The Business Plan

This section helps agents build a clear, actionable business plan focused on what truly drives success. We break it down into three key result areas: • Sphere of Influence (SOI): Strategies to strengthen and leverage your personal network to generate consistent referrals and repeat business. • Prospecting: Daily and weekly prospecting habits designed to fill your pipeline with new opportunities — from cold leads to warm conversations. • Return on Investment (ROI): Smarter advertising. Smarter spending. We'll track your marketing and advertising dollars to ensure you're investing where it counts — and pulling back where it doesn't. By aligning consistent actions to each of these pillars, agents create a roadmap that leads directly to measurable, scalable growth.

- My Business Plan

My Business Plan

A well-structured business plan is the foundation of success, providing a clear roadmap for achieving my goals and staying on track throughout the year. It helps me define my objectives, outline key strategies, and measure progress, ensuring that I remain focused and accountable. By having a detailed plan in place, I can make informed decisions, allocate resources effectively, and adapt to market changes with confidence. This section includes a **link to my business plan (PDF)** for easy access, as well as a **video walkthrough** explaining how to use it effectively. With this plan, I can take a proactive approach to my business, setting myself up for consistent growth and success.

Video Walkthrough in Xsel - Xsel Business plan Video

Folder for Plan PDF - Business Plan Fillable PDF