

My Real Estate Consulting Business Plan

My Strategic Long-Term Vision

This “consulting” side of the real estate business will not be a major revenue portion of my income in the short-term.

Over time, my grand “retirement” plan is to continue to sponsor a few productive agents and continue to provide them with leads (whether through referral or Internet marketing efforts). This will give me more control of how agents should run their business. It also gives me the ability to free myself from having to physically run the business (show or list houses) and I can be “working/ blogging/ acquiring” leads from anywhere in the world.



In the meantime, grow the Consulting side of the business.

Also, be on the fore-front of alternative solutions for home buyers and sellers who continue to be highly-educated about the home buying and selling process. We cannot expect for “traditional” real estate services to stay, although at this time, I believe it is the best service offered for the highest possibility of a home sale. However, some consumers want to try to experiment it themselves, so offer it to them and offer a solution for when the task becomes too challenging or cumbersome.

Be prepared for the next wave to come.

My Strategic Focus

WHO I Will Serve

WHO I Will Serve

In my real estate consulting practice, I will focus on attracting and pursuing business from the following client-types:

1. Homeowners - who are not necessarily ready to hire a Realtor® yet need some consultation.
 - Fair Market Value Assessment (Remodeling ROI)
 - Fair Market Value Assessment (Stay versus Remodel)
 - Fair Market Value Assessment (Divorce settlement)
 - Fair Market Value Assessment (Property Value Protest)
2. Home-buyers who are not necessarily ready to hire a Realtor® yet need some consultation.
3. FSBOs

My Strategic Focus

WHAT Services I Will Offer

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I will offer the following services to the client-types identified above:

1. Homeowners - who are not necessarily ready to hire a Realtor® yet need some consultation to help them make some decisions about the future.
 - Fair Market Value Assessment (Remodeling ROI)
 - Home visit & finding out project ideas/ thoughts
 - Provide before & after re-model fair market value based on today's values (Report format)
 - Fair Market Value Assessment (Stay versus Remodel)
 - Current home condition analysis
 - ROI analysis based on costs versus potential values “today”
 - Offer suggestions as needed according to home owners' needs (Report format)
 - Fair Market Value Assessment (Divorce Settlement)
 - Current fair market assessment in divorce settlements
 - Fair Market Value Assessment (Property Tax protest)
 - Current fair market value against tax assessment value

2. Homebuyers - who are not necessarily ready to hire a Realtor® yet need some consultation for the home buying preparation process.
 - Proper steps towards home-buying
 - Discussing step-by-step, stable and conservative options for the home buying process (Dave Ramsey's Baby Steps – Step 3b: Save for down payment).
 - Have lender pull credit for an overall full audit credit assessment.
 - Basic consultation (general overview discussion) versus in-depth step by step personalized plan.

3. For Sale by Owners (Pick Your Services)

Services	Basic*	Intermediate**	Full***
Basic CMA	X	X	X
In-depth CMA		X	X
Previewing of Property		X	X
Pre-listing Package (Forms needed to Seller's Disclosure, T- 47, Blank sales contract)	X	X	X
Broker Representation			X
MLS service			X
Staging & Home Preparation		X ¹	X
Professional quality photos			X
Custom property website			X
Internet Marketing			X
Accepting/ Presenting offers & counter- offers			X
Negotiations/ Opinions & Advice		X ²	X
Answer questions/ concerns		X ²	X
Escrow Transaction Coordination to Closing		X ³	X

* Basic service takes no broker agency representation.

** Intermediate service includes Basic plus X¹, X² and X³. To avoid the Texas Minimum Broker's Regulation, the only time we list a property on MLS is when we offer the full service home selling package. It is also, by far the most successful way of selling a home seriously and quickly. But some sellers need to experiment on their own first.

*** Full service includes 3:16 team REALTY full seller service representation regardless of how much time is needed to assist seller from the beginning of the home selling process to closing.

My Compensation Model

HOW I Will Charge for My Service

HOW I Will Charge For My Services

The Consulting Model of this business is mainly based on an hourly rate (or time taken needed to complete the assignment)

Typical Hourly Rate Charge: Min. \$ XXX/hour (Fiduciary)

Homeowners - who are not necessarily ready to hire a Realtor® yet need some consultation.

- **Fair Market Value Assessment (Remodeling ROI)**
 - Home visit & finding out project ideas/ thoughts – 1 – 1 ½ hour
 - Provide before & after re-model fair market value based on today's values (Report format) – 2 – 2 ½ hours**Fee \$XXX**

- **Fair Market Value Assessment (Stay versus Remodel)**
 - Current home condition analysis – 1 – 1 ½ hour
 - ROI analysis based on costs versus potential values “today”
 - Offer suggestions as needed according to home owners' needs (Report format) – 2 – 2 ½ hours**Fee \$XXX**

- **Fair Market Value Assessment (Divorce settlement)**
 - Home visit 1 hour
 - Current fair market assessment in divorce settlements – 2 – 2 ½ hours (Report format)**Fee \$XXX per property**

- **Fair Market Value Assessment (Property Value Protest)**
 - Current fair market value against tax assessment value – 30 minutes**Fee \$XX per property**

Home-buyers who are not necessarily ready to hire a Realtor® yet need some consultation.

- **Basic Consultation – 1 Appointment (1 – 2 hours)**
 - Understand current assessment (income, savings, debt)
 - General discussion step-by-step, stable and conservative options for the home buying process
 - Where does saving for down payment comes in (Dave Ramsey Baby Steps)**Fee \$XXX**

- **In-Depth Personalized Consultation – 4 Appointments (Approx. 1 ½ hours each)**
Initial Consultation (1-2 hours)

- Understand current assessment (income, savings, debt)
- General discussion step-by-step, stable and conservative options for the home buying process

○ Where does saving for down payment comes in (Dave Ramsey Baby Steps)

Homework (prior to subsequent meetings)

- Client: Have lender pull credit for an overall full audit credit assessment.

- Client: Current budget (emailed prior to next meeting)

- Me: Budget assessment

In-Depth Consultation

- Budget recommendation

- Provide suggestions, ideas to accomplish budget

This is a 3-month session with unlimited email support and 2 more meetings after that.

Fee \$XXX

For Sale by Owners (Pick Your Services)

Services	Basic*	Intermediate**	Full***
Basic CMA	X (\$XXX)	X	X
In-depth CMA		X	X
Previewing of Property		X	X
Pre-listing Package (Forms needed to Seller's Disclosure, T-47, Blank sales contract)	X	X	X
Broker Representation			X
MLS service			X
Staging & Home Preparation		X ¹	X
Professional quality photos			X
Custom property website			X
Internet Marketing			X
Showing Conveniences (Includes scheduling, lockbox)			X
Accepting/ Presenting offers & counter-offers			X
Negotiations/ Opinions & Advice		X ²	X
Answer questions/ concerns		X ²	X
Escrow Transaction Coordination to Closing		X ³ (\$XXX)	X (\$XXX)

* **Basic service** takes no broker agency representation. It is merely to provide proven Sold comps with a Low Price/SF, Max and Avg SF. Fee \$XXX.

If forms are needed, additional \$50.

** **Intermediate service** includes Basic plus X^1 , X^2 and X^3 . To avoid the Texas Minimum Broker's Regulation, the only time we list a property on MLS is when we offer the full service home selling package. It is also, by far the most successful way of selling a home seriously and quickly. But some sellers need to experiment on their own first.

X1 – Preparing the home for sale. This includes staging, ideas, suggestions to prepare the home for sale, professional quality photography, Internet Marketing, custom website.

Typical fee = 1% of sales price.

X2 – Step X2 begins after an offer is received. Negotiations begin and what may be “typical” expectations in a real estate negotiation. Typical fee = X% of sales price.

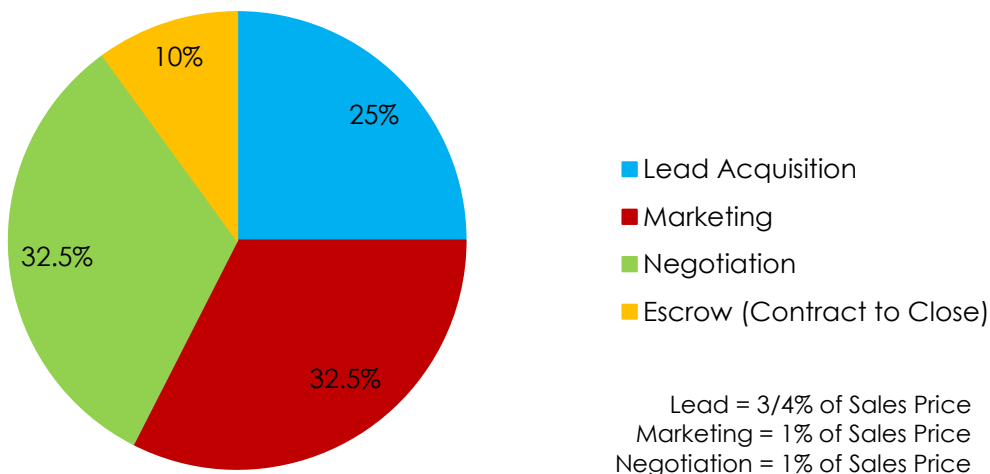
X3 – This takes the contract to closing and funding. Regardless of price, the step process is the same. Hence, \$XXX value (or 10% face value under Full Service).

The Intermediate Services X1 and X2 are dependent on percentages of the sales price, not a flat fee service.

Intermediate service fees are paid upfront. Along the process, should seller opts to switch to full service, the fees paid up to that point will be fully transferred towards the full service. At the time of closing, the remaining balance will be reflected on the HUD statement.

*** **Full service** includes 3:16 team REALTY full seller service representation regardless of how much time is needed to assist seller from the beginning of the home selling process to closing. There is a clear defined line for services rendered between intermediate (DIY) versus full service.

Breakdown of Fee (as Percentage)



My Marketing Plan

How I Will Promote My Consulting Services

Here's How I Will Market My Consulting Services:

1. Add Top Navigation and content to website, content of Different available non-traditional real estate services

FSBOs

2. Create brochure about Alternative Services for FSBO, have it ready in the car – drop it off at house when I come across FSBO.
3. When opportunities arise, discuss alternative home selling services to potential FSBOs.

Home Buying

4. Create flyer/ postcard about Prudent Steps to Home Buying.
5. Approach churches, family counseling (Rhett Smith, Candance Evans) about Pre-Marital Financial Counseling for young, married couples.
6. Look for opportunities to market at Bridal shows with postcards.
7. Partnership with local wedding photographers, wedding planners.

Homeowners looking for Fair Market Values

8. Blog about Home Values, market reports, Value of home remodeling projects (using keywords for titles).
9. Create marketing material about Fair Market Value
10. Obtain Real Estate Divorce Specialist designation (<http://www.realestatedivorcespecialist.com/>)
11. Approach Divorce Financial counsel, divorce attorneys to grow the Home Value side of the business.

I still believe that the Full Service real estate service is the way to go, especially in home selling. However, these are additional, non-traditional methods of getting my name out there.