


# TIME

## MANAGEMENT



Best Practices  
for Real Estate  
Professionals



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One of the best ways to make the most of the market – and any opportunity for that matter – is with **smart time management and planning.**

One of the first steps to better time management is **understanding your priorities.**



# 3 Scheduling Imperatives

When it comes to real estate you should always make sure that your schedule has these three key items:

## 1. Time for Outgoing Calls

Networking is critical and while there are social channels that can help this endeavor, nothing replaces a real conversation. Reach out to prospective buyers, industry and marketplace peers, and past clients. Network!

## 2. Schedule Two Hours Each Day for Writing Personal Notes

Writing personal notes should be focused on deepening your personal and professional relationships. With focus on nurturing your relationships each day, you'll help build a database of quality relationships.

## 3. One Regular Day Off

Everyone needs a day to recharge, spend time with friends and family, and simply get away from your work. If you pick one day each week and build it into your schedule, you may find it easier to stay consistent with this important task.





# 5 Tips to Better Control Your Time

Armed with these three essentials, we can now start figuring out the best way to manage your time. Remember, there's only 24 hours in a day — those that maximize the hours will see their efforts pay off. Here's a great list of five tips and hacks to help you better control your time:

## 1. See How You Are Currently Spending Your Time

This concept of working backwards can help you identify how your currently spending time, which can be quite eye-opening and helpful as you plan your week. Set aside one day to write down the tasks you perform. What did you accomplish every 30 minutes?

## 2. Implement a Strategy

After you see how you're spending your time, create an effective strategy that includes what habits you can change to allow you to focus more on your goals. This effective strategy should include short-, mid- and long-term goals, and weekly and monthly activities to achieve these goals.

## 3. Prioritize Your Priorities

Create a list — begin with your personal and family obligations including what time you want to get home. Next, write out everything else that's on your plate, like business meetings or errands to run. Whatever it is, write them all out! Finally, ABC this list!

## 4. Time Batch Your Activities

When you have related tasks like answering calls and emails, it's best to batch them together. By batching similar tasks into one block instead of attending to them throughout the day, you eliminate stress. Why? When you're constantly switching unrelated tasks, it causes your brain into different types of thinking causing stress.

## 5. Plan Ahead

Before you leave work for the day, take at least 15 minutes to write down your to-do list for the next day. This will leave you feeling more empowered to complete those "daunting" tasks and conquer the day ahead!



# Get Organized Through Apps

Here are three apps that will help you stay organized and on task:



## Evernote:

A note taking app that allows you to attach other media to your notes and syncs on multiple devices.



## Google Keep:

Described as a “productivity app,” Google Keep allows you to craft to-do lists in a checklist, and group related notes into movable tiles with labels. Side note: if you use Google Drive frequently, Google Keep lets you seamlessly sync notes and docs!



## HabitList:

Whether it's keeping your office more organized or spending more time with your family, HabitList will guide you along the way. Simply add your habit, set the frequency and the app will send you reminders and progress updates throughout the day.



# Manage a Team?

Add these to your list of musts...

## 1. Create Consistency

Consistency is the mother of habit. And habit—specifically good habits—are vital to success. When you consistently focus on your priorities and block your time every day, you'll create a habit of success, helping you get more done each day.

## 2. Delegate

Many people feel compelled to take on every task, but when you're busy many of the less important, non-revenue generating tasks become the biggest consumer of your time. Delegate these tasks to an assistant and free up time to focus on priorities that drive your business.

## 3. Explain Expectations

As a leader, people will place demands and expectations on your time. If you want to take control of your day, it's vital to explain your processes so your agents and clients can gauge their expectations. Keep them in the loop and make them aware of your schedule to help them set realistic expectations.

All of these tips and ideas can help you better manage your time and stay on target. That said there are three additional things that you need to consider if you manage a team of real estate agents. These leadership attributes may not necessarily be part of your business acumen, but they should be.



# Plan Ahead But Close Big



While you're starting to shift your focus to planning for the new year, quarter, week or day, let's not lose sight of the present entirely. As a real estate agent there are still ways to win the week, day, month and year that's right in front of you!

## 1. Reconnect With Your Clients and Ask for Referrals

A Pop-By is the quickest and most effective way to generate referrals for your business. Popping-by your clients' homes or offices with a small gift of appreciation from time-to-time will leave a favorable and lasting impression. It deepens your relationships and keeps you top-of-mind for a substantial length of time, making it more likely they will remember to refer you to their friends and family.

## 2. Review Your Goals

Many people set goals in January, only to forget about them by March. While it's important to review your goals throughout the year, reviewing them now will allow you to see how close you are to achieving them. If you're within reach, congratulations. If you're not, don't worry. Focus on what you can do to get back on track and put in the work to make it a reality.

## 3. Continue To Track Your Activities and Numbers

If you've been tracking your activities, keep it up! Tracking provides perspective and allows you to see how far you've come, as well as how far you have to go. If you haven't tracked your numbers, start now. While you may not have a snapshot of this year, starting now will help you develop the habit so you can view and understand your progress next year.

## 4. Get Motivated

Zig Ziglar famously said, "People often say that motivation doesn't last. Well, neither does bathing—that's why we recommend it daily." How can you keep your motivation up? Read positive, motivational books and quotes, listen to motivational music and watch inspirational movies. Also, review your goals and think about why you created them.

## 5. Invest in Training

Another way to keep your motivation up is to invest in training. **The Pathway to Mastery®** can help you maximize your productivity and profitability.

**Ready to build a time management plan that works for you? Request a free business consultation! [buffiniandcompany.com/bc](https://buffiniandcompany.com/bc)**

