

COURSE OUTLINE

BUSINESS PLANNING FOR ASSOCIATE BROKERS

NMREC Approved for 4 CE Training Credits

Introduction to Business Planning - This workshop teaches basic steps of business planning and measuring results for real estate brokers. Students will learn how to build a business plan with emphasis on 2 key areas: financial planning and analysis, and customer service objectives and results. Several worksheets are used in the workshop to enable students to identify, analyze and construct each key element of their business plan. A calculator is required for this class.

1. How Do You PLAN Your Real Estate Business?

- a. Expense analysis
 1. Worksheet to determine expenses
- b. Identify and establish priorities
 2. Worksheet
- c. Major factors to consider as you plan
 3. Key questions worksheet

3. How Do You GROW Your Business?

- a. 5 Key Elements of a Business Plan
- b. Writing a Mission Statement
- c. Setting goals
 1. Annual Goal Worksheet
 2. Strategies to Reach My Goals Worksheet
 3. Building My Business Plan Worksheet
 4. Annual Marketing Calendar
 5. Actions & Steps to Accomplish Goal Worksheet

4. How Do You SUSTAIN Your Business?

1. Time management
 - a. Review, discuss various devices
2. People management
 - a. Surveys and questionnaires
 - b. Tabulating and using results
 - c. Staying in touch

5. Other Business Planning Issues to Consider

1. State license law and rules
2. Industry codes of ethics
3. Continuing education and professional development courses
4. Other ...

Course Title: Business Planning for Associate Brokers

Course Description: Teaches basic steps of business planning. Student will learn how to build a business plan and emphasizes financial planning and analysis. Students will learn how to treat real estate as the business it is.

Learning Objectives (See attachment on Bloom's Taxonomy and Learning Levels)

Learning Level	Learning Objective
Insert Level (Words or	Insert corresponding learning objective
Analyze	The student will be able to analyze their finances and what is needed to support their personal as well as their business lives.
Understand	Student will understand the importance of how to apply as well understand the importance growing their business to survive.
Apply	Student will learn how to apply their plan and how to sustain requirements

The following will be the means used in assessing whether the Learning Objectives have been met (Pre and post test, Q&A etc.)

Insert Specific methods

Timed Outline: Describe in detail the components of the course by breaking it down into subject matter areas of no greater than 15 minutes. What will be the method of instruction or teaching technique used for each area (lecture, slides, group activities, videotape etc.)

Length in Time(15 min. increments)	Teaching Technique	Subject Matter Segment and Description
60 minutes	Powerpoint, activity, lecture, and worksheets	How do You Plan Your Real Estate Business? 1. Expense analysis--worksheet 2. Identify and establish priorie—worksheet 3. Major factors to consider as you plan—key questions worksheet
90 minutes	Powerpoint with lecture, worksheets	How Do You Grow Your Business? 1. 5 Key Elements of a business Plan 2. Writing a Mission Statement 3. Setting Goals a. Annual Goal Worksheet b. Strategies to Reach Goal c. Building Business Plan—Worksheet d. Annual Marketing Calendar e. Actions and steps to accomplish goals
60minutes	Powerpoint, lecture, and exercises	How Do You Sustain Your Business? 1. Time Management 2. People Management a. Surveys and Questionnaires b. Staying in Touch c. Tabulating and Using Results

30 Minutes	Powerpoint , lecture	Other Business Planning Issues to Consider <ol style="list-style-type: none">1. State License Law and Rules2. Industry Codes and Ethics3. Continuing Education and Professional Development courses4. Other
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