of fact, your friends would appreciate you sharing this, so they can also benefit from it.

**That's how real estate experiences should be.
That's how you serve people and not sell people.**

The reason why we want you to **masterfully craft your listing conversation and book first** is so **you can be PASSIONATE about helping homeowners**.

In designing your listing conversation book, sit down and make **your top five things you do that you believe you can do to help people get their homes sold** – the ones that **most resonate with YOU** – those should be the focus of your listing conversation book.

Write them here:

1. _____
2. _____
3. _____
4. _____
5. _____

Once you've done this step, **making the calls is easier and feels more purposeful because you'll find that you are no longer just focused on getting the appointment.** You'll be speaking **from your heart, rather than your head**, about all those ways you can help SERVE people and get them to THEIR Next Level®!

When what you are passionate about resonates through your calls, it will not only help you get the appointment and listing, but help also build relationships with the people you are speaking with!



STEP 2

GET A SYSTEM FOR FSBOS, EXPIREDS, AND HOUSES FOR RENT

Why FSBOS & Expireds: If you're in need of *now* business, it only makes sense to connect with the people who have already raised their hands to say, "Hey, I want to sell now!" In the case of houses for rent, what we've found is that many rentals are owned by part-time investors who may not have the financial means to continue to pay mortgages on their rentals and may be interested in selling to get out from under that burden.

Find a service that will help you find these leads. Can you find them on your own? Yes. Should you? No. Researching these leads daily takes a lot of time, effort, and energy to look everything up, cross reference for numbers, check the Do Not Call list, etc. It's emotionally and physically draining. By the time most agents have done the research – they're too exhausted or stressed to actually make the calls! **A service like RedX does all the heavy lifting for you and delivers those leads into your dashboard daily.**

If you want to try RedX on for size, kick the tires, and see if it works for you, go to www.DarrylSpecial.com and use promo code **SMILE** to waive the set up fee and give you your first 30 days free as my gift.



**Go to www.DarrylSpecial.com
and use code **SMILE****

STEP 3

HAVE DIALOGUE THAT IS PROVEN

Just to clarify, our philosophy and coaching is **not** to use memorized scripts and dialogues, because that is old training and offensive.

Instead, we teach agents how to use metaphors and analogies so they can speak from the heart and not the head. HOWEVER, we make an exception to the rule when teaching agents to use a memorized script for calling FSBOs, Expireds and Houses For Rent.

In looking for a script, there are two things to consider:

1. Is it effective?
2. Can you adapt it to your own personal style, so you don't sound inauthentic?

I've outlined three powerful dialogues for calling FSBOs and Expireds in a video for you in a blog post. [You can find it here.](#)



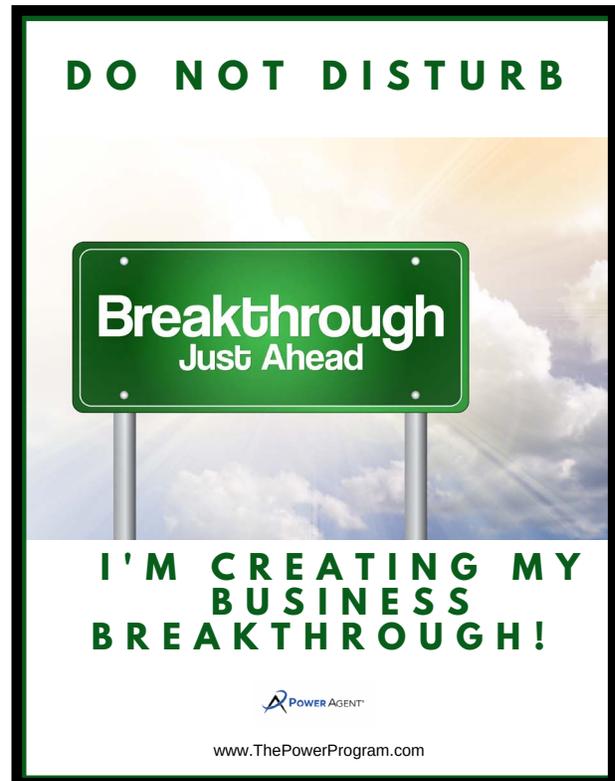
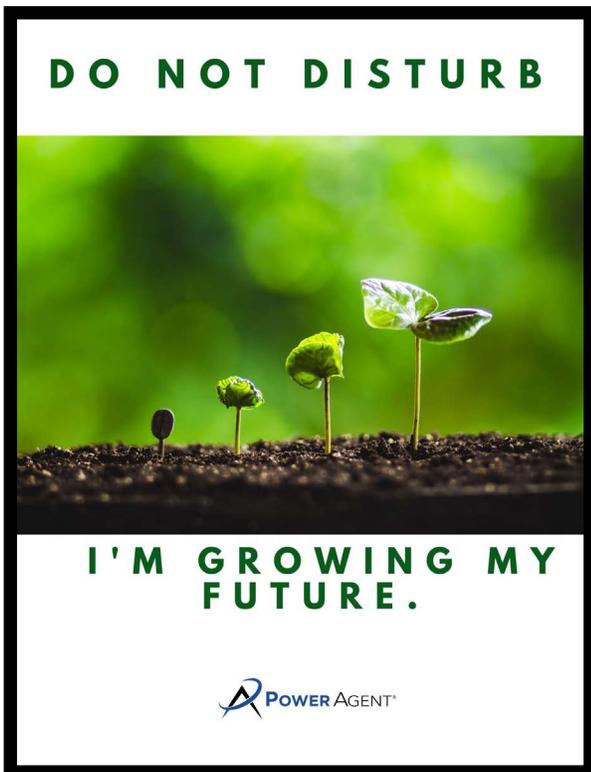
STEP 4

COMMIT TO A SCHEDULE

There are two suggested practices that we share with our members. One is to **choose specific days and times each week to make your calls**. Our suggestion is Monday, Tuesday, and Wednesday around dinner time and to call for at least an hour.

The second option is making 2-4 phone calls every day.

Whichever method you choose, be consistent. **Commit to your prospecting time just as you would a listing appointment or a closing**. If you're not prospecting, you're not growing your business.



We like to add a little fun to prospecting for our membership. That's why we added printable **Do Not Disturb Signs** that they can hang up on their doors or desks to remind them to stay focused on prospecting, and to let others know just how valuable this time is.

STEP 5

USE MOTIVATIONAL CHARTS TO STAY FOCUSED

Because we teach our students to not just get listings but to **build listing inventory**, we've designed a **listing inventory chart** that **not only tracks how many listings you have, but it will help you stay FOCUSED**. The Motivational Dot Board helps you track your overall business in a visual way. If you're starting at zero, that's all right, the goal is to **move the needle on those charts up within 30-60 days**.



Listing Inventory Chart

"Focus on building listing inventory by 1 a month!" - Darryl Davis



| | | | | | | | | | | | | |
|----|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
| 21 | | | | | | | | | | | | |
| 20 | | | | | | | | | | | | |
| 19 | | | | | | | | | | | | |
| 18 | | | | | | | | | | | | |
| 17 | | | | | | | | | | | | |
| 16 | | | | | | | | | | | | |
| 15 | | | | | | | | | | | | |
| 14 | | | | | | | | | | | | |
| 13 | | | | | | | | | | | | |
| 12 | | | | | | | | | | | | |
| 11 | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | |
| 9 | | | | | | | | | | | | |
| 8 | | | | | | | | | | | | |
| 7 | | | | | | | | | | | | |
| 6 | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | |
| 4 | | | | | | | | | | | | |
| 3 | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | |
| 1 | | | | | | | | | | | | |
| | January | February | March | April | May | June | July | August | September | October | November | December |

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DOT BOARD

| Month | Listings | Listings Sold | Sales |
|-----------|----------|---------------|-------|
| January | ••• | • | • |
| February | • | | |
| March | | | |
| April | | | |
| May | | | |
| June | | | |
| July | | | |
| August | | | |
| September | | | |
| October | | | |
| November | | | |
| December | | | |

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I've posted videos on our blog for directions on how to use both of these tools. You can find them at the links below.

- [Listing Inventory Chart](#)
- [Motivational Dot Board](#)

If you'd like a copy of any of our tracking and motivational tools, we invite you to **try a 30-day trial membership to [The Power Program®](#)**. You'll find all of them and more under the **Time and Money Management** tab in your Classroom.



STEP 6

HANG AROUND OTHER COMMITTED POSITIVE AGENTS



There is something my mother taught me when I was young and hanging out with kids she didn't like. She said, **"Show me your friends and you show me who you are."** I don't have to tell you that there are some negative agents in your market and if you hang around them too much that negativity can show up in your own life and business.

Makes sense, right? As real estate professionals, we often get caught up in the noise that is going on in our own head, our own businesses, and that can feel very isolating. It's also hard to learn and develop new skills when we stay in our own "bubbles".

When you spend time with other people who are working hard at succeeding in this wonderful world of real estate, it inspires you to push yourself to succeed.

- What do you want to learn this year?
- Who inspires you?
- Is it time for a coach or mentor?

Power Agents® tell us what helps them stay focused and motivated is being with other Power Agents® **brainstorming and listening to their successes during the weekly coaching calls and in online conversations within our Membership Facebook Group.**

Every Monday morning at 11:00 AM Eastern Time, we connect, problem solve, answer questions, share what's working and what's not, and grow. I promise to you that it will be one of the most fun and productive hours you'll have all week, EVERY week!



► The FUTURE BUSINESS Plan

First, let's make a very important distinction by saying planning for FUTURE business is in ADDITION to working your NOW business leads.

Until you get to a point in your business **where you have so much referral work you don't need to actively prospect for listings** and you're making the kind of living you'd like, **pro-active prospecting for listings must always be part of your weekly activity.**

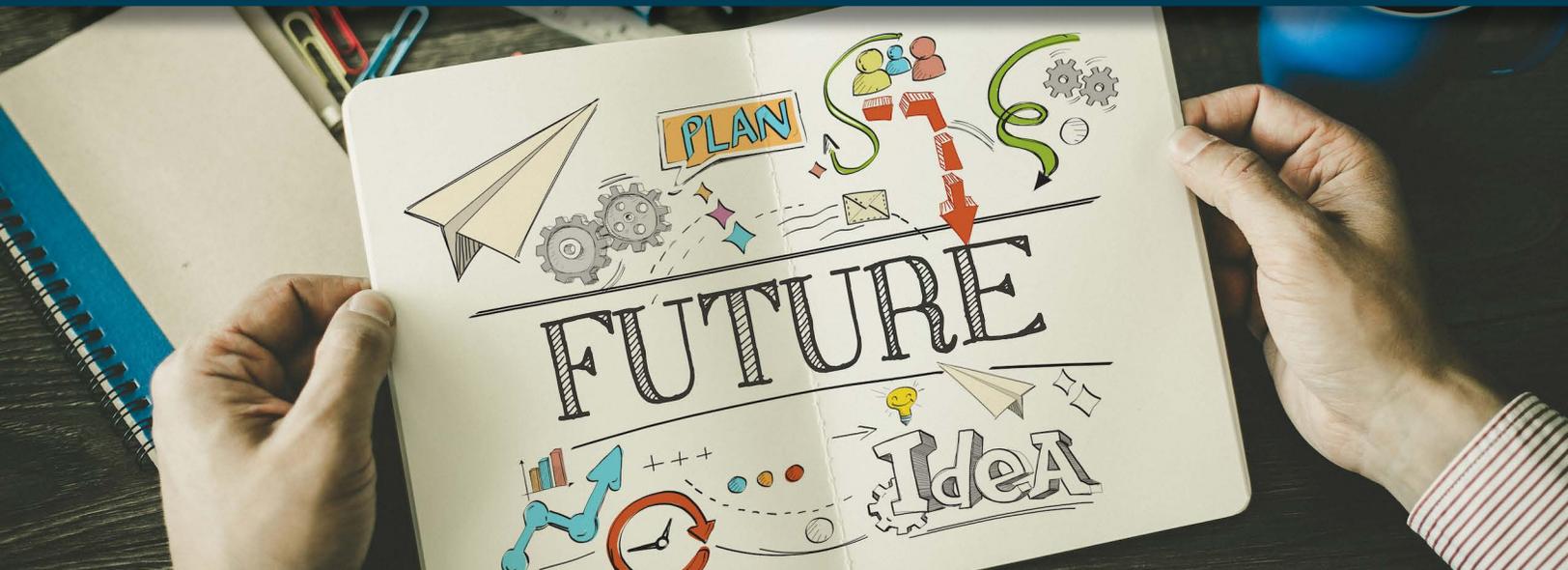
That said, once you've got that train up and running and it is chugging along the tracks nicely, **it's time to add another engine on your success plan – FUTURE business.**

Although there are many forms of generating future business, in this plan we will focus on specific strategies for **three areas:**

- **Geographic Farming**
- **Your Sphere of Influence**
- **Using Social Media**

By **consistently** adding systems and tools in place for these, in addition to your NOW prospecting, you'll have the ability to create powerful momentum towards your goals.

“All successful people are big dreamers. They imagine what their future could be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose.” — Brian Tracy





STEP 1

INVEST IN FARMING

Generating future business involves planting seeds for future success, or as it's traditionally called – farming. The caveat is that it **takes time and money.** We tell students to not even start farming unless they have **at least six months of marketing dollars to invest** in this category.

First, decide what kind of farm you are going to have.

Types of farm areas:

- Geographic Neighborhood
- Geographic Niche: Waterfront, Golf Community, Equestrian Community, Retirement Community, etc.
- Demographic Niche: First-Time Home Buyers, Senior Market, Move Up Market, etc.

For the purpose of this plan, we are going to spotlight geographic farming. We believe it's the best first step to tackling farming.

Second, determine the location and size of the farm you'd like to start with and acquire names and addresses. When choosing your farm, consider **home price point, whether another agent has greater than a 10% market share in that area, and the average length of time people have owned their home (turnover rate).** (Keep in mind that the most current NAR statistics state that people move, on average, every 10.5 years. So, if you are considering a geographic farm where the average time people have lived in their home is 7-10 years, that neighborhood should have a good turnover rate.

As far as the number of houses in your farm area, we believe 500 homes is a good start.

Farm Area Calculator

| | Farm Area One | Farm Area Two | Farm Area Three |
|----------------------------------------------------------------------------------------------|---------------|---------------|-----------------|
| Total Number of Homes | 150 | 200 | 250 |
| Estimated Farming Cost Per Year (mailings, open house expenses, advertising, etc.) | \$1,800.00 | \$2,400.00 | \$3,000.00 |
| Additional Marketing Expenses | | | |
| Average Sales Price | \$250,000.00 | \$300,000.00 | \$350,000.00 |
| Average Commission Per Sale (calculate at your average commis- sion %) | \$7,500.00 | \$9,000.00 | \$10,500.00 |
| Total Homes Sold in Farm Last Year | 20 | 23 | 16 |
| Turnover Rate (total # of homes sold (line 6) divided by total homes in farm (line 2)) | 0.13 | 0.12 | 0.06 |
| Income Potential (total homes sold (line 6) x average commission (line 5)) | \$150,000.00 | \$207,000.00 | \$168,000.00 |
| Assuming Getting 20% of Listings | \$30,000.00 | \$41,400.00 | \$33,600.00 |
| ROI | 1567% | 1625% | 1020% |

Real estate farming is just like it's agricultural counterpart, farming is the practice of:

- “Planting Seeds” (marketing touch points)
- Nurturing them (follow up)
- Watching them grow (building relationships)
- Reaping the rewards (referrals and business)

Farming ONLY works if you are consistent! According to the **Direct Marketing Association**, a consumer must see your message **AT LEAST 4-6 times before acting.**

I can't tell you how many times I've had an agent tell me how upset they were because they mailed out one postcard to 100 people and it never generated a call.

There is no one-and-done magic when it comes to marketing. It takes consistent touch points, preferably using different marketing mediums to create the kind of top-of-mind awareness necessary to cultivate results.



Direct mail achieves a 4.4% response rate, compared to 0.12% for email. Overall, the DMA found that direct mail's response rates are actually anywhere from 10 to 30 times higher than that of digital.

Geographic farming combines three things:

- Direct mail
- Door knocking
- Follow up calls



Please NOTE: Farming is a comprehensive topic that goes well beyond the scope of an eGuide. As part of our monthly Power Agent Webinar Series, we had an **entire hour-long webinar on farming, along with a separate video and training specifically to address how to choose and effectively market to your farm area.**

Try a 30-day trial membership to [The Power Program®](#). Log in, and head straight to the Webinars tab in your Classroom to review this webinar, as well as the training available to calculate your farming ROI.



Third, start with an introductory letter and then have your follow up pieces such as the Neighborhood Market Report Certificate, checklist flyers, postcards, newsletters, etc. The plan should look something like this:

- **Week one: Mail introduction letter**
- **Week three: Send a mailing piece**
- **Week five: Send a mailing piece**
- **Week six: Start making calls**
- **Week seven: Switch to monthly mailings**

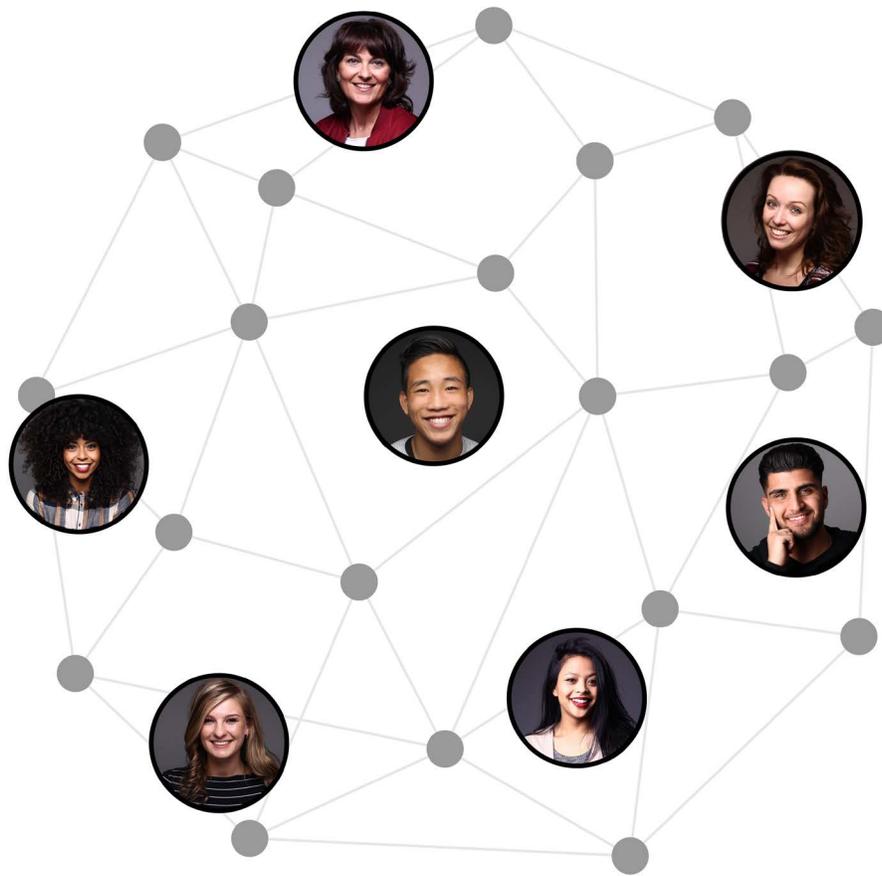
The reason you are mailing every two weeks in the beginning is you are creating a top of mind awareness to help establish that they know your name, face, and what you do for a living.

Farming is based on marketing through mailings. The phone calls and door knocking you do are supplemental to the mailings.



SELF PROMOTION CAMPAIGN

| ACTIVITY | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | OCT | NOV | DEC |
|------------------------------------|-----|-----|-----|-----|-----|------|------|-----|------|-----|-----|-----|
| Print Advertising | ✓ | | ✓ | | | | | | | | | |
| Market update Mailing | | ✓ | | ✓ | | ✓ | | | | | | |
| Neighborhood Market Report Mailing | ✓ | | | ✓ | | | ✓ | | | ✓ | | |
| Door Knocking & Canvassing | | | ✓ | | ✓ | | | | ✓ | | | |
| Social Media Marketing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Holiday Postcards | ✓ | | | | ✓ | | | | | | ✓ | ✓ |
| Just Listed/ Just Sold Postcards | ✓ | | | | | ✓ | ✓ | | ✓ | | ✓ | |
| Call Around New Listings | | ✓ | | ✓ | | ✓ | | ✓ | | ✓ | | ✓ |
| School Marketing Folders/Fall Fest | | | | | | | ✓ | | ✓ | | | |
| Holiday Charity Drives | | | | | | | | | | ✓ | | ✓ |
| FSBOs/Expires | ✓ | | ✓ | | ✓ | | ✓ | | ✓ | | ✓ | |



STEP 2

NURTURE YOUR SPHERE OF INFLUENCE

The second area to work when building future business is your *Sphere of Influence*. Your sphere is more than just a list. **It is the database of people who already know you, trust you, and are willing to do business with you.**

Studies show **for every ten people in your sphere, you should generate at least one sale or referral per year.** That means, for every 100 people that you are committed to staying in contact with, you **should generate 10 transactions per year.** Much like farming, **the key with sphere of influence marketing is consistency.**

Over **65%**
of your business
comes from your
sphere of influence

Source: NAR Profile of Home Buyers and Sellers

Ninety-two percent of consumers around the world say they trust earned media, such as word-of-mouth or recommendations from friends and family, above all other forms of advertising. *Source: Nielsen*



First, calculate how many people you need in your sphere of influence to realize your financial goals!

SPHERE OF INFLUENCE CALCULATOR

Staying in touch with your sphere and building it monthly should be at the top of the best business practices to-do list for any real estate professional. Here's a simple formula to determine how many people you need in your sphere to hit your goals annually.

- A: Financial Goal the next 12 months? _____
- B: Your average commission: _____
- C: Number of transactions to reach goal ($A \div B$): _____
- D: Number of transactions from sphere (66% avg) ($C \times 66\%$): _____
- E: 10% of sphere should result in transaction or referral annually ($D \times 10$): _____

SAMPLE:

| | | |
|--------------------------------------|----|------------|
| Financial Goal | \$ | 100,000.00 |
| Average Commission | | 5,000.00 |
| Transactions Needed | | 20 |
| Transactions From Sphere (66%) | | 13.2 |
| How Many People Needed in Sphere 10% | | 132 |



Second, get a good CRM (Contact Relationship Manager). A CRM is more than an email platform, it is a system in which you can input your business database and have a wide spectrum of “touch points” built in so that you can systematically stay top of mind, grow your referral base, and keep your clients and prospects informed of market conditions and your commitment to service.

Our **Power Builder CRM™** is a powerful, turnkey tool for staying in touch, lead generation, and follow up, website maintenance, and business growth. We vetted hundreds of companies to find the perfect partner for our Power Agents®. It is CRM specific to our industry, intuitive of what agents need, and responsive with a top-notch Concierge Service Team that can help members with everything they need to implement this customer centric system with confidence.

Third, input your database and add in as much contact information as possible. Mark each record to include your relationship with that contact (such as friend, family, neighbor, listing client, buying client, etc.). Include as many details as possible. For your clients and customers include transaction dates/anniversaries. I would also include both sides of the transactions that you have worked with as well. For example, if you had a listing and another agent brought the buyer – still reach out regularly to that buyer. Chances are good that your co-broking agent is not.

Next, you’ll want to add orphans to your database. No, not children without parents. In most companies there are client files from transactions of agents who have since left the company.

These are considered “orphans”- or clients who are no longer being serviced by your organization. Ask your broker if there are any of these files available. Then, call those clients and explain that you’ve been appointed as their new representative for the company and let them know that you are available to answer any questions they might have.

I outline the power of adopting company orphans in a video blog for you.

[You can find it here.](#)

Does your broker need a REASON to share orphan files?

SHARE THIS:
According to Econsultancy, **82% of companies agree** that retention is cheaper to execute than acquisition.



ORPHAN ADOPTION DIALOGUE

Step 1 Identify
I'm looking for _____

Step 2 Introduce
Well, hi this is Darryl Davis from POWER Realty. How are you?

Step 3 Clarify
The reason for this call is to apologize. It seems as though you bought for \$100 a hour, _____ years ago through our company and the agent who was involved in the sale is no longer working for our company. The reason for the apology is it seems as though we lost touch with you. So I've been appointed from our company to be your new representative. If you should ever have any real estate questions, you can feel free to call me personally.

Step 4 Find Out What They're Committed To

1. By the way, how are you enjoying the house?
2. Have you made any major improvements to the house?
3. What do you like best about the neighborhood?
4. Have you ever thought of moving?
5. If you were to move, where would you need to?
6. If you could have a larger home or in a different neighborhood, for the same monthly payment, would that be of interest to you?

Step 5 Invite Action (Choose One)

1. One of the services we are now offering is an updated market analysis of a client's home. You never know you could be amazed at how much your house is worth. You literally could be able to move to another home and not have your payments go up.
2. One of the services we offer our past clients is the neighborhood Market Report. This report not only tells you how much your house is worth in today's market, but it also shows you what your neighbors' houses are worth.

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3905
www.ThePowerProgram.com

/DarrylSpeaks

Find this dialogue and more in the Prospecting tab of the Power Agent® Classroom



39% of customers try a business for the first time because of direct mail. (DMA)

Fourth, send out a letter letting everyone in your sphere know that you are a resource they can count on. It could look something like:

Dear _____,

I hope this letter finds you and your family well. The real estate market is changing, and for a lot of people, that means questions regarding how the market will affect their investments. If you've got questions – I can help answer them.

One of the things I'm offering to everyone in my network this year is a free **Neighborhood Market Report** that can let you know what your neighbors have recently paid for their homes. I believe it is something every homeowner should have annually so that they can gauge their own home's worth.

If you'd like a report, simply call or text me today! I'm happy to help!

Name

Company

Cell

Email



Try a **30-day trial membership to [The Power Program](#)**® to get this letter and hundreds more prospecting tools for your sphere and farm. You'll also find letters and dialogues to help you adopt orphan clients, update old databases, generate referrals, and move people from your prospect list to your sphere of influence.



Influence

“People will forget what you said. They will forget what you did. But they will never forget how you made them feel.” - Maya Angelou

The key word in Sphere of Influence is **INFLUENCE**, which is achieved by staying top-of-mind with the VIPs in your book of business.

You can also offer other items of value such as:

- Neighborhood Market Report Certificate
- Gift cards from local small businesses
- Starbucks card
- Calendar
- EGuides

Your sphere **does not need to be mailed to every month** because they already know you and trust you. However, **it is good to send something every two to three months.**

You will also need to **contact them via phone or in person at LEAST twice per year.** On the next page find some awesome **SMILE STOP ideas** for staying connected all year around!

10

Referral-Worthy

SMILE STOPS

Ideas to Show Your Clients You Care

SMILE STOPS are a fun reason to stop for quick visits with past and potential customers to show your appreciation and continuously cultivate your connection and trust.

They are designed to help you:

- S:** Service (focus on service not selling)
- M:** Meet face-to-face
- I:** Invite them to share their needs
- L:** Leave behind a token of gratitude
- E:** Elevate the relationship

SMILE STOPS™

01

Starbucks Frappuccino bottle with a gift tag attached that says, *"Thanks a LATTE for being an awesome client!"*

02

Extra gum package wrapped in a cellophane bag with a tag or sticker that read, *"The difference between ordinary and EXTRAordinary is that little EXTRA. Thanks for being an EXTRAORDINARY client!"*

03

Package of light bulbs with a bow and sticker, *"Your referrals light up my day! Thanks for being one of my brightest clients!"*

04

Jar of salsa with a gift tag that reads, *"For the hottest deals in real estate - call me!"*

05

2-3 highlighters in a cellophane bag with a bow and tag that says, *"Working with clients like you is the highlight of my real estate career! I'm here if you need anything!"*

06

A pizza cutter with note attached, *"Anyway you slice it, I've got the resources you need to get top dollar for your home!"*

07

An ice cream scoop with note attached, *"Want the scoop on what's happening right here in OUR local real estate market? Give me a call!"*

08

Bottle of Simply Lemonade with note attached, *"You're SIMPLY the BEST! Thanks for being a great client!"*

09

Jar of jam with a note, *"I hope your summer is JAM-PACKED with FUN! I'm here if there's anything you need!"*

10

Jar of premium nuts with a note that says, *"I'm just NUTS about my clients. Thanks for being so awesome!"*



STEP 3

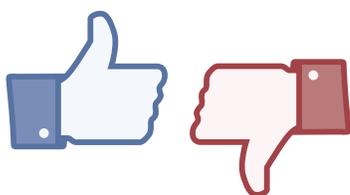
USE SOCIAL MEDIA

One of the best tools we have in today's business world is social media. It **allows us to stay connected with our sphere and our farm (as well as family and friends)** and speak one-to-many as well as one-to-one! And, it's FREE! **The only thing it costs you is TIME.**

I believe every agent should participate in **at least two social media platforms.** What my students have found to work best is a combination of **Facebook and Instagram** because both are so visual.

Just as with your sphere and farming, again – **consistency is vital. Dedicate certain days and times during the week to manage your social media** posting such as early Monday, Wednesday, and Friday mornings. Consider using an app to schedule your posts to save time!

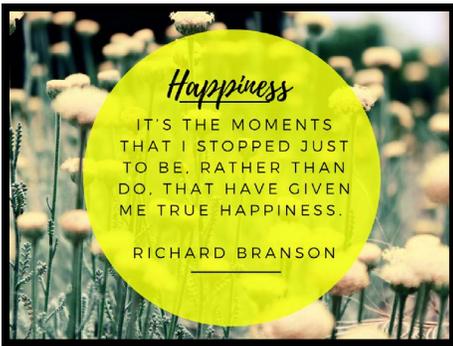
| APP | NETWORK INTEGRATION | PRICING |
|----------------------|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hootsuite | Twitter, Facebook, Instagram, LinkedIn, Pinterest, YouTube | Professional subscription (free 30-day trial) \$24/month per user includes 10 social profiles, unlimited scheduling. |
| Buffer | Twitter, Facebook, Instagram, LinkedIn, Pinterest, Google+ | Starter plans free for up to three accounts/10 scheduled posts per month, per account. Pro-subscription (free 7-day trial) \$15 per social media channel. |
| Sprout Social | Twitter, Facebook, Instagram, LinkedIn, Pinterest, Google+ | Premium subscription (30-day free trial) \$99/month per user includes up to 5 social profiles. |



RULES OF THUMB:

- They're called SOCIAL media platforms for a reason – you **shouldn't be all work and no play**.
- As a business professional, **be mindful of what you share** – if it's not something you want said in front of your mother or grandmother – or you know is going to take you into a political brawl-fest, steer clear.
- If your geographic farm has a community Facebook group – **become a resource people can use**. For example, if someone has lost a pet, offer to help. If they need a landscaper recommendation or a roofer – give that information to them. You are there to help. Then, **for every 6-8 resource posts**, you can share something real estate related such as an open house you might be having, or a free CMA.





Try a 30-day trial membership to **The Power Program®** to download 85+ (and counting) Social Media tools to help you stay positioned with your sphere and farm online!





FINANCIAL FREEDOM

▶ The FINANCIAL FREEDOM BUSINESS Plan

Financial freedom has two components – **reducing debt and increasing savings**. That all starts by raising your awareness of where you are currently and where you'd like to end up in terms of accumulating wealth.

I love this quote by David Bailey, **"To get rich, you have to be making money while you're asleep."** For me, it is congruent with what **we teach agents about building listing INVENTORY**. When you have inventory, you can make money in your sleep. Or when you're on vacation. Or hanging out with your kids.

The same is true with building a solid financial foundation. It **gives you the freedom to work because you love it and you feel compelled to serve**, rather than the need to work because you've got that pit in your stomach telling you there's "more month than there is money".

Here's a powerful thought by Ayn Rand, **"Money is a tool. It will take you where you wish, but it will not replace you as the driver."** Let's get you in the driver's seat for your financial well being!

"Working because you want to, not because you have to is financial freedom."

- Tony Robbins

STEP 1

Shift your mindset to service and abundance. Zig Ziglar, arguably one of the best motivational speakers (and salesmen) of all time, once said, “Your attitude will determine your **ALTITUDE**”. He was right on the **MONEY**. (See what I did there?)

First, on service, let me give you a little science behind this. In research conducted for his book *Learned Optimism*, Dr. Martin Seligman found that negative people make less money. He conducted a study of 1,500 people, 83% of which took a job for the potential to just make a lot of money, and 17% of which took their jobs because they happened to love what they do. Twenty years later, the two groups **had produced 101 millionaires**. Here’s the catch: **100 of them came from the group of people who worked because they loved it, not for the money.**

Next, on abundance, know that many people, especially salespeople because they work on commission, fall victim to a “scarcity” mindset. Meaning they don’t believe that abundance is something that applies to their lives. Because of that, they spend their time, energy, and bandwidth thinking of what could go wrong, and that there isn’t enough. In fact, the opposite is true. We get in life what we look for and what we focus on – **FOCUS on WEALTH.**

**NEW
MINDSET**
↓
**NEW
RESULTS**



People with a scarcity mentality tend to see everything in terms of win-lose. There is only so much; and if someone else has it, that means there will be less for me. The more principle-centered we become, the more we develop an abundance mentality, the more we are genuinely happy for the successes, well-being, achievements, recognition, and good fortune for other people. We believe their success adds to ... rather than detracts from... our lives.”

– Stephen R. Covey

Tips for shifting mindset:

- Come from an attitude of gratitude.
- Focus on your goals and vision.
- Limit negative “input”.
- Become an avid learner.
- Focus on service, not sales.
- Work on unlimiting your belief system.
- Take at least 3 daily steps towards your goals.



Reduce your credit card debt. What will dramatically increase a person's FICO credit score is making sure that not any one credit card has more than 30% debt on it. Once you go over 30% it negatively impacts your score. So, the first thing to do is to see if any of your cards are over 30% and tackle those right away. A good start is to **stop using credit cards and use your debit card** so that you are using cash to buy things. That will help you live within your means.

To increase savings, make it a habitual practice. Even starting with just \$100 per month is more about creating the habit than it is the actual amount. What I did was set up a Fidelity brokerage account where a specific dollar amount is automatically withdrawn every month.

Let me just share with you some numbers to get you excited about savings. If you save just \$100 per month, and get a 10% return, in 40 years you would have over \$637,000.

SAVINGS INTEREST CALCULATOR

Initial Deposit (if any)

100

Interest Rate (per year)

10

You invested

\$100.00

at an interest rate of

10%

Additional Deposits (if any)

100

monthly



With additional payments of

\$100.00 every month

How Long You'll Save

40

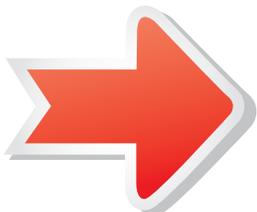
years



In 40 years,
your money will grow to

\$637,777.06

Recalculate



A great free tool is **creditkarma.com** to know what your score is, where your debt is, and they have tremendous tools for helping consumers.

STEP 3

BEGIN TO INVEST. I believe every real estate professional should get to the point financially where they are able to invest in their own product – real estate. There are so many benefits to owning property, and even the stock market wizard **Warren Buffett says that long term real estate investment pays a better rate of return than stocks.** However, **real estate investment takes money to get started.**

First, understand stocks are a long game approach. This is not for money you may need to use in a month for an emergency. The stock market goes up and down, so it is money you want to see grow over time, not money you potentially need to liquidate often.

Second, start with mutual funds. If you're just beginning to accumulate savings, **mutual funds are a great way to help your money grow faster** than it would in just a savings account. This strategy has worked very well for me. While I'm NOT a financial planner or accountant, I will share that the one mutual fund/pro share that I recommend is QQQ.



Third, keep emotion out of the equation.

Investing can be a roller-coaster experience if you're not careful. My tip is not to buy based on price, but rather to buy the same dollar amount every month. For someone who doesn't buy or sell for a living, this is a good approach for investing.

This is called **dollar cost averaging** and is the strategy of spreading out your purchases at regular intervals. It's a way of avoiding the volatility of larger purchases of stocks or equities. It's a methodical approach to investing that delivers a good return.

"It's not how much money you make, but how much money you keep, how hard it works for you, and how many generations you keep it for."

- Robert Kiyosaki

An Example of dollar-cost averaging

| | Amount Invested | Price Per Share | Shares Purchased |
|--------------|-----------------|-------------------------------------|------------------|
| April | \$100 | \$10 | 10 |
| May | \$100 | \$15 | 6.7 |
| June | \$100 | \$13 | 7.7 |
| TOTAL | \$300 | \$12.67* \$12.32** | 24.4 |

*\$12.67 is the average price per share

** \$12.32 is the average cost per share using dollar-cost averaging

Fourth, while you're on your way to creating financial freedom, it's a good idea to have a handle on your net worth. Most people do use banks and investors for guidance once they've reached a certain level of wealth, and for that you will have to show your overall financial well being. That's what a net worth statement is. If a P&L statement reports the financial health of a company, the Net Worth statement reports the financial health of an individual. When you are at this level, you need to know these numbers.

You can find this tool as well as others like it in the Time and Money Management tab in the Power Agent Classroom. **Try a 30-day trial membership to [The Power Program](#)® and download these tools today!**

NET WORTH

CALCULATION FORM

As of _____ (date)

ASSETS

| CURRENT LIQUID ASSETS | VALUE |
|-----------------------------|-----------|
| Current Cash | \$ |
| Checking Account | \$ |
| Certificates of Deposit | \$ |
| Stocks/Bonds | \$ |
| Life Insurance (Cash Value) | \$ |
| Mutual Funds | \$ |
| | \$ |
| | \$ |
| Total Liquid Assets | \$ |

| FIXED ASSETS | VALUE |
|---------------------------|-----------|
| Automobiles | \$ |
| Home | \$ |
| Personal Property | \$ |
| | \$ |
| | \$ |
| Total Fixed Assets | \$ |

| RETIREMENT ASSETS | VALUE |
|------------------------------|-----------|
| 401 (K)/403(B) | \$ |
| IRA | \$ |
| | \$ |
| Total Deferred Assets | \$ |

TOTAL ASSETS

LIABILITIES

| CURRENT LIABILITIES | VALUE |
|--------------------------|-----------|
| Auto Loans | \$ |
| Mortgage | \$ |
| Personal Loans | \$ |
| Credit Cards | \$ |
| Insurance Due | \$ |
| Installment Debt | \$ |
| | \$ |
| | \$ |
| Total Liabilities | \$ |

TOTAL LIABILITIES

NET WORTH

Calculate your current net worth by subtracting your total liabilities from your total assets.

TOTAL ASSETS

TOTAL LIABILITIES

NET WORTH

RESOURCES FOR NEW INVESTORS:

[INVESTOPEDIA'S Investing 101 Tutorial for Beginners](#) – Great introduction to investing site.

[BiggerPockets.com](#) – Powerful web platform for real estate investors.

[The Motley Fool](#) – Good resource for investment information with lots of expert advice.

[Fidelity](#) - For stock investments and savings accounts.

PUT YOUR PLAN IN PLACE

In this eGuide, we've shared lots of real-world strategies and ideas with you that will help you create the smart business planning path for your next 12 months. There may be times where you will feel yourself veering away from your goals – that's normal. Stay steady. Use the charts and visual tools we shared to help you stay focused on the end-game you want to achieve!

Lastly, know that we are here for you with a **big goal of our own and that is to help real estate professionals all across North America and beyond design lives and careers worth SMILING ABOUT.**

Here are some resources you can use to make the next year a **BREAKTHROUGH** financial success for yourself and your family:

ThePowerProgram.com – More than a coaching program, more than a marketing tool, more than a community. This program brings everything together for agents new and experienced. Never feel like you are flying solo, without resources, or unsure about your skill level! For less than \$2 a day you get...

- Weekly coaching that goes beyond just talk. Problem solve. Idea swap. Dive deep into issues. Get the kind of feedback and answers that get RESULTS.
- Prospecting and marketing tools that keep you top of mind, and ahead of your competition including pieces for FSBOs, Expireds, FRBOs, Sphere, Farm, Niche markets and more
- Time and money management tools, charts, calculators, and graphs to help you get on track and stay there.
- Hundreds of easily customizable tools to market and brand yourself instantly.
- A team of supportive, caring people with collectively more than 100 years in the business -- all eager to help you get to your next level.
- A phenomenal online community of thousands of like-minded professionals all providing a net of support, ideas, referrals, and insights
- A POWERFUL Power Agent® Directory so that you can easily find referrals, integrity partners, and new friends

PowerAgentWebinar.com – to register for our weekly webinars on the most time-sensitive topics. They are packed to the full hour with the strategies, tools, systems, and ideas you need to thrive.

DarrylSpecial.com – Use promo code **SMILE** to take advantage of Darryl's special offer with RedX which waives the \$150 set up fee and gives you a 30-day free trial!

Got questions or need help?

Contact us at GaleC@DarrylSpeaks.com today.



BONUS: MANAGING YOUR TASKS WITH OKR

(Objectives and Key Results)

I wanted to share with you some bonus material which will help develop your plan -- and your business quicker, and with a stronger foundation by helping you manage your tasks and time with more clarity and purpose.

Let's start with using a tool called OKR (Objectives and Key Results) - which is a goal-setting framework for defining and tracking objectives and their outcomes. It was designed by a gentleman named Andy Grove, who has been dubbed the "Father of OKRs". He introduced this approach to technology giant Intel during his tenure there and also documented it in his 1983 book *High Output Management*.

This methodology for approaching goals and tasks is the foundation for the exponential growth of some of the world's most significant organizations such as Intel, Uber, Google, and LinkedIn. (Under Grove, Intel increased revenues from \$1.9 billion to \$26 billion.)

This simple but effective concept as explained by John Doerr, "The key result has to be measurable. But at the end you can look, and without any arguments: Did I do that or did I not do it? Yes? No? Simple. No judgments in it".

Now leaders, teachers, team leaders, and entrepreneurs use OKRs to reach similar heights. As Grove put it, "It almost doesn't matter what you know. It's what you can do with whatever you know."

So, are you ready to be "in the know" and take your business to your personal NEXT LEVEL®?



OBJECTIVE

This is your Big VISION; your bold statement. Here are some examples, but you would only have one of these:

1. *Make \$150,000 gross this year*
2. *Create Financial Freedom*
3. *Improve my retirement plan*
4. *Be able to afford and go on 2-week cruise*



KEY RESULTS

These are measurable accomplishments that help you achieve your OBJECTIVE. Here you will list 3-5 Measurable KEY RESULTS that support your OBJECTIVE. For example, if your OBJECTIVE is to make \$150,000 Gross in the new year, your KEY RESULTS may be:

- *List 24 Properties*
- *Hire an Assistant*
- *Implement a CRM*
- *Work a Farm*
- *Write one Contract a Month*



TASKS

In order to accomplish the KEY RESULTS, you need to do a bunch of things (TASKS) to accomplish those KEY RESULTS, which will help you accomplish your OBJECTIVE. Continuing this example, here are a sample of the tasks you might do for each measurable KEY RESULTS

SAMPLE OKR 1

OBJECTIVE 1:

Make \$150,000 gross in 12 months!

KEY RESULTS

1. List 24 Properties
2. Hire an Assistant
3. Implement a CRM
4. Work a Farm
5. Write one Contract a Month

TASKS

| List 24 Properties | Hire An Assistant | Have a CRM | Work a Farm | Write one contract a month |
|-------------------------------------|---------------------------------------------------|-------------------------------------------|--------------------------------------------|-----------------------------------------------|
| Start using RedX Consistently | Write Job Description | Input past clients | Determine size and area | Hold open houses to generate buyers |
| Improve listing appointment | Figure out pay | Schedule time and day to learn | Save 6 months of money to kickoff campaign | Create a shiny penny list of houses each week |
| Post social media 3 times a week | Research areas to find assistant | Input all other leads | Identify local business to blog about | Create a Buyer Conversation meeting |
| Prospect 1 hour a day 5 days a week | Decide on 3 top projects to delegate to assistant | Start making calls from your CRM | Create monthly mailing campaign | |
| | | Start using for mailing or email campaign | Find closed communities FB groups | |

SAMPLE OKR 2

OBJECTIVE 2:

Create Financial Freedom!

KEY RESULTS

1. Pay off credit card debt
2. Open retirement account
3. Maintain 5 listings in inventory
4. Buy an investment property

TASKS

| Pay off credit card debt | Open retirement account | Maintain 5 listings in Inventory | Buy Investment Property |
|----------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------|---------------------------------------------|
| Determine balances on all debts | Meet with accountant to decide best type of retirement account | Make calls for referrals each week | Look for online software to find properties |
| Call credit cards to reduce interest rate | Research online brokerages to set up retirement account | Look at current listings to generate new leads | Check properties everyday |
| Come up with monthly calculations to pay off debt in 12 months | Decide on monthly amounts to investment | Continue to prospect Expireds consistently | Find mortgage company to work with |
| Set up auto payment to pay off debt | Decide on best investment vehicles | Network with business owners to get listing leads | Find software to manage rental properties |
| | | | Create forms, leases, etc for rentals |

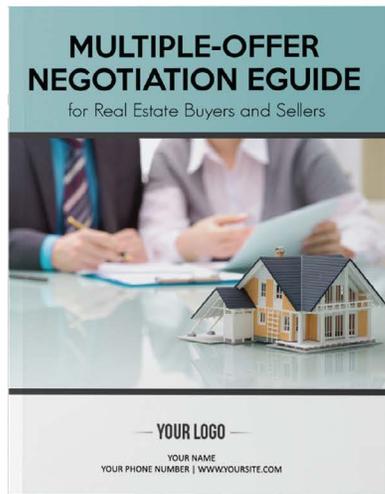
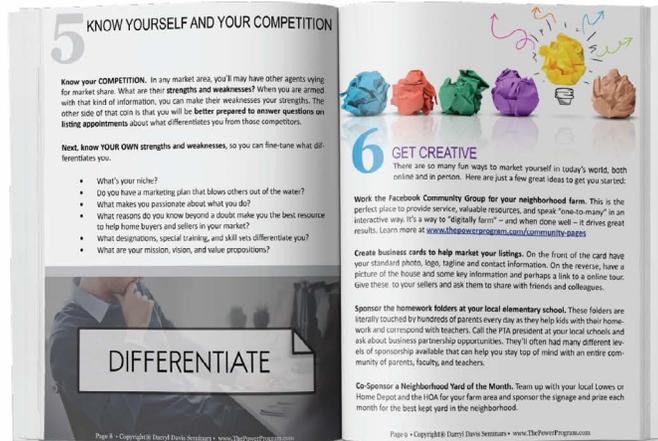
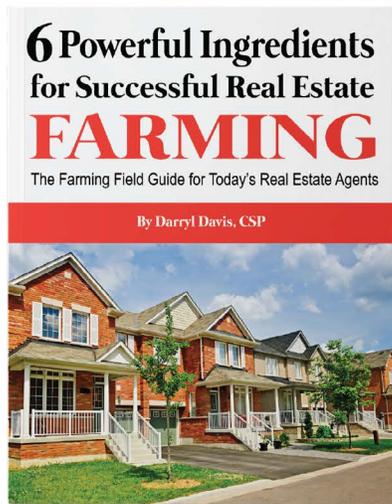
YOUR SAMPLE OKR

OBJECTIVE

KEY RESULTS

TASKS

MORE EGUIDES TO CHOOSE FROM!



Go to DarrylSpeaks.com/Resources

“Definitely not your grandmother’s real estate business plan. **Creating a Real Estate Breakthrough** helps agents start where they are, break through barriers, set up smart systems, and redefine what’s possible.”

From Darryl Davis, CSP

Why is this business plan so important to me? Because I know what it is like to go without. To wonder and worry about a future. Growing up, I didn’t have anyone to rely on. On my own at sixteen, I had to figure it out, much of the time by trial and error. I got into the real estate business at nineteen, and because I was hungry - and hungry for a better future - I dug in to figure out step-by-step what needed to be done to not only survive, but THRIVE.

*For more than half my life, I’ve been teaching and training real estate agents to design lives and careers worth smiling about. I’ve focused on skill building and shifting mindsets from sales to service, closing to coaching. With **Creating a Real Estate Breakthrough**, I’m thrilled to help agents take their business planning to the Next Level, which I know will allow them to take their lives and careers there as well. I wish you every success! My team and I are here if you need us.*

Keep smiling!



ThePowerProgram.com

