



PLAN 2011




My Mission Statement

My mission is to live my life the best way I know how, always focusing on the positive side of life and the good in others. I will be grateful for my family, friends, co-workers, and my excellent health. I will accept others for who they are and try to understand them first before being understood. I will make every effort to help those in need whenever possible and give back to the community. I will treat others in a respectful and fair manner. I will be a role model to my niece, nephew, and to everyone else in my life.

My Commitment

I am committed to being successful in the real estate industry and in every other aspect of my life. I will improve physically, emotionally, financially, socially, and spiritually. I will never give up and will always learn from my mistakes.

What "Success" Means To Me:

- Maintaining a strong family relationship.
- Making \$105,750 (gross income) by 12.31.2011
- Be FREE of financial worries.
- Helping and contributing to others.
- Living every day to the fullest - always focusing on the positive side of life.
- Learning something everyday.
- Meeting my objectives.
- Getting along well with everyone.
- Having self-control.
- Staying healthy.
- Having peace of mind. 
- Enjoying & appreciating all the wonders that life has to offer.



OBJECTIVES



DAILY

Business

- I update my real estate website's (SellingCasas.com) home page Monday-Friday.
- I mail a minimum of 10 foreclosure advertising notices 5 days a week.
- I write and mail at least 1 personal note.
- I add 1 person to my database.
- I door knock a minimum of 30 homes 4-5 days a week.
- I door knock a minimum of 6 families who are facing foreclosure.
- I carry 5 business cards in my shirt pocket and give them to people I come across.
- I introduce myself to a minimum of 5 business owners & employees in retail centers/business districts.
- I preview a minimum of 3 homes.
- I listen to motivational/sales audios while driving or working out.
- I return phone calls and answer emails promptly, especially business-related.
- I confirm my next day's appointments.
- I follow-up & keep my clients, etc. updated in a timely manner.
- I send thank you letters to clients after each appointment & after each COE.
- I read real estate-related material for 10-15 minutes.
- I scan and file all receipts, especially business-related.
- I log/record my business miles.
- I am on time to all appointments.

Personal

- I read this everyday as a reminder.
- I start my day early M-F(6am).
- I awake and get out of bed without hesitation.
- I work out first thing in the morning.
- I eat healthy.
- I drink a minimum of 70oz of water every single day.
- I lie on the floor for 5 minutes -- relax, visualize myself having a positive and productive day, before going to bed and upon waking in the morning.
- I read for a minimum of 20 minutes every day.
- I prepare my clothes for the following day – iron, wash, etc.
- I learn one new word every day via dictionary.com.
- I get between 7-8 hours of sleep every night.
- I take a few moments each night to write about my day's activities, thoughts, etc I get between 7-8 hours of sleep every night.
- I take a few moments each night to write about my day's activities, thoughts, etc.
- I go to bed by 10:45 Sunday through Thursday night.



WEEKLY

Business

- I hold a minimum of 1 open house for a minimum of 4 hours.
- I visit 5-10 open houses.
- I preview a minimum of 15 homes.
- I do at least 4 pop-bys.
- I have at least 1 business-to-business lunch.
- I read the real estate section of the LA Times every Sunday.

Personal

- I attend church services on Wednesday evenings.
- I workout/weight train 4 times per week for 30-45 minutes.
- I perform cardio (jog, bike, or hike) 5 times per week for at least 30 minutes.
- I wash and maintain my vehicle.
- I spend quality time with my family.



MONTHLY

Business

- I hold a minimum of 4 open houses each month.
- I close a minimum of 1.7 deals per month and make \$105,750
- I attend one (1) networking meeting per month.



Personal

- I take 2-3 days to refresh (excursion, camping, etc.) each month.
- I save 20% of my income.
- I read one book – sales, real estate/mortgage related, inspirational, etc.
- I listen to two (2) inspirational, educational, etc. audio books each month..





YEAR

Business

- I earn \$105,750 in take gross income by 12.31.2011
- I close 1.7 deals by 12.31.10
- I host at least 1 client party.
- I have my real estate website (SellingCasas.com) completed by March 30, 2011.
- I take the broker exam.
- I obtain my Graduated Realtor Institute designation by Dec. 31, 2011.
- I take a vacation to Colombia (Cali, Medellin, Pereira), Venezuela & Mazatlan by December 31, 2011.

Personal

- I take a vacation to Colombia (Cali, Medellin, Pereira), Venezuela & Mazatlan by December 31, 2011.
- I own a black VW Tourag equipped with GPS, leather interior, sunroof, and chrome rims by April 30, 2011
- I lower my body fat % to 10% or below by July 31, 2011
- Run a marathon.
- Sky Dive 2 times.
- Swim with dolphin's

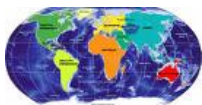


5 YEAR

- I own my personal residence - free and clear of any mortgages within 5 years.
- My home's details: 2500+SF, outside kitchen, gas fire pit, Jacuzzi, sauna, exercise room, play pool, water fountain, office, guest room, family room next to kitchen, awesome view.
- I have a lovely wife and at least 1 beautiful, healthy kid.
- My real estate website is generating 3-5 deals monthly.
- I work mostly from 9-5pm Monday-Friday; 9-12pm when necessary on Saturdays.
- I have 1 office assistant and 1 field assistant.
- I work primarily by referral.

10 YEAR

- I am financially independent.
- I own a beach and mountain(cabin) vacation home.
- I have traveled to 40% (78 out of 195) of the world's countries.
- I am very, very successful in the real estate industry.





GENERAL

- I am excellent at prospecting for new business opportunities/relationships.
- I spend time volunteering and mentoring others, especially kids.
- I have a positive attitude.
- I let the “kid” in me out, when appropriate.
- I am prosperous.
- I don't procrastinate.
- I am flexible.
- I am ethical & loyal.
- I learn from my mistakes and move forward.
- I do not permit my past failures/mistakes to determine or affect my future plans.
- I do not worry about the future nor do I regret my past.
- I focus on the present moment in life, for that is what truly matters.
- I am proactive.
- I surround myself with positive, energetic & empowering people.
- I seek to understand others before being understood.
- I focus on the positive side in others.
- I don't permit stumbling blocks or people to put a halt to my progress.
- I am friendly and greet everyone that I come in contact with.
- I realize that everyone has something to teach me.
- I prioritize my errands and to-do list.
- I pay my bills on time.
- I value my life.
- I have positive health habits – eat healthy, workout, minimize drinking alcohol, sleep well.
- I always dress sharp, especially when I am working.
- I value my time and, therefore, spend it wisely, minimizing watching TV, chatting online, etc.
- I am grateful for my health, for everything that I have and for everyone special in my life – family, friends, business partners.
- I attract positive events and positive people into my life.
- I am patient, calm and collected.
- I am successful.

Inspire



FINANCIAL PLAN

2011 Financial Target					
Home Price	Homes Sold	Commission	Split	Total Commission	My Pay
\$ 250,000	7	3	85	\$ 52,500.00	\$ 44,625
\$ 275,000	5	3	85	\$ 41,250	\$ 35,063
\$ 300,000	4	3	85	\$ 36,000	\$ 30,600
\$ 325,000	3	3	85	\$ 29,250.00	\$ 24,863
\$ 350,000	1	3	85	\$ 10,500	\$ 8,925

Average Home Price	Total Homes Sold	Homes Sold/ Month	Total Commission	My 2011 Income
\$300,000	20	1.7	\$169,500	\$144,075

Monthly Gross Pay
\$ 12,006

Monthly Take Home Pay After Taxes
\$ 8,765

Minus 10% for business expenses
\$ 7,888
Final Take Home Pay Yearly Total
\$ 94,657

today isn't just another day. today I'll create something beautiful.

WORKOUT PLAN



DAY	BODY PARTS EXERCISED	CARDIO	Other
MONDAY	Abs, Delts, Calves, 3 pull-up sets Sauna	SM & Bike (or TM) 30 Minutes	Stretching
TUESDAY	Legs, lower back, Bi's (3 sets), Sauna	Light Cardio	Stretching
WEDNESDAY	Abs, Pecs, Tri's Sauna	SM & Spin Bike – 30 minutes	Stretching
THURSDAY	Back, Bi's, Sauna	SM & TM 30 Minutes	Stretching
FRIDAY	<i>OFF - Rest</i>		
SATURDAY	Push-ups	Outdoor Activity	
SUNDAY	<i>OFF - Rest</i>	Outdoor Activity	



NEVER

SCHEDULE

TIME	MON	TUE	WED	THU	FRI	SAT	SUN
6am	Wake Up	Wake Up	Wake Up	Wake Up			
6:30	<u>GYM</u>	<u>GYM</u>	<u>GYM</u>	<u>GYM</u>	Wake Up		
8						Wake Up	Wake Up
8:30							Cardio
9	Office Meeting bi-weekly	Office	Office	Office	Office		
9:30							
10							
10:30							
11							
11:30							
12pm	Lunch	Lunch	Lunch	Lunch	Lunch	Open House or appts	Open House, appts. or take the day off.
12:30							
1							
1:30	Prospect Pop-bys	Prospect Pop-bys	Prospect Pop-bys	Prospect Pop-bys	Prospect Pop-bys or Open Hopuse		
2							
2:30							
3							
3:30							
4							
4:30							
5	Follow-up Appts.	Follow-up Appts.	Follow-up Appts	Follow-up Appts.			Chill ☺
5:30							
6							
6:30							
7							
7:30	Off	Off	Off	Off			

Failing to plan is planning to fail.