Compliments of PEAK by Market Leader: a powerful combination of training and education that enables each customer to surpass their strategic and revenues goals over the life of their business.

Most successful agents constantly change, test, innovate, and upgrade their tools, technology skills, and sales approach to keep their competitive edge and to increase their conversion of leads to closed transactions—all to fuel their growth.

Do you have a road map to help you continually improve your real estate business?

Do you regularly employ strategies and tips to successfully generate more leads and convert them into closed sales?

Getting started is often the biggest challenge. Market Leader can help. Our customers benefit from the PEAK program—a complete program engaging lead generation, product tools, and education to support each customer’s unique real estate objectives over the long term. The following is an excerpt from the goal-setting chapter of the PEAK agent guide, to direct you and your real estate business toward constant improvement and greater success.

Your GCI goal
Successful agents often list income as their top goal, so let’s begin with your gross commission income (GCI) goal. Most agents understand that their GCI depends on diligently performing all of the steps in the sales process. However, they may not fully understand that to reach their goal they must successfully complete each step in the sales process sequentially, beginning with attracting website visitors.

-Listings and buyers
The number of listings you win and the number of buyers for whom you write offers are dependent on regularly engaging with your prospects or contacts in a timely manner.

-Transactions
The quantity of transactions is driven by closing your listings and having your buyers make offers.

-Income
The total of your gross commission income is directly dependent on the number of transactions you close.

Goal-setting basics
Let’s establish some basic guidelines to help you set goals for your real estate business. As a starting place, we will use and adapt the eight steps for successful goal setting presented by Frank Covey (2008), an expert in the field (“8 Tips for Making More Effective New Year’s Resolutions”).

-Concentrate on your real goals
Stay away from vague, lofty, and overwhelming goals. Make sure each goal includes clear measurements and specific deadlines. As an agent, a good starting goal is to decide what you would like your gross commission income (GCI) to be for the next 12 months.

-Set only a few goals
Don’t create a long list of goals. Instead, only choose a few. If you’re aiming for a certain GCI, you need to determine how many transactions you need to close to reach your goal—that number becomes one of your yearly goals. Next, determine how many appointments you need to schedule each month (monthly goal) and then the number of new contacts you must make each week (weekly goal) to reach your goal.

-Create attainable milestones
Break your goal down into tasks with deadlines and schedule them. Create short-term targets to keep you on track each week such as the number of new leads you want to secure or the number of showings you want to complete.

-Suspects or website visitors
The number of suspects or visitors to your website (website traffic) is driven by the time and the amount of money you invest in your website strategy.

-Leads
The number of qualified leads is driven by marketing.

-Prospects or contacts
The number of solid prospects or contacts depends on how effectively you follow up with your leads.
-Write it down
The act of writing down your goals increases your chance of achieving them. Make sure you write them somewhere and plan to review them often. When you review your goals and the progress you are making toward meeting them with a broker or a team manager, you will stay more committed to achieving them.

-Announce it
Tell people you work with about your goals. It also motivates you to remain committed to your goals so you don’t have to admit failure publicly.

-Keep score
Create a scoreboard where you can visually track your progress toward your goal from the starting point to the end result. Share it with others.

-Reward yourself as you make progress
Stay motivated by giving yourself rewards for incremental steps toward your goal. Achieving your goal is rewarding in and of itself, but why wait until you are at the end result to celebrate?

-If you slip up, reboot
Don’t get discouraged if you slip up. If you did not prospect or blog as you planned, just start doing it now. Stay energized and motivated to achieve the end result.

The following examples are provided to help you break down goal setting into the tasks and the weekly objectives necessary to achieve your end goal. When you define your goals, be sure to specify a specific activity, number, and timeframe.

**Goal-setting examples**

**Daily goals**
- Monitor website activity _______ times per day to determine prospect readiness.
- Email home listings to _______ buyers per day.

**Weekly goals**
- Schedule _______ listing appointments per week.
- Schedule _______ buyer appointments per week.
- Add _______ new contacts per week to my database.
- Dedicate _______ hours per week to lead generation.
- Follow up with _______ % of leads within 1 to 2 hours. Follow up with all leads with 24 hours.
- Choose _______ different prospects per week to call and “touch base.”
- Maintain social media campaign _______ times per week, 30 minutes each session. (For example: Facebook, blog, Twitter, etc.)
- Contact _______ FSBOs, foreclosures, and expired listings per week.
- Make _______ follow-up calls to prospects each week on _______ (day of the week).
- Go door knocking with _______ drop-bys (For example: Sat. 9:30 am to 11:30 am).
- Mail _______ postcards or handwritten notes each week.
- Preview _______ listings per week to stay current with market.

**Monthly goals**
- Host _______ open houses each month.
- Email monthly newsletter by this date (For example: 1st Tues of the month).

**Profitable sales professionals** get more done in less time resulting in increased market share, revenue, and overall success. Market Leader provides the only solution you need to be successful in real estate, including lead generation, contact management, websites, Marketing Center, and PEAK, our robust education and training program. Find out how you can have the framework and support you need to reach your full business potential with Market Leader and its PEAK program. **Agents: 1-888-820-4778. Brokers: 1-877-732-0698.**