

# tworivertitlecompany, LLC

## Your Closing Partner



PRESENTED BY: BENNIE HENDERSON  
TWO RIVERS TITLE COMPANY, LLC.  
26 AYERS LANE | LITTLE SILVER, NJ 07739

## **2018 REAL ESTATE BUDGET & MARKETING PLANNING**

Much of the general public is oblivious to all the costs associated with being a real estate agent. They mistakenly believe agents drive fancy cars and are grossly overpaid. Nothing could be further from the truth.

Carrying a real estate license comes with great expense, and understanding the associated costs as well as developing a business-marketing plan and budget is vital to success.

### **Topics of Discussion:**

- **Steering clear of mistakes many new agents make**
  - **Proper planning**
    - **Setting up your business plan**
      - **Target marketing**
- **Avoiding the pitfalls of spending money without a true marketing plan**
- **Examples of marketing budgets and average dollars spent by agents**
- **An in-depth look at what, where and how much agents spend each year.**
- **How to build your marketing budget**
- **Where your marketing dollars are best spent**
- **How much should you spend to market a listing?**
- **Traditional marketing vs. expensive lead generation tools and developing a balance between both**
- **The average cost of buying leads**
- **Creative free and low-cost marketing solutions that really work!**

You already have some fixed, nonnegotiable expenses: the cost of your license, joining your local REALTOR® board and MLS, and broker and continuing education fees. There's also gas, computer, and phone expenses, as well as business cards, yard signs, and lockboxes, depending on your setup.

To be a successful agent it is vital to have a clear and concise plan-of-action along with your marketing budget that will not leave you broke each month.

**Setting realistic goals is very important.**

**What is your realistic income goal for 2018?**

**One of the hardest parts NEW agents have is understanding of:**

- **The number of prospects you need in your pipeline?**
- **The amount of commission needed per transaction?**
- **The number of transactions?**
- **Number of sales per week/month?**
- **Number of listings sold?**
- **What are your monthly expenses and marketing costs?**

**It is important to note that as your income targets grow each year, the targets to get there will change, as will your marketing budget and expenses.**

### **Developing your budget and calculating your budget worksheet calculator**

- **Your fixed living expenses**
- **Annual business Expenses**

### **Setting your income goal and calculating number of transactions needed calculator - summary**

- **Income Goal**
- **Average commissions needed**
- **Number of transactions/sales needed**

### **Calculating number of prospects needed annually to reach goals**

- **Prospects in your pipeline**
- **Breaking it down to yearly, monthly and weekly numbers**

### **Calculating your marketing cost per listing**

- **Breaking down the numbers**
- **How much should you spend?**

### **Weekly and monthly to do and progress chart**

- **Daily, weekly and monthly progress chart**
- **Breaking down your tasks**
- **Organizing**