



*"Well, that WAS Easy!!" Ha!*

## **Welcome to Your Future in Real Estate with Florida Future Realty**

Congratulations on taking the first step toward growing your business!

At Florida Future Realty, we know that your time is valuable and your goals are big. That's why we provide our agents with the tools, systems, and local support they need to scale faster, earn more, and enjoy the lifestyle they've always imagined.

This Goal Setting & Schedule Planning Guide is designed to help you clarify your vision, set measurable targets, and create a daily routine that keeps you consistently moving toward success. Whether you're aiming for your best year yet or preparing for a big breakthrough, this is your starting point.

And the best part? If you join Florida Future Realty, you'll have a local leadership team and office ready to help you implement this plan from day one—without corporate bottlenecks or delays. If you are not thinking about making a move, no worries - use this Guide to help set & meet your goals wherever you may call home!

# Annual Goal Setting & Schedule Planning

- 1) **Need Exact Plan – your goal**
- 2) **Schedule Daily Activities**
- 3) **Accountability – must maintain**

Include **personal** goals

Order: Spiritual, Family, Self, Business – what's your order? \_\_\_\_\_  
\_\_\_\_\_

For me personally, work/my business is a means to funds the lifestyle I choose while helping others.

What's the purpose of *your* work? What will you do with the Money you earn?

The WHY: \_\_\_\_\_  
\_\_\_\_\_

You must track your progress. Review your #s (monthly/weekly/daily)

\$ \_\_\_\_\_ Yearly Income Goal      \$ \_\_\_\_\_ Stretch Goal

Break it down:

\$/12 = \$ \_\_\_\_\_ Monthly      \$/12 = \$ \_\_\_\_\_ Monthly

\$/4 = \$ \_\_\_\_\_ Weekly      \$/4 = \$ \_\_\_\_\_ Weekly

\$/hours work each week = \$ \_\_\_\_\_ Hourly worth      \$ \_\_\_\_\_ Hourly

## **Work on real estate 3-5 days per week**

- Every day:
- 1 hour per day on prospecting \*
  - 1-2 hours on appointments ^
  - 30 min – 1 hour per day on personal growth
  - 30 min – 1 hour per day on current business

Total Minimum:      3-4 hours per day for working

### **Goal:      5-7 hours per day for working each day!**

- 2-3 hours on prospecting \*
- 1-2 hours on appointments ^
- 1 hour on personal growth
- 1 hour on current business

\* Most important – must do every day – and when have no ^ PROSPECT!

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## **Annual Business in Review & Next Year's Goals**

Looking back on your last 365 days please complete the following:

Total Closings: \_\_\_\_\_

Total Volume: \_\_\_\_\_

(total sales amount of all sold/rented properties)  
received)

Total GCI: \_\_\_\_\_

(total gross commissions (to you)

#\_\_\_\_\_ Buyer closings      #\_\_\_\_\_ Seller closings      #\_\_\_\_\_ Other (\_\_\_\_\_)

Next, list all sources of business (i.e. office lead, referral, etc):

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Looking back on these figures what would you like to continue working on & what would you like to stop doing (or do less of?):

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Moving forward circle 3-5 lead generation avenues you wish to implement:

Videos	Networking Events	Seminars you hold	Cold Calling
Open Houses	Keeping in touch with your SOI	Blogging	
Social Media	Office Leads	Other: _____	

Next, circle 2-3 types of customers you'd like to work with:

Home sellers	First time homebuyers	Second Home Buyers
Buyers relocating here	Investors	Other: _____

What's your ONE THING?

Name the one thing that if you do NOW will get you closest to your goals???

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DAY OF THE WEEK	TIME SLOT	DESCRIPTION	DAY OF THE WEEK	TIME SLOT	DESCRIPTION	
MONDAY	6:00 AM	Workout + Journaling + Mindfeed	TUESDAY	6:00 AM	Workout + Journaling + Mindfeed	Health/Wellness
	7:00 AM	Breakfast/Shower		7:00 AM	Breakfast/Shower	Family/Relationships
	8:00 AM	Kids to School/Commute		8:00 AM	Kids to School/Commute	Active Clients
	9:00 AM	Lead Nurture		9:00 AM	Lead Nurture	Active Lead Gen
	10:00 AM	Social Media (Engage/Content Creation)		10:00 AM	Social Media (Engage/Content Creation)	Passive Lead Gen
	11:00 AM			11:00 AM		Market Knowledge/Learn
	12:00 PM			12:00 PM		Lead Nurture
	1:00 PM	Active Lead Generation/Prospecting		1:00 PM	Active Lead Generation/Prospecting	Buffer space
	2:00 PM			2:00 PM		Passions/Hobbies
	3:00 PM	Buffer - appointments or more lead gen		3:00 PM	Buffer - appointments or more lead gen	
	4:00 PM	Recap/Plan for Tmrw		4:00 PM	Recap/Plan for Tmrw	
	5:00 PM	Pick up Kids/Commute		5:00 PM	Pick up Kids/Commute	
	6:00 PM			6:00 PM		
	7:00 PM			7:00 PM		
	8:00 PM			8:00 PM		
	9:00 PM			9:00 PM		
	10:00 PM	FAMILY		10:00 PM	FAMILY	
DAY OF THE WEEK	TIME SLOT	DESCRIPTION	DAY OF THE WEEK	TIME SLOT	DESCRIPTION	
WEDNESDAY	6:00 AM	Workout + Journaling + Mindfeed	THURSDAY	6:00 AM	Workout + Journaling + Mindfeed	
	7:00 AM	Breakfast/Shower		7:00 AM	Breakfast/Shower	
	8:00 AM	Kids to School/Commute		8:00 AM	Kids to School/Commute	
	9:00 AM	Lead Nurture		9:00 AM	Lead Nurture	
	10:00 AM	Social Media (Engage/Content Creation)		10:00 AM	Social Media (Engage/Content Creation)	
	11:00 AM			11:00 AM		
	12:00 PM			12:00 PM		
	1:00 PM	Active Lead Generation/Prospecting		1:00 PM	Active Lead Generation/Prospecting	
	2:00 PM			2:00 PM		
	3:00 PM	Buffer - appointments or more lead gen		3:00 PM	Buffer - appointments or more lead gen	
	4:00 PM	Recap/Plan for Tmrw		4:00 PM	Recap/Plan for Tmrw	
	5:00 PM	Pick up Kids/Commute		5:00 PM	Pick up Kids/Commute	
	6:00 PM			6:00 PM		
	7:00 PM			7:00 PM		
	8:00 PM			8:00 PM		
	9:00 PM			9:00 PM		
	10:00 PM	FAMILY		10:00 PM	FAMILY	
DAY OF THE WEEK	TIME SLOT	DESCRIPTION	DAY OF THE WEEK	TIME SLOT	DESCRIPTION	
FRIDAY	6:00 AM	Workout + Journaling + Mindfeed	SATURDAY	6:00 AM	Workout + Journaling + Mindfeed	
	7:00 AM	Breakfast/Shower		7:00 AM	Breakfast/Shower	
	8:00 AM	Kids to School/Commute		8:00 AM	Family	
	9:00 AM	Lead Nurture		9:00 AM	Lead Nurture	
	10:00 AM	Social Media (Engage/Content Creation)		10:00 AM	Buffer	
	11:00 AM			11:00 AM		
	12:00 PM			12:00 PM		
	1:00 PM	Active Lead Generation/Prospecting		1:00 PM	Open House	
	2:00 PM			2:00 PM		
	3:00 PM	Buffer - appointments or more lead gen		3:00 PM	Buffer - appointments or more lead gen	
	4:00 PM	Recap/Plan for Tmrw		4:00 PM	Recap/Plan for Tmrw	
	5:00 PM	Pick up Kids/Commute		5:00 PM		
	6:00 PM			6:00 PM		
	7:00 PM			7:00 PM		
	8:00 PM			8:00 PM		
	9:00 PM			9:00 PM		
	10:00 PM	FAMILY		10:00 PM	FAMILY	
SUNDAY	6:00 AM	Workout + Journaling + Mindfeed				
	7:00 AM	Breakfast/Shower				
	8:00 AM	FAMILY				
	9:00 AM	BUFFER/WORSHIP ETC				
	10:00 AM					
	11:00 AM					
	12:00 PM					
	1:00 PM	OPEN HOUSE				
	2:00 PM					
	3:00 PM	Buffer - appointments or more lead gen				
	4:00 PM	Recap/Plan for Tmrw/Week ahead				
	5:00 PM					
	6:00 PM					
	7:00 PM					
	8:00 PM					
	9:00 PM					
	10:00 PM	FAMILY				


Download workable Spreadsheet:  
[https://docs.google.com/spreadsheets/d/16LXzv0Y6P7UNB6rEAucsImrCowT4kpY0kO\\_CykGRfw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/16LXzv0Y6P7UNB6rEAucsImrCowT4kpY0kO_CykGRfw/edit?usp=sharing)  
  
Click for Spreadsheet in Google




## Your Next Steps

1. Complete your Goal Setting & Schedule Planning Guide.
2. Book a private, confidential strategy session with Susan Milner.
3. Bring your completed plan to the meeting—we'll review it together and map out exactly how Florida Future Realty can help you reach your goals faster and easier.

At Florida Future Realty, we handle the transition process with you—DBPR switch, MLS setup, borrow signs, borrow lockboxes, business cards ready fast, onboarding with our top of the line software quickly, marketing done for you, and more—so you can keep working with zero downtime.

 Call/Text: [239.218.2229](tel:239.218.2229)

 Email: [susan@FloridaFutureRealty.com](mailto:susan@FloridaFutureRealty.com)

 Office: 627 Cape Coral Pkwy W., Suite 202, Cape Coral, FL

 Website: [FloridaFutureRealty.com](http://FloridaFutureRealty.com)

We look forward to helping you press the Easy Button on your real estate business!

P.S. If you are happy where you are and have NO intentions of moving anytime soon I'd still love to chat with you to see how I can help you move the needle in your business! Reach out for a Free No Obligation coaching call.