

Business Freedom Scorecard

	1	2	3	4	5	6	7	8	9	10	11	12	PRESENT	90 DVAS
Mindsets														
1 Strategic Focus	Your planning time frame is the deal that is blowing up or the buyer that is in your car. You have no energy for thinking beyond that.			You feel reasonably clear and confident about your ability to make it through the next 3 months.			You have a multi-year plan for staying competitive in an unpredictably changing industry and economy.			Your business platform is so superior that you are able to dominate your market in the next 5-7 years.				
2 Implementation of Technology	You use little technology in your real estate business. You think the internet is a fad that will pass.			You have implemented a few technology tools in your business but wouldn't consider yourself tech-savvy.			You use technology in your business but it doesn't drive results. You feed your database daily and blog but you know there is another level.			You embrace technology as a platform for growth. You are looking for new technologies to make fuel growth and ease of business.				
3 Digital Presence	You have no digital presence or one that you are embarrassed to have prospects or clients look at.			You have a very standard website that is up to date with personalized information and basic property search functionality.			You have an attractive website that generates buyer and seller leads. You have to sell yourself to these leads to have them become clients.			Your digital and social online presence clearly differentiates your value proposition in your market. You attract vs chase new clients.				
4 New Prospect Pipeline	You have no consistent marketing process. Your business is subject to the general market conditions.			You have some sporadic marketing in place and lead flow is the same. You wish you had more.			You have a consistent flow of leads. You are the one that runs the marketing efforts so if you slow down, lead flow slows down.			Your lead flow is abundant and very high quality. You market as an authority in your market. You get to pick and choose who you work with.				
5 New Client Acquisition	You aren't at all effective in a sales situation. No coffee for you!			You can close your sphere and past clients pretty well. You don't use any sales aides or a presentation.			You have a consistent sales process that converts well. You are what draws clients to use your services			You convert listing and buyer consults at will based on a proven process. Your clients see you as a trusted advisor				
6 World Class Client Experience	You don't have a consistent buyer or seller client experience. You wing it and everyone gets a "custom" experience.			You do the job for which you were hired. Your clients are generally overwhelmed with your services.			You have standardized some of your client and back office processes. You still have to personally service your clients and put out fires			You offer a system-driven world class experience for both buyers and sellers. You consistently receive unsolicited rave reviews online.				
7 Cash Flow & Profitability	You're constantly obsessed with paying your bills, both in your business and personal life. You never have enough money.			Your business and cash flow are OK but you know that things are getting worse in ways you can't control. You aren't tracking like you should			Your growing business keeps demanding more cash. You are tracking most marketing expenditures and ROI is good.			You track everything and profits are strong. Cash flow is never an issue and you have more money than you know what to do with.				
8 Team Development	You are a one person operation. You do everything yourself with little help from others.			You have admin support and realize that you can't do it all. Your time is not your own as you're always putting out fires.			You have admin and buyer agents. You still sell homes to make the kind of money you want. You are still the glue that holds it all together			You have a completely self managed team. You are out of production and things run smoothly when you are out of the office.			TOTAL:	TOTAL:

Personal Freedom Scorecard

	1	2	3	4	5	6	7	8	9	10	11	12	PRESENT	90 DVAS
Mindsets														
1 Big Ambition	You see your biggest growth and achievements as being in the past. You are holding on to what you have			Your focus is primarily on your day to day responsibilities			You're hopeful about the future but your primary focus is on your annual goals			You believe your greatest personal and professional achievements lie in the future				
2 Always Growing	You rely on others for everything personal growth is a concept that you will never grasp			You see real estate as a job and your present situation is good enough for you. You aren't focused on personal or professional growth			You are interested in personal and professional growth but haven't actively applied it to real life			You're a life long learner. You are constantly educating yourself and applying new ways of thinking to your business and personal life				
3 No More Competition	You feel increasingly threatened and intimidated by people in our industry that have new ideas or different ways of doing things			You have lots of ideas that other people like, but you never make them practically useful			You regularly create solutions to problems in your real estate business.			You are so far ahead in your thinking and application of new ideas that you don't have time to worry about your competitors				
4 Willing To Change	Your biggest goal now is to get through to retirement without having to change anything. You are as closed minded as they come			You are limited in your thinking about change. You often reject new ideas or ways of thinking because you think your way is better			You're concerned about maintaining your personal lifestyle and social status. You roll with changes but don't necessarily embrace them			You love being challenged to change your mindsets and behavior in response to a changing industry and world				
5 Perseverance	You find it difficult to commit to any big challenge because you find it hard to stay the course for very long			In spite of your best intentions, you tend to slow down or stop big projects when problems arise			Your business finds a way to fulfill nearly all significant commitments			Once committed, you see all things through to completion. You get it done no matter what is in your way				
6 Abundance	You feel increasingly resentful and intimidated by others' advantages and successes, all of which make you feel left out			You feel increasingly guilty about having achieved greater success than your family, friends and community			Your ambition for greater success is to "give back" to society for everything you have been given in life			You are always working to create a bigger future by expanding your capabilities and resources. As a result, you will never be without				
7 Expand Your Freedom	You are increasingly angry and bitter that your real estate career is frustrating and unrewarding			As each year passes, you're working harder so that you can retire as soon as possible from your unstimulating real estate career			Your idea of freedom is having weekends and evenings off-to get out of the grind. Vacations are the highlight of your year			Everything you do is working toward your big picture goals and you help others do the same				
8 Self Multiplying Team	You cut yourself off from other people's capabilities and resources because you feel you can't depend On anyone			Your biggest business plan right now is to produce as much as you personally can without relying on others			As successful as your business is, you know that if you're not there, things will quickly slow down and fall off track			You focus on your unique abilities so that your team can do the same. Your team continually grows itself as a result, whether you're working			TOTAL:	TOTAL:

Strategizing Your Ambition Mindsets		
Mindset to Strengthen		
Ideal Outcome	Success Criteria	Specific Actions
		1
		2
		3

Strategizing Your Ambition Mindsets		
Mindset to Strengthen		
Ideal Outcome	Success Criteria	Specific Actions
		1
		2
		3

Strategizing Your Ambition Mindsets		
Mindset to Strengthen		
Ideal Outcome	Success Criteria	Specific Actions
		1
		2
		3

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Mindset to Strengthen		
Ideal Outcome	Success Criteria	Specific Actions
		1
		2
		3