



GOLDEN TIGER REALTORS

You say Sell! we say Sold!!

TIME MANAGEMENT

Realtor Agent



Fundamentals of Time Management

Real estate is an industry that attracts a lot of entrepreneurs, self-starters, and big dreamers. Why?

The short answer is the real estate industry offers virtually endless amounts of opportunity and in many cases, there are fewer roadblocks in order to get started than there are in other industries.

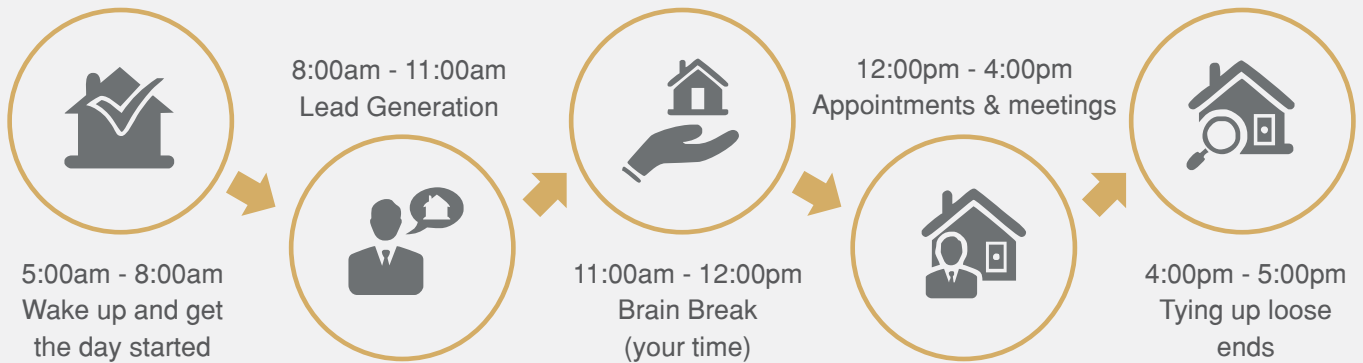
Most entrepreneurs, self-starters, and big dreamers also greatly enjoy the prospects of being in charge of their own schedule. A real estate agent, at least in theory, has the freedom to structure their schedule in a manner that fits their preferred lifestyle.

The reality, however, is newest agents find that managing their time effectively in real estate is one of the most challenging aspects of having a successful practice.

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What does a Realtor Agent's schedule look like?



Daily Checklist

-  Calling leads - 50 leads per day are provided to you and you can request more
-  Tending to your social media accounts
-  Following up with clients and hot leads
-  Scheduling contractors to visit and repair your new listing
-  Showing home to buyers
-  Doing something you enjoy (your hobbies)
-  Working out
-  Eating healthy meals
-  Spending quality time with your family



Time management strategies for real estate

Step 1: Punch the clock

Unless you are working as an hourly employee for a real estate firm, chances are you do not have a required schedule to keep or a clock to punch on a daily basis as an agent. And my guess is you like it that way, it's one of the reasons you are in the business in the first place. The challenge is that while it is nice to not have to punch the clock, it is probably going to be necessary to punch one to find success. Most new agents wonder, "how am I going to spend all the free time I'm about to have as a result of being in real estate?" Most experienced agents wonder, "how am going to find any free time? There is not enough time in the day to get everything done!" New agents should force themselves to allocate as much time as possible in the early stages of their practice to building their business. If they punch the clock and begin doing specific designated activities every day, soon enough they will probably be busier than they want to be.

Step 3: Leverage is key

It has never been easier for real estate agents to "work smart." There are ample tools available to help with time management. For instance, try using a customer management platform that automates follow-up communication to your past clients. For tips on lead scoring and helpful links to software you can use, check out this informative post. Agents should consider implementing platforms like video conferencing, electronic signature software for handling of documents, video tours for listings, social media for marketing. You can check out a list of the top apps to help real estate agents to find resources that will allow you to leverage your time. When a tool is doing its job effectively, it should allow the agent to better allocate their time to things the tools cannot help with. Leveraging the tools available will help free up the precious minutes of the day that would otherwise be tied down by logistics. There is only one of you, let the tools make you more efficient with your time.

Step 2: Break your goals down to size

Punching the clock is an important first step to positive time management, but identifying the necessary activities that need to be done during that time is even more important. Create a goal sheet of big things you would like to accomplish, then break that down to specific activities that you need to do to make the goal a reality.

For example, if my goal is to get five properties under contract in the next six weeks, how am going to achieve that? Well, it will not happen by simply stating the goal, punching the clock, and waiting for clients to arrive.

Step 4: Develop a work hard, play hard mentality

The last point about time management is to make sure you build in time to enjoy your life. I always tell new agents to "work hard, play hard." When it is time to work, be committed to making that time valuable. But at some point, stop to enjoy your life outside of work. Block off specific sections of time to be with your family and loved ones. Build in time for recreation and personal development. Clients and transactions will come and go, and there will always be another deal to chase. But when it is all said and done, most of us will remember that we work as hard as we do for the people and causes that mean the most to us. Work hard, play hard, and enjoy your time both on and off the clock.



What's the Ideal Real Estate Agent Daily Routine?

5:00 AM to 8:00 AM – Wake Up & Get the Day Started

The most successful agents wake up bright and early to get the day off on the right foot. So you should be ready to wake up somewhere between 5 and 8 AM, which might take some time to get used to.

During this time, you'll do what it takes to start your day off with energy and with minimal stress: A workout, healthy breakfast, and meditation session. For the real estate agents who double as parents, this time frame is for getting the kids ready and on the bus.

11:00 AM to 12:00 PM – Brain Break (You Time!)

Even though you're never really off the clock as a real estate agent, you need to schedule some much-needed "me time" during the workday. After all, your brain needs some time to rest, and, like a doctor or lawyer, you shouldn't have to drop everything to be at your client's beck and call.

This hour-long slot is more than enough time to meet up with another agent for lunch, or a member of your business network, or an affiliate partner in a related industry like mortgage or title or insurance. You could also go for a nice walk, or even go for a swim in the backyard. (Think big)

4:00 PM to 5:00 PM – Tying Up Loose Ends

Your day is just about over and, if you're lucky, your showings and appointments have all concluded by 4:00 PM or earlier. This last hour of your workday should go toward the basic housekeeping tasks that Realtors have to entertain - checking your email, following up with clients, confirming your appointment schedule for tomorrow, and responding to your social media messages and comments.

8:00 AM to 11:00 AM – Lead Calling

The next three hours of your real estate agent morning routine are for calling leads. The GTR office will email you with 50 leads per day for you to call upon. Should you require more leads, you may request more from our offices.

This period is primetime to arrange your next EDDM route, knock on doors in your neighborhood and call the hot leads coming down the pipeline. You cannot be successful by being a secret agent. This time from 8am to 11am is when you are the most productive.

12:00 PM to 4:00 PM – Appointments & Meetings

Coming off a relaxing and energizing lunch break, you're ready to take on the rest of your day in strides. This four-hour block in your afternoon is for the activities that close the business you were generating in the morning.

Afternoons should revolve around listing presentations, initial meetings with new buyers, touring properties, showing homes, and calling contractors. If you don't have any meetings or appointments in this time slot, use this time to call on more leads.

5:00 to 9:00 PM – More Time for You!

The job of a real estate agent doesn't end when the clock hits 5:00pm each workday. You may still find yourself fielding calls from contractors still on-site and other buyer's agents with clients looking to make an offer on your new listing.

But generally, the last few hours of the night are your chance to unwind. So turn off your work phone, relax with your family, eat a hearty meal, and get ready to do it again tomorrow.