Productivity

In this section, you'll take a hard look at how much your time is actually worth—and what that means for how you run your business. By calculating your effective hourly rate based on your annual income goal and working hours, you'll gain a clearer picture of the real value of your time. This exercise helps you make smarter decisions about where to focus your energy. You'll learn to distinguish between high-value, income-generating activities (like prospecting, negotiating deals, and client follow-ups) and lower-value tasks (like data entry, marketing admin, or organizing files) that could—and should—be delegated or outsourced. Think of it as your business filter: if a task pays less than your worth per hour, it's time to delegate. Use this tool to protect your time, increase your efficiency, and build a business that works for you—not the other way around.

- How to Calculate
- Less Productive Tasks
- High Valued Tasks

How to Calculate

How to Calculate Your Hourly Rate

To calculate how much you should pay yourself per hour, follow these steps:

1. Set Your Annual Income Goal

Determine how much you want to earn in a year. This is typically your target income from your real estate business, before taxes and business expenses.

Example: Let’s say you want to earn $150,000 annually.

2. Estimate the Number of Hours You Work

Calculate the number of hours you plan to work in a year. Consider your work schedule, factoring in full-time hours and any vacations, breaks, or holidays.

Example: If you work 40 hours a week for 50 weeks a year, that’s:

$$40 \, \text{hours/week} \times 50 \, \text{weeks} = 2{,}000 \, \text{hours/year}$$

3. Divide Your Annual Income Goal by the Number of Work Hours

Once you have both your income goal and the total number of hours worked, divide the total income by the total hours worked to get your effective hourly rate.

Screenshot 2025-03-30 at 7.52.05 PM.png
Image not found or type unknown

So, in this example, you would pay yourself $75 per hour.

4. Evaluate and Adjust

Once you know your hourly rate, assess if it’s realistic based on your target income and work hours. If it’s too low, you might need to adjust your annual income target or work fewer hours. If it’s too high, you may need to increase the number of hours you work, optimize your tasks, or find

ways to generate more income.

5. Use This Hourly Rate to Prioritize Tasks

This calculation helps you assess the value of tasks you're doing. If a task you're working on is valued lower than your hourly rate, it's a sign you might want to outsource or delegate that task to someone else.

This exercise ultimately helps you focus on the highest-value activities for your business and allows you to make smarter decisions about what you can outsource or delegate, ensuring you're working efficiently toward your income goals.

Less Productive Tasks

Less Productive Tasks Agents Should Delegate or Outsource

These are common tasks that, while necessary, don’t directly generate income and are often worth less than your calculated hourly rate. Delegating these allows you to stay focused on high-value activities like lead generation, client meetings, and negotiating deals.

Administrative & Repetitive Tasks

• Data entry (CRM updates, spreadsheets, client logs)

• Booking appointments and scheduling showings

• Creating and organizing digital files

• Preparing listing paperwork

• Managing email inbox (non-urgent or templated replies)

Marketing Tasks

• Designing and scheduling social media posts

• Creating brochures, flyers, and listing packages

• Posting listings to MLS and third-party websites

• Updating websites or blogs

• Creating monthly newsletter content

Client Nurture Tasks

• Following up on non-time-sensitive leads

• Sending birthday/anniversary greetings

• Asking for reviews or testimonials

• Conducting satisfaction surveys

• Mailing postcards and thank-you cards

Operations & Tech

• Managing cloud file structures (Google Drive, Dropbox, etc.)

• Setting up tech tools or automation platforms

• Troubleshooting minor website issues

• Backing up data or devices

In-Person Errands

• Installing or removing lockboxes and signs

• Delivering documents or staging items

• Picking up keys or dropping off promotional materials

• Coordinating home staging or cleaning services

Who Can Help?

• Virtual Assistants

• Marketing Coordinators

• Transaction Coordinators

• Part-time Admins

• Freelancers (design, writing, tech setup)

High Valued Tasks

High-Value Tasks for Real Estate Agents

Lead Generation & Prospecting

• Making prospecting calls (past clients, sphere, leads, expireds, FSBOs)

• Door knocking or hosting local community events

• Attending networking events or referral-building groups

• Creating personalized video messages to leads and contacts

• Following up with warm and hot leads consistently

Client Relationship Building

• Conducting buyer or seller consultations

• Hosting client appreciation events

• Delivering exceptional service during the transaction

• Checking in with past clients for referrals or repeat business

• Building strong vendor/partner relationships (mortgage brokers, inspectors, lawyers)

Negotiation & Deal Management

• Negotiating contracts and offers

• Strategizing with clients on pricing and offer tactics

• Problem-solving during conditional periods

• Managing client expectations and keeping deals together

Strategic Marketing & Branding

• Filming educational or value-driven videos

• Developing listing presentation and buyer guides

• Creating personal brand content that reflects your expertise

• Analyzing marketing performance and adjusting strategies

• Reviewing and improving your Google profile and online reviews

---

Business Planning & Development

• Reviewing your metrics and conversion rates

• Updating and revisiting your business plan

• Attending coaching sessions or training programs

• Identifying new niches or target markets

• Hiring and training team members or assistants

Mindset & Energy Management

- Time blocking your day for deep work and priorities
- Protecting personal time for rest, exercise, and clarity
- Delegating distractions so you can stay focused
- Journaling or reflecting on wins and challenges
- Staying connected with your “why” and long-term goals