Using Google Calendar for Appointments, Time Blocking, Recurring Events, and Reminders

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Purpose

This guides real estate agents in using Google Calendar to manage appointments, time block their schedules, create recurring events, and utilize reminders to stay on task.

Scope

Applies to all agents participating in The Complete Agent program who use Google Workspace.

Required Tools

- Google Calendar (desktop or mobile)
- Google Reminders (within Google Calendar)
- Optional: Google Assistant for voice input

Procedure

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1. Booking Appointments

Steps:

1. Open **Google Calendar**.
2. Click **Create** or select a time slot.
3. Enter:
    - Title (e.g., “Buyer Consultation – Jane Doe”)
    - Time and Date
    - Location or Google Meet link
    - Description (e.g., agenda, prep notes)
4. Add any guests (clients, teammates).
5. Set a reminder alert.
6. Click **Save**.

Tip: Use color-coding (e.g., blue for client meetings, yellow for admin).

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2. Time Blocking

Steps:

1. Click **Create**.
2. Enter a title (e.g., “Lead Gen Hour”).
3. Set your preferred time range.

4. Mark as **Busy** to protect the time.
5. Choose a unique color.
6. Add any optional notes or objectives.
7. Click **Save**.

Common Time Blocks:

- Lead Generation
- Buyer/Listing Follow-Ups
- Marketing Tasks
- Weekly Review
- Personal Focus or Breaks

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3. Creating Recurring Events

Steps:

1. Click **Create** and input event details.
2. Click **Does not repeat** > choose:
    - Daily
    - Weekly (specific days)
    - Monthly
    - Custom (e.g., every second Friday)
3. Add an **end date** or leave it ongoing.
4. Click **Save**.

Examples:

- Weekly team sync
- Monthly newsletter prep
- Daily huddle

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4. Using Reminders

Steps:

1. Click **Create** and choose **Reminder** as the event type.
2. Enter a simple task (e.g., “Send listing update to John”).
3. Choose date and time.
4. Click **Save**.

Note: Reminders stay on the calendar until marked complete.

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5. Optional: Voice Input with Google Assistant

Example:

Say, “Hey Google, remind me to confirm the showing at 5 PM.”

This creates a synced reminder in Google Calendar.

Best Practices

- Review your calendar every morning and weekly in advance.
- Keep consistent time blocks for core business activities.
- Use colors for clarity and categorization.
- Mark events as “Busy” to avoid overbooking.
- Keep reminders specific and actionable.

Summary

Using Google Calendar as a time management system helps agents stay focused, organized, and accountable. Consistent use builds daily structure and long-term business success.

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