

Syllabus for

The Strategic Planning for Real Estate Video Series

Welcome to your planning series! I'm so pleased that you're here. The videos and matching worksheets are highlighted in the table below. We start with a "how-to". This will intro the content and give you an idea of a few different ways you can approach it. No matter what you do next, I do recommend you watch that first.

*This series follows "The Strategic Planning Workbook for Real Estate" - available on Kindle September 26, 2023.

Furthermore, should you enjoy the content and the worksheets, there is more content and a plethora of resources on my website at www.thestrategicplanningworkbook.com.

Title	Subject	Worksheets
How to Use This Series	A brief 2-3 minutes explaining how the series works, how it follows the book, and how best to use it to get your results.	N/A
Start with where you are	In this video we start by taking a current inventory of our real estate business where the business is at in terms of; profit, margin, marketing spend, current client list (we will talk about this), referral program, number of deals per year and the marketing breakdown.	MVV Business Model Goals SWOT/Comparison/Persona BLTVP Marketing Model Marketing Goals Client List/Conversion/Other
PNL Money and Business	In this video we cover a lesson on the PNL, business money math, and how to apply the numbers to your strategy.	PNL Marketing Budget
Strategies and Initiatives	In this video we utilize the compiled data from the previous videos to analyze the business, brainstorm new ideas, then put them through a feasibility study.	Strategies & Initiatives Marketing Strategies & Initiatives
Order Matters	In this video we will put our ideas to a schedule that makes sense to our overall plan and offers the best opportunity to increase revenue without wasteful spending.	Cost Analysis Schedule Marketing Cost Analysis
Tying It All Together	In this video we will finalize the plan, wrapping up anything open ended and going over how to use this now, and into the future.	Business Model PNL Marketing Model Marketing Budget Measuring Tools