



Launch Pad 2024+

Goal Setting to Reach your goals.





Meet Rafael

Regional Managing Director for SVN | Saunders Ralston Dantzler (#1 Office out of 225 offices for the last three years)

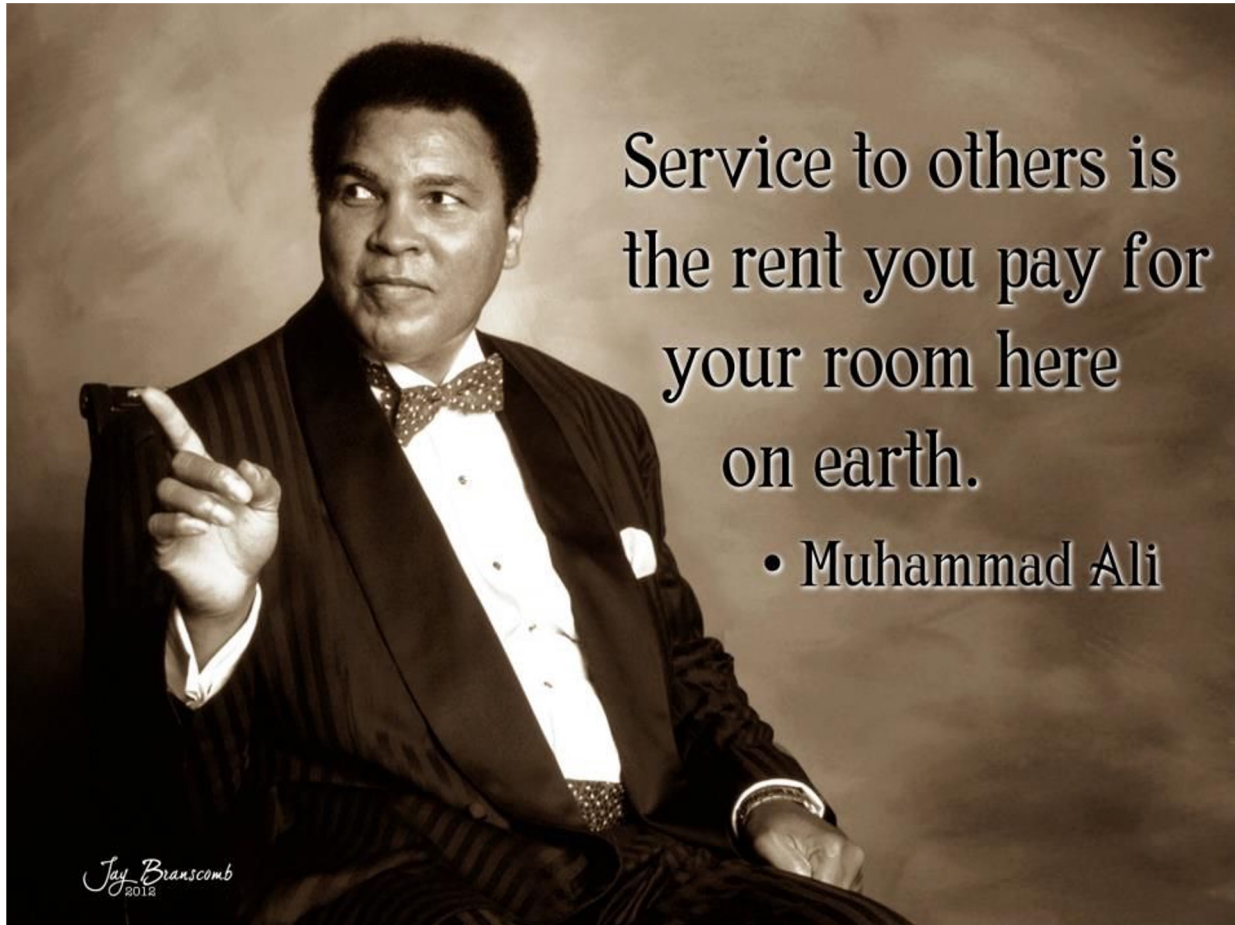
Leads and trains a team of CRE professionals in Orlando

CCIM Designee

CFCAR President 2024

Enjoys spending time with wife and kids





Service to others is
the rent you pay for
your room here
on earth.

• Muhammad Ali

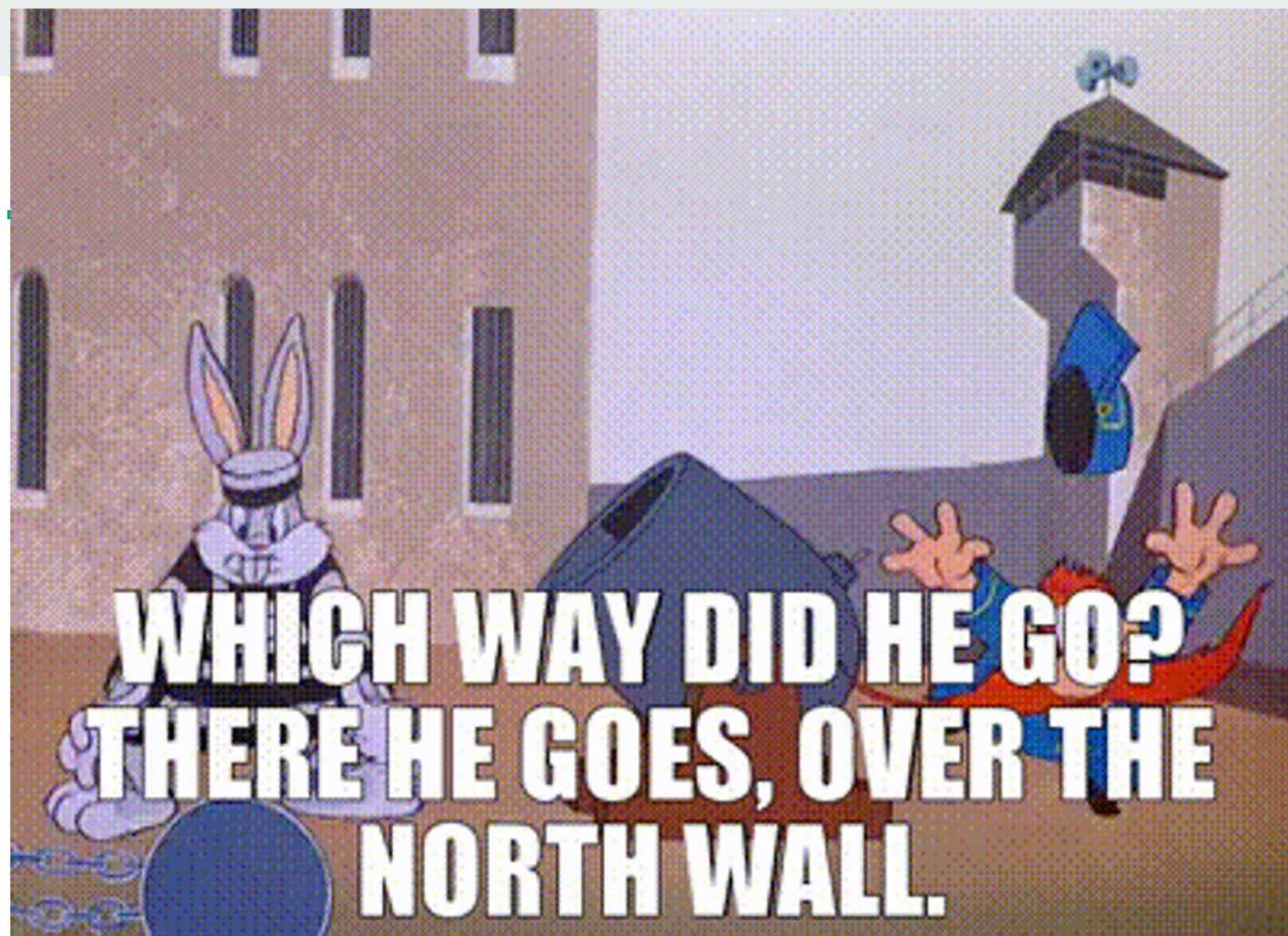
Jay Branscomb
2012

Favorite Quote

By Muhammad Ali

High Level







Overview

1

Understanding goal setting.

2


Best Practices for goal setting.

3

CRE Pros Biz Cycle


4

Q & A



Most people don't plan to fail;
They fail to plan.

- John J Beckley



Most people overestimate what they
can achieve in a year and underestimate
what they can achieve in ten years.

- Bill Gates



Understanding Goal Setting



It all starts with

01

Defining your major focus for the year

Knowing what you value. What is your True North?

Getting to your BHAG (Big Hairy Audacious Goal)

Know your targets and timelines to achieve them

Step by Step process





Best Practices for Goal Setting



Next Is

02

First focus on what you can control

Don't start with a \$\$\$ Amount

Remember KISS - Keep it Short and Simple

Need to have accountability

Must be measurable and achievable

Must be FUN - Give it a name





Next Is

02

Keep it Visible

Review it often and be honest with yourself

Make the necessary changes

Surround yourself with like minded and goal oriented people



SMART Goals

Specific

Provide enough detail to eliminate a general goal's indecision.

Measurable

Metrics to determine whether a goal will be attained and track progress

Attainable

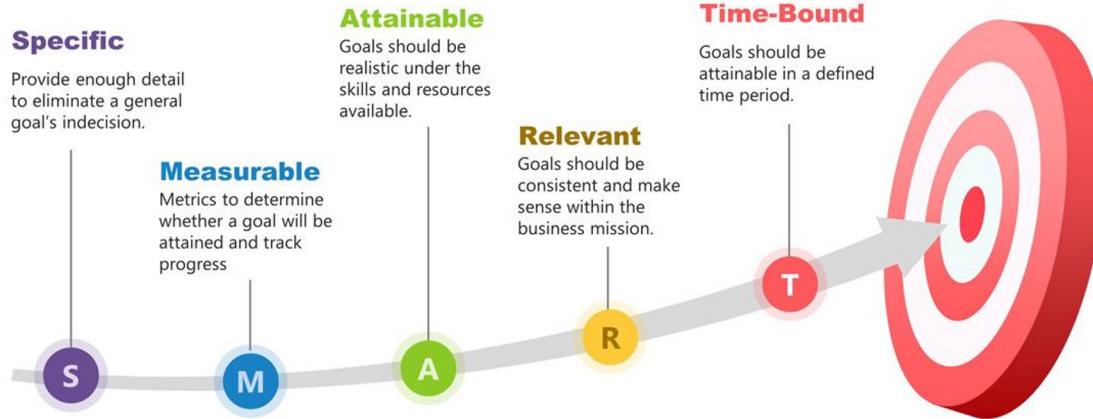
Goals should be realistic under the skills and resources available.

Relevant

Goals should be consistent and make sense within the business mission.

Time-Bound

Goals should be attainable in a defined time period.





CRE Pros Biz Cycle



Know your business

03

Key in your dollar producing activities

etc Prospecting → Meetings → Listing Appt. →

Based on the biz lifecycle.



It's a Numbers Game

- 01 | Number of calls per week
- 02 | Number of Contacts
- 03 | Number of Meetings
- 04 | Number of Proposals
- 05 | Number of Listings per quarter
- 06 | Number of Offers per month
- 07 | Number of Contracts
- 08 | Number of Closings
- 09 | Number of Sides
- 10 | Rinse and Repeat






In conclusion

- define your PURPOSE
- keep it FUN but Accountable
- set your TARGETS
- know your Biz Cycle
- know your #'s



Put the service before the dollars and
the dollars will follow.

- Tim Rios,
CRE Coach with The Lipsey Company



Thank you.
Let's Connect -
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