EXIT REALTY CORP.



AGENT
BUSINESS PLAN

2027

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MY COMMITMENT TO EXIT

We are building a company by design that celebrates your production, recognizes your success, and sets the standard for professionalism in our industry. EXIT Realty stands apart as a company committed to high standards, consistency, and a growing presence in every market we serve.

As an agent, your success comes from doing high impact activities every single work day. At EXIT, we provide you with the tools and resources to stay consistent: training, technology, powerful marketing & branding tools, and, most importantly, the EXIT Formula of single-level residuals. By leveraging these resources, you can stay focused on delivering professional results, with the confidence of knowing you're supported every step of the way.

Our purpose is to help you succeed in three powerful ways: through your listings, your sales, and your ability to sponsor other agents. This unique opportunity creates an additional income stream that rewards you for helping others grow, making consistency not only the key to your business but also to building lasting financial security.

At EXIT Realty, we believe in mutual success. Each agent grows their business within the brokerage's business, creating a true team environment where everyone is invested in each other's achievements. That win-win culture means when you thrive, your colleagues and your brokerage thrive too.

Real estate demands focus and determination and with the right support, you can capture the opportunities the market offers. EXIT is built to help you meet today's challenges with confidence and to create a future beyond what you imagined.

Our goal is clear: EXIT strives to be the most productively successful real estate company in every market we serve. We know that starts with you.

"INDIVIDUALLY WE MAKE A DIFFERENCE; TOGETHER WE WIN"

KEYS TO SUCCESS

Your success factor in the real estate industry can be broken down easily into the four simple steps you see below. There is no particular order of importance as each one is equally important in your quest for achieving outstanding results this year.

1. GOALS

95% of your success is the reason why you are doing it. Desire ignites your subconscious mind, and your subconscious mind determines your results. The other 5% is how you do it. If your why is big enough, the how is easy.

2. PLAN

Without a "plan of action", you have no direction, no sense of accomplishment. To successfully drive from one point to another, you need directions, and you refer to these directions consistently to reach your destination. To achieve success in real estate, you need a map to provide you with that sense of direction. And you can follow this map and track your success along the way.

3. SKILL

Having, or developing, experience is par for the course. Whether you're a new agent or a veteran, improving your skills each year and looking for new ways to become more efficient in your activities contributes to your success. It's not always about making more money. You are considered successful if you can find new ways to achieve the same results, but in a shorter, more efficient timeframe. Allow yourself to grow through learning and implementing new strategies.

4. ACTION

A vital part of constructing a Business Plan is being able to implement it. Simply creating a Business Plan doesn't make you successful. Acting on it makes you successful. Do not be a full-time planner and a part-time worker. Plan your work, then work your plan.

SELF-ASSESSMENT EXERCISE

Review the self-assessment chart below. Assess your current satisfaction or fulfillment in each category and click the appropriate checkbox. This should be a representation of your life as of right now, not five years from now. Do not sugarcoat your life, making it seem better than it truly is. Be honest with yourself. You must know where you're starting from to know where you want to go.

Unsatisfied: This area of your life needs significant attention
Somewhat Satisfied: This area of your life is good but you want to level up
Very Satisfied: You have focused on this area of your life and you're satisfied with where you're at

	UNSATISFIED	SOMEWHAT SATISFIED	VERY SATISFIED
PHYSICAL HEALTH	☐	☐	☐
SPIRITUAL	☐	☐	☐
MENTAL HEALTH	☐	☐	☐
FAMILY	☐	☐	☐
INTELLECTUAL	☐	☐	☐
FINANCIAL	☐	☐	☐
BUSINESS	☐	☐	☐
SOCIAL/FUN	☐	☐	☐
CONTRIBUTION	☐	☐	☐

VISUALIZATION

Reflect on your self-assessment chart and the areas in which you would like to improve. Focus on your life five years in the future. Dream about how much you'll be earning, about how your dream home will look, about your physical and mental health, about your family, and every other area on your Self-Assessment Chart. Once you have given this some thought, fill out the next section "Where will you be in the next five years? and write down everything you just visualized in the space provided for each section. Do this immediately after you visualized it, as you need to record your dreams when they are fresh in your mind. Write down as much detail as possible so you can see and feel where you'll be in five years. These are your true goals and aspirations for the next few years. Do not lose sight of them. Refer to them often. Make them real.

"DON'T STOP UNTIL YOU'RE PROUD"

5 YEAR VISION

WHERE WILL YOU BE IN THE NEXT FIVE YEARS?

PHYSICAL	
FAMILY	
BUSINESS	
FINANCIAL	
MENTAL	
SOCIAL / FUN	
CONTRIBUTION	
SPIRITUAL	

YEAR IN REVIEW

FILL IN ALL THAT YOU CAN TO TRACK YOUR BUSINESS FROM LAST YEAR.

2026 PRODUCTION RECAP		
1	TOTAL DAYS WORKED	
2	TOTAL DAYS PROSPECTING	
3	TOTAL CONTACTS	
4	TOTAL LISTING APPOINTMENTS	
5	TOTAL LISTINGS TAKEN	
6	TOTAL LISTINGS EXPIRED	
7	TOTAL LISTINGS CANCELLED	
8	TOTAL LISTINGS SOLD	
9	TOTAL BUYER SALES	
10	TOTAL PRICE REDUCTIONS	
11	TOTAL CLOSED TRANSACTIONS	
12	TOTAL PAID INCOME	
13	PENDINGS AT YEAR END	
14	LISTING INVENTORY AT YEAR END	
15	AVERAGE SALES PRICE	
16	AVERAGE COMMISSION CHECK	

2026 RATIOS		
1	CONTACTS PER HOUR	
2	HOURS PROSPECTED TO AN APPOINTMENT	
3	HOURS PROSPECTED TO A LISTING TAKEN	
4	HOURS PROSPECTED TO A LISTING SOLD	
5	HOURS SHOWING PROPERTY TO A BUYER SOLD	
6	HOURS PROSPECTED TO A CLOSED TRANSACTION	
7	DOLLARS EARNED PER HOUR WHILE PROSPECTING	

MY NEW PLAN

BUSINESS AND PERSONAL GOALS
From your Self-Assessment form and Visualization exercises create at least 2 goals you would like to accomplish for each area of life and write them below. List general business goals in this chart. There is space for specific business goals following this chart.

2027 PERSONAL GOALS	
PHYSICAL	
FAMILY	
BUSINESS	
FINANCIAL	
MENTAL	
SOCIAL / FUN	
CONTRIBUTION	
SPIRITUAL	

BREAKING DOWN THE NUMBERS

Agent Path To Profitability Worksheet

Number of Transactions Required to Reach Desired Profitablity	
AVERAGE SALES PRICE OF HOMES IN YOUR AREA	
X AVERAGE % SALES COMMISSION PER END/SIDE OF	%
= AVERAGE SALES COMMISSION IN YOUR AREA PER END	0 (1)
AVERAGE SALES COMMISSION IN YOUR AREA PER END/SIDE (1)	0
X YOUR SPLIT OF _____%	0
MINUS AVERAGE TRANSACTION FEE	)
MINUS AVERAGE REGIONAL DEVELOPMENT FEE	)
MINUS STANDARD EXPENSES (IF ANY, E.G. E&O)	)
= YOUR AVERAGE NET	0 (2)
AVERAGE MONTHLY OVERHEAD EXPENSES (ADV, DUES)	(3)
ADD DESIRED MONTHLY PROFIT	(4)
SUBTOTAL (ADD 3 AND 4)	0 (5)
DIVIDE (5) BY YOUR NET PER END/SIDE (2) FOR NUMBER OF ENDS/SIDES REQUIRED **PER MONTH** TO REACH DESIRED PROFITABILITY	NaN

Residual Income	
AVERAGE SALES COMMISSION IN YOUR AREA (LINE 1)	0
X 10% RESIDUAL	0 (6)
DESIRED RESIDUAL INCOME PER MONTH	(7)
DIVIDE (7) BY (6) FOR NUMBER OF SIDES/ENDS NEEDED FINALIZED BY YOUR SPONSORED MEMBERS PER MONTH	NaN (8)
AVERAGE NUMBER OF CLOSINGS PER MONTH PER AGENT (BOARD DATA)	(9)
DIVIDE NUMBER OF SIDES/ENDS (8) BY AVERAGE CLOSING PER MONTH PER AGENT (9) TO DETERMINE HOW MANY SIDES YOUR RECRUITS NEED TO COMPLETE COLLECTIVELY TO ACHIEVE YOUR RESIDUAL INCOME GOAL.	NaN

The formulas have been checked for accuracy, but we urge you to confer with your own financial advisor.

BREAKING DOWN THE NUMBERS

To determine the annual net income you want to generate, multiple line 5 of the Path to Profitability Worksheet by 12 to get your desired annual income. Use the calculations below to give you an idea of the activities you need to complete to reach your goal. Substitute figures as they relate to your market and goals.

Annual Net Earnings Goal (line 5 of the Path to Profitability Sheet x 12) _____

@ _____ per transaction = _____ Transactions (sides/ends) per year

Since taking more listings is the recipe for success in real estate, the ratio should be 6O/4O (listings sold/buyer sales) = _____ listings sold / _____ buyer sales

2/1 This ratio means for every 2 listings you take, you'll sell 1.

Therefore, to sell ___0___ listings, you'll need to take _____ listings.

2/1 This ratio means for every 2 listing appointments you go on, you'll list 1.

Therefore, to take ___0___ listings, you'll need to go on _____ listing appointments.

5/1 This ratio means for every 5 leads you generate, you'll get an appointment.

Therefore, to book ___0___ listing appointments, you'll need to generate _____ leads.

12/1 This ratio means that for every 12 people you talk to (contacts), you'll get a lead.

Therefore, to generate ___0___ leads, you'll need _____ contacts.

Based on the fact that you will take 4 weeks of vacation this year, that leaves 11 months left for business. Since there are approximately 2O working days in a month, that leaves 22O working days for the year (11 months x 2O). When you divide the ___0___ contacts into 22O working days, that equals _____ per day to whom you need to reach out.

Now that you have calculated specific activities you must perform to meet your production and sponsoring goals, fill in the chart below.

2027 BUSINESS GOALS		
1	TOTAL DAYS YOU WILL WORK	
2	TOTAL DAYS YOU WILL PROSPECTING*	
3	TOTAL CONTACTS YOU WILL MAKE	
4	TOTAL LISTING APPOINTMENTS YOU WILL TAKE	
5	TOTAL LISTINGS YOU WILL TAKE	
6	TOTAL LISTINGS YOU ESTIMATE WILL EXPIRE	
7	TOTAL LISTINGS YOU ESTIMATE WILL CANCEL	
8	TOTAL LISTINGS YOU ESTIMATE WILL SELL	
9	TOTAL BUYER SALES YOU WILL DO	
10	TOTAL PRICE REDUCTIONS YOU WILL MANAGE	
11	TOTAL CLOSED TRANSACTIONS YOU EXPECT	
12	TOTAL PAID INCOME YOU EXPECT	
13	PENDINGS EXPECTED AT YEAR END	
14	EXPECTED LISTING INVENTORY AT YEAR END	
15	AVERAGE SALES PRICE	
16	AVERAGE COMMISSION CHECK	
17	TOTAL NUMBER OF MEMBERS YOU WILL SPONSOR	

WHY CHOOSE FAILURE WHEN SUCCESS IS AN OPTION?

*All agents must adhere strictly to the national and state/provincial Do Not Call (DNC) regulations. Agents are responsible for verifying that any individual they contact by phone is not listed on the DNC registry unless prior express consent has been obtained or a legitimate business relationship exists as defined by law. The use of auto-dialers, robo-dialing systems, or prerecorded voice messages to contact leads or clients is strictly prohibited. Violations of these guidelines may result in disciplinary action, including termination, and may carry legal penalties.

SPONSORING GOALS

LAST YEAR	
HOW MANY RECRUITS DID I SPONSOR INTO EXIT IN 2026?	
WHAT WAS MY 2026 RESIDUAL INCOME AS A RESULT?	

THIS YEAR	
HOW MANY RECRUITS DO I WANT TO SPONSOR INTO EXIT IN 2027?	

CLICK HERE TO WATCH **THE 4 MINUTE MILLION VIDEO**

SHARE THE 4MM FROM THE LOGIN SCREEN OF THE EXIT REALTY CONNECT APP



MY LEAD SOURCES (CO-BROKE, INDUSTRY EVENTS, ETC):

CHALLENGES I NEED TO SOLVE OR IMPROVE (IMPLEMENT SPONSORING DRIP CAMPAIGNS, IMPROVE PRESENTATION SKILLS, DEVELOP "ELEVATOR SPEECH", ETC)

WHAT ACCOUNTABILITY MECHANISMS CAN I PUT IN PLACE?

WHAT TYPE OF TRAINING DO I NEED TO MEET MY SPONSORING GOALS?

ACTION PLAN

Your action plan helps you put into place the 4th Key to Success, as mentioned at the beginning of this plan: Action. Take some time and create an action plan for each goal you wrote down.

SMART goals are a widely used framework for setting objectives that are clear, actionable, and achievable. The acronym SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound. Here's a description of each component:

1. SPECIFIC:

A SMART goal is well-defined and focused. It answers the questions of who, what, where, when, and why. It should be clear and precise, leaving no room for ambiguity. Specific goals provide a clear sense of direction.

2. MEASURABLE:

A goal should include a way to measure progress and success. It quantifies the outcome or progress, making it easier to determine whether you have achieved your goal. Establishing specific criteria allows you to track your performance objectively.

3. ACHIEVABLE:

Goals should be realistic and attainable. While they can be challenging, they should not be so far out of reach that they become demotivating. Assess your resources, skills, and constraints to ensure that the goal is feasible.

4. RELEVANT:

Goals should be relevant and aligned with your broader objectives or values. They should be meaningful and have a clear connection to your personal or organizational mission. Ensure that pursuing the goal will contribute to your overall success.

5. TIME-BOUND:

A SMART goal has a well-defined timeframe or deadline. It specifies when you plan to achieve the goal. This time constraint creates a sense of urgency and helps prevent procrastination. It also enables you to measure progress over time.

When you formulate a goal using the SMART criteria, it becomes a powerful tool for planning and achieving results. SMART goals provide clarity, motivation, and a structured approach to goal setting, making it easier to stay focused and track your progress as you work towards your objectives

ORGANIZE YOUR TIME

Everyone's life and responsibilities are different. There is no "one size fits all" schedule. One thing is certain, though, in real estate and that's the importance of prospecting. To create and then feed your pipeline, it is critical to prospect consistently. The idea is to create a schedule that works for you and your life, prioritizing the tasks necessary to accomplish your goals. A consistent work schedule will create habits that will lead you to success.

LIST THE AREAS WHERE YOU NEED TO IMPROVE

BUSINESS SKILLS

Review your Action Plan with a critical eye to exactly what you will need to accomplish in order to achieve your goals. If you have scheduled two hours of prospecting each day to achieve your ultimate goal of a six-figure income, do you know where to start? Do you want to cold call or door knock or both? Do you want to leverage social media? What is your area of expertise?

EXIT Realty Corp. International offers training to improve your business skills. Your broker and sponsor are also sources of knowledge and experience. They want you to succeed; reach out to them for assistance and advice.

For information on trainings offered exclusively for EXIT Associates, login to the Resource Center > Training. Topics include sponsoring, listing presentation, personality profiles and more.

EXIT Associates also have access to archived webinars on the Resource Center. These 30-minute sessions can be viewed 24/7 to accommodate all times zones and schedules.

LIST THE AREAS WHERE YOU NEED TO IMPROVE

CHALLENGES & SOLUTIONS

To accomplish the business goals you've set, there are going to be certain challenges you'll face throughout the course of the year. List them specifically with potential solutions throughout each area of life.

Here are some examples:

1. CHALLENGE Remaining focused on this plan
   SOLUTION Read the plan daily, daily positive affirmations, develop better health and exercise plan

2. CHALLENGE Complacency
   SOLUTION Pre-book FOUR vacations for the coming year

3. CHALLENGE Lack of confidence
   SOLUTION Reach out for training, practice scripts

4. CHALLENGE Distractions in the office
   SOLUTION Get a headset for prospecting, follow the schedule more carefully and don't participate in office politics

5. CHALLENGE Schedule is overwhelming
   SOLUTION Remain flexible, reprioritize, and rework plan as necessary

LIST POTENTIAL CHALLENGES YOU MAY ENCOUNTER, AND POSSIBLE SOLUTIONS:

AFFIRM YOUR POSITION

Be sure to affirm your position in life and in business daily. Affirmations are your blueprints. They are the foundation on which your results are built. Plant the seeds now through affirmations and watch what you'll grow. Below are samples of some fabulous affirmations you can incorporate into your daily regimen in order to achieve success.

- I am successful
- I choose wisely
- I know exactly what I want, and I am doing everything necessary to get it
- I am detail-oriented
- I have excellent perspective
- I like myself unconditionally
- I feel wonderful
- I am healthy, strong and vibrant
- I have unlimited potential
- I live my life through deliberate intention
- I am strong and I am getting stronger
- I know exactly what to think, say and do in order to get the very best results
- I am a positive person
- I am powerful and I use my power wisely
- I have great insight
- I am action-oriented
- I am motivated
- I have a keen sense of direction
- I am a winner and I am winning
- I get everything done in perfect timing
- I am energetic
- I have tremendous endurance
- I always ask effective questions
- I am focused and committed
- I know that I know
- I can because I know I can
- I follow-up and follow-through perfectly
- I understand success and how to achieve it
- I am competent and diligent
- I use time to my best advantage
- I am at peace with myself

NOTES:

2027 CALENDAR AT A GLANCE

Use this calendar to indicate events, vacations, general goal deadlines, etc, to map out your year.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

NOTES:



PLAN YOUR WORK – WORK YOUR PLAN