

START WITH A WIN

with RE/MAX CEO



ADAM CONTOS

2021 BUSINESS PLAN

Add this to your plan and keep it handy. It will help you stay focused and drive results. What can you start, stop, and continue?

Customer Plan: What do they NEED? How do we get it?	People Plan: What makes money for the company, and how?	Profit Plan: 1 quarter (x4) profit plan - Make \$ this quarter by doing what?
Start:	Start:	Start:
Stop:	Stop:	Stop:
Continue:	Continue:	Continue:

PLANS CHECKLIST

✓ CUSTOMER PLAN

Who do you serve?

What challenges do they have that you overcome (their words)?

✓ PEOPLE PLAN

How many customers do we contact a day?

How can we raise that?

✓ PROFIT PLAN

What is our revenue?
How can we raise it?

✓ COMMITMENT

More customer contact, higher value, more often.