

# Time Blocking for Real Estate Agents

## Step 1: Define Your Core Activities

Instructions: List the recurring tasks essential to your real estate business.

Activity Category	Examples
Lead Generation	Prospecting calls, door knocking, database outreach
Client Management	Showings, listing appointments, buyer consultations
Marketing	Social media content, email newsletters, property promos
Transaction Work	Paperwork, inspections, negotiations, updates
Personal Development	Training, coaching calls, market updates
Admin/Operations	CRM updates, inbox cleanup, scheduling
Personal Life	Gym, family time, rest, hobbies

## Step 2: Identify Your Time Blocks

Instructions: Break your day into focused blocks with buffer time between them.

Time Slot	Focus Area / Task Example
8:00-9:00 AM	Morning routine, email review, planning
9:00-11:00 AM	Lead generation & follow-ups
11:00-12:00 PM	Admin tasks or property marketing
1:00-3:00 PM	Showings, client appointments, CMA prep
3:00-4:00 PM	Transaction management, inspections, etc.
4:00-5:00 PM	Wind down, email cleanup, tomorrow's plan

## Step 3: Weekly Template (Use or Modify)

Day	AM Focus Block	Midday Block	PM Focus Block
Monday	Weekly planning, lead gen	Buyer showings	Listing prep, emails
Tuesday	Follow-ups, calls	Marketing content	Admin tasks, trainings
Wednesday	Lead gen, prospecting	Client appointments	Paperwork & transaction updates
Thursday	Listing appointments	CMA & pricing research	CRM cleanup, scheduling
Friday	Review goals, lead gen	Content planning	Weekly recap & prep

## Step 4: Plug into Your Calendar

Use Google Calendar, Outlook, ClickUp, or a paper planner.

Color-code blocks by category. Set alerts for transitions.

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## Step 5: Review & Adjust Weekly

Friday Weekly Review Checklist:

- What blocks worked well?
- Where did I get off track and why?
- What can I improve next week?
- Do I need to shift priorities?
- Are my highest-leverage tasks getting time?

## Best Practices for Time Blocking

- Plan the night before to reduce decision fatigue.
- Avoid overbooking and leave room for surprises.
- Use buffer blocks between sessions.
- Align key tasks with peak energy times.
- Start small - even 1-2 consistent blocks help.