**2020 BUSINESS PLAN**

2018 GCI $ \_\_\_\_\_\_\_\_\_\_\_\_\_ (Listing Side: \_\_\_\_\_\_\_ \_\_ Selling Side: \_\_\_\_\_\_\_\_\_\_ \_)

2019 GCI $ \_\_\_\_\_\_\_\_\_\_\_\_\_ (Listing Side: \_\_\_\_\_\_\_ \_\_ Selling Side: \_\_\_\_\_\_\_\_ \_\_\_)

1. In 2019, how many listing transactions and selling transactions were generated from **referrals.**
   1. Listing: \_\_\_\_\_\_\_\_\_ Selling: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. In 2019, how many listing transactions and selling transactions were generated from **marketing.**
   1. Listing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Selling: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Which sort of marketing do you use? Please Circle Below.
   1. Traditional: Newspaper/ Magazine/ Personalized Magazine/ TV/ Radio/

Others: \_\_\_\_\_\_\_\_

* 1. Social Media: WeChat/ Facebook/ Twitter/ Instagram/youtube/yelp

Others: \_\_\_\_\_\_\_\_

* 1. Online: Zillow/ Trulia/ Personal Website/ Classified Ads/ Facebook or Google Ad/yelp/ Others: \_\_\_\_\_\_\_\_
  2. Farming: Postcards/ Farming Letter/ EDDM / QR Coded PURL Farming
  3. Video Testimonial: YouTube/ Table & Phone Testimonial/ Facebook Others: \_\_\_\_\_\_\_\_\_\_
  4. Video Marketing: Youtube/Facebook/Yelp/Zillow/
  5. BombBomb Mail/ Mail Chimp
  6. Review: Zillow/Yelp/Trulia/Google/Facebook/Tablet
  7. Youtube channel and advertising
  8. QR code letter and expire marketing

1. Do you have a WeChat public Account or Facebook Business Page? If yes, how active were your postings? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. In 2019, did you generate listings from **Open House**? If yes, how many? \_\_\_\_\_\_\_\_\_\_\_\_
3. How do you add your new lead and what type of CRM?
4. How many properties did you use our ***staging services*** with? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s your view of Staging?

1. Have you taken a tour of our Staging facility and finish the 2.5 hours staging training?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you have presentation and idea do distinguish your staging from the regular staging other staging company or agent offer?
2. Do you what is Tracking Direct Mail, High Touch Mailing and Referral Touch Mailing??

————————————————————————————————————

1. Have you Googled your own name + real estate and compare the google results to top agents in the area?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do You have profile on Zillow, Yelp, Facebook, google, Trulia? Did You compare with other top agent’s profile?
2. How many contacts/connect you have on your personal facebook, wechat, line or yelp?

Do you post text, video of your own or just forwarding?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Based on your experience, were clients more interested in staged properties versus non-staged properties?
2. What is the percentage of property of property pending/undercontract that is least marketable condition in your focus area and price range?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Did you visit neighboring houses and pass out flyers? If yes, how many houses do you normally visit?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Have you used Spotio App, Knockwise & PURL Postcards for **door knocking**? If yes, how many properties did you knock? How many leads were generated? How many listings were generated?
2. How do you manage client information? ***Must choose one from below.***

Traditional Contact Book/ Spreadsheet/ Phone Contacts/ Email Contacts/ CRM Apps

1. Have you used Facebook Ad Campaign and/or PURL (QR Code) for farming? If yes, how many addresses did you sent in total? How many leads were generated? How many listings were generated?
2. What is your understanding of One Stop Marketing and online only One Stop Marketing?
3. Do You understanding What is Personalized Marketing Audiences For your private customized Marketing portal?
4. Do you have any suggestions to help improve the company and its management team?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CONCLUSION:**

1. Which Lead generating sources we discussed above were more effective for your business in 2019?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which lead generating source do you plan to put more emphasis to in 2019?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your goal income in 2020?

CGI: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Listing: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ % Selling: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ %