

A YEAR IN REAL ESTATE:

Making the most of your business



Q1 Reflection

Hit the ground running by considering your business strategy in terms of where you stand and where you want to go.

- Review the previous year's performance.** Look at last year's final numbers and reports to see what worked, what didn't, and what can be improved.
Hey agents: Don't have the numbers? Talk to your broker about setting up reports for you.
- Finalize and implement your annual strategy.** Make sure to consider every aspect of the client funnel: marketing, the transaction process, follow-ups, and what your overall workflow will look like.
- Prep for tax season.** It's never too early. Check on the data and forms you need using your **back-end software**.
- Market, market, market.** Social strategy. CMAs. Follow-ups. It's never too early to **get your name out there** for a satisfying return ahead.

What can you do to prepare your business for the busy year ahead?
To learn more and access the full business plan, check out www.lwolf.com.