

## Real Estate Business Planning

**This 1/2-day course is designed for real estate sales professionals of all skill levels. Participants will learn the different aspects of a working Business Plan and begin the active planning process for their own goals and success.**

### Course Objectives

By the end of the course, participants will be able to:

- Have clearly defined sales and financial goals and develop economic models to support those goals
- Identify Buyer and Seller Personas and develop profiles needed for consultative selling
- Derive a Lead Generation plan complete with budgets for each Persona
- Identify and Develop the Needed Systems for success

### Learning Topics

- Economic Modeling
- Database Development and Buyer/Seller Personas
- Lead Generation Planning for each Customer Persona
- Additional System Development including Buyer Systems, Seller Systems, Database Development Management and Transaction Management Systems
- Coaching, Accountability and Mentorship

### Timing & Delivery

The total instructional time needed to complete the program is 4 hours. This is most typically delivered in a 1/2-day classroom format with a suggested timeframe of 8:30 am to 1:00 pm to accommodate for breaks.

Contact Anne-Marie Hayward at [amhayward@coachedbydesign](mailto:amhayward@coachedbydesign) for pricing & details.