

Real Estate Vision Board and Goal System

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YOUR VISION DRIVES YOUR RESULTS

Top producers in real estate consistently report that written and visual goals outperform mental goals by 42% (Dominican University study). This system gives you the framework.

PART 1: YOUR REAL ESTATE VISION

Define Your Why

Before setting goals, understand your deep motivation: - Why did you choose real estate? - What does financial success look like for you? - What lifestyle are you building toward? - Who depends on your success?

Your "why" is the fuel that keeps you going when the market is slow and the rejection is high.

The Vision Board Blueprint

Create a visual representation of your goals including:

Career Vision: - Annual GCI target: \$_____ - Number of transactions: _____ -
Market specialization: _____ - Team size (if applicable): _____

Lifestyle Vision: - Home you want to live in - Car you want to drive -
Vacations you want to take - Experiences you want to provide your family

Legacy Vision: - Community impact - Charitable giving goals - Business you want to build

PART 2: THE GOAL SETTING SYSTEM

The SMART Real Estate Goal Framework

Annual Goal Example: "I will close 18 residential transactions in Summit County in 2026, generating \$108,000 in gross commission income, by contacting 10 people daily and conducting 2 buyer/seller consultations per week."

The Activity-to-Results Pyramid

RESULTS (Closings)

|

CONTRACTS (Under Contract)

|

APPOINTMENTS (Consultations)

|

LEADS (New Contacts)

|

ACTIVITIES (Daily Actions)

Work from the bottom up. Control your activities — your results will follow.

Monthly Goal Tracking

Month	Contact Goal	Appt Goal	Contract Goal	Closing Goal	Actual
Jan	200	8	2	1	
Feb	200	8	2	1	
Mar	220	10	3	2	

PART 3: THE 90-DAY SPRINT SYSTEM

Every quarter, set a 90-day sprint focused on one major goal.

Quarter 1 Sprint Example: Goal: Generate 6 new listings
Strategy: Geographic farm campaign + expired listing calls
Daily Activity: 10 calls + 5 door knocks
Weekly Review: Friday 30-min progress assessment

PART 4: ACCOUNTABILITY SYSTEMS

The Weekly Review Process

Every Friday, answer these questions: 1. What did I accomplish this week? 2. What activities generated the most results? 3. What did I avoid that I should have done? 4. What is my #1 focus next week?

Find an Accountability Partner

An accountability partner increases goal achievement by 95% (American Society of Training and Development).

Ideal accountability partner: Another Realtor at similar production level, different market area. Weekly check-in: 15 minutes, same day and time every week.

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