# THE PROPERTY VOICE ONE-YEAR PROPERTY BUSINESS PLAN GUIDE

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| **Section** | **Top Line Description** | **Target / Measure** |
| **Someday Goal** | What big goal do you want to achieve in your life? This is your long-term objective and vision. | Quantify this vision with a deadline. Usually longer than 1 year (e.g. £3k rental income within 5 years) |
| **One Year Goal** | What do you want to achieve within a year that takes you toward your Someday Goal? This is your stepping stone to your long-term objective and vision. | Quantify this with deadline, which could be up to 1 year (e.g. buy my first rental property within 6 months) |
| **R-I-G-H-T Property Strategy** | General strategy area(s) from R-I-G-H-T model (e.g. Rental Income, Investor Services, Growing the Capital, Handling Property, Trading Property). This describes the process you will use to achieve your goal and vision. | Specific property strategy (e.g. BTL, Trading, etc.) |
| **Business Key Performance Indicators (KPIs)** | KPIs show if your property assets / business is performing as expected. They help you to decide (e.g. Net Monthly Cashflow, ROI, Yield, Payback Period, etc.) | These are the actual measures (e.g. £300 profit per month, 10% Return on Investment, 3 years Payback Period, etc.) |
| **Business Key Result Areas (KRAs)** | These are the general areas you will need to focus on within your property business to achieve your goals (e.g. Finances, Knowledge, Contacts, etc.). These are your main areas of focus and action. | This will be a specific measurable action against each of the KRAs identified (e.g. raise a deposit of £25k to start investing, find a joint venture partner, get landlord accreditation, etc. |
| **Financial Overview** | This is your financial dashboard. It lists the most important financial aspects that help you to understand your current position (e.g. investment fund, savings fund, contingency fund, annual income, etc.). | This is where you state what you hope to achieve as year-end measures (e.g. £50k investment pot, save £300 per month, build a £3k contingency fund, etc.) |
| **Personal Development Action Plan (PDAP)** | These are the areas you need to develop personally for the business to succeed (i.e. Business & Finance, Rules & Regulation, Skills & Knowledge, Personal Growth, Network) | These are the specific development actions you will undertake (e.g. remortgage the home, study HMO regulations, start a morning routine, etc.) |
| **Milestone Reviews** | These are the review points & types you set for yourself to check on your progress and adjust your plans if necessary (e.g. course correction, sense check, pivot point, full business plan review) | Here you will set the actual dates in your diary and what frequency you will review your goals, KPIs and KRAs (e.g. monthly, quarterly, semi-annual, annual) |

# THE PROPERTY VOICE ONE-YEAR PROPERTY BUSINESS PLAN SAMPLE

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| **Section** | **Top Line Description** | **Target / Measure** |
| **Someday Goal** | To have a passive income to supplement my pension | £2000 per month in 2036 |
| **One Year Goal** | Buy & tenant my first investment property | Month 6 |
| **R-I-G-H-T Strategy** | Rental Income (R) | Buy-to-Let (New Build) |
| **Business Key Performance Indicators (KPIs)** | KPI 1: Net monthly cashflow (per property)  KPI 2: Return on Investment (ROI) | KPI measure 1: £200  KPI measure 2: 8% |
| **Business Key Result Areas (KRAs)** | KRA 1: Investment & Finance  KRA 2: Knowhow & Learning  KRA 3: Investment Location  KRA 4: Deal Sourcing | KRA action 1: Get £125k fund (cash & finance)  KRA action 2: Have working knowledge of being a landlord  KRA action 3: Find investment city, then buy & tenant a property there  KRA action 4: Establish 3 ways to find good deals |
| **Financial Overview** | Investment Fund:  Savings Top Up:  Contingency Fund:  Property Income (Gross / Net p.a.):  Property Assets / Equity: | £40,000  £10,000 (£5k savings / £5k bonus)  £3,000  £6,000 / £2,400  £125,000 / £31,250 |
| **Personal Development Action Plan (PDAP)** | 1. Business & Finance  2. Rules & Regulation  3. Skills & Knowledge  4. Personal Growth  5. Network | 1: Do monthly budget, cancel non-essentials, start savings plan  2: NLA landlord accreditation  3: Upskill in deal appraisals  4: Set up morning & weekly routines  5: Build contact with local agents |
| **Milestone Reviews** | Course correction  Sense check  Full review | 3rd of each month  3rd Apr, Jul & Oct  3rd Jan |

# THE PROPERTY VOICE ONE-YEAR PROPERTY BUSINESS PLAN FOR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Section** | **Top Line Description** | **Target / Measure** |
| **Someday Goal** | Goal: | Measure & Date: |
| **One Year Goal** | Goal: | Measure & Date: |
| **R-I-G-H-T Strategy** | R-I-G-H-T Strategy area: | Specific property strategy: |
| **Business Key Performance Indicators (KPIs)** | KPI 1:  KPI 2:  KPI 3: | KPI 1:  KPI 2:  KPI 3: |
| **Business Key Result Areas (KRAs)** | KRA 1:  KRA 2:  KRA 3:  KRA 4: | KRA 1:  KRA 2:  KRA 3:  KRA 4 |
| **Financial Overview** | Investment Fund  Savings Top Up  Contingency Fund  Property Income  Property Assets / Equity | £  £  £  £  £ |
| **Personal Development Action Plan (PDAP)** | Business & Finance  Rules & Regulation  Skills & Knowledge  Personal Growth  Network | B&F  R&R  S&K  PG  N |
| **Milestone Reviews** | Course correction  Sense check  Full review | Dates:  Dates  Dates: |

# THE PROPERTY VOICE PROPERTY MONTHLY ACTION PLAN SAMPLE

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| **Section** | **Description** | **Deadline** |
| **Business Key Result Areas (KRAs)** | KRA 1: Get £125k fund (cash & finance)  KRA 2: Have working knowledge of being a landlord  KRA 3: Find investment city, then buy & tenant a property there  KRA 4: Establish 3 ways to find good deals | KRA 1: Month 3  KRA 2: Month 5  KRA 3: Month 8  KRA 4 Month 6 |
| **Personal Development Action Plan (PDAP)** | Business & Finance: Do monthly budget, cancel non-essentials, start savings plan  Rules & Regulation: NLA landlord formal accreditation  Skills & Knowledge: Upskill in deal appraisals  Personal Growth: Set up morning & weekly routines  Network: Build contact with local agents | Months 1-12  Month 11  Months 2 & 3  Month 1  Months 3-6 |

# THE PROPERTY VOICE PROPERTY MONTHLY ACTION PLAN FOR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Section** | **Description** | **Deadline** |
| **Business Key Result Areas (KRAs)** | KRA 1:  KRA 2:  KRA 3:  KRA 4: | KRA 1:  KRA 2:  KRA 3:  KRA 4 |
| **Personal Development Action Plan (PDAP)** | Business & Finance:  Rules & Regulation:  Skills & Knowledge:  Personal Growth:  Network: | B&F  R&R  S&K  PG  N |