

60-Day Success Plan

A sixty-day track to follow, whether new in the business or a veteran looking to re-boot business development efforts.



**BERKSHIRE
HATHAWAY**
HomeServices

INTRODUCTION

The *60-Day Success Plan* is designed to help get a commercial career started or to jumpstart an existing one out of a slow period. It is a programmed course of action for achieving profitability in a real estate career.

To get started, download these documents on REsource Center (*Commercial Real Estate > The eLibrary > Commercial Training*) before you begin the *60-Day Success Plan*.

1. *Training For the Real Estate Professional Study Manual*
2. Building Commercial Business in your Local Marketplace.

Success in using the program is not dependent on market conditions, or size of the market. It is dependent upon the individual's determination to succeed. Additional documents needed to be downloaded from bhhsresource.com will be identified in various sections of the *60-Day Success Plan*.

No program can, or should tell you what to do with your time. Success is built from personal initiative. Throughout the program, fill in the items that are important to the development of your own personal program.

The program requires considerable interaction with your broker and/or commercial manager. Attempt to get a commitment from the broker or commercial manager to assist you in the exercises requiring their involvement. If your broker or manager is unable to give you a commitment, seek out one of your commercial sales professional peers or even a friend. The important point is to have a sounding board but be respectful of others' time, and look ahead in the exercises to schedule appointments.

Day 1

PRIMARY TASKS FOR THE WEEK:

1. Begin the process of developing your personal business plan. Use the Business Plan on REsource Center (*Commercial Real Estate > The eLibrary > Admin and Operations > Personal Business Plan*).
2. Contract with yourself for goals, and how hard to work.
3. Begin market reconnaissance in order to determine potential Gross Commission Income available in your market. Use the template on REsource Center (*Commercial Real Estate > The eLibrary > Commercial Training > Training for the Real Estate Professional Study Manual and Commercial Real Estate > The eLibrary > Admin and Operations > The Planning Process for Developing a Commercial Services Department.doc*).

TODAY'S MONEY PRIORITIES:

1. Drive your territory for commercial familiarization.
2. Write down five phone numbers to contact about available vacant space.
3. Call 5 lessees (tenants). Ask, "Are you planning any space changes?"

SECONDARY OTHER TASKS:

1. Complete an office orientation with your broker/manager and familiarize yourself with all systems.
2. Read and complete tasks associated with Modules 1.1 to 1.3 and Modules 10.1 and 10.2 in the *Commercial Action Track*. Work on your *Personal Business Plan*. Complete pages 78-80 in the *Commercial Action Track*.
3. Develop conversation with owners of vacant space in your market.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 2

PRIMARY TASKS FOR THE WEEK:

1. Continue to develop your personal business plan. Use the *Personal Business Plan* on REsource Center (*Commercial Real Estate > The eLibrary > Admin and Operations > Personal Business Plan*).
2. Contract with yourself for goals, and how hard to work. Use templates on REsource Center (*Commercial Real Estate > The eLibrary > Admin and Operations > The Planning Process for Developing a Commercial Real Estate Department*).
3. Continue market reconnaissance as outlined in Day 1 tasks.

TODAY'S MONEY PRIORITIES:

1. Drive your territory for commercial familiarization.
2. Write down 5 phone numbers to contact about available vacant space.
3. Visit county appraiser for commercial information.
4. Call 5 lessees (tenants). Ask, "Are you planning any space changes?"

OTHER TASKS:

1. Begin reviewing all office commercial listings
2. Work on your personal business plan.
3. Read and complete tasks associated with Modules 1.4 and 2.1 in the *Commercial Action Track*.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 3

PRIMARY TASKS FOR THE WEEK:

1. Complete your *Personal Business Plan*.
2. Review information sources in your office and community. Read and complete tasks associated with Modules 4.1 to 4.6 in the *Commercial Action Track*.
3. Contract with yourself for goals, and how hard to work.
4. Continue market reconnaissance as outlined in Day 1 tasks.

TODAY'S MONEY PRIORITIES:

1. Drive your territory for commercial familiarization.
2. Contact 10 owners of vacant space.
3. Record 20 names and email addresses from your sphere of influence.
4. Develop phone script for owners of vacant space.

OTHER TASKS:

1. Work on your commercial database.
2. Preview company website.
3. By the end of the *60-Day Success Plan* you will have wanted to meet 250 people. Read and complete tasks associated with Modules 6.1 and 6.2 in the *Commercial Action Track*.
4. Develop conversation to your sphere of influence.
5. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 4

PRIMARY TASKS FOR THE WEEK:

1. Read and complete tasks associated with Modules 7.1 to 7.3 in the *Commercial Action Track*.
2. Contract with yourself for goals, and how hard to work.

TODAY'S MONEY PRIORITIES:

1. Drive your territory for commercial familiarization.
2. Write down five phone numbers, Web addresses and email addresses to contact about vacant space.
3. Visit two appraisers for lease information.
4. Contact 10 people from your sphere of influence.

OTHER TASKS:

1. Familiarize yourself with office information sources including websites such as www.berkshirehathawayhs.com and www.bhhsresource.com (REsource Center).
2. Contract with yourself for goals and work ethic.
3. Finish conversation to your sphere of influence.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 5

PRIMARY TASKS FOR THE WEEK:

1. Read and complete tasks associated with Modules 7.4 and Modules 9.1 to 9.3 in *Commercial Action Track*.
2. Contract with yourself for goals, and how hard to work.

TODAY'S MONEY PRIORITIES:

1. Drive your territory for commercial familiarization.
2. Write down five phone numbers, Web addresses, email addresses of contacts for vacant space.
3. Contact 10 people from your sphere of influence.

OTHER TASKS:

1. Do your personal qualification sheet. Use the sales professional resume (*Commercial REsource > The eLibrary > Commercial Marketing > How to Design a Commercial Marketing Plan*).
2. Finish contract with yourself for goals & work ethic.
3. Role-play vacant space script with manager.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 6

PRIMARY TASKS FOR THE WEEK:

1. Review your *Personal Business Plan* and make sure you are comfortable with it. Make changes if needed.
2. Contract with yourself for goals, and how hard to work.

TODAY'S MONEY PRIORITIES:

1. Drive your territory for commercial familiarization.
2. Contact 10 owners of vacant space in your market.
3. Record 20 names and email addresses from your sphere of influence.
4. Review "Product Specialties," (apartment buildings, industrial properties, office buildings and retail properties) on REsource Center (*Commercial Real Estate > The eLibrary > Commercial Training > Commercial Product Specialties*).

OTHER TASKS:

1. Reflect on the week and pull together.
2. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 7

PRIMARY TASKS FOR THE WEEK:

1. Contract with yourself for goals, and how hard to work.

TODAY'S MONEY PRIORITIES:

1. Do something (non-real estate) that you want to do.

OTHER TASKS:

1. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 8

PRIMARY TASKS FOR THE WEEK:

1. Preview all of your company's commercial listings, a sampling of competitor listings and inventory of properties in your planned territory.
2. Read and complete tasks associated with Modules 5.1 to 5.3 in *Commercial Action Track*.
3. Determine which market data retrieval system is available to you in your market. Discuss with peers in your office.

TODAY'S MONEY PRIORITIES:

1. Write down five numbers, Web addresses and email addresses to contact for vacant space.
2. Visit two commercial lenders for commercial leasing information.
3. Contact 10 names and email addresses from your sphere of influence.
4. Call three lessees. Ask, "Are you planning any space changes?"

OTHER TASKS:

1. Work on overcoming one of the weaknesses from your business plan.
2. Review contract for goals/work ethics.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 9

PRIMARY TASKS FOR THE WEEK:

1. Preview all of your company's commercial listings, a sampling of competitor listings and inventory of properties in your planned territory.
2. Read and complete tasks associated with Modules 5.1 to 5.3 in the *Commercial Action Track*.
3. Determine which market data retrieval system is available to you in your market. Discuss with peers in your office.

TODAY'S MONEY PRIORITIES:

1. Contact 10 people in your sphere of influence for leads.
2. Write down five numbers, Web addresses and email addresses to contact about vacant space.
3. Start thinking about a marketing presentation.
4. Call three lessees (tenants). Ask, "Are you planning any space changes?"

OTHER TASKS:

1. Preview company/other commercial listings.
2. Take a company commercial listing and see how you could make the marketing presentation better.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 10

PRIMARY TASKS FOR THE WEEK:

1. Review these company documents (exclusive listing, sales and lease documents and letters of intent). Read and complete tasks associated with Modules 8.1 to 8.5 in *Commercial Action Track*.
2. Take steps to become eCertified® via REsource Center

TODAY'S MONEY PRIORITIES:

1. Record 20 names and email addresses from your sphere of influence.
2. Write down five numbers, Web addresses and email addresses to contact about vacant space.
3. Work on marketing presentation.
4. Contact two area commercial brokers for commercial sales/leasing info.
5. Call five lessees (tenants). Ask, "Are you planning any space changes?"

OTHER TASKS:

1. Preview company/other commercial listings.
2. Continue consideration of market info/retrieval system.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 11

PRIMARY TASKS FOR THE WEEK:

1. Develop resume and marketing presentation. Read and complete tasks associated with Module 1.5 in the *Commercial Action Track*.

TODAY'S MONEY PRIORITIES:

1. Contact 10 people in your sphere of influence for leads.
2. Write down five numbers and email addresses to contact about vacant space.
3. Finish marketing presentation.
4. Call 3 lessees (tenants). Ask, "Are you planning any space changes?"

OTHER TASKS:

1. Review company/other commercial listings.
2. Begin interpretation of commercial sales/Leasing data collected.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 12

PRIMARY TASKS FOR THE WEEK:

1. Continue to develop resume and marketing presentation. Read and complete tasks associated with Module 1.5 in the *Commercial Action Track*.

TODAY'S MONEY PRIORITIES:

1. Contact 10 people in your sphere of influence for leads.
2. Write down five numbers, Web addresses and email addresses to contact about vacant space.

OTHER TASKS:

1. Finish interpretation of commercial sales/Leasing information.
2. Role-play marketing presentation with manager.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 13

PRIMARY TASKS FOR THE WEEK:

1. Continue to develop resume and marketing presentation. Read and complete tasks associated with Module 1.5 in *Commercial Action Track*.

TODAY'S MONEY PRIORITIES:

1. Record 20 names and email addresses in your sphere of influence for leads.
2. Contact 10 owners of vacant space.

OTHER TASKS:

1. Reflect on the week and pull together.
2. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 14

PRIMARY TASKS FOR THE WEEK:

1. Develop a marketing presentation for a different property type. Read *Commercial Action Track*.

TODAY'S MONEY PRIORITIES:

1. Do something (non-real estate) that you want to do.

OTHER TASKS:

1. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 15

PRIMARY TASKS FOR THE WEEK:

1. Read Section I in the *Training for the Real Estate Professional Study Manual* found in REsource Center (*Commercial Real Estate > The eLibrary > Commercial Training*).

TODAY'S MONEY PRIORITIES:

1. List five owners of vacant space.
2. Contact 10 people from your sphere of influence.
3. Call three lessees (tenants). Ask, "Are you planning space changes?"

OTHER TASKS:

1. Work on computerized/manual system.
2. Review contract for goals and work ethics.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 16

PRIMARY TASKS FOR THE WEEK:

1. Read Section II in the *Training for the Real Estate Professional Study Manual*.

TODAY'S MONEY PRIORITIES:

1. List five owners of vacant space.
2. Give a marketing presentation to your manager/peers.
3. Contact 10 people from your sphere of influence.

OTHER TASKS:

1. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 17

PRIMARY TASKS FOR THE WEEK:

1. Read Section III in the *Training for the Real Estate Professional Study Manual*.

TODAY'S MONEY PRIORITIES:

1. Contact 10 owners of vacant space.

OTHER TASKS:

1. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 18

PRIMARY TASKS FOR THE WEEK:

1. Read Section IV in the *Training for the Real Estate Professional Study Manual*.

TODAY'S MONEY PRIORITIES:

1. List five owners of vacant space.
2. Call five lessees (tenants). Ask, "Are you planning any space changes?"

OTHER TASKS:

1. Discuss a market with manager.
2. Work on overcoming one of the weaknesses in your business plan.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 19

PRIMARY TASKS FOR THE WEEK:

1. Read Section V in the *Training for the Real Estate Professional Study Manual*.

TODAY'S MONEY PRIORITIES:

1. List five owners of vacant space.
2. Interview five lessees (tenants), sharing market data with them.

OTHER TASKS:

1. Plan tomorrow's business day.

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Day 20

PRIMARY TASKS FOR THE WEEK:

1. Read Section VI in the *Training for the Real Estate Professional Study Manual*.
2. Post a listing in the Commercial Information Exchange(CIE) portal on REsource Center (www.BHHSREsource.com), including photographs and maps.

TODAY'S MONEY PRIORITIES:

1. Contact 10 owners of vacant space.
2. Interview five lessees (tenants), discussing market data with them.

OTHER TASKS:

1. Interview real estate attorneys with which to work.
2. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 21

PRIMARY TASKS FOR THE WEEK:

1. Read Section VII in the *Training for the Real Estate Professional Study Manual*.

TODAY'S MONEY PRIORITIES:

1. Do something (non-real estate) that you want to do.

OTHER TASKS:

1. Plan tomorrow's business day.

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Day 22

PRIMARY TASKS FOR THE WEEK:

1. Read Section VIII in the *Training for the Real Estate Professional Study Manual*.

TODAY'S MONEY PRIORITIES:

1. List down five owners of vacant space.
2. Interview 5 lessees (tenants), discussing market data with them.

OTHER TASKS:

1. Review contract for goals and work ethics.
2. Do input work.
3. Discuss with manager how to capitalize on business plan strength.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 23

PRIMARY TASKS FOR THE WEEK:

1. Read Section IX in the *Training for the Real Estate Professional Study Manual*.
2. Decide on a product specialty. Read and complete tasks associated with Modules 3.1 to 3.5 in the *Commercial Action Track*.
3. Begin to understand available inventory in your specialty.

TODAY'S MONEY PRIORITIES:

1. Write down five owners of vacant space.
2. Interview five lessees, sharing market data with them.
3. Give a presentation to your manager about the property specialty you chose, detailing why it was chosen.

OTHER TASKS:

1. Do input work.
2. Research books on your specialty.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 24

PRIMARY TASKS FOR THE WEEK:

1. Decide on a product specialty.
2. Begin to inventory vacant space in your specialty.

TODAY'S MONEY PRIORITIES:

1. Contact 10 owners of vacant space.
2. Interview five lessees.

OTHER TASKS:

1. Do input work.
2. Begin reaching out to local CPAs, attorneys, dentists, veterinarians, etc.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 25

PRIMARY TASKS FOR THE WEEK:

1. Continue to work on understanding dynamics of product specialty.
2. Begin to inventory vacant space in your specialty.

TODAY'S MONEY PRIORITIES:

1. List 5 owners of vacant space.
2. Interview five lessees (tenants).

OTHER TASKS:

1. Brainstorm commercial ideas with your manager.
2. Do input work.
3. Continue to network with industry professionals.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 26

PRIMARY TASKS FOR THE WEEK:

1. Continue to understand dynamics of chosen product specialty.
2. Continue to inventory vacant space in your specialty.

TODAY'S MONEY PRIORITIES:

1. List 5 owners of vacant space.
2. Interview five lessees (tenants).

OTHER TASKS:

1. Do input work.
2. Continue to network with industry professionals.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 27

PRIMARY TASKS FOR THE WEEK:

1. Continue to understand dynamics of chosen product specialty.
2. Continue to learn about vacant space in your specialty.

TODAY'S MONEY PRIORITIES:

1. Contact 10 owners of vacant space.
2. Interview five lessees (tenants).

OTHER TASKS:

1. Work on overcoming one of the weaknesses in your business plan.
2. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 28

PRIMARY TASKS FOR THE WEEK:

1. Review business plan to make sure you are comfortable with results thus far.

TODAY'S MONEY PRIORITIES:

1. Do something (non-real estate) that you want to do.

OTHER TASKS:

1. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 29

PRIMARY TASKS FOR THE WEEK:

1. Study area map by major barriers, rivers, mountains, railroad tracks, etc. and mount to wall.
2. Begin locating product specialty on area map.
3. Visit all information sources, including the Internet, www.berkshirehathawayhs.com/ commercial and REsource Center.
4. Complete any sections of the **Commercial Action Track** not yet read and completed.

TODAY'S MONEY PRIORITIES:

1. List five owners of vacant space.
2. Interview five lessees (tenants).

OTHER TASKS:

1. Review contract for goals and work ethics.
2. Obtain an area map and have it laminated (while you can use a computerized source, placing a map on your wall will remind you each day of your territory needs and boundaries. You will want to become the expert in your territory).
3. Visit the water and sewer department.
4. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 30

PRIMARY TASKS FOR THE WEEK:

1. Study area map by major barriers, rivers, mountains, railroad tracks, etc. and mount to wall.
2. Continue locating product specialty on area map. Use mapping software where possible.
3. Visit all information sources.
4. Complete any sections of the **Commercial Action Track** not yet read and completed.

TODAY'S MONEY PRIORITIES:

1. List five owners of vacant space.
2. Interview five lessees (tenants).

OTHER TASKS:

1. Visit the city planning and zoning department.
2. Visit online website of zoning department and download zoning book.
3. Plan tomorrow's business day.

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NOTES/ACCOMPLISHMENTS:

Day 31

PRIMARY TASKS FOR THE WEEK:

1. Study area map by major barriers, rivers, mountains, railroad tracks, etc. and mount to wall.
2. Continue to locate product specialty on area map.
3. Visit all information sources.
4. Complete any sections of the **Commercial Action Track** not yet read and completed.

TODAY'S MONEY PRIORITIES:

1. Contact 10 owners of vacant space.

OTHER TASKS:

1. Pick up area map and mount to wall.
2. Visit Chamber of Commerce, explore governmental incentives offered for real estate and review their websites when you return to the office.
3. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 32

PRIMARY TASKS FOR THE WEEK:

1. Review Section V of **Training for the Real Estate Professional Study Manual** and make sure you understand the content. If not, review it with manager or peers.
2. Visit all information sources.

TODAY'S MONEY PRIORITIES:

1. Speak with economic development professionals in area.

OTHER TASKS:

1. Discuss with manager how to capitalize on a business plan strength.
2. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 33

PRIMARY TASKS FOR THE WEEK:

1. Network, network, network with industry professionals and potential clients.

TODAY'S MONEY PRIORITIES:

1. Contact local politicians.

OTHER TASKS:

1. Visit the online library of the local newspaper.
2. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 34

PRIMARY TASKS FOR THE WEEK:

1. Choose three tasks that are important for the development of your business.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 35

PRIMARY TASKS FOR THE WEEK:

1. Visit all online information sources.

TODAY'S MONEY PRIORITIES:

1. Do something (non-real estate) that you want to do.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 36

PRIMARY TASKS FOR THE WEEK:

1. Begin development of your territory database.
2. Develop a community profile form/database.
3. Develop a speech for a civic group.

TODAY'S MONEY PRIORITIES:

1. Give one marketing presentation.

OTHER TASKS:

1. Review contract for goals and work ethic.
2. Do input
3. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 37

PRIMARY TASKS FOR THE WEEK:

1. Begin development of your territory database.
2. Develop a community profile form/database.
3. Develop a speech for a civic group.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 38

PRIMARY TASKS FOR THE WEEK:

1. Begin development of your territory database.
2. Develop a community profile form/database.
3. Develop a speech for a civic group.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 39

PRIMARY TASKS FOR THE WEEK:

1. Begin development of your territory database.
2. Develop a community profile form/database.
3. Develop a speech for a civic group.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 40

PRIMARY TASKS FOR THE WEEK:

1. Begin development of your territory database.
2. Develop a community profile form/database.
3. Develop a speech for a civic group.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 41

PRIMARY TASKS FOR THE WEEK:

1. Begin development of your territory database.
2. Develop a community profile form/database.
3. Develop a speech for a civic group.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 42

PRIMARY TASKS FOR THE WEEK:

1. Begin development of your territory database.
2. Develop a community profile form/database.
3. Develop a speech for a civic group.

TODAY'S MONEY PRIORITIES:

1. Do something (non-real estate) that you want to do.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 43

PRIMARY TASKS FOR THE WEEK:

1. Find out when planning/zoning meets. Plan to attend.
2. Review and redefine business plan.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Reviews contract for goals and work ethics.
2. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 44

PRIMARY TASKS FOR THE WEEK:

1. Find out when planning/zoning meets. Plan to attend.
2. Review and redefine business plan.

TODAY'S MONEY PRIORITIES:

1. Give a marketing presentation.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 45

PRIMARY TASKS FOR THE WEEK:

1. Find out when planning/zoning meets. Plan to attend.
2. Review and redefine business plan.
3. Research various industry designations:
CCIM – Certified Commercial Investment Member (CCIM Institute)
SIOR – SIOR/Society of Industrial & Office REALTORS® (SIOR)
MCR – Master of Corporate Real Estate (CoreNet Global)
CLS – Certified Leasing Specialist for retail (International Council of Shopping Centers)

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 46

PRIMARY TASKS FOR THE WEEK:

1. Continue to research industry associations and designation programs.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 47

PRIMARY TASKS FOR THE WEEK:

1. Review and refine business plan.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 48

PRIMARY TASKS FOR THE WEEK:

1. Choose three of your own.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 49

PRIMARY TASKS FOR THE WEEK:

1. Review and redefine business plan in accordance to what you have learned over the past month.

TODAY'S MONEY PRIORITIES:

1. Do something (non-real estate) that you want to do.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 50

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Target a civic group to which you would like to give a speech.

OTHER TASKS:

1. Review work ethics and contract with yourself.
2. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 51

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Schedule a CCIM course through the CCIM Institute.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 52

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Develop first mass email marketing piece. Visit the eCards Center through REsource Center.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 53

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 54

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 55

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 56

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 57

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 58

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 59

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

Day 60

PRIMARY TASKS FOR THE WEEK:

1. Develop a work plan for the next 60 days.
2. Begin referral network with other real estate professionals.
3. Identify and solicit a mentor.

TODAY'S MONEY PRIORITIES:

1. Choose your own.

OTHER TASKS:

1. Plan tomorrow's business day.

DAILY ITINERARY:

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NOTES/ACCOMPLISHMENTS:

CONGRATULATIONS!

You should find yourself very busy working on behalf of clients and thus, well on the road to success!