Weekly

Weekly Activities are the heartbeat of a consistent real estate business. This section outlines the repeatable weekly habits that keep my pipeline full, relationships warm, and marketing efforts in motion. By committing to a structured weekly rhythm—one that balances prospecting, client service, marketing, and personal growth—I create momentum, reduce decision fatigue, and ensure that no part of my business is left behind. Success in real estate isn’t just about what you do once—it’s what you do every week that compounds.

- Weekly Routine

Weekly Routine

Objective

To follow a consistent weekly workflow that supports business growth, client service, and marketing—all while maintaining personal balance and focus.

Weekly Planning Session (Every Sunday or Monday AM)

• Review calendar for the week

• Set 3 business priorities and 1 personal goal

• Schedule time blocks for lead gen, appointments, and admin

• Plan social media posts or schedule them

• Update CRM with any tasks or reminders

Weekly Activity Breakdown

Monday – Market Awareness + Setup

• Review market stats and MLS hot sheets

• Send weekly update to active buyers and sellers

• Plan your weekly social media themes and posts

• Confirm appointments and showings for the week

Tuesday – Lead Generation Focus

• 2 hours of focused prospecting (calls, texts, emails)

• Reconnect with past clients and referral partners

• Follow up with open house leads

• Update CRM with results and notes

Wednesday – Content + Marketing Day

• Create social media, email, or video content

• Record a quick “market tip” or “listing preview”

• Post to Google Business profile

• Print or prep any farming/mailers

Thursday – Appointment & Client Care Day

• Attend/listing showings, inspections, or staging consults

• Call all active clients with updates

• Prepare offers or listing paperwork

• Add personalized touches (Pop By prep, thank-you notes)

Friday – Admin + Wrap-Up

• Update all active files and paperwork

• Submit necessary documents

• Review wins & lessons from the week

• Plan weekend open houses or showings

• Touch base with your accountability partner (if applicable)

Weekend – Visibility + Personal Balance

• Host open houses or do community drop-ins

• Share behind-the-scenes content on social

• Rest and recharge—balance fuels performance

End-of-Week Wrap-Up Checklist

• Did I complete all scheduled lead gen sessions?

• Did I nurture existing relationships or clients?

• Did I show up on social at least 3 times?

• Did I move my top 3 priorities forward?

• What can I improve next week?

Timed Blocked on Calendar