

AGENT GROWTH PLAN · DO THIS TWICE A YEAR

Two numbers tell you the truth

Production is a scoreboard for last year. These two tell you what is coming. Score yourself in the boxes before you turn the page.

01 Appointments per month

TARGET: 4 TO 5

An appointment today becomes a closing in about 90 days. Count this month and you already know what your next quarter looks like.

0 to 2	3	4 to 5	6 or more
Next quarter is already thin. Fix this first.	Flat. You will do about what you did last year.	Growing. This is the target.	Growing fast. Check capacity before something breaks.

HELD LAST MONTH

AVERAGE, LAST 6 MONTHS

CIRCLE YOUR READ

0-2

3

4-5

6+

The only fix is more conversations. Calls, past clients, sphere, open houses, ISA partners. No website or CRM has ever moved this number.

02 Net worth today vs 12 months ago

CHECK IT MONTHLY

Production is not profit. You can sell thirty homes and keep nothing. This answers both questions at once: is the business profitable, and are you keeping any of it?

Down	Flat	Up a little	Up meaningfully
Cost, price point, or spending. Find it now.	You worked a full year for free.	Profitable, but not building yet.	It works. Now make it repeat without you.

TODAY

12 MONTHS AGO

THE CHANGE

CIRCLE YOUR READ

Down

Flat

Up a little

Up a lot

Ten minutes, once a month. Same day, same accounts. Write it down even when it is bad. Especially when it is bad.

The honest question

ONE LINE

What is the real reason those two numbers look the way they do? Not the market. Not the rates. The reason you already know.

Everything on page 2 is **how you move these two numbers**. If a goal you write does not move one of them, cut it.

THE PLAN

Your year on one page

Name _____ Sponsor _____ Date _____

1. What a good year looks like

END EACH LINE WITH "SO THAT"

2. What you will do consistently

PUT A NUMBER AND A FREQUENCY IN EVERY LINE

3. The targets

THEN DO THE DIVISION

PRODUCTION \$ _____	HOMES SOLD _____	MONTHLY NETWORK INCOME _____
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INPUT	PER YEAR	PER MONTH	PER WEEK	PER WORK DAY
Appointments				
Calls				

If the daily number looks impossible, the yearly goal is wrong. Change it here, not in October.

4. Two big rocks this quarter

TWO. NOT SIX. SIX MEANS NONE

THE ROCK	WHAT DONE LOOKS LIKE	BY WHEN	MOVES #1 OR #2?

A new rock takes time from something you do today. Name what you are dropping, or it will not happen.

5. What you need from us

BE SPECIFIC. THIS IS OUR SIDE

Attraction decks · Script practice with feedback · ISA support · A partner for smaller deals · Transaction help · A weekly accountability call

6. Mid-year check

SIX MONTHS LATER, SAME PAGE

Still at 4 to 5 appointments?

Yes

No

Net worth up vs 12 months ago?

Yes

No

Which rock moved? What did you stop doing?

THE ONE CHANGE FOR THE NEXT SIX MONTHS

One change, not five. Five is the same as none.

A FILLED-IN VERSION

What good looks like

One agent's real plan, shortened. Every line has a number, a frequency, or a reason.

1. What a good year looks like

- 80%+ of my clients are people I want to work with, so I like my job again.
- \$5,000 a month in network income going into 2027, so 2027 is easier than 2025.
- Three trips already booked, so I actually get downtime.

2. What I do consistently

- 40+ calls a month to reach 17 new clients. ISAs set 5 more appointments.
- Co-work every deal under \$700k with one or two associates.
- Cap my pipeline at 40 people. Hand off anything past that, and anything difficult, within 24 hours.
- Open every transaction with the commitment script for the agent on the other side.

3. The targets

- 17 new clients. 60 appointments a year, so 5 a month, so about 1 a week.
- 480 calls a year, so 40 a month, so 2 a day.
- \$5,000 a month network income by 2027.

4. Two big rocks this quarter

- **Capacity control.** Hard cap of 40 in the pipeline, everything over handed off in 24 hours. Done when the list is under 40 by Oct 1. Moves #1.
- **Network flywheel.** Two network builders onboarded and trained on how to build their own. Done when both have run one training. Moves #2.

Dropping to make room: my Saturday open houses. They were not producing appointments.

5. What I need from REN

- Attraction decks I can send a prospect, the way I use a listing kit.
- Monthly virtual meetups on what is working in network attraction.

6. Mid-year check

- Appointments: averaging 3.2, not 5. Calls stopped in April when two deals went sideways.
- Net worth: up, but most of it is one closing, not the model.
- The one change: calls go on the calendar at 8am, before anything else, five days a week.

Your plan does not have to look like this one. **It has to be specific enough that someone else could read it and know what you are doing Monday morning.**