
From: Chris Newell [Chris@new-all.com]
Sent: Thursday, January 06, 2005 9:49 PM
To: realtalk@internetcrusade.com
Subject: RE: Business Planning

From: The NEWELL Team - Trusted Real Estate Advisors Since 1974 [mailto:chris@new-all.com]
Sent: Thursday, January 06, 2005 9:49 PM
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Subject: Business Planning

Well, I mentioned a while back that I was taking a look at <http://www.Performitor.com> and said I would report back when I had some information to pass on. I have looked at this package, and have to admit that I am extremely impressed with the simplicity and completeness of the completion of a plan using the system.

Basically, Performitor is a series of Excel sheets that tie in together, using some changeable assumptions about our business, and with the addition of one's own numbers, will provide an economic model of your business. However, a really cool thing about this is that the program goes much further, and looks at your personal expenses, and way cool, it also looks at your dreams and the costs of attaining those dreams.

Performitor is a very good, easy to use way of looking at the numbers side of one's life. I like to think that I am fairly in tune with my numbers in my life, but when I completed entering my information, I was quite surprised at some of the figures revealed to me. I now have some very strong indications of areas that I need to pay special attention to in my personal finances. Very cool!

I know we all know that the most important thing financially is not how much we make, rather it is how much we keep. When you get to the high production levels, it is far too easy to let things just slip by without paying enough attention.

Another very cool function is the 'What If' sheet - a fairly basic Excel sheet that allows you to plug in a few numbers and make some adjustments in certain areas to see the impact of different scenarios on your business. It was using a sheet just like this that caused my income to grow 70+% in 2004 with only a 25% increase in units. An extremely powerful tool!

There is also a section for calculating your potential income based on a number of variables - a different form of 'What If?'. Again, a very powerful tool!!

I could take a ton of space to tell you many reasons why I think this system is very, very powerful, but here's a link to the page on their web site that accurately reflects my impressions of the program:

<http://www.performitor.com/Benefits.html>

At a sale price of \$129, I think this system offers excellent value for your business plan! It's one of those things that you invest a small amount of time in, and visit it for a couple of minutes a day, and watch your business grow!

Remember "Failing to Plan is Planning to Fail!"

Newell

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Version: 7.0.300 / Virus Database: 265.6.9 - Release Date: 01/06/2005