

## REAL ESTATE AGENT SUCCESS

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# Daily Schedule

### THE DAILY SCHEDULE FOR REAL ESTATE

We know we need a daily schedule to be successful in real estate. This doesn't come as a surprise. However, knowing you need a plan and implementation are two drastically different concepts.

The real challenge lies in choosing the right activities and sticking to your plan. In order to do this, we need to know which activities are going to move the needle on your business and we need to understand habit formation.

#### Words of Wisdom

"If you can conquer delayed gratification, you can conquer real estate"

"Not sure what to do what to do in business today? What is the thing you are most dreading? Do That!"

# Perfect Day Plan

Take a few moments to set up your perfect day. We know that every day can be different in real estate, but really try to protect your gold time (prospecting time).

## Day 1

6:00 AM - 8:00 AM

6:00 AM - 8:00 AM

Fitness & Morning  
Routine

8:00 AM - 10:00 AM

8:00 AM - 10:00 AM

GOLDEN TIME

10:00 AM - 12:00 PM

10:00 AM - 12:00 PM

Admin  
Time

12:00 PM - 2:00 PM

12:00 PM - 2:00 PM

Meal Time & Learning  
Time

2:00 PM - 4:00 PM

2:00 PM - 4:00 PM

Creation Time

4:00 PM - 6:00 PM

4:00 PM - 6:00 PM

Meal Time & Flex Time

Evening

Evening

OFF

## Day 2

6:00 AM - 8:00 AM

6:00 AM - 8:00 AM

Fitness & Morning  
Routine

8:00 AM - 10:00 AM

8:00 AM - 10:00 AM

GOLDEN TIME

10:00 AM - 12:00 PM

10:00 AM - 12:00 PM

Admin  
Time

12:00 PM - 2:00 PM

12:00 PM - 2:00 PM

Meal Time - With  
friend or client?

2:00 PM - 4:00 PM

2:00 PM - 4:00 PM

Flex Time

4:00 PM - 6:00 PM

4:00 PM - 6:00 PM

Meal Time & OFF Time

Evening

Evening

Showings, Presentation,  
Event

# Recommendations

## KPIs to Track

- Gratitude and Affirmations (1x Daily)
- Face to Face Conversations (5-10x Daily)
- Phone Conversations (5-10x Daily)
- Phone Call Attempts (5-10x Daily)
- Text Messages and Social Messages (5x Daily)
- Prospecting Emails (5x Daily)
- Social Media Posts (1-2x Daily)
- Events (2x Weekly)
- Real Estate Evaluations (2x Weekly)
- Facebook Live Video (1x Weekly)
- Market Report Video (1x Monthly)
- Email Newsletter (1x Monthly)

## Golden Hours Activities

- Calling, Emailing, Texting, Social Messaging
- Role Playing
- Handwritten Notes
- Following Up (leads and prospects)
- Calling/Texting Your Database
- Door Knocking
- FSBO Prospecting
- Geo-Farming Prospecting (circle prospecting)
- Google Adwords Campaign
- Annual Real Estate Evaluations (one of the best activities you can do in real estate)
- Networking Event
- Buyer/Seller Webinar
- Creating a Facebook Ad
- Live Facebook Video

**Remember that there is a 90 cycle in real estate sales.  
What you do today will benefit you in 90 days.**

**Do something today the future you will thank you for!**

## REAL ESTATE AGENT SUCCESS

# Habits of Successful Agents

### THE DAILY HABITS WORKSHEET

As a real estate agent, habits are the backbone of what will make up your long-term success. We all know that the real estate agent silver bullet doesn't exist (unfortunately), but if there was one thing that most acts like a silver bullet in real estate, it would be consistency and habit formation.

Setting yourself up with a perfect daily schedule will put you in a position to do the right things over and over, so you can reap the rewards in the future.

#### Words of Wisdom

"If you can conquer delayed gratification, you can conquer real estate"

"We do not rise to the level of our goals, we fall to the level of our systems"

# Four Laws of Behaviour Change

The Four Rules of Behavior Change come from the book Atomic Habits by James Clear. The habit used in the example is making a habit out of prospecting.



## 1) Make it Obvious

Decrease the amount of friction between you and the habit. Put a prompt for the habit right in front of you so you can't miss it. Example: The night before, write out the exact people you will call during your prospecting time.

## 2) Make it Attractive

Focus on the long-term impact of the habit. Negative habits typically feel good in the short-term and bad in the long-term while positive habits are not as fun in the moment but they feel good in the long-term. Example: Think about the long term wealth you are building with prospecting.



## 3) Make it Easy

Break the task and habit into small pieces. Focus on just doing the first step of the task and usually the rest of the habit will follow. Example: Make one prospecting call.

## 4) Make it Satisfying

Reward your habits with something that will give you immediate satisfaction. This shouldn't be a massive reward. Just something that makes you feel good. Example: Cross off the ongoing days you have prospected in your calendar. Try not to break the chain.



**Click To Read The Article and Watch The Video**

# Top Habits

## **Morning Routine**

Have a set routine to follow in the morning. Try Miracle Morning.

## **Fitness**

Anything that involves movement will work. Try new activities.

## **Modern-Day Reading**

Read for pleasure and for learning. Try audiobooks and Blinkist.

## **Prospecting**

One of the most important daily tasks. Try doing it at the same time everyday.

## **Live Within Means**

Make sure you understand budgeting in real estate. Try YNAB.

## **Learning With/Without Education**

Learners are earners. Try downloading podcasts.

## **Networker's Mindset**

It is amazing the opportunities that arise when you talk to more people. Try talking to 10 people a day.

## **To-Do List Lovers**

Stay organized and keep everything in one place. Try Evernote.

## **Know Neighbourhoods and the Market**

Know the marketing and what is happening in your community. Try to practice the answer to "how is the market?"

## **Resiliency and Grit**

Real estate is not always a walk in the park. Try practicing bouncing back from small challenges.

# Habit Assessment

Use the following to assess your habits and stay on track

**Habit(s) I will start or end**

**How will I make it obvious?**

**How will I make it attractive?**

**How will I make it easy?**

**How will I make it satisfying?**

## REAL ESTATE AGENT SUCCESS

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# SEO for REALTORs®

### THE CHEATSHEET

The two things you need to keep in mind when you are working on a digital market strategy for SEO is you need to think like a user and a search engine.

Create a welcoming user experience on your website.

Think like a search engine when preparing content for your website.

#### Words of Wisdom

"If you can conquer delayed gratification, you can conquer real estate"

"We do not rise to the level of our goals, we fall to the level of our systems"



# Local SEO Tips

## Google My Business

Make sure you set up a Google My Business account.

## Citations

Work to have other websites in your city name your business, add your address, and phone number (NAP).

## Ask Past Clients for Reviews

Reviews are very helpful for SEO. They tell search engines who to recommend.

## Keywords (See Next Page)

Make a list of keywords you want to rank for.

## Long Tail Keywords

Focus on long-tail keywords to improve your chances of ranking.

## Speed Test

Check you site's load speed with Google Speed Insights. Correct any errors.

## Link Building

Build relationships with reputable site owners in your community and ask them to link to your site. Do so in a natural and honest way to get the best SEO results.

## Social Media

Social media is a powerful indicator to search engines on activity of your business.

**[Click Here To Read More](#)**

# Recommended Keywords for Real Estate Agents

**City + Realtor**  
**City + Realtors**  
**City + Real Estate Agent**  
**City + Real Estate Agents**  
**City + Real Estate Brokerage**  
**City + Real Estate Agents Near Me**  
**Find a Realtor in City**  
**Top Realtor in City**  
**Best Realtor in City**  
**Condo Building + For Sale**  
**Community + Homes for Sale**  
**Community + Home Type for Sale**  
**Sell Home in City**  
**Sell Home in City Fast**  
**Buy Home in City**

**Real Estate Market in City**  
**Real Estate Trends in City**  
**Real Estate Market Predictions in City**  
**Ways to Sell House in City**  
**Foreclosures in City**  
**Foreclosure for Sale in City**  
**New House for Sale in City**  
**New House Realtor in City or Area**  
**Condo Realtor in City or Area**  
**Community Map in City**  
**Real Estate Commissions in City**

**[Click Here To Read More](#)**

## REAL ESTATE AGENT SUCCESS

# Ways to Build Your Network

### IDEAS TO BUILD YOUR NETWORK

When focusing on connections and building your network, the beauty of real estate is there are deals to be had everywhere. When starting out, explore a number of these ideas and settle on a handful that you like best.

Pro Tip: One of the most common mistakes new agents make in networking is they think they only need to go to an event one time. Building your network involves returning to that group of people over and over. Therefore, choose activities that interest you because you should be attending that event, group, etc as much as possible.

Words of Wisdom

It's all about an inquisitive mind, no expectations, and making a new friend.

# Top Networking Ideas

## Chamber of Commerce

Join your local chamber of commerce to meet new people in the business community.

## Fitness and Sports

Explore team sports and fitness with other people in your area. This can even be a solo activity like spin or yoga, but just do it in a class setting where you can meet new people.

## Find a Hobby

Explore your interests. Even if you don't have any ideas, research some hobbies and join a local group.

## Take a Class

Learn a new skill and do so in a class setting where you can naturally meet new people.

## Say "Yes" More

Accept more invitations to do things.

## Become a Regular

Choose a local coffee shop, restaurant, and shop to frequent.

## Spiritual Groups

Most spiritual practices have local community groups.

## Professional Networking

Try a few networking groups that focus on building your professional connections. You can use websites like [www.meetup.com](http://www.meetup.com) or explore your local BNI chapter.

## Personal Networking

Look for networking groups that focus around personal interests such as your hobbies.

# Top Networking Ideas

## **Toastmasters**

Your local Toastmasters group is a great spot to meet new people and build your presentation, speaking, and leadership skills.

## **Boards and Committees**

Request to join local boards and committees. As a real estate agent, your local expertise will be welcomed on most boards.

## **Volunteer**

Meet new people while making the world a better place! It's a win-win.

## **Pets**

If you are a pet lover, focus on meeting more people at local parks and in pet groups.

## **Online**

Online is a great spot to start a conversation and strengthen ties. Use social media and participate on local forums.

## **Neighborhood Groups**

Join your local community board. This is a great way to meet new home owners and stay current with area issues and events.

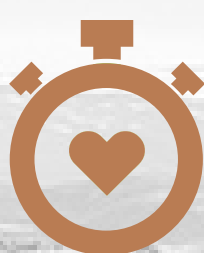
## **Open Houses, Seminars, Online Leads**

Don't forget about some of the main pillars of real estate. These people are usually close to buying so they can be great. Come from a place of how you can help them along the journey.

[Click Here To Learn More About Networking](#)

# HOW TO NETWORK IN REAL ESTATE

## BEFORE THE EVENT



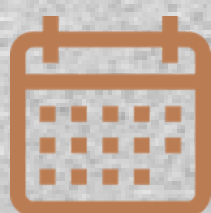
- Prepare your mindset. Come from a place of wanting to help and connect versus what you can get from them.
- Lose your expectations of trying to get business from the event.
- Research the event and venue. Many conversations are about the event and venue.
- Quickly scan news headlines to know current events.
- Wear an item of that sparks conversation.
- Prepare yourself to answer, "how is the market?"

## AT THE EVENT



- Think enthusiasm, confidence and smile.
- People at the event want to chat with you too.
- Best icebreaker ever: "Hi, my name is \_\_\_\_"
- Find commonalities and conversational ammo\*
- Don't interrupt 2 people, but 3+ is usually fine.
- Ask questions about Family, Occupation, Recreation, and Dreams (FORD)
- Use hand gestures when speaking to show enthusiasm.
- Ben Franklin's Trick: Ask a favor of someone and they will like you more.
- Hang out by the exit of the bar. These people are ready to mingle.
- Don't hang out by the bathroom. These people are on a mission.
- Don't let your eyes wander during conversation. It is very noticeable.
- Always say "hi" to the host. They will probably introduce you to someone.
- To get out of a conversation simply say it was great meeting them and put your hand out to shake their hand. This is the best way to politely wrap up a conversation.

## AFTER THE EVENT



- Don't rush the relationship. Building the connection takes time.
- Pat yourself on the back for attending. It's all about effort. Not perfection.
- Follow up within 24 hours.
- Don't push a follow up meeting, or pitch. Just thank them for the nice conversation.
- Plan your next event. Building a relationship is a long-term process
- Enjoy the process!

\*Conversational ammo are items you can build on. For example, "I ate popcorn at the hockey game on Saturday". Ammo you can run with "popcorn", "sports", "weekend"

## REAL ESTATE AGENT

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# Agent Business Plan

### THE SPEEDY REAL ESTATE AGENT PLAN

A real estate agent business plan is your personal guide to keep you on track as you move through your year in real estate. In this plan, you will set goals and reverse engineer how you will achieve them. By setting and following this plan, your chances of success are exponentially better.

A word of warning: you will not always want to follow this plan! There will be days when a little internal voice tells you it's alright to skip today. Don't listen to that voice. Stick to the plan and the plan will work for you. Remember that real estate is a long-term game and you need to maintain execution throughout the year.

Required: Previous year's income/expenses and the number of people in your database. *No worries if you are brand new and don't have this yet!*

# Why Do I Want To Succeed This Year?

To kick off your plan, you need to start with a reason for you wanting to succeed. This can be a challenging question but this will serve you well when you are having "one of those days".

***Hint: Be honest. If you want to succeed for financial reasons, own it! A common mistake is just writing something that sounds good.***

*Examples: To reach financial freedom. To provide for my family. To fund my hobbies. To go traveling next winter. To care for my parents. To buy a new car. To improve the real estate industry. To help people reach their real estate goals*

## Last Year

If next year is going to be a success, we need to look back on the last year! No worries if you don't have a full year in the business.

**Annual Gross Commission Income (GCI):** \_\_\_\_\_

**Total Annual Expenses:** \_\_\_\_\_

*(If you don't have a full year, you can take the average of your months in the industry and extrapolate)*

**Operating Expenses:** \_\_\_\_\_

**Listing Expenses:** \_\_\_\_\_

**Marketing & Growth Expenses:** \_\_\_\_\_

**Net Income = GCI - Total Expenses:** \_\_\_\_\_



# Expense Review

Based on your income and expenses, do you wish to make any changes to your expenses? Depending on your business model, we recommend shooting for a 30-40% profit margin. If this isn't aligned last year, or you would like to make changes, what areas can you make changes to? *(Example: decrease online ad spend (Marketing & Growth Cost), add real estate coaching (Marketing & Growth Cost), cut CRM costs and find new database (Operating Cost))*

## This Year

Let's get planning! Note, a person in your database is someone you could pick up the phone and call right now.

**a) Annual Gross Commission Income Goal (GCI):**

**b) Average Commission Per Transaction:**

**c) Number of Deals (a/b):**

**d) Number of People/Households in Database:**

**e) Number of People/Households in Database Required (a/1,000):**  
*(This will depend on how you interact with your database)*

**f) Number of People/Households Needed in Database (e-d):**  
*(If this is negative then you are set for a great year. See \* on next page)*

**g) Number of People You Need to Meet This Year (f\*25):**  
*(For every 25 people you meet, approximately 1 will enter your database)*

# Meeting New People

Real estate requires conversations. If you are in a slump, one of the simplest ways to change this is just increase your number of conversations!

**The number of people you will need to meet every work day is approximately (g/250):**  
(250 days is working 5 days/week for 50 weeks)

*Aim to talk to 10 people per day for each person you need to meet. For example, if you need to meet 1 new person a day, aim for 10 conversations a day. If you need to meet 3 a day, then you will need to aim for 30 conversations a day. If you had a negative number for "f" then always shoot for a minimum of 10 people/day! 10 Conversations per day should be the minimum for all agents.*

## **\*VERY IMPORTANT\***

If "f" was a negative number then your main focus should be on improving how you interact with your database. If the above number seems high, then you will really need to focus on meeting new people this year

# Streams of Business

Whether you have enough people in your database to satisfy your goals, or you need to add people, you should have a way of driving business. Everyone's main source should always be your SOI (Sphere of Influence)

*Circle 4-5 streams of business.*

- SOI/Past Clients
- Social Media
- FSBO
- Geographic Farming
- Demographic Farming
- Online Leads
- Open Houses
- B2B Referrals (business contacts)
- Networking Associations
- Builders
- Buyer/Seller Seminars
- Investors/Landlords
- Relocation Companies
- Door Knocking
- Paid Leads
- Sports
- Clubs/Associations
- Attorneys/Lenders
- Commercial Agents
- Out of Town Agents Referrals
- Giving/Charity Efforts

# Plan For Each Stream

## EXAMPLE: SOI/Past Clients

- Email Newsletter (1x/month = 12/year)
- Email Area Market Update (1x/month =12/year)
- Quarterly Call or Text (=4/year)
- Annual Real Estate Evaluation (=1/year)
- Spring and Fall Event (2/year)
- 2 Handwritten Card (=2/year)
- Annual Small Gift (=1/year)
- Christmas Card (=1/year)

### Source 1:

### Source 2:

### Source 3:

### Source 4:

### Source 5:

# Budget For Streams

## EXAMPLE: SOI/Past Clients

- Email Newsletter: \$250/year
- Email Area Market Update: FREE
- Quarterly Call or Text: FREE
- Annual Real Estate Evaluation FREE
- Spring and Fall Event: \$20/Person
- 2 Handwritten Card: Basically FREE
- Annual Small Gift: \$5/Person
- Christmas Card: FREE

### Source 1:

### Source 2:

### Source 3:

### Source 4:

### Source 5:

# Perfect Day Plan

Take a few moments to set up your perfect day. We know that every day can be different in real estate, but really try to protect your gold time (prospecting time).

## Day 1

6:00 AM - 8:00 AM

6:00 AM - 8:00 AM

Morning Routine &  
Gym

8:00 AM - 10:00 AM

8:00 AM - 10:00 AM

Prospecting  
(GOLDEN TIME)

10:00 AM - 12:00 PM

10:00 AM - 12:00 PM

Admin  
Follow Ups  
Emails

12:00 PM - 2:00 PM

12:00 PM - 2:00 PM

Lunch & Skill  
Learning

2:00 PM - 4:00 PM

2:00 PM - 4:00 PM

Media & Content  
Creation (Blogs, Videos,  
Podcasts, etc)

4:00 PM - 6:00 PM

4:00 PM - 6:00 PM

Family Time & Dinner

Evening

Evening

OFF

## Day 2

6:00 AM - 8:00 AM

6:00 AM - 8:00 AM

Morning Routine &  
Gym

8:00 AM - 10:00 AM

8:00 AM - 10:00 AM

Prospecting  
(GOLDEN TIME)

10:00 AM - 12:00 PM

10:00 AM - 12:00 PM

Admin  
Follow Ups  
Emails

12:00 PM - 2:00 PM

12:00 PM - 2:00 PM

Lunch with Friend

2:00 PM - 4:00 PM

2:00 PM - 4:00 PM

Showings or  
Presentation  
Preparation

4:00 PM - 6:00 PM

4:00 PM - 6:00 PM

Family Time & Dinner

Evening

Evening

Showings, Presentation,  
Event

# Let's Wrap It Up

Great work! We are almost ready to rock and roll. Let's have a look at some final thoughts.

It's powerful to think of the reasons why we believe we will be successful and spots that we should watch as we move forward. Use this as a gauge for reasons for success and areas to watch.

**If I am successful this year, it will likely be because...**

**If I miss the mark this year, it will likely be because...**

**When I feel like quitting, I will remember...**

**It's not going to be easy but it is 100% worth it. Keep focused on your plan and know that it all comes down to effort.**

*"What pain do you want to sustain?" The quality of your life is not determined by the quality of your positive experiences but the quality of your negative experiences. And to get good at dealing with negative experiences is to get good at dealing with life - Mark Manson*

# PROSPECTING WORKSHEET

Rev Real Estate School  
by Michael Montgomery  
www.revrealestateschool.com

Rev  
Real Estate  
School

## WEEKLY PROSPECTING WORKSHEET

Remember that like most activities in real estate, prospecting requires consistency. Even when you don't want to pick up the phone, you need to push on and always praise yourself for effort. The effort is controllable! You got this!

WEEK OF \_\_\_\_\_

### TIME OF DAY I DEDICATE TO PROSPECTING

Monday:  
Tuesday:  
Wednesday:  
Thursday:  
Friday:  
Saturday:  
Sunday:

### ACTIVITIES I WILL WORK ON EACH DAY

Monday:  
Tuesday:  
Wednesday:  
Thursday:  
Friday:  
Saturday:  
Sunday:

### PROSPECTING ACTIVITIES IDEAS

Calling, Emailing, Texting, Social Messaging  
Role Playing  
Handwritten Notes  
Following Up (leads)  
Calling/Texting Your Database  
Door Knocking  
FSBO Prospecting

Geo-Farming Prospecting  
Google Adwords Campaign  
Annual Real Estate Evaluations  
Networking Event  
Buyer/Seller Webinar  
Creating Facebook Ads  
Live Facebook Video

I'LL TALK TO \_\_\_ PEOPLE EVERYDAY THIS WEEK (10 MINIMUM)

Monday:  Tuesday:  Wednesday:  Thursday:  Friday:   
Saturday:  Sunday:

WHAT WENT WELL? WHAT COULD BE IMPROVED  
NEXT WEEK?

# PROSPECTING IDEAS

Rev Real Estate School  
by Michael Montgomery  
[www.revrealestateschool.com](http://www.revrealestateschool.com)

Rev  
Real Estate  
School

## EXPLANATION

Note: These prospecting ideas are focused on keeping costs low, so each idea has a general price associated with it. It also has a “Challenge Number”, this is on a scale of 1-3 on how challenging it is for most agents (1 is easy, 3 is hard). Selecting some challenging tasks can benefit you well as these are likely prospecting ideas that your competitors are not leveraging.

## MODERN DAY PROSPECTING IDEAS

- Weekly Live Social Media Show (Free/Challenge Number 3)
- Annual Real Estate Evaluation (Free/Challenge Number 1)
- Take a Local Course of Interest (Low Cost/Challenge Number 1)
- The Free Coffee Idea (Potentially Higher Cost/Challenge Number 2)
- Events, Events, and More Events (Low Cost/Challenge Number 1)
- Start a Local Podcast (Potential Low Cost/Challenge Number 3)
- The Business of The Week (Free/Challenge Number 2)
- Rev Real Estate Door Knocking (Low Cost/Challenge Number 2)
- Create Content...Any Content (Free or Low Cost/Challenge Number 2)
- Speak (Free/Challenge Number 3)
- Add a Live Chat or ChatBot to your Website (Free or Low Cost/Challenge Number 1)
- Buyer and Seller Seminars with a Twist (Mid Price/Challenge Number 2)
- Retargeting Ads and Lookalike (Mid Price/Challenge Number 2)
- Up Your Data Game (Free/Challenge 2)
- Social Media Wave (Free/Challenge Number 1)

**NOT SURE HOW SOME OF THESE WORK?  
CLICK HERE FOR A FULL BREAKDOWN OF EACH**



## THE IDEAS THAT I WILL IMPLEMENT

