

Goal Setting for the New Year

Next year is going to be another great year. Talk about it...believe that it will be. There may be a slowdown but I don't feel that there will be a decline in values. There are too many buyers with money and needing a place to live.

First figure out where you are:

- Survival Mode? Making enough to pay your bills and get by
- Achievement Mode? Making enough to not have to worry about the bills
- Significance/Purpose Mode? Making enough that you don't have to worry about your bills and you can do things that help others and make a difference.

Write them down:

- If you don't write them down, they are just a wish.
- Be clear and specific
- Why are you doing this business...define your why (i.e. kids, time freedom, etc.)
- Track them on something you can look at and review periodically; this will help you to adjust should you need during the course of the year.
- Look at goals for more than just your business...goals for: Spiritual, Family, Business, Health, Personal
- Believe in your Goals!

Books:

- Paycheck to Purpose – by Ken Coleman (methodology)
- You are a Badass – by Jen Sincero (mindset)
- Angels in My Hair – by Lorna Byrne (spiritual)

Personal Best (Steven Shull):

Set goals that DEMAND your absolute PERSONAL BEST EFFORT on a daily basis and nothing less!

Being Realistic is selling yourself short... Being realistic is code for "I don't want to change what I am doing however I want a better result."

When you are being realistic you are consciously or unconsciously giving yourself permission to shrink and play small.

There is a difference between being real and being realistic. Real is honoring your higher self. Taking responsibility for your life and the talents you have been given and the opportunities that are available to you on a daily basis. Being Real is embracing the reality that you are powerful beyond measure, and you are so much greater than you imagine.

Show up, pay attention, Start every day at zero...don't dwell on yesterday...

Embrace the reality that opportunity is everywhere and that your job is connect people and property.

Ask questions, focus on being open instead of just being right.

Motivational Videos about Personal Best:
Facing the Giants <https://youtu.be/c4YuZikVQms>

Trackable (J.D.):

My methodology for goals within a business is: you can't have meaningful goals unless you are able to measure them and unless you spend the time and effort to track those metrics. I also feel it is important to set goals you *feel* you can reach but don't limit yourself to goals you *know* you can reach. Often times we are afraid to fall short of goals, only to find out we are capable of more than we imagined. I have had this experience many years when looking back on my goals at what I achieved at the end of a year. A goal doesn't need to be hit in order for your year to be successful, as long as you come away with more intel on how to better your business.

I also feel in real estate, *especially* in a higher-end market like Southern CA, it is important to goal set first on units sold. Commission goals will sort themselves out when you work towards unit volume. We can get lucky with some large sales prices here and there, which are a nice bonus. But if your business model is based on low volume and high sale prices, you set your business up to be susceptible to a higher risk of goal-reaching failure. I rather build a business that can handle a higher level of deal load annually because that creates consistency and dependability.

Here are some metrics I track throughout the year:

2022 GOALS	Notes
Income: GCI: \$1.2M 20% increase YOY increase	2021: \$1M, 28% Increase YOY 2020: \$717K, 38% increase YOY
Scalability: Units: 48 20% YOY increase	2021: Units: 40, 23% YOY increase, 2020: 31,41% YOY increase
Profitability: 10% of 2021 GCI \$100K or \$8K/mo	2021: \$72K, \$6K/mo
Service: Request review from every client Increase ratio of clients with reviews from 40% to 60%	2021: 40% gave review
Future Growth: Increase Seller to Buyer ratio from 25% to 30%	2021 Increase Seller to Buyer ratio from 20% to 25%
KPI's	
Avg Price Point: \$1,114,368 (2021)	
Avg GCI: 26,041 (\$1.25m/48 units)	2021: \$25,687
Avg Yield: 2.33%	2021: 2.25%

I also suggest you categorize every sale with the source of that sale. Tracking where your business is coming from is important, so you can goal set on where you'd like to improve year over year. It also allows you to focus on your strengths. *You don't need to be the best at everything.*

Lastly, don't compare your goals to others around you. This business breeds that type of behavior, for better or for worse. We all have different circumstances in our lives that you need to individually factor in. It's also ok to value your time over money. If you are making a lot of money in this business you are certainly trading a lot of your time to get it. In my opinion, there is no more valuable asset we have than our time. Do not get caught up in just GCI, holistically review all goals and the time you plan to give up as part of your financial/sales goals. I wish I did of that more over the years, as the time I spent in reaching my GCI goals was immense. If I would have calculated the time sacrifices as well as the off-time/vacation more closely as a part of my overall annual goals, I think I would have had a different perspective.

Gratitude:

Remember to be grateful! Gratitude means **thanks and appreciation**. ... Gratitude, which rhymes with "attitude," comes from the Latin word *gratus*, which means "thankful, pleasing." When you feel gratitude, you're pleased by what someone did for you and also pleased by the results. Unlike indebtedness, you're not anxious about having to pay it back.