



2025 BUSINESS LAUNCH PLAN

KS TEAM

WHAT IS YOUR SALES GOAL FOR 2025?

Questions to consider

- What is most important to you in 2025?
- How do you want 2025 to be different from 2024?
- What didn't go well in 2024? What did go well?



HOW DO YOU WANT
TO FEEL AT THE END
OF 2024?

WHERE WILL YOU END UP FOR 2024?

Volume:

Transactions:

Net Income Goal:

Notes:

WHAT DO YOU WANT YOUR
BIGGEST FOCUS TO BE IN
2025?

GOALS FOR 2025?

Volume:

Transactions:

Net Income Goal:

Notes:

HOW MANY AGENTS WERE
ON THE TEAM IN THE
BEGINNING OF 2024?

HOW MANY OF THOSE
AGENTS ARE STILL WITH
YOU?

STAFF POSITIONS?

WHO STARTED?

WHO IS WITH YOU NOW?

IN 2025 TO HIT YOUR
GOAL, WHO DO YOU NEED
ON STAFF?

MARKETING

SOCIAL PLATFORMS -

DIRECT MAIL-

EMAIL CAMPAIGNS-

PAST CLIENT OUTREACH PLAN-

EVENTS

WHERE ARE YOU GENERATING LEADS

KEEP? TWEAK? DITCH

TECH

WHICH TECH DO YOU USE?

HOW WOULD YOU RANK EACH?

ARE YOU USING EACH TO IT'S FULL CAPABILITY?

WHAT CAN YOU DO TO BETTER UTILIZE IN 2025?

ISA

HOW MANY?

HOW MANY AVERAGE APPOINTMENTS PER ISA PER WEEK?

HOW MANY CLOSED DEALS WERE ISA BOOKED?

WHAT WAS THE TOTAL COST FOR THE DEPARTMENT?

WHAT WAS THE ROI?

WHAT DO YOU WANT TO CHANGE IN 2025?

LISTINGS

WHO ARE YOUR PARTNERS

SIGNS

PHOTOGRAPHER

VIDEOGRAPHER

TRANSACTION SUPPORT

WHAT'S WORKING? WHAT NEEDS TO BE IMPROVED?

RECRUITING

HOW MANY AGENTS DO YOU
WANT TO NET IN 2025?

HOW MANY DO YOU NEED TO
RECRUIT PER MONTH?

WHO IS YOUR IDEAL AGENT
AVATAR?

ONBOARDING

WHAT IS GOING WELL?

WHAT IS NOT?

HOW MUCH TIME DOES THIS TAKE FROM YOU PERSONALLY AS THE LEADER? HOW CAN YOU IMPROVE THIS?

FINANCE

HOW DO YOU TRACK?

WHAT IS YOUR CADENCE OF
OVERVIEWING?

ANNUAL FINANCE DEEPDIVE

PRINT 3 MONTHS AND REVIEW
EVERY SINGLE LINE ITEM WITH A
HIGHLIGHTER

CANCEL

KEEP

INVESTIGATE

REPORTING

HOW DO YOU TRACK YOUR
TEAM'S PERFORMANCE?

WHAT ARE YOUR REPORTING
GOALS FOR EACH WEEK?

THANK YOU

HAVE A SUCCESSFUL 2025!

K | S
TEAM

