



BUILD YOUR 2025 REAL ESTATE STRATEGY

A guide to growing your business with
predictable revenue streams.





WELCOME FROM RYAN SERHANT.

This guide is your trusted playbook to success, thoughtfully designed to help you map out crystal-clear goals, implement winning strategies, and build a rock-solid foundation for your business in the year ahead.

This year, it's all about momentum. By dedicating focused time to work on your business with purpose and intention, you'll not only conquer your objectives but also position yourself to thrive in the face of any challenges that come your way.

Here's the deal: success doesn't happen by accident. It's earned through consistent effort, smart planning, and a willingness to adapt. If you're not planting the seeds now—connecting with prospects, creating opportunities, and refining your systems—you're leaving your 2025 outcomes to chance.

Remember this: take care of the work, and the work will take care of you.

Set bold goals. Prioritize what matters most. Lean into lead-generating activities, leverage your team, create content that resonates, and never stop driving growth. Waiting for opportunities to fall into your lap isn't a strategy—it's a missed opportunity.

Embrace this guide as your roadmap, and use the tools inside to chart your course for 2025. Commit to the process, and you'll thank yourself when those big wins start rolling in.

Here's to making 2025 your best year yet. Let's make it happen!

Ryan Serhant

SECTION 1

RYAN’S FOUR W’S

WHY - WORK - WALL - WIN

As an entrepreneur, mindset is essential. A key component of that is your **Four W’s: Your WHY, your WORK, your WALL, and your WIN.** You may have completed this activity previously, but it’s always a good one to revisit. Use the chart below to clearly define your Four W’s - these will be essential as you build and cultivate a CEO mindset.

THE “W”	DEFINITION	YOUR ANSWER
WHY	WHY do you do what you do? What fuels you and keeps you going on the most challenging days?	
WORK	Showing up and grinding, 24/7. What can you do now to grow your business? What will elevate your business and make you the best version of yourself?	
WALL	What are you running from? What is the negative memory, feeling, or emotion that you never want to feel or experience again?	
WIN	What is your end game? What are you doing everything for? What marks do you ultimately want to leave on the world?	

SECTION 2

SET 2025 GOALS

What will success look like for you in 2025?

Clear goals help you stay focused and track progress throughout the year. In this section, outline key targets for 2025 to give yourself direction and a way to measure how things are going. Think of these numbers as a guide to help you make decisions and stay on course as the year unfolds.

KPIs	CURRENT 2024	2025 GOAL
CLOSED TRANSACTIONS		
VOLUME CLOSED		
GCI		
PROFIT BEFORE TAXES		
AMOUNT SAVED/ INVESTED		

BENCHMARKS	CURRENT 2024	2025 GOAL
AVERAGE SALES PRICE		
AVERAGE RATE OF COMMISSION		

SECTION 3

IDENTIFY YOUR CURRENT BUSINESS SOURCES

Set your source target goals

Your strategy for growth and scale in 2025.

How much effort do you currently put into these sources?

It’s crucial to not only understand where your business is coming from, but also how much action you’re taking to expand these areas.

Do you have a strategy for increasing efforts in these sources?

Make a plan to focus your energy on the areas that will move your business forward.

SOURCE OF BUSINESS	CURRENT 2024		2025 GOAL	
	Listings	Buyers	Listings	Buyers
SPHERE OF INFLUENCE (SOI)				
FARM				
ONLINE LEADS				
VENDOR REFERRALS				
OTHER				

SECTION 4

ASSESSMENT OF CURRENT SKILLS & OPERATIONS

THIS IS THE YEAR _____ HAPPENED.

How would you rate your expertise in the following areas on a scale of 1-5 with 1 being the lowest?

	1	2	3	4	5
1. Marketing – Digital/Social Media	☐	☐	☐	☐	☐
2. Marketing – Print Media	☐	☐	☐	☐	☐
3. Marketing – Events	☐	☐	☐	☐	☐
4. Technology	☐	☐	☐	☐	☐
5. Listing Presentation	☐	☐	☐	☐	☐
6. Buyer Presentation	☐	☐	☐	☐	☐
7. Sales Skills/Objection Handling	☐	☐	☐	☐	☐
8. Negotiating	☐	☐	☐	☐	☐
9. Operations/Organization	☐	☐	☐	☐	☐
10. Leadership	☐	☐	☐	☐	☐
11. Financial Management	☐	☐	☐	☐	☐

What are some areas of improvement?

SECTION 5

KPIs

BENCHMARKS	NUMBER #
How many conversations do you have per lead generated?	
How many leads generated per appointment set?	
How many conversations per hour?	
Number of days worked in the year	

CURRENT PERFORMANCE KPIs	PERCENTAGE %
What percentage of listings taken : listing appointments	
What’s the percentage of listings sold : listings taken	
What percentage of buyer agency contracts : buyer presentations	
What percentage of buyer sales : buyer agency	

ACTIONS NEEDED	NUMBER #
Listings sold goal	
Listings taken needed	
Listing appointments needed	
Leads generated needed	
Conversations needed	
Buyers sold goal	
Buyer agency needed	
Buyer consultations needed	
Conversations needed	

Annual Conversation Goal_____

Daily Conversation Goal_____

SECTION 6

ACTION PLAN – S.M.A.R.T. GOALS

DEFINE YOUR DAILY TACTICS

Morning Routine

- ☐ Meditate, gratitude, journal
- ☐ Walk, exercise, podcast

Business Building Activities

- ☐ Reconcile and outbound value reach to 3-5 Database (PC/SOI)
- ☐ 5-10 outbound reach (call/text/direct mail) high probability sellers you don't currently know
- ☐ Follow up with existing pipeline (A,B,C priority)
- ☐ Social Media Posts and Database Engagement
- ☐ YouTube/Google my business/Website
- ☐ Build and send weekly database email

Reconcile Life's Books Daily

- ☐ Update tracking scorecard

DAILY HABIT STACK

HABIT	MON	TUE	WED	THUR	FRI	SAT	SUN	TOTAL
Mediation, Founders Podcast	✓	✓	✓	✓	✓	✓	☐	6
Gym or walk 5k	✓	☐	☐	✓	☐	✓	✓	4
Equity updates for 3 past clients	✓	✓	☐	✓	☐	☐	☐	3
Follow up with priority Leads	☐	✓	✓	✓	✓	☐	☐	4
One short form video	✓	☐	✓	☐	✓	☐	☐	3

WEEKLY ACTION SCORECARD

WEEK OF: _____

HABIT	MON	TUE	WED	THUR	FRI	SAT	SUN	TOTAL
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____
_____	☐	☐	☐	☐	☐	☐	☐	_____

“Take care of the work and the work will take care of you.”
—*Ryan Serhant*

SUCCESS METRICS How many did you total?

Calls Made _____ Appointments _____ Buyer Agreements Signed _____

Conversations _____ Listings Taken _____ Texts Sent _____

FINANCIAL BUDGET

Cash Flow: Always Know What’s There

Let’s look at what profit/loss report might look like. Remember, the goal of business accounting is to have a clear sense of money coming in, money going out, your fixed expenses, and your variable expenses.

While you may rely on accounting software to actually do your bookkeeping, the below profit and loss chart is a good visual representation of what basic bookkeeping entails and the basic categories to monitor.

INCOME	\$	
Sales		
Services		
Other Income		
TOTAL INCOME		
EXPENSES	\$	
Marketing		
Vehicle		
Payroll		
Rent		
Office Supplies		
Utilities		
TOTAL EXPENSES		
TOTAL PROFIT/LOSS		

This is the money coming in from any and all sources. Be sure to separate & document based on source.

Any payments you make to others go here. Again, group by type so you can monitor where your money is going.

NOTES

RESERVED FOR BRILLIANT INSIGHTS AND BIG IDEAS