

Get the Most Out of Your Time

How diligent are you at managing your most precious asset, time? Especially in the real estate business, effective time management is critical to achieving success. While getting everything done may seem impossible, being intentional about your focus leads to increased productivity. The key is to identify your priorities and apply your efforts to the highest and best use of your resources. Set tangible goals and manage your day accordingly. Remember, how time and energy are allocated distinguishes top performers from those who struggle in this industry.

Have Realistic Expectations

The reason many of us love real estate is because each day is different, always challenging and never boring. However, due to unpredictable tasks that often arise, there never seems to be enough time in the day to complete everything on the "to do" list. This can lead to frustration, feelings of failure, neglected loved ones and the procrastination of important activities. Many of these consequences stem from having unrealistic expectations of what can be accomplished in the day.

It is our job as professionals to take control and put systems in place to handle the chaos and the heat, or it will burn us and our business. Three key systems you can put into place immediately are:

- 1. Adjust your mindset.** As you go to the office each morning, be prepared mentally that *there will be fires to put out today*.
- 2. Give yourself time** between appointments and activities as they often take longer than planned. Instead of rushing around or showing up late, give yourself a few time buffers in the day.
- 3. Schedule a Power Hour** each morning to focus on your most important business activity, lead generation. Unexpected challenges tend to take time away from completing this crucial task. In order to have a successful, long-term business, you must commit to the discipline of generating new leads every week.

Set and Protect Your Priorities

What kind of life and business do you want? This is your choice to make and if you are not intentional about scheduling your day around the most important things to you, then someone or something else is running your life. Take back the reins if necessary and invest your time and energy according to your goals. Awareness is the first step; start by identifying your top five priorities. Then determine how you can use your resources to achieve personal and professional balance. Reserve time in your calendar for the most important activities and do your best to keep your commitments.

Time Management Voicemail Dialogue

"Thank you so much for calling [Brian] at [Buffini and Company Realty]. In order to better serve my clients, I'll be returning phone calls today between [11:00] and [12:00] and then again between [4:00] and [5:00]. Please leave me a detailed message and let me know the best number to reach you. I look forward to serving you then. Have a great day!"



Eddie Brown

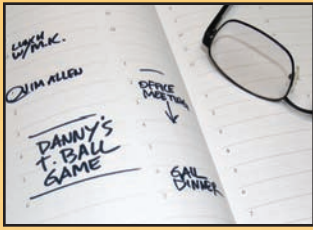


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Win the Day!



It is important to understand that winning is not about getting everything done every day. Determine your boundaries so that you can benefit from a thriving business and a rich life. Take time for yourself to think, rest and rejuvenate; just 15 minutes can give you great perspective and energy. Reserve at least one day each week to disconnect from business activities and spend time with your family and friends or pursue your favorite interests.

The Winning Formula for Your Business

Win the Day

- ✓ **Make 5 check-in calls per day.**
- ✓ **Write 3 personal notes per day.**
- ✓ **Add 1 person to your database per day.**
- ✓ **Commit to 2 hours of lead-generation activities per day.**

Win the Week

- ✓ **Grab a coffee with one of your favorite clients.**
- ✓ **Attend at least 1 business-to-business lunch.**
- ✓ **Average at least 7 Pop-Bys.**
- ✓ **Win 4 days per week.**

Focus on
the few things
that make
the biggest
difference
each day.

Win the Month

- ✓ **Contact all your A+ Clients once a month.**
- ✓ **Send an Item of Value to your database on the 1st of the month.**
- ✓ **Send an e-Report on the 15th of the month.**
- ✓ **Host 1 business networking meeting.**
- ✓ **Win 3 weeks per month.**

Win the Year

- ✓ **Host at least 1 client party.**
- ✓ **Measure your results vs. goals.**
- ✓ **Win 8 months per year.**
- ✓ **Work with a coach.**

