

Strategic Business Planning: 10 Questions to Ask

Name _____ Date _____

Gather your numbers from this last year. Set your goals for the next year. Now, you are ready to make your action plan.

Statistics this Last Year	Actual	Goal	What This will Do for You
1. Showing ratio to sales	_____	_____	_____
2. Listing appointments to listings	_____	_____	_____
3. Number of listings taken vs. sold/ratio	_____	_____	_____
4. Listing days on the market	_____	_____	_____
5. Number of price reductions	_____	_____	_____
6. Number of sales	_____	_____	_____
7. Price range of sales	_____	_____	_____
8. Number of sales vs. listings sold/ratio	_____	_____	_____
9. 3 best sources of business	_____	_____	_____
10. % of business from referrals/repeat business	_____	_____	_____
Other:	_____	_____	_____

See [Beyond the Basics of Business Planning](https://beyondthebasicsonline.com) for a full strategic planning process, directions, and how-to webinars. (<https://beyondthebasicsonline.com>)

