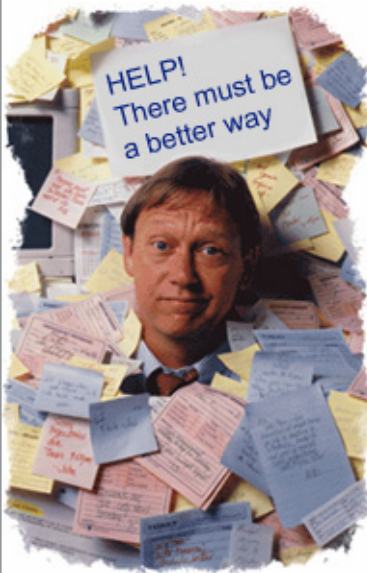


# Target Planning For Success In Commercial Real Estate



"If you continue to do what you've been doing, you'll continue to get what you've been getting"

Finally, there is a workshop that focuses on the commercial real estate practitioner. This workshop is designed to help the commercial brokerage associate improve his/her productivity through the development and implementation of a well thought-out personal business plan.

Are you using familiar but obsolete tools to manage your time and organize your priorities:

- Using list to manage growing amounts of data
- Using personal commitment to manage long term change and improvement
- Getting to the office early and working hard as the key strategy leading to success

"If you don't know where you're going, any road will get you there"

All these techniques have one thing in common. They don't work over the long term!

## So what does work?

It probably sounds too simple to believe! This program takes a proven multi-step approach.

### Phase I Completion of an online workshop

**Evaluation**— It starts by evaluating where you are, what's working and what's not. This is accomplished through an online workshop, "**The Essence Of The Business**".

**Recommendation**—A written summary evaluation and recommendations for your individual business. This is the final module of the online workshop and must be completed prior to attending Phase II.

### Phase II Completion of a facilitator led morning workshop

Slow down for a morning and look into your future. Through a series of exercises you will complete the first draft of the next 12 months plan.

**Vision**—You have to see it in your mind for it to happen.

**Goals**—Someday and 3 year goals. Write them down. This is the first step to actually achieving them.

#### **Success strategies for the business—**

- Area of focus
- Market factors to consider
- Client orientation
- Target marketing
- The three businesses of the business
- Teaming

"When you want what you've never had, you must do what you've never done"

**12 Month Financial Goal**—Establish your income goal for your business

**The Business Funnel**—Detailed analysis of your operating ratios and development of a monthly activity "critical path".

**Personal Business Plan**—Consists of all the essentials to get you on your way.

**Detailed Goal Planning**—Action plan for doing what you have to do to get what you want.

**Team Operating Agreements**—Working with others to achieve your business plan is smart. Align expectations and understandings to insure a higher level of success.

**Quarterly and Monthly Priority Management**—A system for staying on course.

### **Business Plan Management System**

Success does not come from a single day event, you must monitor your plan. Each attendee will receive a complete personal business plan management system consisting of Word templates for:

“Plans that are made visible and monitored are more likely to be attained”

- Part 1—Personal business plan worksheet
- Part 2—Detailed goal planning worksheet
- Part 3—30/60 day personal & business priorities
- Part 4—Team operating agreement

### ***Invest 1 day of your life to start the process***

The online workshop requires 2-3 hours to complete and can be finished over several visits. Each attendee must have completed the online course before the live workshop. Your “admission ticket to the live workshop is to show copies of the completed “business funnel report” and the “personal audit report”. The live, facilitator led workshop will be scheduled to start early and finish midday.

“Many people spend more time planning their vacations than they do planning their business”

“Priorities—Sometimes we say one thing and do another. One of the things this seminar emphasizes is a balanced life”



#### **About the workshop leader—Ralph D. Spencer, CCIM, SIOR**

Ralph brings 30 years of commercial real estate experience practicing the strategies and ideas that are taught in this workshop. He has been both a producer and a manager and he understands the challenges of the business. He has identified the strategies and ideas that work the best and has reduced them down into this workshop.

Ralph holds both the CCIM and SIOR designations and is a senior CCIM faculty member. He is a frequent national speaker and trainer in the commercial real estate industry.



**Call to schedule a workshop for your company (407)895-6129**

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