

Time: Lost and Found Time Management

Purpose: To help agents learn how to use their time efficiently in order to complete all the tasks necessary to service home buyers and home sellers.

I. Goal Setting

- A. What are your professional goals?
 - i. How many listings do you want to take?
 - ii. How many buyers would you like to help purchase?
- B. What are your personal goals?
 - i. Everyone needs a balanced life
 - ii. Time away from business leads to happier agents
- D. Where are you now?
 - i. How many transactions did you complete last year?
 - ii. Wheel of Life-where are you now in terms of:
 - a. Wealth
 - b. Health
 - c. Family
 - d. Career
 - e. Travel
 - f. Contribution
 - g. Relationship
 - h. Social/Fun
- C. How to set a SMART goal
 - i. Will this goal stretch you?
 - ii. Is this goal attainable?
 - a. Specific
 - b. Measurable
 - c. Attainable
 - d. Relevant
 - e. Timely

(50 minutes)

II. Clean your work space

- A. Remove everything from the top of your desk
- B. Clean out the file drawers
 - i. What can you scan for a digital keeping?
 - ii. Do you use digital transaction management?



- iii. How will you keep digital documents?
 - a. Cloud storage; Dropbox, One Drive, iCloud, Evernote
 - b. Evernote, MS Office Lens, OneNote, Google Docs

C. Clean up your email

- i. Make and use folders; how to use Outlook
- ii. Do not subscribe people to a newsletter or auto-emailed service without their permission
- iii. Keep your message short and get to the point early
- iv. Use an easy to read font-do not use Comic Sans
- v. Include your contact information in the signature block
 - a. RI requires name of brokerage or principle broker and affiliated franchisor if applicable
 - b. Name of licensee shall be in smaller less conspicuous print
 - c. If agent is licensed in another state(s), then most restrictive rules apply

D. How to use email “Rules”

- i. When is it appropriate?
- ii. How to set it up

E. How to use email “Templates”

- i. When/Why would you use?
- ii. How to set it up

F. Always reread your email for clarity and purpose

(50 minutes)

III. Controlling your calendar

A. Where do you currently keep your agenda?

- i. Paper
- ii. Binder system like Day Planner
- iii. Electronic like Outlook, iPhone, Google

B. How to use and set reminders

- i. Do you set the reminder or allow the program to set?
- ii. Do you subscribe to the idea of “10 minutes early or you’re late”?

IV. Employ “Time Blocking”

A. Dedicate the time necessary to complete each project and only that project

B. Do not multitask; do not start another project until the current project is complete

C. Block return message times

- i. Return phone calls only three times per day; 10:00, 2:00 and 5:00
- ii. Return emails only three times per day; 9:30, 12:30 and 4:30
- iii. If texting is distracting you; set aside time blocks to return those messages

C. Be sure to time block personal and down time

(50 minutes)



Conclusion:

Real estate agents often complain of working too many long hours. They also complain that they are so busy that they don't have time to get everything done. Home buyers and sellers often complain that their agent didn't do everything they promised when they first met. By employing smart and efficient tactics, agents can better manage their duties to their clients.

Bonus For the Instructor:

BUT I'M SO BUSY – I DON'T HAVE TIME TO SIT BACK AND BLOCK OFF MY TIME!

You probably read this article because you're frantic and overwhelmed. You need to catch up on your back-logged work before adopting a healthy time blocking strategy. Follow these quick steps to get on the path to recovery:

- 1. Focus on the Now – Stop.** Don't do anything. Take a breath and realize you're going in circles, getting parts of many projects done and finishing nothing. If it helps, you can literally say "Stop" out loud.
- 2. Slow Down** You have the time to do every task correctly and well. If this seems impossible, remember that your productivity will dramatically improve as you eliminate distractions and focus on one task at a time. Yes, you really do have all the time you need. Whenever you feel yourself getting anxious, slow down even more than necessary. Work in slow motion and feel the good emotions that come with releasing stress and doing your best on every motion of a task.
- 3. Complete Something – Anything.** Just tell yourself you won't stop or turn aside to another task (no matter how urgent it seems). Feel a sense of accomplishment for having finished one, small task – and the sense of relief you get from checking one thing off your mental to-do list. When you've done this, pick another small task and repeat the process. Repeat this process a few times until you feel grounded; then, take a minute to choose your most high-priority task and dig into it!

