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RULES

OF

PRODUCTIVITY

FOR REAL ESTATE

It's not about how many hours you work a day—it's about what you get out of those hours. Get more out of your day with these tips.

1

Set your priorities.

Write out a list of the people, tasks and activities that are important to you. Knowing your priorities will help you find the focus of your day.



2

Create a flexible schedule.

Get your priorities (work and personal) onto your daily calendar, along with one hour of wiggle room for unexpected things that come up.



3

Isolate the one task that you have to get done

that day and do it. Does your to-do list grow throughout the day? Successful agents pinpoint the one thing that they absolutely have to get done, and make sure it gets done.



4

Forget multitasking;

focus on one thing at a time. Studies show that the more we multitask, the less we actually accomplish. When you focus on one thing, you can ensure that it gets done, and is done correctly.



5

Start easy.

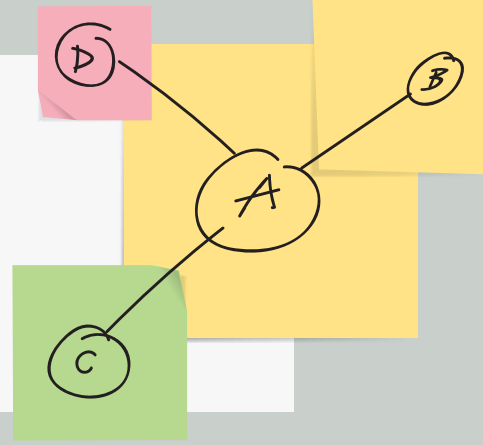
If you're not sure where to start, begin with a short, easy task and move from there. Once you're in the zone, you'll find it easier to tackle everything else on your list.



6

Break long tasks into smaller pieces

to save your focus and productivity. Time-intensive tasks can be overwhelming. When broken into smaller, more manageable pieces, they're easier to accomplish.



7

Work hard when you're in the zone

and take breaks every 60 to 90 minutes. Research shows that people function best in 60 to 90 minute blocks. Schedule your day in 90 minute blocks, and commit to focusing on one activity or task during that time. When the time is up, take a short break before starting your next task.



8

Set deadlines.

The best way to ensure that a task won't travel from one day's to-do list to the next is to give it an expiration date.



9

If it's not your forte, delegate it.

The most successful people know the key to productivity is delegating the tasks that aren't their strengths.



10

Don't start your day with e-mails.

Save checking your e-mail for later in the day. Reserve your mornings—when your energy levels are highest—for lead generation activities.

