

# EFFECTIVE TIME MANAGEMENT FOR REAL ESTATE AGENTS

## 1. ELIMINATE and PRIORITIZE

- Eliminate the harder deals – short sales with lots of obstacles; low commission; uncooperative/unmotivated sellers; undesirable neighborhoods
- Fire the harder customers/people – sometimes it is just better to part ways and move on than to be aggravated for months
- 80/20 principle – 80% of the money comes from 20% of the deals; 20% of the money comes from 80% of the deals; prioritize your schedule to repeatedly focus on the 20% that are productively generating income
- Evaluate everything you do during the week and eliminate everything that is not working
- If something takes less than 10 minutes to do, just get it out of the way and do it now. Sometimes I will have 5 of these things and will simply do them all one after the other.
- If you have a task that you keep putting off until tomorrow tomorrow, either pick a specific time and get it done or scrap it altogether.

## 2. SYSTEMIZE

- Time blocking - set aside specific time to get important tasks accomplished with no interruptions; calling customers/past clients for referrals and updates; transaction management; social media
- Do not spend all day on it – have a specific begin & end time
- Time management software – Outlook, Top Producer – Old fashioned Day Planner with daily calendar and task list
- Batching – combine tasks that you do every hour or every day into doing them once a week or once a month
- Batching – phone calls and emails – I do them 4 times per day at scheduled times
- Google Voice/Youmail apps to screen phone calls

- Meetings – only do the essential ones; can they be done over the phone or online? ; specific begin time & end time
- Stacking – errands and meetings – do everything you can when you are out; I go so far as to write up a checklist of the order I will do the errands; do meetings back to back as much as possible at the same place
- Checklists – Makes it easy to remember what to do ; easier to automate or delegate

### 3. AUTOMATE

- Website
- Technology – Google Earth / Maps / Imapp tax rolls
- Photos / Videos online of all my listings
- Smart phone – email, text
- Working in the Cloud - Dropbox, Google Docs

### 4. DELEGATE

- All the administrative stuff that anyone can do with a checklist, system, and a little training
- Part-time person; shared with others; virtual assistant

#### References:

E-Myth Revisted (Michael Gerber);

The Millionaire Real Estate Agent (Gary Keller);

4-Hour Work Week (Timothy Ferris)