

STRATEGY 1: 1-3-5 GOAL SETTING METHOD

1-3-5 METHOD

Turn a big dream into a clear plan of action before January hits.

Most agents enter a new year with a list of vague goals: “Sell more homes.” “Grow my business.” “Be more consistent.” The problem? Without a clear plan, those goals rarely survive past February.

The 1-3-5 Method—also known as the GPS (Goal, Priorities, Strategies) Plan—breaks your main objective into manageable chunks. It forces clarity, gives you an action map, and keeps you accountable all year long.

Step 1: Define Your One Big Goal

Your goal should be specific, measurable, and ambitious—something that excites you enough to push through challenges.

Example: “Close \$15M in sales in 2026.”

Pro Tip: Write it down and keep it visible at your desk.

Step 2: Identify 3 Key Priorities

These are the major focus areas that will move you toward your goal.

Example:

- ▶ Increase referrals from past clients and SOI.
- ▶ Expand market presence through Instagram marketing.
- ▶ Build listing inventory in a target neighborhood.

Step 3: Build 5 Strategies for Each Priority

Now get specific. For each priority, list five concrete, controllable actions you’ll take to make it happen.

Example for Priority #1 – Increase referrals:

- ▶ Implement a monthly value-driven newsletter.
- ▶ Host 2 client appreciation events per year.
- ▶ Schedule quarterly coffee meetings with top referral partners.
- ▶ Send birthday and home anniversary cards.
- ▶ Ask for referrals after every closing.

Why It Works

This method eliminates guesswork. On any given day, you know exactly what to work on and why it matters.

Action Steps:

- ▶ Block 90 minutes in your calendar this month to create your 1-3-5 plan for 2026.
- ▶ Share your plan with an accountability partner to stay on track.
- ▶ Review it quarterly and adjust as needed.



STRATEGY 1: CREATE A LOCAL LEAD MAGNET

1-3-5 METHOD *WORKSHEET*

Step 1 – Main Goal & Why

Main Goal:

Target Date:

Why This Goal Matters:

Step 2 – Priorities

1

2

3

STRATEGY 1: CREATE A LOCAL LEAD MAGNET

Step 3 – 5 Strategies per Priority (Repeat for each priority)

1

2

3

4

5

SCORE
CARD!!

WEEKLY SCORECARD:

Week	Strategy	Target	Actual	Notes

End-of-Month Reflection:

Wins: _____

Challenges: _____

1% improvement for next month: _____
