

Daily Routine SOP

Purpose

To provide a structured daily routine that maximizes productivity, maintains client relationships, and creates consistency in lead generation and business growth.

Morning Routine (7:00 AM - 9:00 AM)

- Wake up, personal prep, light exercise or mindset routine
- Review calendar and priorities for the day
- Check emails and respond to urgent items
- Review hot leads and CRM follow-ups
- Post to social media (story or scheduled post)
- Morning motivation or podcast (optional)

Lead Generation & Prospecting (9:00 AM - 11:00 AM)

- Follow up with new leads in CRM

- Reach out to past clients or sphere (calls, texts, video messages)
- Door knocking or farming (if scheduled)
- Circle prospecting or open house invites
- Log activities in CRM

Midday: Appointments & Admin (11:00 AM - 2:00 PM)

- Listing appointments, buyer showings, or virtual consults
- Client care and active file management
- Respond to offers, negotiate deals
- Coordinate with lawyers, stagers, photographers, inspectors, etc.
- Lunch break (with intention—can double as networking)

Marketing Power Hour (2:00 PM - 3:00 PM)

- Work on newsletter, social media posts, or listing write-ups
- Google Business profile updates
- Schedule upcoming content or campaigns
- Record quick video updates or market insights

Afternoon Appointments / Field Work (3:00 PM - 6:00 PM)

- Showings, listing presentations, inspections, or open house prep

- Deliver Pop Bys or drop off marketing materials
- Community involvement or visibility (school pickup, event attendance)

Evening Routine (6:00 PM - 8:00 PM)

- Dinner and family time
- Light admin if needed (email catch-up, quick tasks)
- Reflect on the day: What moved the needle?
- Plan tomorrow's top 3 priorities

End-of-Day Wrap-Up

- Update CRM with new notes or contacts
- Confirm next-day schedule and appointments
- Set follow-up reminders
- Clear workspace and mentally shut down

Key Tips

- Time-block and treat appointments with yourself seriously
 - Stay consistent—even small efforts compound
 - Use a digital or physical planner to track goals and progress
 - Leverage automation when possible (email drip campaigns, reminders)
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Revision #2

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