

# High Valued Tasks

## High-Value Tasks for Real Estate Agents

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### 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
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### 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)
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### 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
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### **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
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### **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
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### **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
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