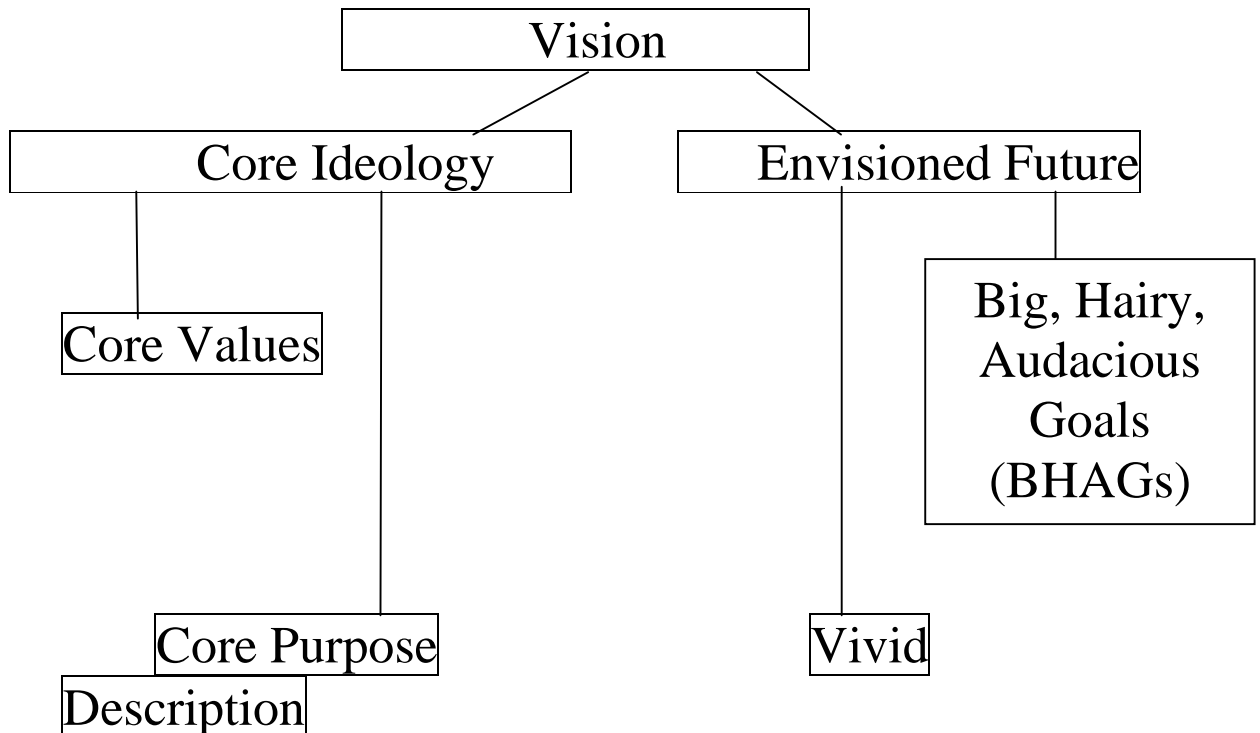


Components of Vision

Excerpted from [*The Business Planning System for the Real Estate Professional*](#)



“Our basic principles have endured intact since our founders conceived them. We distinguish between core values and practices; the core values don’t change, but the practices might. We’ve also remained clear that profit – as important as it is – is not why the Hewlett-Packard Company exists; it exists for more fundamental reasons.”

- John Young, former CEO, Hewlett-Packard, 1992

“We are in the business of preserving and improving human life. All of our actions must be measured by our success in achieving this goal.”

- Merck & Company, Internal Management Guide, 1989

Quotes excerpted from [Built to Last: Successful Habits of Visionary Companies](#), Collins and Porras, Harper Business



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Your Vision

Your core values:

To get nearer these values shared by all, I need to:

Your core purpose:

To get nearer this purpose, I need to:

Your BHAGs:

To get nearer my BHAGs, I need to:

As a result of this planning session, I will implement my plan to my vision. In one year, I will see my business this way:



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Focus (Mission) Defines Your Real Estate Career In These Areas:

- ☐ What you do
- ☐ What you specialize in
- ☐ Why you're selling real estate
- ☐ What areas/target markets you specialize in
- ☐ What kind of services you provide

How to use your mission statement in your promotions:



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Exhibit

An Example of an Agent's Mission Statement

To create a robust and exemplary professional real estate business

that nourishes me personally
and provides financial abundance
for my family and our professional support team

by effectively helping people
buy and sell real estate

while modeling the highest standards
of excellence and integrity.

Write Your Mission Statement Here

For a complete business planning system, see [*The Business Planning System for the Real Estate Professional*](#)



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