2025

Business Plan For Real Estate Agents



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zerotodiamond.com

The Zero To Diamond Story

As an agent myself since 2002, I want you to know how much a truly care about you and your success...

Regardless of where you are in your career, I have been in your shoes...

That's why I continue doing what I do for the real estate community...

My mission from day one when I started ZTD on January 20th, 2017 was to "*reduce the failure rate in the real estate industry one agent at a time*"

Every DM, email, comment, reply and testimonial means the world to me and is the gasoline that keeps me going (so keep 'em coming)...

100,000's of agents have increased their sales volume using the Zero To Diamond system, and we are just getting started.

Let go of who you are long enough to become the person who can do the things needed to accomplish the goals you want to hit.





Zero To Diamond Principles

“CLOSINGS HAPPEN EVERYDAY FOREVER REGARDLESS OF MARKET CONDITIONS”

“BUSINESS IS 100% UNLIMITED FOREVER”

“COMPETITION DOES NOT EXIST”

“YOU CANNOT LOSE IN REAL ESTATE, YOU GET PAID TO LEARN.”

“YOU CAN’T CONTROL THE RESULTS, ONLY YOUR ACTIONS”

“IF YOU OUTWORK THE #1 AGENT IN YOUR MARKET TODAY, THEN YOU ARE #1 TODAY.”

“LOSING DEALS GIVES YOU FUTURE TIME BACK”

“THE MORE TIME I ’WASTE’ ON PEOPLE, THE MORE MONEY I MAKE”

“PUT RELATIONSHIPS OVER TRANSACTIONS EVERY TIME”



Identifying Your Why

Why are you in this business?

Where do you see yourself 3-5 years from now?

What are your short-term goals?

What are your long-term goals?



My profit goal for the year is

$!

Budgeted Expenses:

Brokerage Split	
REDX	
Marketing	
Admin	
Total Yearly Expenses	



How Many Transactions You Need To Hit Your Goal:

Desired Profit	
Budgeted Expenses	
Average Commission %	
Average Sales Price	

Transaction Benchmark Calculation

Desired Profit	
➕ Budgeted Expenses	
= Revenue Needed	

Revenue Needed	
➗ Avg. Commission %	
= Closed Volume Needed	

Closed Volume Needed	
➗ Average Sales Price	
=**Transactions Needed**	

How Many *Closings D*o You Need Per Week To Hit Your Goal ?

ABS = Active Buyer/Seller: *A prospect who indicates they may buy or sell a property within the next 0-6 month and could potentially pick you as their agent.*

•Close One deal/week = 15-20 ABS's at all times
•Close Two deals/week = 25+ ABS's at all times
•Close 1% of your database/year
with zero prospecting

The BIGGER Question:

How Many ABS's Do You Need At All Times To Hit Your Goals?

How Many *Listings* You Need To Hit Your Goal If You Close 80% Of The Listings You Take?

Listings Taken		**50% of Appointments**
Appointments		**70% of Appointments Set**
Appointments Set		**25% of Leads**
Leads		**33% of Contacts**
Contacts		**10% of Calls made**
Calls Made		

Monthly Calls	Weekly Calls	Daily Calls



Your Top TWO Lead Generation Activities That Work Best For you (and, a third one on the side):

1	
2	
3	

Top Three Marketing Activities:

1	
2	
3	



DAILY ACTIVITY SCHEDULE

TIME	ACTIVITIES
6:00 AM	
7:00 AM	
8:00 AM	
9:00 AM	
10:00 AM	
11:00 AM	
12:00 AM	
1:00 PM	
2:00 PM	
3:00 PM	
4:00 PM	
5:00 PM	
6:00 PM	



The End Game...

I imagine your goal is NOT to list and sell real estate until the day you die...

You might think it is, but I promise there will come a day when you cringe every time you look down at your phone to find one of your clients calling...

Most agents don't plan past "making a million" or "becoming #1"

I know I didn't...

So, let me lay it out for you...

Give me 5 HARD years of following my lead, and you will NEVER have to make another cold call again in your life...

If you build your database to the point you are making the money you want to make, you are done...

The weekly email will keep the deals and money rolling in from there...

And, along the way, let's buy some investment properties together...

Remember, you are building a *career,* not just another just a great year...

Whatever you do, don't quit...

Ricky Carruth

Next Steps...

- Join the official ZTD Facebook Group and share your daily wins with the community: **https://facebook.com/groups/diamondagents**

- Become a ZTD member, and get started with your weekly emails/texts as well as gaining access to coaching calls with Ricky and his Listing Stacking Course: **https://zerotodiamond.com**

- Grab the End Of The Year Redx Deal of $299/month: **https://www.redx.com/eoy-master-2024-ricky**

- Join my **Daily Agent Devotionals** Broadcast Channel on Instagram: **https://ig.me/j/AbaqSnjuhgT49Xw4/**

- Register for **Listing Selling Secrets**, an in-person all day workshop in Gulf Shores, AL January 30th: **https://go.rickycarruth.com/secrets**

- **Books To Read:** *10X Is Easier Than 2X, The Full Fee Agent, Be Your Future Self Now, The Gap And The Gain, The Slight Edge, The Agent's Edge, The Unsold Mindset* and *you2*

2025 Will Be Your Best Year So Far!

