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

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