

The Sales Mastery Series for Real Estate Professionals

with Mike Ferry

Time Management for High Volume Realtors

- The number one problem among agents is time management and it's a problem because:
 - We're independent contractors
 - There is not enough accountability in our business
 - Time Management is not taught in this business

To manage your time more effectively...

You have to learn to treat what you are doing as if you had a real job.

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The 6 Points of Effective Scheduling

1. Treat what you do as a real job; create a schedule that makes sense.
2. Identify what the priorities are that you need to have to make you accomplish the goals you've set.
3. Never let anybody or anything take you off your schedule.
4. A lack of personal motivation always creates a time management problem.
5. Key point: Either I control my time and my schedule, or somebody else does.
6. Keep your schedule in a place where everybody can see it.

Accountability is critical.

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The 3 Parts of the Real Estate Day

1. Morning Routine: What you do from the time you get up until around noon.
2. Early Afternoon Routine: What you do from 12 o'clock until 3 p.m.
3. Presentation Time: What you do from 3 o'clock until you go home.

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Make New Habits—Set Clear Goals

1. Setting a schedule is creating a new habit. New habits do not come easily ...

2. If you aren't real clear as to what your goals are and what your motivation is ... and what you want to accomplish ... if you aren't real clear as to what you want to have happen ...

It's probably NOT going to happen!

Remember ... the schedule you set has to be designed around you, your life, and your goals.

KEEP YOUR SCHEDULE SIMPLE AND WORKABLE