

EFFECTIVE **TIME MANAGEMENT** FOR BUSY AGENTS



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Knowing your priorities and organising your day around your goals will help you maximise your productivity and grow your business in the long run.

Now, separate these activities into 'Productive' and 'Unproductive' work:

Productive Work (Goal centric)	Unproductive Work (Busy work)



Analyse what percentage of your day was spent on productive work compared to unproductive work. If a large portion of your day is spent doing unproductive work, you may have to re-evaluate how you manage your time.

Prioritisation - The ABCDE Method

Focus on prioritising your productive work. These are the tasks which will help achieve your goals. To help understand where your priorities lie, create a to-do

list, and rank your tasks in order of importance. We recommend using the ABCDE Method to assign priority levels to your tasks.

The ABCDE Method:

- **A Tasks** - Something you must do
- **B Tasks** - Activities you should do
- **C Tasks** - Activities that would be nice to do
- **D Tasks** - Anything you can delegate to someone else
- **E Tasks** - Tasks you can eliminate

Look at the example below and then plan your tasks for tomorrow by using the ABCDE Method. Prioritise your 'A' Tasks





Now its your turn!

[illegible]

Organisation - The Eisenhower Matrix

Understanding your priorities is only the beginning; staying organised and focused on the right activities throughout the day is how you get results and achieve your goals. The Eisenhower Matrix helps you do just this.

Organise your tasks into the 4 quadrants to understand where your tasks fall. This will help you know which tasks need to be done immediately, which can be scheduled for later, which can be delegated and what can be eliminated.

The Eisenhower Matrix:

- **Quadrant 1** – Important and Urgent (DO NOW)
- **Quadrant 2** – Important but not urgent (PLAN AND SCHEDULE)
- **Quadrant 3** – Urgent but not Important (DELEGATE)
- **Quadrant 4** – Neither Important nor Urgent (AVOID)

Here's an example to help you get started:

	URGENT	NOT URGENT
IMPORTANT	QUADRANT 1 – DO NOW <ul style="list-style-type: none">• Call clients back• Lead follow-up• Prospecting	QUADRANT 2 – PLAN AND SCHEDULE <ul style="list-style-type: none">• TruCheck™ a property• Property Viewings• Organise an Open House
NOT IMPORTANT	QUADRANT 3 – DELEGATE <ul style="list-style-type: none">• Taking property photos• Uploading social media/blog posts• Writing property descriptions	QUADRANT 4 – AVOID <ul style="list-style-type: none">• Scrolling through social media• Responding to personal emails

Fill out the below Eisenhower Matrix with the tasks you have planned for tomorrow:

	URGENT	NOT URGENT
IMPORTANT	QUADRANT 1 – DO NOW	QUADRANT 2 – PLAN AND SCHEDULE
NOT IMPORTANT	QUADRANT 3 – DELEGATE	QUADRANT 4 – AVOID

Goal Setting - SMART Goals

Managing your time is essentially managing your goals. Achieving your goals depends on how efficiently you plan and schedule your time. Once you define your goals,

then you can outline what you need to do to reach your goal. We recommend starting by setting SMART Goals.

A SMART Goal is

SPECIFIC | **M**EASURABLE | **A**TTAINABLE | **R**ELEVANT | **T**IME BOUND

CORRECT EXAMPLES	INCORRECT EXAMPLES
<p>"I want to sell 10 properties in my first year as a real estate agent"</p> <p>"I want to secure 1 lead from 2 hours of phone prospecting"</p> <p>"I want to gain 50 Instagram followers by the end of the month"</p>	<p>"I want to make more money"</p> <p>"I want more clients"</p> <p>"I want my listings to get more leads"</p> <p>"I want to go viral on social media"</p>

Create your own SMART Goal

Our SMART Goal Setting worksheet consists of two steps:



STEP 1 -DEFINE YOUR GOAL

What is your goal?

Is this goal **specific**? If not, how can you make it specific? State what you will do or provide a clear description of what needs to be achieved.

How will you **measure** this goal/your progress? Provide a way to evaluate by using metrics or data targets.

Is this goal **attainable**? Is this goal within your scope? For example, selling 15 properties in your first year is attainable however, selling 50 properties may not be.

Is this goal **relevant**? To determine if a goal is relevant, you need to confirm that it makes sense with your job function. Selling houses is relevant to real estate. Alphabetising rental contracts may not be.

What makes this goal **time bound**? State when you will get this done. Be specific on a date or time frame.

STEP 2 – PLAN HOW YOU WILL ACHIEVE YOUR GOAL

What do you need to do to achieve this goal?

Brainstorm everything you can do without passing judgment. This is just to explore all available options which may include great ideas and less than great ideas.

Break your goal into chunks: If your goal is to become a real estate influencer, chunks could be setting up your account, creating content, gaining followers, measuring engagement, etc. These will help define your activities below.

Prioritise activities: What activity comes first?

Delegate: Can someone else do this? For example, TruCheck™ Admin can help you TruCheck™ listings.

Schedule on a calendar: Time block/schedule tasks when possible: For example, block out 9 am to 10 am to write property descriptions

You are now all set to better manage your time! We know it's easier said than done, but time management does come down to just three factors – Prioritisation, Organisation and Goal Setting. Tackling each of these factors will help you develop an effective schedule to become more productive and achieve your goals.

If you found this resource helpful, check out the many educational resources on our Agent Portal! You can also sign up for an interactive workshop at Bayut Academy where we help you acquire the skills needed to succeed in the UAE real estate market.

