

FFR *Coaching*

REAL ESTATE COACH

Daily Schedule
**FOR REALTORS
AND INVESTORS**

Learn more now

James Michener of Financially Free Realtor



@Financially Free Realtor





DAILY SCHEDULE FOR REALTORS AND INVESTORS

7:45 - 9:15

ALL NEW CANCELLED AND EXPIRED LISTING LEADS

I know what you're thinking... 7:45 a.m. It is early, but a lot of people will answer, and many will like the fact that you are on it and being aggressive. These clients want to sell their house; they have plans to move and will appreciate your hunger. There will be some who will be upset with the early call. This is easy; just set up a calendar follow-up call for later in the morning. These calls have to be BRAND NEW leads that have come in. You call these leads early because most agents start their days at 9 a.m. The hungry agents, 8 a.m. The ones who want a listing appointment that day and have financial freedom goals start at 7:45 a.m.

Only call the contacts that have been dialed from 0 to 2 times a day. Call these first, as they are your hottest leads. After these contacts have been dialed, it is time to call old, cancelled, and expired listings.

9:15 - 9:45

ALL NEW FOR SALE BY OWNER (FSBO) LEADS

FSBO must be put on your calendar to follow up with every Monday and Friday. Why? It's because you will be able to talk to them about the weekend activity and let them know how many properties have gone under contract since Friday. This is to show them that they are just sitting on the market while the properties listed are selling. If you call on Friday, you can ask them if they need any buyer guides or open house signs and if they are excited to have to stay home all weekend to accommodate showings. See what value you can add before the weekend kicks off.

9:45 - 11:30

HOT AND WARM LEAD FOLLOW UP

Absentee, For Rent By Owner, and Neighborhood Calling (5 plus years of ownership) Your most important dials will be now. Why? Fortune is in the follow-up. I called one person 47 times until they listed three (3) of their properties with me and referred me to two other sellers. In this scenario, I made over \$50,000 in commissions. The follow-up calls to this client took a total of 1 hour of call time (47 calls and conversations). Your follow-up is what will separate you from others. This time will also allow you to build up your lead flow for future potential clients. This is where you implement the Neighborhood Domination Plan and the Absentee Plan. These leads you are following up with will generally come with little or no competition because most agents will stop after five calls. It will generally take between 12-15 attempts to land an appointment.



DAILY SCHEDULE FOR REALTORS AND INVESTORS

11:30 - 12:00

SOCIAL MEDIA POSTING AND RELATIONSHIP REACHOUT

Social Media Posting, Three Gratitude Text, Three Gratitude Direct messages.

During this time, you will want to make a post on social media on a topic related to Real Estate, such as tips on how to show your home, what sells a home, interest rates, where buyers are coming from, etc. Also, you can do a personal post if you want to stay on top of your mind. You can do this every other day if you want. Sending direct messages to family and friends is very important. This builds your relationships, and it'll make you happier by saying thank you to someone or reaching out to someone, which will motivate you the rest of the day. Also, one of people's favorite topics to talk about is real estate, so the conversation about how the market is going will most likely come up

12:00 - 1:00

LUNCH BREAK

Enjoy your lunch while listening to a book, or have a friend join you. You can catch up on emails or call a friend or family member. This is also a time to build relationships to build up your 'Raving Fans' or to be a 'Go Giver' (read these books).

1:00 - 5:00

SELLER AND BUYER APPOINTMENTS, DOOR KNOCKING, OR COMMUNITY ACTIVITIES

This time is set up for appointments, more phone time to build your list, door-knocking, or going to clubs and activities where you can meet more people and get involved in your community. If you don't want to do more calls or door-knocking, I suggest you go grab coffee with a friend or set up volunteering at your child's school or a local non-profit. This is also great for doing social activities that you enjoy. You can also do these with other people! This is networking time.

