

10 Questions to Check your Business Health

1 Do you have as much business as you want?

If not, what are you going to do to change that – whether you have too much or too little?

2 Have you reviewed your expenses in the last year?

If not, do you have money going out for software or services you don't need to be buying? Check the whole year because we often sign up for items that renew once per year.

3 Do you know where your business came from during the last year?

If not, review the source of all your business. Is your marketing investment producing new business? Hold your marketing dollars accountable. Improve what is working. Remove what isn't.

4 Have you set goals for yourself and your business for the next year?

If not, well, what are you waiting for? How will you know when you are successful? If you have, have you made them specific and written them down somewhere memorable?

5 Have you defined success for yourself?

Different people at different times in life have different definitions of success. Prevent comparisonitis by defining success for your life yourself.

6 Are your transactions always stressful?

If the answer is yes, you might need some education to help improve your systems or your communication. They don't need to always be stressful.

7 Are you tending to your personal and relational health with family and friends?

Your business success will be diminished if your personal life is a mess.

8 Can you identify at least one area of frustration in your business?

If you can, you will be on the way to improving it. Acknowledging our challenges is the first step to looking for solutions that will improve the experience for our clients and for ourselves.



9 Are you sleeping well?

This is a true sign of the health of your business. If you aren't sleeping well, you need solutions to help you release worry and handle problems more efficiently. Find the solutions that will lead to a more successful business and happiness for clients and agents.

10 Are you taking breaks, vacations and time for yourself?

Even US Presidents take breaks to play golf, recharge and improve relationships. We need to be able to take a break for ourselves and our families. If you cannot take a break, I would ask you what you are working so hard for? Partner up with someone who can help you.

Are you letting the culture define what a successful life is for you and your business? People join the real estate industry for many reasons. Flexibility, wealth, controlling their own work environment, the desire to build something big, the need to pick their children up from school in the afternoon are all reasons people start a real estate or other small business. Are you controlling it or is it controlling you? What are your plans to regain control of your life and your business?

Start with defining success in your life and then defining success in your business according to what you need it to be for YOUR life. Do you need to build it bigger? Can you be content in it the way it is now? Do you need to plan for succession? We all have dreams that we can make happen if we clearly define them.

When you define the area that is lacking and needy, or you just see some areas that could use some improvement, what are you going to do about that? Get some education! Attend a virtual conference, read a book – read my book – take a mentor out to lunch to discuss the situation, take a class or two at your local association. Fill in the gaps with good information from smart people. Listen to podcasts, put positive people in your path.

You can improve your life and your business. Take control, starting now!



MONICA NEUBAUER

The Maverick Motivator

Monica@MonicaNeubauer.com

(615) 568-8384

www.MonicaNeubauer.com

www.CRDPodcast.com

© 2021 Monica Neubauer | MonicaNeubauer.com