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)

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