

Week 1

Starting Date:

Ending Date

Goals

1. Set your Goals.
2. Organize your Business Entity.
3. Assemble your Essential Team: title company and real estate agent.

Action Steps

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Intangible Benefits:

Comments:

Long Term Goals

1. _____
2. _____
3. _____

Short Term Goals (less than 1 year)

1. _____
2. _____
3. _____

Professional Contacts (Name &Phone#)

Week 2

Starting Date:

Ending Date

Goals

1. Choose the Right Area to Invest.
2. Start building your Buyers' List.
3. Look for properties matching the criteria.

For Buy and Hold:

- ~ Decide on a geographical area of interest.
- ~ Locate properties matching your criteria.

Action Steps

11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Advertising Sources

1. _____
2. _____
3. _____
4. _____

Survey/Poll Results

1. _____
2. _____
3. _____
4. _____

Comments:

Professional Contacts (Name &Phone#)

Week 3

Starting Date:

Ending Date

Goals

1. Write Purchase Contracts – It's a numbers game.
2. Devise a system/spreadsheet to track properties, contracts, timelines.
3. Set up YOUR System – Tools, Automation, Delegation.

For Buy and Hold:

- ~ Write Purchase Contracts.
- ~ Set up Property Management and Bookkeeping System.

Action Steps

21. _____
22. _____
23. _____
24. _____
25. _____
26. _____
27. _____
28. _____
29. _____
30. _____

Rules of Thumb for Response Rates

Direct Marketing Mailing

1-2% Response Rate = Positive Leads

Direct Contact (Phone/Text)

10% Response Rate = Positive Leads

1-2 Contracts Out of 10 Positive Leads

Positive Leads are the leads that respond positively to you contacting them.

Properties under Contract

1. _____
 2. _____
 3. _____
- _____
- _____

Spreadsheets Needed

- Properties Tracking
- Buyers' Info (email, preferences)
- Properties Management Tracking
(Buy and Hold only)

Tools Needed
