TIME MANAGEMENTFOR BUSY AGENTS



What is Effective Time Management?

Effective Time management comes down to three things Prioritisation, Organisation and Goal Setting. Making the most of your time is not about working "less" or working "faster", but rather how you use your time to achieve your goals.

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

Time management in the real estate industry is very different from any other field. With the flexibility of the job, many agents tend to work long hours, thinking they are working "harder" however, this is not the case. Managing your time is about working "smarter", this means working on high value tasks when you are most productive and maintaining an organised schedule to help you stay on top of your tasks.

How are you currently spending your time?

The first step in understanding how you can improve time management is knowing how you currently spend your time. Start by outlining everything you did yesterday. Be sure to include everything you did, including:

- Driving to property viewings
- Scrolling through social media
- Coffee breaks
- Chatting with neighbours/colleagues
- Contacting clients
- Drafting contracts



Time	Activity

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





Plan Your Time

Priority	Task	Due date/time	How long will it take
A1	Call seller in Palm Jumeirah	10:50	10 minutes
	Lunch	12:00 - 1:00	
A2	Calls - Warm Leads	09:00 - 10:00	1 hour
A5	Status report	10:00 - 10:30	30 minutes
А3	Email leads - reply	10:30 -10:45	15 minutes
A6	Write property description	11:15 - 11:45	15 minutes
A4	Tenancy contract	11:00 - 11:15	15 minutes
A7	TruCheck™ two listings at Ocean Heights	04:00 PM	10 minutes
C1	Research last sold transation data	01:00 - 03:00	2 hours
B1	Visiting new building	01:15 - 01:45	30 minutes

Now its your turn!

Priority	Task	Due date/time	How long will it take

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
	QUADRANT 1 - DO NOW	QUADRANT 2 - PLAN AND SCHEDULE
IMPORTANT	Call clients backLead follow-upProspecting	 TruCheck™ a property Property Viewings Organise an Open House
NOT IMPORTANT	QUADRANT 3 - DELEGATE	QUADRANT 4 - AVOID
	Taking property photosUploading social media/blog postsWriting property descriptions	Scrolling through social mediaResponding to personal emails

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

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

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 | Measurable | Attainable | Relevant | Time bound

CORRECT EXAMPLES

"I want to sell 10 properties in my first year as a real estate agent"

"I want to secure 1 lead from 2 hours of phone prospecting"

"I want to gain 50 Instagram followers by the end of the month"

INCORRECT EXAMPLES

"I want to make more money"

"I want more clients"

"I want my listings to get more leads"

"I want to go viral on social media"

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.

