

BIG WHY

GROSS COMMISSION INCOME & CLOSINGS1. Annual Net Take-Home Income \$

2. + Annual Business Expenses \$

3. + Cost of Sale (Cap / Split) \$

4. = TOTAL GROSS COMMISSION (GCI) \$

5. ÷ Average Commission Per Closing \$

6. = CLOSINGS NEEDED THIS YEAR

 Closings**APPOINTMENTS & DAILY RHYTHM**7. ÷ Signed-to-Close Rate (%)

 %8. = Signed Clients Needed

 Signed9. ÷ Appointment-to-Signed Rate (%)

 %10. = Appointments Needed (Yr / Wk)

 /Yr (____/Wk)11. × Conversations Per Appointment

 : 112. = DAILY CONVERSATIONS (MON-FRI)

 / Day

Annual Goal: Close _____ homes (\$_____ GCI) to earn \$_____ in net take-home income.

1 GOAL • 3 PILLARS • 5 ACTIVITIES

LEAD GENERATION ACTIVITY BANK

- ☐ Quarterly Conversations
- ☐ Text Outreach
- ☐ Handwritten Notes
- ☐ Client & Friend Events
- ☐ Monthly Market Update
- ☐ Allied Resources
- ☐ Open Houses
- ☐ Door Knocking
- ☐ Geographic Farming
- ☐ Apartment Canvassing
- ☐ Networking
- ☐ Community Events
- ☐ Seminars & Workshops
- ☐ Video Marketing
- ☐ Social Media
- ☐ Mail & Flyers
- ☐ Email Marketing
- ☐ Online Advertising

PILLAR 1: DATABASE

PRESCRIBED

- ☐ 1. Quarterly Conversations
- ☐ 2. Text Outreach
- ☐ 3. Handwritten Notes
- ☐ 4. Monthly Market Update / Newsletter
- ☐ 5. Client & Friend Events

PILLAR 2: _____

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____
- ☐ 4. _____
- ☐ 5. _____

PILLAR 3: _____

- ☐ 1. _____
- ☐ 2. _____
- ☐ 3. _____
- ☐ 4. _____
- ☐ 5. _____

Sample Weekly Schedule

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00–8:30a Prepare for Day	8:00–8:30a Prepare for Day	8:00–8:30a Prepare for Day	8:00–8:30a Prepare for Day	8:00–8:30a Prepare for Day	8:00–8:30a Prepare for Day	8:00–8:30a Rest / Family
8:30–9:00a Huddle & Practice	8:30–9:00a Huddle & Practice	8:30–9:00a Huddle & Practice	8:30–9:00a Huddle & Practice	8:30–9:00a Huddle & Practice	8:30–9:00a Open House Prep	8:30–9:00a Rest / Family
9:00–11:00a LEAD GENERATION (5 Convo / Day)	9:00–11:00a LEAD GENERATION (5 Convo / Day)	9:00–11:00a LEAD GENERATION (5 Convo / Day)	9:00–11:00a LEAD GENERATION (5 Convo / Day)	9:00–11:00a LEAD GENERATION (5 Convo / Day)	9:00–11:00a Door Knock & Set Open House Signs	9:00–11:00a Rest / Worship / Personal Time
11:00a–12:00p Follow-Up & CRM	11:00a–12:00p Follow-Up & CRM	11:00a–12:00p Follow-Up & CRM	11:00a–12:00p Follow-Up & CRM	11:00a–12:00p Follow-Up & CRM	11:00a–2:00p HOST OPEN HOUSE & Capture Leads	11:00a–1:00p Lunch & Open House Sign Setup
12:00–1:00p Lunch	12:00–1:00p Lunch	12:00–1:00p Lunch	12:00–1:00p Lunch	12:00–1:00p Lunch		1:00–4:00p HOST OPEN HOUSE or Client Showings
1:00–2:00p Workshops / Class	1:00–2:00p Workshops / Class	1:00–2:00p Team Meeting	1:00–2:00p Workshops / Class	1:00–2:00p Workshops / Class		
2:00–4:00p Client Appointments & Previewing Homes	2:00–4:00p Client Appointments & Previewing Homes	2:00–4:00p Client Appointments & Previewing Homes	2:00–4:00p Client Appointments & Previewing Homes	2:00–4:00p Client Appointments & Open House Prep	2:00–4:00p Buyer Showings & Same-Day Follow-Up	
4:00–5:00p Wrap Up & Plan	4:00–5:00p Wrap Up & Plan	4:00–5:00p Wrap Up & Plan	4:00–5:00p Wrap Up & Plan	4:00–5:00p Wrap Up & Plan	4:00–5:00p Pull Signs / Rest	4:00–5:00p Plan Next Week

Weekly Schedule

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00–8:30a	8:00–8:30a	8:00–8:30a	8:00–8:30a	8:00–8:30a	8:00–8:30a	8:00–8:30a
8:30–9:00a	8:30–9:00a	8:30–9:00a	8:30–9:00a	8:30–9:00a	8:30–9:00a	8:30–9:00a
9:00–10:00a	9:00–10:00a	9:00–10:00a	9:00–10:00a	9:00–10:00a	9:00–10:00a	9:00–10:00a
10:00–11:00a	10:00–11:00a	10:00–11:00a	10:00–11:00a	10:00–11:00a	10:00–11:00a	10:00–11:00a
11:00a–12:00p	11:00a–12:00p	11:00a–12:00p	11:00a–12:00p	11:00a–12:00p	11:00a–12:00p	11:00a–12:00p
12:00–1:00p	12:00–1:00p	12:00–1:00p	12:00–1:00p	12:00–1:00p	12:00–1:00p	12:00–1:00p
1:00–2:00p	1:00–2:00p	1:00–2:00p	1:00–2:00p	1:00–2:00p	1:00–2:00p	1:00–2:00p
2:00–3:00p	2:00–3:00p	2:00–3:00p	2:00–3:00p	2:00–3:00p	2:00–3:00p	2:00–3:00p
3:00–4:00p	3:00–4:00p	3:00–4:00p	3:00–4:00p	3:00–4:00p	3:00–4:00p	3:00–4:00p
4:00–5:00p	4:00–5:00p	4:00–5:00p	4:00–5:00p	4:00–5:00p	4:00–5:00p	4:00–5:00p

SKILLS ASSESSMENT (CIRCLE 1-6):

1 Not at all 2 Aware 3 Some action 4 Consistent 5 Advanced 6 Mastery

1. Empowered Consumer

• I confidently discuss seller optionality at a listing presentation.

1 2 3 4 5 6

• I use these tools daily as part of my lead generation strategy.

1 2 3 4 5 6

2. Beyond the Transaction

• I add people regularly to my Database.

1 2 3 4 5 6

• I communicate systematically with my database every quarter.

1 2 3 4 5 6

3. Leverage the Digital Frontier

• I use AI daily for efficiency, marketing, and business strategy.

1 2 3 4 5 6

• I create video and social content answering consumer questions.

1 2 3 4 5 6

4. Craft a Visionary Brand

• I know my ideal client avatar and the problems I help them solve.

1 2 3 4 5 6

• All my content and messaging clearly speaks to my ideal client.

1 2 3 4 5 6

5. Future-Proof Business Model

• I lead generate daily in alignment with my 3 Lead Generation Pillars.

1 2 3 4 5 6

• I use my real estate business to create multiple streams of income.

1 2 3 4 5 6

TOP 2 SKILLS THIS QUARTER:

1. _____

2. _____

ANNUAL GROWTH PLAN	1ST QUARTER (JAN-MAR)	2ND QUARTER (APR-JUN)	3RD QUARTER (JUL-SEP)	4TH QUARTER (OCT-DEC)
Events I'll Attend • Rookie Real Estate Blueprint 	January: February: March:	April: May: June:	July: August: September:	October: November: December:
Books I'll Read • The Rookie Real Estate Agent 	January: February: March:	April: May: June:	July: August: September:	October: November: December:
Podcasts I'll Consume • The UPSide Podcast 	January: February: March:	April: May: June:	July: August: September:	October: November: December:

PROFIT FIRST SETUP

1. CPA to Interview

2. Business Entity Name

3. Business Bank Account

4. Tax Fund Target %

Agent Signature: _____ Date: _____ Coach Signature: _____ Date: _____


UNLOCK DIGITAL TOOLKIT
Quick Workshop Check-In

 Find Your Why, Economic Model, 1-3-5 Plan, Weekly Schedule & Growth Plan
rookie realestateclub.com/blueprint