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

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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

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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