



RealAstute

# One-Page Business Plan



In the next 12 months, I will close \_\_\_\_ transactions. Of those transactions, \_\_\_\_ will be buyers and \_\_\_\_ will be sellers. At an average sales price of \$\_\_\_\_\_ and an average commission of \_\_\_\_\_%, my gross commission will be \$\_\_\_\_\_ and my net commission will be \_\_\_\_\_.



The top 5 ways that achieving this goal will **improve** my life

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



The top 5 ways that failing to achieve this goal will **worsen** my life

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## MARKETING STRATEGIES & ACTION STEPS to help me achieve my goal



Strategy 1

\_\_\_\_\_  
\_\_\_\_\_



Strategy 2

\_\_\_\_\_  
\_\_\_\_\_



Strategy 3

\_\_\_\_\_  
\_\_\_\_\_



Strategy 4

\_\_\_\_\_  
\_\_\_\_\_



Strategy 5

\_\_\_\_\_  
\_\_\_\_\_



Action steps

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



Action steps

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



Action steps

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



Action steps

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



Action steps

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_