

A WORKING DOCUMENT TO ASSIST YOU IN CREATING & IDENTIFYING GOALS FOR YOUR

BUSINESS PLANNING

It's never too early to start planning how you will make next year better for your real estate business. When considering your possibilities for the new year, start with your goals. Patten Title wants to help you achieve those goals and consider out-of-the-box thinking to improve your business. Consider how you can incorporate any of these ways to streamline, promote and drive growth next year.



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SERVICE

10 WAYS TO

Streamline, promote and drive growth next quarter.

1

ENCOURAGE THE VALUE OF HOME OWNERSHIP

Consistently stay on message regarding the long-term value of home ownership. Many first-time buyers are afraid to dip their toes into the market because of rising interest rates and bloated inflation. The pitch from real estate agents is that the value of home ownership outweighs the cost of staying on the sidelines over the long haul. Remind new buyers and prospects that eventually, the economy will stabilize.

2

UTILIZE SOCIAL MEDIA FOR B2B AND B2C CONNECTIONS

The maze of information on LinkedIn can be intimidating and hard to sort through for the uninitiated. As you consider your audience and how to connect with them, establish yourself on social media forums.

Gaining an edge on LinkedIn, TikTok, Facebook, or Instagram is one of the best ways to generate interest for prospective clients. If you need to, find YouTube videos or take a class or two about how to navigate the social media landscape. Classes are also great places to learn and develop new ideas to help you gain a foothold in your market.

3

BE TRANSPARENT

Don't be vague about what you can offer in any sphere where you are [marketing yourself, and don't overpromise](#). This means that you don't want to tease yourself as the best agent in the market without veritable evidence (because potential clients will search for that info immediately).

Your customers generally don't care about the millions of dollars in sales that you've made when they're interested in what you can do for them. Simple messages, like "preparing your house for a showing," work better to market your value. Consider what you bring to the market (maybe you have a professional photographer on staff) that you can promote instead.

4

INCREASE YOUR ROI WITH AN ONLINE PRESENCE

Improve your virtual presence. In addition to creating value with your social media accounts, you must have a quality website for your clients and business partners to visit. In 2024, [43% of home buyers](#) used online tools to search for their home, lender or real estate agent based on the NAR 2023 Profile of Home Buyers and Sellers. And 90% of buyers said they would use their agent again and recommend them to others.

While word-of-mouth is still the No. 1 source of leads, developing a site that is appealing and has relevant, updated content is essential. A consistent online marketing plan will pay off.

5

USE A CRM

A Real Estate transaction is complicated, and a [Customer Relationship Management System \(CRM\)](#) helps agents track potential leads and organize contacts. You can document every interaction with a prospect and track a sale from start to finish. A reliable CRM helps clarify and streamline your market while giving you time to broaden the audience you want to reach.



A man with dark hair and glasses, wearing a dark blue suit, white shirt, and dark tie, is looking down at a laptop on a desk. He is smiling slightly. The background is blurred, showing what appears to be a bookshelf.

6

TARGET MILLENNIALS BUYERS

In 2024, millennials, who are currently ages 25-43, are making money and make up [38% of the home buying market](#). Baby boomers, comprising both younger boomers (ages 59 to 68) and older boomers (ages 69 to 77), saw their share decrease from 39% to 31%, relinquishing their position as last year's largest demographic of home buyers.

Many young and first-time home buyers are hesitant to buy because of rising prices and interest rates. As an untapped market with a potential reservoir, the best way to connect with younger homebuyers is through a [clever online marketing strategy](#). Studies show that's where they start to look for houses.

7

IMPROVE YOUR LEAD TARGETS

As you consider improving your lead generation, discuss with your staff the importance of delegation and lead improvement.

Who will take the priority leads (those who need to sell or buy a home within a timeline)? How will leads be targeted? How will you find priority leads? Create an action plan that allows you and your team to avoid losing time when opportunities arise.

8

FOCUS ON YOUR NICHE

Double down on what you do best. Perhaps you have a geographical area where you've become the go-to agent. Figure out ways to lock up a neighborhood. Maybe you prefer to sell high-end homes, which may spend more time on the market.

Set a goal to see how many elite homes you can list in a month or a year. Honing in on what you do best allows you to become more efficient and profitable, and you could find yourself working less but making more money.

9

MAKE YOUR BUSINESS BETTER

Hire a pro photographer. Good photos are priceless. A great-looking house loses its attraction with blurry, unprofessional photos. If you already have a photographer, take the next step and hire a drone operator for aerial views.

Then, [begin to delegate](#). That means utilizing your team in the most profitable way. Who has untapped talents that you could use for social media or video editing?

10

UTILIZE THE POWER OF CLIENT TESTIMONIALS

In a [Real Trends survey](#), when asked "what was important when looking for a real estate agent," 69% responded, "referrals from people I trust." This is where client testimonials come in.

Develop quick surveys and ways to gather feedback from your satisfied clients. Are they willing to shoot a video as you hand over the keys? Will they write a 50-word testimonial that you can use on your website or social media? Consider ways to translate your success into more leads.

BUSINESS PLANNING

Worksheet

LIST YOUR TOP FIVE SOURCES OF BUSINESS:

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

LIST YOUR BOTTOM THREE SOURCES OF BUSINESS:

1. _____
2. _____
3. _____



BRAINSTORM TWO WAYS TO MAKE TWO OF THOSE BOTTOM THREE MORE BENEFICIAL:

1. _____
2. _____

SET YOUR YEARLY GOALS

CURRENT YEAR NUMBERS

Net Profit:

Gross Income:

Expenses:

Total # of Business Contacts:

NEXT YEAR GOALS

Net Profit:

Gross Income:

Total # of Business Contacts:

WHAT NEW COURSES WILL YOU TAKE THIS YEAR TO IMPROVE YOUR BUSINESS NEXT YEAR?

How will you make more Millennials and Gen Z buyers part of your business this year? Develop two strategies that you can implement.

Which social media platforms will you target in the coming year? What strategies will you use to improve your footprint?

How will you improve your business contact list? What areas need the most improvement?

Were there processes that you tried last year that didn't work? Where did those methods fall short? Can those strategies be improved, or should you try something new?

Describe your ideal niche. What can you do to engage more buyers and sellers there?

Choose three tasks that you can delegate during each sale.

1. _____
2. _____
3. _____