

2025 BROKER

BUSINESS

PLANNING GUIDE

- Identify Your Greatest Motivation to Achieve Greater Success, Faster!
- Review Your Accomplishments from 2024 & Establish Your Baseline
- Set Your Goals & Create Your Action Items for 2025
- Bonus Section: Increase Profitability by Building Additional Revenue Streams

2025 --- BROKER BUSINESS PLAN

The purpose of completing this Broker Business Plan is to clearly identify your opportunities to achieve greater success, faster! This simple, yet powerful process will help you establish the steps you'll need to take to accomplish your desired goals in the year ahead.

To begin, let's start by determining what is your greatest motivation to build a profitable real estate brokerage? What drives you every day to show up, to do the hard work, and to lead the charge towards your long-term success!

Now that we know your WHY, let's review where your brokerage stands today:

1. What is the current status of your brokerage?

- a. How many active agents do you have today? _____
- b. How many transactions do you close per month (average)? _____

2. What are your monthly operating expenses?

- a. Total operating expenses \$ _____
(use ROGA Budget Worksheet)

3. What is your total monthly agent & transaction revenue?

- a. Actual Monthly Revenue \$ _____
- b. OR, Estimated Monthly Revenue \$ _____
(use ROGA Fee Structure Worksheet / 12 X # of Active Agents)

2025 --- **BROKER BUSINESS PLAN**

4. What is your monthly per agent & transaction revenue?

a. Monthly revenue (3a or 3b) divided by # of agents (1a) \$ _____

5. What is your monthly ONE Marketplace revenue? (Ancillary Income)

a. Total ancillary revenue (vendors/partners) \$ _____

6. What is your current Mentor Program revenue?

a. How many Mentees are in your Mentor Program? _____

b. How many Mentee transactions do you close per month? _____

c. What is your average monthly revenue per Mentee? \$ _____

d. What is your total monthly Mentor Program revenue (6b X 6c) \$ _____

7. Let's add up ALL of your current sources of revenue:

a. Monthly Agent Transaction Revenue (3a or 3b) \$ _____

b. Monthly ONE Marketplace Revenue (5a) \$ _____

c. Monthly Mentor Program Revenue (6d) \$ _____

d. Total Monthly Combined Revenue (7a+7b+7c) \$ _____

e. Total Annual Revenue from All Sources (7d X 12) \$ _____

8. Now, let's determine your Net Operating Income:

a. Enter Total Combined Revenue from (7e) above \$ _____

b. Minus Total Operating Expenses from (2a) above \$ _____

c. Equals Total Net Operating Income \$ _____

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Great work! Now let's look forward and set your goals for 2025:

9. Based on what your earned in 2024 (NOI), what is your Revenue Goal for 2025? \$ _____

10. Excellent! Let's determine how much additional revenue you'll need to generate in 2025 to achieve that goal.

a. 2025 Revenue Goal (9) \$ _____

b. Minus 2024 Net Operating Income (8c) \$ _____

c. Equals Additional Revenue Needed to Hit Your Goal \$ _____

11. We know all revenue starts with agents! Now that we know how much more you want to earn in 2025, let's determine how many more agents you'll need to recruit to achieve your goal.

a. Additional Revenue Needed (9c) \$ _____

b. How much do you earn per producing agent annually (4a X 12) \$ _____

c. Divide Additional Revenue (9c) by Average Income per Producing Agent

(11b) = _____. This is how many producing agents you need to add in 2025 to achieve your additional revenue goal!

BONUS SECTION

Now that we've established the number of agents you need to recruit to achieve your goal, let's look at how we can add to your bottom line by establishing or implementing additional revenue streams:

How much additional revenue would you like to earn in 2025 from your ONE

Marketplace Program? \$ _____

12. Let's first determine how much you earned from your ONE Marketplace Program in 2024 \$ _____

- a. How many ONE Marketplace partners did you have in your program in 2024? _____
- b. Divide the total revenue in #12 by the number of ONE Marketplace partners (12a) \$ _____. This is how much you earned on average per partner.
- c. Now subtract the amount you earned in 2024 from the amount you want to earn in 2025 \$ _____
- d. Divide the amount in (12c) by the amount in (12b) = _____. This is how many additional ONE Marketplace partners you need to add in 2025 to achieve in your increased revenue goal.

How much additional revenue would you like to earn in 2025 from your Mentoring Program? \$ _____

13. Let's first determine how much you earned from your Mentor Program in 2024 \$ _____

- a. How many Mentees did you have in our Mentoring Program in 2024 \$ _____
- b. Divide the total revenue in #13 by the number of Mentees (13a) \$ _____. This is how much earned on average per Mentee.
- c. Now subtract the amount you earned in 2024 from the amount you want to earn in 2025 \$ _____
- d. Divide the amount in (13c) by the amount in (13b) _____. This is how many additional Mentees you need to add in 2025 to achieve your increased revenue goal.

NEXT STEPS

Critical Action Items:

- Update My Operating Budget
 - I will complete this action item by: _____ (date)
- Review My Current Fee Structure
 - I will complete this action item by: _____ (date)
- Launch or Improve My Recruiting Strategy
 - I will complete this action item by: _____ (date)
- Launch or Improve My ONE Marketplace Program
 - I will complete this action item by: _____ (date)
- Launch or Improve My Mentoring Program
 - I will complete this action item by: _____ (date)

Enroll in “THRIVE” - Broker Learning & Development Program:

1. Full Financial Analysis
2. Full Swot Analysis
3. Business Planning (1-3-5)
4. Organizational Structure & Roles
5. Advanced Recruiting Systems & Strategies
6. Advanced Retention Systems & Strategies
7. Fully Developed ONE Marketplace Program
8. Fully Developed Mentoring Program
9. Increased Per Agent Productivity
10. Identify Potential Market Expansion Opportunities
11. Long Term Strategy Planning (5-10)

Contact Your Franchise Growth Consultant to Sign Up for THRIVE Today!

Example: ROGA Budget Worksheet:

ROGA Budget Worksheet

Itemized Expenses	Notes	Monthly Amount
These expenses include items that are budgeted and necessary to operate the business on a MONTHLY basis. Enter your numbers in the GREY BOXES ONLY. You may also enter text in the Notes column.		

Office Lease/Rent

Base lease		
Common Area Maintenance (triple net charges)		
General Office Improvements		
Property taxes		
Miscellaneous taxes		
Repairs and maintenance, office space		
Signs - exterior, lease/cost and maintenance		
Other		
Total Office Lease/Rent		\$ -

Employees/Staff

Insurance, health		
Insurance - workers' compensation Employees (some Independent Contractors in certain states)		
Staff salaries and benefits		
Weekend Staff - Part Time		
Taxes, payroll, FICA, Unemployment etc.		
Broker/Manager Salary		
Total Employees/Staff		\$ -

Equipment

Computer leases/cost (computer, hardware/software)		
Copier leases/cost		
Misc Equipment leases/cost		
Furniture leases/cost		
Postage Meter		
Repairs and maintenance, (computer, fax, copier if not included in lease package)		
Video-service subscriptions		
Telephone equipment		
Computer Network, Install & maintenance		
Internet charges		
Website Development, Maintenance & Hosting		

Contact your Franchise Growth Consultant to obtain this worksheet.

Example: ROGA Fee Structure Worksheet:

COMMISSIONS - How much is kept in a:	Down Year	Normal Year	Hot Year
Brokerage	\$ 7,929.90	\$ 9,510.90	\$ 11,091.90
Brand - ROGI	\$ 3,614.10	\$ 4,289.10	\$ 4,964.10
Member / Agent	\$ 66,600.00	\$ 83,700.00	\$ 100,800.00

CALCULATION FOR ONE YEAR OF PRODUCTION				
Total # of Transactions *	15			
Estimated Gross Commission Income (GCI)	97,500.00			
		Flow of funds to:		
		Member/Agent Monthly Fixed	Member/Agent Annual	Brokerage Annual
Estimated Gross Commission Income (GCI)			97,500.00	
Transaction Fee per Transaction	(600.00)			
Transaction Fee payable to ROGI	(225.00)		(3,375.00)	3,375.00
Transaction Fee payable to Brokerage	(375.00)		(5,625.00)	5,625.00
Compliance Fee and Other Fee per Transaction	(200.00)			
Compliance Fee per Transaction to Brokerage	(200.00)		(3,000.00)	3,000.00
Other Fee per Transaction	-		-	-
Recurring Monthly fee payable to ROGI	(60.00)			(720.00)
Monthly Member / Agent Cost	(150.00)			
Recurring Monthly fee payable to Brokerage	(150.00)	(150.00)	(1,800.00)	1,800.00
Tech Fee	-	-	-	-
Risk Management (E&O) Insurance	-	-	-	-
Cost to Member / Agent		(150.00)	(13,800.00)	
Ad Fund Payable by Brokerage to ROGI				(194.10)
Net Amount		\$ (150.00)	\$ 83,700.00	\$ 9,510.90

Annualized Monthly Member / Agent Costs as % of GCI	1.85%
Annual Transaction Cost to Member/Agent as a % of GCI	12.31%
Annual Total Cost to Member/Agent as a % of GCI	14.15%
Annual % of GCI retained by Member/Agent	85.85%

BEGIN Here	
VARIABLES - Select dropdown (blue cell) or enter value (green cell)	
Variable	Amount
Fee on initial tier of Sales Price	600.00
Initial tier of Sales Price	300,000.00
Additional fee on each additional tier of Sales Price	300.00
Additional tier of Sales Price	100,000.00
Total Sales Volume in Year	\$4M
Average Sales Price	260,000.00
Commission Rate	2.5%
Compliance Fee per Transaction to Brokerage	(200.00)
Other Fee per Transaction (Discretionary by Brokerage)	-
Monthly Agent/Member fee payable to Brokerage	(150.00)
Tech Fee	-
Risk Management (E&O) Insurance - ANNUAL AMOUNT	-
Market Adjustment factor - Down Year	80%
Market Adjustment factor - Hot Year	120%

Do you know the annual value of EVERY agent?

Contact your Franchise Growth Consultant to complete this worksheet.

Example: Good, Great, & UNstoppable Recruiting Plans

UNstoppable Recruiting Plan:

You recruit five (5) Real Estate Professionals every two months *

Month	# of Associates	Total Projected Income/Agent	Total Projected Office Expense	Monthly Gain/Loss	Accumulated Profit/Loss
1	2	\$2,095	\$0	\$2,095	\$2,095
2	5	\$5,237	\$0	\$5,237	\$7,331
3	7	\$7,331	\$12,568	(\$5,237)	\$2,095
4	10	\$10,473	\$0	\$10,473	\$12,568
5	12	\$12,568	\$0	\$12,568	\$25,136
6	15	\$15,710	\$0	\$15,710	\$40,846
7	17	\$17,805	\$0	\$17,805	\$58,651
8	20	\$20,947	\$0	\$20,947	\$79,597
9	22	\$23,041	\$0	\$23,041	\$102,639
10	25	\$26,183	\$0	\$26,183	\$128,822
11	27	\$28,278	\$0	\$28,278	\$157,100
12	30	\$31,420	\$0	\$31,420	\$188,520
13	32	\$33,515	\$0	\$33,515	\$222,035
14	35	\$36,657	\$0	\$36,657	\$258,691
15	37	\$38,751	\$0	\$38,751	\$297,443
16	40	\$41,893	\$0	\$41,893	\$339,336
17	42	\$43,988	\$0	\$43,988	\$383,324
18	45	\$47,130	\$0	\$47,130	\$430,454
19	47	\$49,225	\$0	\$49,225	\$479,679
20	50	\$52,367	\$0	\$52,367	\$532,045
21	52	\$54,461	\$0	\$54,461	\$586,507
22	55	\$57,603	\$0	\$57,603	\$644,110
23	57	\$59,698	\$0	\$59,698	\$703,808
24	60	\$62,840	\$0	\$62,840	\$766,648



Contact your Franchise Growth Consultant to complete this worksheet.

NOTES

REALTYONEGROUP



**OPENING DOORS ACROSS THE GLOBE ONE HOME,
ONE DREAM, ONE LIFE AT A TIME.**

- ONE Purpose