POWERHOUSE OPERATIONS

YEAR-END REVIEW

# End-of-Year Review Checklist

Close out this year and set up the next one: 87 checks in seven parts.

Work through one part at a time and tick each item as you go. Put seven short blocks on your calendar between now and mid-January, start with the numbers, and write down what you find: the list of fixes you carry into January is the point.

## 1 Financial Review

12 checks

- [ ] Calculate total gross commission income (GCI)
- [ ] Calculate total net income after business expenses
- [ ] Review total closed sales volume and number of transactions
- [ ] Compare annual income and production against original goals
- [ ] Review income by transaction type (buyer, seller, referral)
- [ ] Categorize and review all business expenses
- [ ] Identify subscriptions, tools, and services to cancel or reduce
- [ ] Calculate average commission earned per transaction
- [ ] Review marketing expenses and return on investment
- [ ] Organize receipts, mileage records, and tax documents
- [ ] Meet with CPA or tax professional for year-end planning
- [ ] Establish next year's revenue, expense, and profit goals

## 2 Business Operations & Systems

12 checks

- [ ] Review current CRM and transaction management systems
- [ ] Audit and update automated workflows and drip campaigns
- [ ] Review buyer and seller transaction checklists
- [ ] Update email and text templates
- [ ] Evaluate scheduling, task management, and calendar systems
- [ ] Review all software subscriptions and integrations
- [ ] Identify repetitive tasks that could be automated or delegated
- [ ] Organize digital files, templates, and document storage
- [ ] Review vendor and transaction partner performance
- [ ] Evaluate administrative or transaction coordination support
- [ ] Identify recurring operational problems or bottlenecks
- [ ] Create a prioritized list of system improvements for next year

## 3 Client Relationships & Database

13 checks

- [ ] Clean up CRM contacts, duplicates, and outdated information
- [ ] Update client addresses, phone numbers, and email addresses
- [ ] Review and update CRM contact categories and tags
- [ ] Verify closing dates, home anniversaries, and birthdays
- [ ] Review past client follow-up and retention activities
- [ ] Identify Top 50 and Top 100 relationships, A/B/C Ratings
- [ ] Review referral sources and recognize top referral partners
- [ ] Identify clients who may be ready to buy or sell again
- [ ] Review online reviews and testimonials received
- [ ] Request outstanding client reviews where appropriate
- [ ] Plan client appreciation events and pop-by opportunities
- [ ] Prepare holiday cards, gifts, or year-end client touches
- [ ] Update next year’s past client and sphere-of-influence follow-up plans

## 4 Marketing & Lead Generation

14 checks

- [ ] Review all lead sources and number of leads generated
- [ ] Calculate lead-to-appointment and lead-to-close conversion rates
- [ ] Identify which lead sources produced closed transactions
- [ ] Evaluate advertising spend and cost per closed client
- [ ] Review website, landing pages, and contact forms
- [ ] Review social media content and engagement performance
- [ ] Evaluate open house lead generation and follow-up
- [ ] Review email marketing and newsletter performance
- [ ] Update buyer and seller guides and marketing materials
- [ ] Review Google Business Profile and online presence
- [ ] Update agent bio, headshots, branding, and contact information
- [ ] Identify the top three most effective marketing strategies
- [ ] Eliminate or revise underperforming marketing activities
- [ ] Create next year's marketing calendar and budget

## 5 Annual Goals & Performance

12 checks

- [ ] Compare actual transactions closed against annual goal
- [ ] Compare actual GCI against annual income goal
- [ ] Review listings taken, buyer agreements signed, and appointments held
- [ ] Calculate listing appointment and buyer consultation conversion rates
- [ ] Identify the most successful month or quarter
- [ ] Identify the most challenging month or quarter
- [ ] Review major business accomplishments
- [ ] Identify goals that were not achieved and why
- [ ] Evaluate consistency of prospecting and follow-up
- [ ] Review professional development, training, and education completed
- [ ] Identify strengths to continue building
- [ ] Document three lessons learned from the year

## 6 Next-Year Business Planning

14 checks

- [ ] Set annual GCI and net income goals
- [ ] Determine the number of closings needed to reach income goals
- [ ] Establish monthly and quarterly production targets
- [ ] Set buyer, seller, and referral business targets
- [ ] Create next year's business operating budget
- [ ] Allocate marketing budget by lead source
- [ ] Set prospecting, appointment, and follow-up activity goals
- [ ] Build a 12-month marketing and content calendar
- [ ] Schedule client events, pop-bys, and direct mail campaigns
- [ ] Plan professional development and education
- [ ] Identify systems, services, or tasks to outsource
- [ ] Set quarterly priorities and milestones
- [ ] Schedule quarterly business reviews on the calendar
- [ ] Create a first-quarter action plan with deadlines

## 7 Year-End Administrative Wrap-Up

10 checks

- [ ] Confirm all closed transactions are documented and archived
- [ ] Review outstanding commissions, invoices, and referral fees
- [ ] Check active and pending transactions for upcoming deadlines
- [ ] Confirm license, association, MLS, and insurance renewal dates
- [ ] Review required continuing education and brokerage requirements
- [ ] Update business contact details, signatures, and profiles
- [ ] Back up essential business records and files
- [ ] Organize tax documents for the accountant
- [ ] Set up next year's business folders and tracking sheets
- [ ] Schedule January prospecting, client follow-up, and marketing activities

# Thanks for reading.

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This resource was made by Power House Operations. Scan to get more simple, practical resources like this from our newsletter.

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