

GRI Designation Core Course

Time Management

SESSION ONE

Lesson Three

Every agent has experienced working all day and accomplishing little. In real estate business, time management is critical.

This chapter is designed to help eliminate distractions and direct agents to grow into experts at prioritizing opportunity.

The only limitation that exists is the number of hours in the workday. A limitation on the number of houses to list or sell does not exist - the market is full of those.

Moving forward, you will discover ways to build a business all the while creating a better quality of life. An agent must run their business, not allow the business to run the agent.

The difference between being proactive and reactive is control. Developing the ability to manage your time while running your business is what we hope to accomplish.

Time Management

There three important aspects in achieving effective time management:

1. Systems
2. Leverage
3. Organization

Systems

A system is a nothing more than a method. Systems are put in place to help you remain organized, consistent and on track.

Leverage

REALTORS® tend to be short-sighted. They think they have the capacity to do everything themselves. In some cases, this is possible. In other situations, however, the focus needs to be centered on the most effective use of an agent's time.

Suggestion for Success: Avoid doing things that do not require a real estate license. Is a license necessary to install a yard sign?

Agents just entering the field *must* do everything in order to gain experience and learn the business. However, if an experienced agent wants to take their business to the next level, the inability to delegate authority will distract you completing from necessary duties and quality of work will suffer.

Suggestion for Success: Successful agents leverage their time by delegating tasks which allows them to focus on revenue generation. Focus on becoming a project manager and avoid becoming a slave to your own success.

Organization

Studies have shown people are less productive when trying to multitask. Steve Uzzell says in his book *The ONE Thing*, “multitasking is merely the opportunity to screw up more than one thing at a time.”

The problem with multitasking is people are unable to filter out irrelevant tasks from important ones. If people simply focus on and complete tasks of the highest priority, their time is spent being far more productive. This is where the implementation of task lists and time blocks become important.

Task Lists and Time Blocks

Task Lists. The key to setting up a proper tasks list (or to-do list) is not compiling 20 different tasks to complete during the day. Too many tasks on one day’s list is setting you up for failure. The intention is to tackle as many projects as possible in one day. In essence, you become overwhelmed with the amount of items on your list. You then try to delegate time to each assignment and the completion of a single undertaking is not likely.

Narrow your task list to five projects per day. This a much more realistic and attainable goal.

Time Blocking. Take control of your workday by implementing the time blocking technique. Time blocking is reserving one portion of your day to complete a task. Your day is full of distractions. Time blocking allows you to set a deadline for one task in a particular, in an allotted amount of time.

Burn Out

Burn out occurs when people try to tackle too many tasks at once. Burn out can heighten stress levels, which not only negatively affect your work, but negatively affects your quality of life (family, relationships, hobbies, etc.).

Prevent burn out by creating an outlet to relieve this tension following a stressful situation. Find something you enjoy and do it. Take a walk. Ride a bike. Go to a movie. No excuses. Just do it.

How to Handle Clients

All agents have encountered clients who monopolize their time. It is sometimes difficult to tell them no. Agents are afraid of losing a client and potential sale.

Many clients are unaware are unaware of an agent's busy schedule and do not intentionally monopolize an agent's time.

You can prepare clients during the initial consultation by comparing schedules and setting boundaries. This helps alleviate the problem without making a client feel neglected or the need to search out a different REALTOR®.

Quotes to Consider

“I know your time is important to you and I want to be sure to protect your time. Is there a particular time that you do not want me contacting you?”