



Getting In Gear

Time Management, Systems, Goal Setting
and Business Planning

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**A lot of
things can
occupy your
time but ...**

**Are You
Feeling like a
“Hamster on a
Wheel”
???**



Life – Work Balance



Objectives Can Be Set to Create Balance

- **Quantity** of Time with Family
- **Quality** of Time devoted to your career

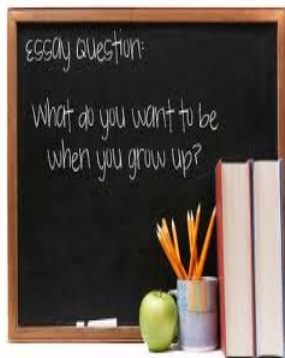
Evaluate Time Spent in all Facets of Your Life



Goal Setting is Essential

- For You and Your Family
- For Your Career
- For Time Management

The hard part is figuring out what you want





Effective Time Management Requires Personal Routines and Business Systems

Create a Routine that Works

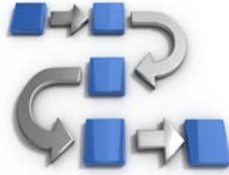
- Determine what the desired goal is for each priority selected
- Assess the major steps to get achieve the goals identified
- List the tasks to finish each step

Once you determine your priorities, Business Systems are chosen so you can Work Smart instead of Hard

Old You NEXT EXIT
New You NEXT EXIT

Systems that Provide Solutions

- Elevate Your Skills – Increase Business
- Have a Business Plan
- Incorporate Business Systems
- Outsource or Consider a Team
- Get Organized



Elevate Your Skills and Increase Your Business



Designations and Certifications The Essentials



- **ABR - Accredited Buyer Representative**
(2-days plus elective and annual dues)

- **SRS - Seller Representative Specialist**
(2-days plus elective and annual dues)



- **CRB - Business Management Courses**
for Brokers, Managers, Leaders
NEW 1-day courses and annual dues

- **C-RETS - Certified Real Estate Team Specialist**
certificate program for Teams/Team Leaders
2-day core course plus two 1-day electives –
one time application fee and NO recurring dues



- **RENE - Real Estate Negotiations Expert certification**
2 – one day courses; no additional electives;
one time application fee and NO recurring dues



Additional REBAC Designations and Certifications

- PSA – Pricing Strategy Advisory
- MRP – Military Resource Professional
- SRES – Seniors Real Estate Specialist
- SFR – Short Sale and Foreclosure Resource
- RSPS – Resort and Second Home Property Specialist
- CIPS – Certified International Property Specialist
- Also consider courses from the Institutes, Societies and Councils
 - CCIM, IREM, CRS, WCR, SIOR, RLI and more

You will always get where you're going ...



... when you have no idea where that is

Let's Start with Your Business



All goals needs to be tested, assessed for continued relevancy and refined as needed

First Step Budgeting and Forecasting



- Set income goals
- Develop a workable marketing plan to generate business to attain the set goals
- Determine what you need to invest to accomplish those goals
- Streamline monthly fixed expenses
- Plan for crisis

Taming the income cycles will be the key to your financial stability

Annual Gross Business	# Buyer Sides	Gross \$ Rec'd	# Seller Sides	Gross \$ Rec'd
Repeat Client	20	100000	40	250000
Referral from Past Client	10	50000	20	200000
New Un-referred Client	10	25000	10	25000
Agent Referral Out-of-State	2	7000	4	12000
Agent Referral In-State	1	4000	2	9000
Personal SOI Referral	10	40000	30	120000
BCB Referral	2	8000	4	16000
Other	0		0	
Totals	55	234000	110	632000
Annual Side Totals	165			
Annual \$\$\$ Totals	866000			

Projecting Income

- Invest some time in looking backward – historical data helps create patterns for future growth and projections
- Complete 2 or 3 past years
- Then project your targets and goals for the next few years

Cash Flow Management

It's not what you make, it's what's you get to keep

- Gross \$\$\$
- Less Business Expenses
- Equals Net Business Income = Personal Income
- Less personal expenses
- Leaves "Disposable Income"



Generating Business



MARKETING & ADVERTISING

Getting the word out about your real estate business is one of the most difficult aspects of the job. To be able to meet all the needs associated with this job, you need to invest in your marketing efforts.

31%
of real estate agents spend more than \$100k a year on online marketing efforts.

17%
of agents invest in marketing research.

Real Estate Website	Online Advertising	Print Advertising
<p>\$100-500 (2016-2017)</p> <p>Whether it's an IDX website with listings, a lead nurturing site, or a landing page, investing in a website is essential to success. It includes many mobile, tablet, and desktop versions, as well as content and design, hosting, and SEO.</p> <p>80% of agents use a website to generate leads.</p>	<p>\$100-500 (2016-2017)</p> <p>Pay-per-click ads, banner ads, sponsored search results, sponsored placements on the top search sites, and other online advertising can make up more than 50% of agents' total ad spend.</p>	<p>\$100-500 (2016-2017)</p> <p>Real signs, mailers, billboards, newspapers, and local publications are just a few of the ways agents can reach the "word on the street."</p> <p>80% of agents still use direct mail advertising.</p>

Real Estate Technology Trends

- ▶ The average Realtor® only spends **\$1,070/year** or **\$89/month** on marketing.
- ▶ Top producing agents earning more than \$100k per year spend **5-10x** more on marketing.
- ▶ The average Realtor® only spends **\$630/year** or **\$53/month** on technology.
- ▶ 63% of agents have an IDX website with home listings & 51% of agents use CRM.
- ▶ Agents earning more than \$100k spend **79%** and **22%** more on their website & CRM respectively than agents earning less than \$35k.
- ▶ Only 21% of agents use paperless transaction or e-signature software.

How much are you investing into your business?

It takes money to make money!

Lead to Sale Ratio



Incubating COLD leads versus WARM leads requires much more effort with a lower ROI

- Converting a warm lead into a sale is highly probable
- Converting only cold leads from lead generation services or website services occupies more of your time and statistically the conversion possibility is nominal in comparison
- 100 cold leads may yield 1-5 sales
- 100 warm leads from a sphere can statistically yields 20 sales or more

- SPHERE Contacts
- Geographic Area "Farming"
- Cold Calling and Floor Calls
- Other Agents for Referrals
- Expireds & FSBOs
- Your Business Specialties
 - Global Transactions 55+ Markets
 - Rent to Own, Investments
 - Condos, GREEN Living
 - Military Transactions
 - Started, Trade-Ups, Scale Downs
 - Luxury & Distinctive Properties
 - Resort, Vacation, 2nd Home
 - Commercial, Businesses, Investments

Sample Target Markets





Create a Marketing Template

Just change the title and bullets for a:
 Postcard Drip Campaign
 E-Drip Campaign



Modify slightly for :
 Business Card
 Property Flyers
 Just Listed/Sold Cards (property on other side)
 Website
 Social Media Banner



Outsourcing or Consider a Team

Leveraging Money will Save You Time

Outsourcing is the key to leveraging money

- You can't be it all if you do it all
- Never do anything below your pay grade
- Never do anything that is not in your primary wheelhouse
- Hire professionals to do things you can't
- Hire people to be a profit center for you



The secret is to analyze what you do best, what you need to do and what you hate to do and can delegate

Job Activity Worksheet

I do best	I need to do	I can delegate
<ul style="list-style-type: none"> • Networking • Volunteering • Client Counseling Sessions 	<ul style="list-style-type: none"> • Generate business • Follow laws & ethics • Develop relationships with other coop agents • Identify peripheral professionals who interface w/my clients • Recruit help • Train others to process my business • Delegate and Supervise 	<ul style="list-style-type: none"> • Create marketing • Manage paperwork • Handle details • Mail out marketing • Manage database • File, email, bookkeeping • Watch performance dates • Ensure lockboxes, signs, ads, pictures


Job Activity Worksheet

I do best	I need to do	I can delegate
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•
•	•	•

Get Organized


"The best way to get something done is to begin."

~Author Unknown


PROCRASTINATE NOW
AND
PANIC LATER

I'M TAKING CARE OF MY PROCRASTINATION ISSUES. JUST YOU WAIT AND SEE.

I'm very busy doing things I don't need to do in order to avoid doing anything I'm actually supposed to be doing.



your cards


TOP 10 REASONS I PROCRASTINATE
1.

PROCRASTINATION FLOWCHART

do something right now

 → No


No, I'm sorry, I can't help you right now. I'm busy procrastinating on something else I'm supposed to be doing.



some cards

Solutions to Stop Procrastination

- Stop re-writing the To-Do List
- Create a short list of all major jobs
- Prioritize your list correctly
- Consider delegating some tasks
- Pay someone to do it for you
- Plan ahead and schedule deadlines in advance of actual dates
- Break major jobs up into the individual tasks
- Schedule time to work on eliminating the individual tasks
- Start (finish) unpleasant jobs during your peak productive time of day





Getting Organized Will

- Get your work done well and on time
- Provide lead time for important projects
- Help you return calls/emails efficiently
- Delegate projects and supervise others
- Multi-Task effectively
- Manage crisis events
- Get control of your day and yourself
- Sleep better
- Take days, weekends and weeks off
- Have more time for you and the people that matter most to you



12 Most Effective Time Management Principles

- 1 Determine what is urgent
- 2 Don't over commit
- 3 Have a plan for your time
- 4 Allow time for the unexpected
- 5 Handle things once
- 6 Create realistic deadlines
- 7 Set goals for yourself and your time
- 8 Develop routines
- 9 Focus on one thing at a time
- 10 Eliminate or minimize distractions
- 11 Outsource tasks or delegate
- 12 Leave time for fun and play

Savvy smartitude ©2014 12Most.com

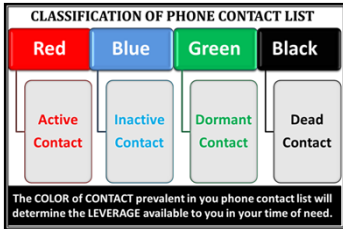
Additional items for Consideration

- Got a Minute? Kiss an hour goodbye
- Social Butterflies - Work is social
- Phone-aholics - You can't get them off
- Helpless Birdbrain - I don't know how
- Headless Chickens - Need chaos
- Whiners/Moanas - Career complainers
- Telephone Tag- Purposeful avoidance
- Passive Aggressive - winds you up
- Gossip Junkie - feeds on drama
- Disorganized Chaos - can never find it
- Having to Redo work - lack of planning
- Procrastination - Deadly disease

Avoid the Time Bandits



The Power of Color



- Color can be used to save both time and effort
- It is a natural organizer for all sorts of formats
- Whether it be email, contacts or folders, colors are immediately visible to establish categories

Yearly Calendar – Block out major events

- Personal – vacations; anniversaries; birthdays
- Business – seminars; conventions; goal setting

Quarterly – Block out major items

- Personal – mini-vacations; medical appointments
- Business – education; business review/tracking

Monthly – Block out minor events

- Personal – ‘kid’ days; personal days; de-clutter
- Business – networking; counseling sessions

Weekly – Block out minor items

- Personal – play day; organization time
- Business – showing appointments

Day – Fill blank spots

- Errands or relaxing

Color-code your Calendar!



Strategic Scheduling

Get Work Areas Organized - Clutter Breeds Chaos



- Hire someone to help or do it for you
- Have a LARGE garbage can with you
- Keep a box for items that belong in other rooms – NEVER leave room to move things
- Work clockwise or counter-clockwise around the room decluttering as you go
- Reorganize ALL of the Piles into 4 piles
 - Keeper; Pass On; Reading ;Trash
 - Use your phone to take pics of keeper/reading
- Don't reminisce, just keep on going
 - Don't return phone calls or act on any items
 - Remove all sticky notes & toss magazines away
 - Finish with the drawers, briefcase later

Managing Emails and Texts

- Use a good inbox program manager that has folders, sorting, searching and color coding for urgent or categories
- Check all emails for urgent/important items before starting the day
- Set up professional email signatures, auto-responders and routine responses to frequent questions as "signatures"
- Keep all client emails in separate folders
- Don't feel compelled to answer texts immediately
- Prepare all clients for when you start and stop texting and when with others you will get back to them as soon as possible
- Label all numbers and enter into contacts
- Re-Read before sending so autocorrect doesn't create problems for you
- Think before you press send!



Giving Good Phone

- Answer w/full name
- Ask the person if it's a good time to chat
- Screen & Batch Calls
- Leave/expect detailed messages
- Cut off long-winded talkers by pre-framing
- Have an agenda for the call
- Know what info you need to get
- Know time needed to cover items
- Discuss important items first
- Have info/file available
- Have a professional voicemail greeting



Wind-up and Wind-down System

- Establish a morning routine to get your head in the game whether you work in or out of the home
- Likewise, develop an evening routine to wind down at the end of the day so you can rest easy and fully
- It doesn't matter what the activity is – mediation, exercise, music, etc – it signals that you are starting or stopping your day





QUICK TIPS TO BECOMING EFFICIENT

After your "start the day" routine

- Review the day's and week's appointments and task lists
- Always include a business generating activity
- Don't let your email, phone or texts derail the progression of your day
- Prioritize strategically according to your life priorities
- Commit to finishing projects early rather than on time
- Invest in systems that save time and they will then save you money as well
- Never be afraid to say Yes to what brings you joy
- Never be afraid to say NO to activities that you do only by obligation rather than choice

Training Today's Professionals for Tomorrow's Business

- ✓ Strategic Planning and Leadership Training
- ✓ Meetings in a Box – Live Virtual Training
- ✓ Designation Course Training
 - ✓ ABR, CRB, WCR Courses and more
 - ✓ SRS – Seller Representative Specialist
 - ✓ CRETS – Certified Real Estate Team Specialist
 - ✓ RENE – Real Estate Negotiating Expert
- ✓ GRI, CE and Conventions & Ed Fairs
- ✓ Course Development
- ✓ Adorna@Adorna.com
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