

Contemporary BUSINESS PLANNING

LeRoy has this and other great courses on his website. He still has several teaching dates available. Contact LeRoy to schedule a course or go to his website for information on other courses he offers.

www.leroyhouserseminars.com

All About LeRoy:

LeRoy was born in Hopewell, VA
The son of Roy and Lucille Houser

BS degree from Virginia Tech
Master of Education from VCU

Before real estate he was a
football coach and a high school teacher

REALTOR Emeritus
CRS Emeritus

REALTOR/Broker with Keller Williams
In Richmond, VA

Has formerly been
REALTOR of the Year, Teacher of the Year
and Top Agent

LeRoy has created and sold
2 successful real estate companies

CRS instructor for over 30 years and
He has taught real estate
throughout the United States
and in several foreign countries

His wife, Carolyn, has also been a Top Agent
and is an active agent in Richmond, VA

LeRoy and Carolyn have been
married for more than 50 years and
have 2 children, 8 grandchildren
And a Schnauzer named Lexy

In this seminar you will learn:

- How to create a business plan that is congruent with your lifestyle.
- The difference between Gross Commission Income (GCI) & Taxable Personal Income and how to calculate and plan for both.
- How to develop a marketing plan that generates enough leads/prospects to earn a sufficient GCI.
- The seven steps to creating a business plan.
- How to calculate & interpret financial numbers to build future business.
- How to break a business plan into small manageable increments and plan monthly goals.



"Thank you! Thank you! Thank you! That was one of the best classes I've attended in a while. The information was current and practical and I can't wait to start applying it to my business. Love Power Pack 1 & 2 too!" A.B., REALTOR