

# PLAN TO WIN: Make a Business Plan



Are you ready to have your best year yet? Get started on your 2022 business plan now so that you create a stable foundation for your business. Although it may be tough to get started, consider that taking this time now will set you up for success in the new year. For inspiration, we've collected the top three components that Buffini & Company Coaches recommend for a winning business plan.

## 1 Have a Relational Marketing Strategy

**80%** | of real estate transactions come from repeat or referral business\*

That's why it's important for your real estate marketing and lead generation plan to include creative ways to connect with clients.

When you focus on a "value-add" marketing strategy that provides your clients with useful information about the market, finances and more, you become their trusted advisor and they will tell their friends and family to rely on you for all things real estate!



## Invest in Your Relationships

Identify a reason to reach out to your contacts with relevant information through a variety of marketing channels.

	Q1	Q2	Q3	Q4
Reason to Call				
Reason to Email				
Reason to Text				
Personal Note				
Other Marketing				

2

## Track Your Connections and Your Results

With a dependable database, you can log activities and rank relationships based on how likely they are to refer business to you. This will help you know which clients to focus your attention on.

A winning real estate business plan should include a system that allows you to track your lead generation, transactions and marketing initiatives. This way, you'll know exactly what's working and what you may need to do differently.

3

## Invest in Real Estate Coaching

Everyone needs accountability to stick to a plan! An expert real estate coach will help you to create a business blueprint that is based on your financial and personal goals and then keep you accountable to reach milestones along the way.

They also provide new strategies and recommendations to help you perform at your best and give you clarity to work through challenges and expand your opportunities.



### Organize Your Database

Invest in a real estate customer relationship management tool that organizes your contacts and provides you with a daily plan so that you can see if your actions are driving sales.



### Get a Coach

Buffini & Company Coaches are dedicated to your success.

Whether you're looking for One2One Coaching™ or Team Coaching™ we have a program that will help you to reach your goals.

Learn more about our Coaching programs with a complimentary Business Consultation.

Schedule online [buffiniandcompany.com/bc](https://buffiniandcompany.com/bc) or call **1-800-945-3485 x2**.

