

Your 'Internal' Analysis: Time and Activities

A Time Management Tool

Hours spent
this month

Business-producing activities (these activities lead direction to \$\$):

Pro-active lead generation (you go out and find potential clients/customers) _____

Re-active lead generation (you wait for lead, ex. open houses/floor time)_____

Qualifying/counseling buyers _____

Showing buyers homes _____

Closing buyers/negotiating offers _____

Giving marketing presentations to sellers/qualifying sellers _____

Listing marketable properties _____

Attending purchase and sale presentations on behalf of your sellers _____

Total Hours

Business supporting activities: (these activities support your business-producing activities)

Attending meetings _____

Paperwork/follow-up _____

Previewing properties _____

Social media _____

On the Internet _____

Other: _____

Total Hours

Analysis:

What do your actions indicate you consider most important, according to the time and effort you're expending:

Which category of activities are you spending more time in doing? Why?

Analyze your last 4 closings. How much time accrued between closings?

Are you creating a 'peaks and valleys' or an under-performing business?

Your recommendations to create a more successful business:

Your job description now:

Your desired job description:

See [Up and Running in Real Estate](#) for a prioritized, precise, complete system to start or re-vitalize your business.

