

TRILLIUMWEST AGENT A Year in Review

2022

YOUR 2022

1. DID YOU HAVE THE YEAR YOU WERE HOPING TO HAVE IN 2022?

YES

NO

2. WHAT WAS YOUR GREATEST SUCCESS IN 2022?

3. WHAT WAS YOUR GREATEST IMPROVEMENT IN 2022?

4. WHAT WAS YOUR GREATEST SETBACK IN 2022?

5. IF YOU WERE TO RATE YOUR LEVEL OF EXCITEMENT ABOUT THE REAL ESTATE BUSINESS RIGHT NOW ON A SCALE OF 1 TO 10, WITH 1 BEING "I'M READY TO QUIT" AND 10 BEING "I ABSOLUTELY LOVE IT!" *WHERE WOULD YOU RATE YOURSELF?*

1 2 3 4 5 6 7 8 9 10

6. IF YOU WERE TO RATE YOUR SUCCESS IN 2022 ON A SCALE OF 1 TO 10, WITH 1 BEING "I'M READY TO QUIT" AND 10 BEING "I ABSOLUTELY KILLED IT!" *WHERE WOULD YOU RATE YOURSELF?*

1 2 3 4 5 6 7 8 9 10

7. DID YOU DO ANYTHING BIG AND FUN TO CELEBRATE YOUR SUCCESSES THIS YEAR?

YES

NO

8. DID YOU PLAN TO DO SOMETHING FUN THIS YEAR AND DIDN'T END UP WITH ENOUGH MONEY TO DO IT?

YES

NO

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LOOKING TO 2023

1. HOW MUCH GROSS INCOME DO YOU EXPECT TO MAKE IN 2023?

.....

2. HOW MANY ENDS DO YOU EXPECT TO DO IN 2023?

.....

3. IF YOU REACHED YOUR 2023 TARGETS WOULD YOU BE FINANCIALLY IN A MUCH BETTER SPOT THAN YOU ARE TODAY?

.....

4. DID YOU KNOW THAT YOU HAVE AN EXISTING BUSINESS PLAN? *(WHATEVER YOU'RE DOING NOW IS YOUR BUSINESS PLAN FOR THIS YEAR AND YOUR RESULTS ARE CREATED BY THAT PLAN, OR LACK THERE OF.)*

YES

NO

5. ARE YOU HAPPY WITH THE BUSINESS PLAN YOU HAVE FOR YOURSELF HEADING INTO 2023?

YES

NO

6. DO YOU REALLY WANT TO CHANGE YOUR INCOME IN 2023, OR IS IT JUST A NICE IDEA?

YES

NO

7. WHAT ARE THE 3 BIG CHANGES YOU ARE GOING TO IMPLEMENT INTO YOUR BUSINESS IN 2023?

1.

2.

3.

8. THE THINGS I WILL DO TO DIFFERENTIATE MYSELF THIS YEAR ARE:

1.

2.

3.

9. THREE THINGS I WILL DO TO SAVE TIME THIS YEAR ARE:

1.

2.

3.

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10. THREE THINGS I NEED TO IMPROVE ON THIS YEAR ARE:

1. _____
2. _____
3. _____

CHECK ALL THAT APPLY

- I ATTEND WEEKLY TRAINING/MEETINGS AS MUCH AS I CAN
- I AM A CONSISTENT AMBASSADOR OF THE TW COMPANY VISION
- I HAVE A STYLE OF HOT LIST THAT I LIKE TO USE AND I IMPLEMENT IT
- I HAVE A STYLE OF WARM LIST THAT I LIKE TO USE AND I IMPLEMENT IT
- I HAVE AN ELECTRONIC METHOD TO COMMUNICATE SUCCESSFULLY WITH MY CUSTOMERS (CRM)
- I HAVE AN ORGANIZED CALENDAR/SYSTEM TO STAY ON TOP OF MY CLIENT TOUCHES
- I HAVE THE "CORRECT" NUMBER OF PEOPLE IN MY DATABASE
- I AM WILLING TO INVEST MONEY TO GROW MY BUSINESS
- I AM WILLING TO CONSTANTLY PRACTICE MY SKILLS
- I KNOW "WHY" I AM IN REAL ESTATE.
- I EXERCISE CONSISTENTLY
- I EAT HEALTHY
- I HAVE MENTORS/PLAYERS FROM WHOM I LEARN REGULARLY
- I HAVE A WRITTEN BUSINESS PLAN
- I HAVE A SYSTEM FOR MANAGING AND THANKING PEOPLE WHO REFER ME BUSINESS
- I HAVE A PERSONAL MARKETING PLAN FOR MY LISTINGS
- I HAVE A WAY TO DEMONSTRATE THE POWER OF STAGING READILY AVAILABLE
- I AM PREPARED AND PRACTICED TO ANSWER THE MOST COMMON BUYER AND SELLER QUESTIONS
- I HAVE A PERSONAL CHECKLIST OF ITEMS TO COVER WITH SELLERS IN A LISTING CONSULTATION

FIND THOSE ITEMS THAT YOU DID NOT CHECK.

DECIDE WHICH OF THESE YOU WOULD LIKE TO IMPLEMENT. MAKE THE LIST BELOW OF THE ONES YOU WANT TO TACKLE. YOUR GOAL IN THE FIRST QUARTER IS TO DO ONE A WEEK! DO NOT TRY TO DO TWO IN A WEEK BUT MAKE SURE YOU GET ONE DONE!

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WHERE I AM AT

I HAVE _____ PEOPLE IN MY DATABASE.

I DID _____ MAILINGS LAST YEAR TO MY DATABASE.

I HAVE MY DATABASE IN A CRM THAT IS WORKING FOR ME: **YES** **NO**

I COULD SEND AN EMAIL TO MY LIST RIGHT NOW IF I HAD TO: **YES** **NO**

MY GCI FOR THE LAST 12 MONTHS WAS _____.

I CLOSED _____ TRANSACTIONS.

I CLOSED _____ LISTINGS.

I CLOSED _____ BUYERS.

MY AVERAGE GCI PER CLOSING WAS _____.

I TOOK _____ LISTINGS.

I LOST _____ SELLER CONSULTATIONS TO ANOTHER REALTOR.

I HAD _____ FALL-THROUGHS THIS YEAR.

I WORK _____ HOURS PER WEEK ON AVERAGE.

I SPEND _____ HOURS PER WEEK WORKING "ON" MY BUSINESS.

I TOOK _____ TRIPS (THREE DAYS OR LONGER) THIS YEAR.

I AM FAMILIAR WITH THE TOOLS TRILLIUMWEST PROVIDES: **YES** **NO**

I USUALLY GOT TO THE OFFICE AT _____ A.M.

I HAVE A PLAN FOR DIFFERENTIATING MYSELF: YES NO SORT OF

I INTEND TO EARN _____ IN INCOME THIS YEAR.

USING THE SUCCESS FORMULA (1 NAME = \$1,000) I NEED _____ HOUSEHOLDS IN MY DATABASE TO ACCOMPLISH THAT.

MY NUMBER:

I INTEND TO CLOSE _____ UNITS THIS YEAR.

THAT EQUALS _____ PER MONTH.

I CURRENTLY HAVE _____ PEOPLE IN MY DATABASE.

I NEED TO ADD _____ TO GET TO "THE RIGHT" NUMBER AND TO ACCOUNT FOR DEPRECIATION OF MY LIST.

I INTEND TO ADD _____ HOUSEHOLDS PER WEEK.

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A GOOD PATH TO FOLLOW

YOU KNOW WE LOVE THE NINJA PATH, BUT HERE ARE SOME TW MODIFIED EXCELLENT DAILY, WEEKLY AND MONTHLY REMINDERS TO KEEP YOU ON TRACK IN 2022/23.

FOLLOW THESE NINE STEPS:

1. GET UP & GO TO WORK. MAKE EVERY WORK DAY AT LEAST 8 HOURS WHEN YOU ARE BUSINESS BUILDING MODE.
2. WRITE TWO PERSONAL NOTES/THANK YOU'S A DAY. PEOPLE LOVE THAT PERSONAL TOUCH.
3. FOCUS ON YOUR HOT LIST DAILY.
4. FOCUS ON YOUR WARM LIST DAILY.
5. FOCUS ON YOUR CUSTOMER CALLS WEEKLY.
6. SCHEDULE TWO LIVE REAL ESTATE REVIEWS WEEKLY.
7. SCHEDULE 50 EMAIL/TEXT CONTACTS WEEKLY.
8. REVIEW YOUR DATABASE FOR CHANGE AND PROPERTY MATCHES WEEKLY.
9. REVIEW YOUR 2022 BUSINESS PLAN AT THE BEGINNING AND END OF EVERY WEEK.

IDEAS:

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