



## YCM Laser Focus Success Snapshot and 4<sup>th</sup> Quarter PLAN for THIS Year!



*"If you don't know where you're going, any road will get you there"*  
- Lewis Carroll

1. In a FEW words, what worked BEST for me so far THIS year?

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2. **Where am I now?** *Remember: GPS doesn't work until it knows where you are NOW.*  
How many Closed and Pending Transactions will I have this year... and what is the projected income?

Closed Deals \_\_\_\_\_ Total Income so far \$ \_\_\_\_\_

Pending Deals \_\_\_\_\_ Pending Income total as of now \$ \_\_\_\_\_

Will more listings sold, or buyer sales be added *that will close this year?* Yes/No

If so estimate # \_\_\_\_\_ and Income \$ \_\_\_\_\_

**Add together for: Total Projected # Deals \_\_\_\_\_ Total Projected Income \$ \_\_\_\_\_**

3. What volume of sales will that represent? \$ \_\_\_\_\_

4. What % of my volume will I receive in income? \_\_\_\_\_ (Divide volume by income - Normal range is 1-3%)

5. Does #4 surprise you? \_\_\_\_\_ Do you have a plan to improve that next year, or due to market changes, do you expect that % go down? Why or why not?

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6. **What happened in my world this year- in my physical reality** - to be where I am now (no opinion, just the facts) Keep it short:

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6. **What are the top 3 sources of business** that have provided the most **income** this year?

Total Projected Deals # \_\_\_\_\_ Total Projected Income \$ \_\_\_\_\_

Source \_\_\_\_\_ # of deals \_\_\_\_\_ % of total pending & closed income \_\_\_\_\_

Source \_\_\_\_\_ # of deals \_\_\_\_\_ % of total pending & closed income \_\_\_\_\_

Source \_\_\_\_\_ # of deals \_\_\_\_\_ % of total pending & closed income \_\_\_\_\_

**NOTE: Should not add up to totals above, unless ALL deals fit into those 3 categories**

7. What am I willing to change over the next quarter to improve my results?

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8. **4<sup>th</sup> Quarter Highest Potential PROFIT Plan**

I will go on \_\_\_\_\_ listing appointments in 4<sup>th</sup> Quarter and take \_\_\_\_\_ listings. (Sample: 10/8)

I will go on \_\_\_\_\_ buyer appointments in 4<sup>th</sup> Quarter and sell \_\_\_\_\_ buyers. (Sample: 20/5)

I will sell & close \_\_\_\_\_% of listing inventory in 4<sup>th</sup> Quarter = \_\_\_\_\_ listings sold. (Sample 50%/5)

My total sold and closed listings and buyer sales goal for 4<sup>th</sup> Quarter is \_\_\_\_\_ (Sample: 10)

My average price will be \$ \_\_\_\_\_ (Sample: \$290,000) Total 4<sup>th</sup> Q Volume \$ \_\_\_\_\_

**Test your projections. Are you doing enough to get there?**

I will work \_\_\_\_\_ days in 4<sup>th</sup> Quarter. (Count) I will contact a minimum of \_\_\_\_\_ people per work day.

This **equals** \_\_\_\_\_ **total contacts** to new potential leads OR lead follow up contacts in 4<sup>th</sup> Quarter

For each \_\_\_\_\_ # of contacts, I will generate a lead. (Samples: 5,10,15) = \_\_\_\_\_ Leads

For each \_\_\_\_\_ # of leads, I will get an appointment. (Samples: 3,4,5,6) = \_\_\_\_\_ Appointments

For each \_\_\_\_\_ # appointments, I will generate a listing or buyer sale. (Sample 3,4,5) = \_\_\_\_\_ sales.

**Does the math work? Do I need to change the numbers above?**

**9. What will my life look like when I reach my goals... that is different than my life now?**

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