

SMARTY

SPECIFIC - Be as specific as you can when creating your goals.

MEASUREABLE - Always put a number or percentage in your goals.

ACTIONABLE – Create goals that are under your control.

REALISTIC – Ensure your goals are attainable and doable.

TIME-SPECIFIC – Put a date on it.

Y– Why are you doing this?

The “**Y**” is vital to your **SUCCESS**. Why do you want to reach this goal? Visualize both the pain of not reaching your goal and the celebration of how it will feel to successfully reach your goal.

Every goal you set for yourself, no matter how big or small, will be more achievable when you make it SMARTY!

It's easy to become distracted or weighed down by logistics without the direction that goals provide. Creating honest, detailed goals is the best way to determine where you want to be and what you need to do to get there!

Making a goal **Specific** means addressing the Who, What, Why, Where and When of what you want to do. For example, saying “I want to increase sales next year” isn’t specific enough. Ask yourself *who* will make up the majority of the sales — home buyers or sellers — and *who* will lead this initiative? *What* methods will you use to convert clients into sales? *Why* do you need to increase sales? *Where* will you find those clients? *When* should this goal be complete?

Measuring the success of your goals helps you assess your performance and discover where you need to tweak your efforts. ***If you can’t measure your goal, you can’t manage it*** — which means you probably won’t achieve it to your entire satisfaction. Ask yourself, “How many homes do I need to close to increase my sales this year? How many leads will it take to generate those sales?”

It’s vital that each goal is **Achievable**. There’s no sense in creating a “stretch” goal if striving for it breaks your business and your morale. Determining if your real estate goal is achievable often involves doing the math. For example, if you want to increase sales by a certain percentage, figure out the number of homes — at an average price and for your average commission — that you need to close, how many leads you must convert to clients, how many leads you need to generate at your average conversion rate and so on.

After running the numbers, you’ll have to decide if your goal is **Realistic**. Assess whether you have the financial and human resources — not to mention the time — to achieve your goal as stated. If you’re a single-agent operation, working part time or just getting your business off the ground, then a goal of \$1 million in sales probably isn’t realistic.

Finally, you have to make each goal **Time-Bound** to instill a sense of urgency. If December 31 is the deadline for meeting a goal, you might not feel the pressure to work on it in March. By assigning a timeline to complete each goal, you give yourself milestones to check your progress against and make any required course corrections.

Examples;

Business Goals-

Generate 50 qualified leads each month using your online resources; Boomtown, social media, website.

Improve your online presence on your website and social media platforms.

Update your profile each year; share your accomplishments. People want to do business with successful people.

Personal Goals-

Participate in CE education classes and conferences. You never stop learning!

Attend local networking events.

Family Goals-

By November 30th – take 7 business days throughout the year away from the office to spend time with family; without returning phone calls and emails.

You got this !!!!!

