

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
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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

Revision #1

Created 24 March 2025 12:33:38 by Eryn Richardson

Updated 24 March 2025 12:35:56 by Eryn Richardson