



WP & ASSOCIATES
R E A L T Y

Time Management

How to Maximize your Income

▶ **Today we will cover:**

- ▶ What is that 15 min You just spent on Facebook really worth?
- ▶ What's Your Optimal Schedule?
- ▶ If You Don't Have an Assistant, You ARE One!
- ▶ How to Make \$500,000 or more a year GCI on a 10 Hour Work Week.
- ▶ Tying it all together to Double Your Business This Year

What That 15 min You just Spent on Facebook is Really Worth?

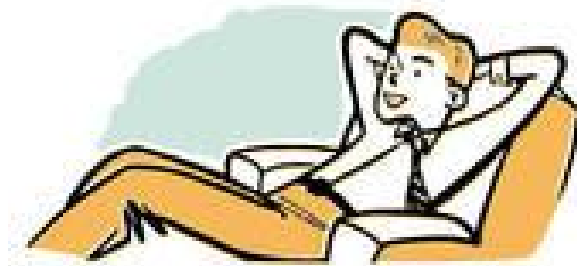
- ▶ The biggest difference between Bill Gates and each of us is how he spends his 168 hours a week.
- ▶ Learn To Treat Your Time As Your Most Valuable Commodity
- ▶ What Your Time is worth Formula:
 - How much do you make annually? (How much Do You Want To Make Annually)
 - Divide that amount by 52 Weeks in a Year
 - Divide that amount by 40 hours a week
 - Divide that by 4 (15 minute Cycles)



- ▶ $\$100,000 \text{ Annually} / 52 \text{ Weeks} = \$1,923 \text{ Weekly} / 40 \text{ hours a week} = \$48.00 \text{ Per Hour} / 4 = \$12 \text{ for 15 minutes}$
- ▶ $\$250,000 \text{ Annually} / 52 \text{ Weeks} = \$4,807 \text{ Weekly} / 40 \text{ hours a week} = \$120.00 \text{ Per Hour} / 4 = \$30 \text{ for 15 minutes}$
- ▶ $\$500,000 \text{ Annually} / 52 \text{ Weeks} = \$9,615 \text{ Weekly} / 40 \text{ hours a week} = \$240.00 \text{ Per Hour} / 4 = \$60 \text{ for 15 minutes}$
- ▶ $\$1,000,000 \text{ Annually} / 52 \text{ Weeks} = \$19,230 \text{ Weekly} / 40 \text{ hours a week} = \$480.00 \text{ Per Hour} / 4 = \$120 \text{ for 15 minutes}$

Until You Treat Your Time Like You Make a Million a Year You Won't

▶ What Type of Broker Are You?



▶ Casual Broker?

▶ Balanced Broker?

▶ Hardcore Broker?



Let us give you a quick idea of the difference between the various types of Brokers and what their Perfect Daily Schedule look like. It's not the same for everybody!

- ▶ For some people, their schedule is going to be more “Casual Broker”
- ▶ For some people they’re going to have a more “Balanced Broker” approach
- ▶ While others are going to be a little more “Hardcore Broker” about it - They’re going to get aggressive with their prospecting.

- ▶ Here's the interesting thing, just because you're the Hardcore Broker, doesn't mean that you're working more hours. In fact, what it does mean is often times you're working less hours while being more efficient with the hours that you have.
- ▶ For example, the Hardcore Brokers might be working somewhere from 9 to 13 hours a day, 5 days a week. Interestingly, the Balanced Broker might be working 9-13.5 hours a day, but they're generally going to be working 5 to 6, maybe even 6.5 days a week.
- ▶ Here's the scary thing, those Brokers who run a more Causal Broker schedule, tend to work more than both the Balanced Broker and Hardcore Brokers. They're going to work an excess of 11.5 hours a day, generally 7 days a week.

Real estate doesn't have to be so difficult or time consuming!

How to Build Your Schedule

- ▶ Track what you ACTUALLY do for next 2 weeks
- ▶ Customize YOUR Schedule (Priorities) (Work, Family, Play, Social, Spiritual)

Rules To Live By

- ▶ Create ACTUAL recurring appointments in your electronic calendar for EVERYTHING in your PDS
- ▶ Do not check email, voicemail, text, or social media before noon!
- ▶ Do NOT take inbound calls during prospecting and / or focused time! (Use the Stop Sign!)
- ▶ Use www.YouMail.com, www.BetterVoice.com or Google Voice to transcribe voicemails.
- ▶ Turn off the notifications on your PC and Phone!
- ▶ Keep your desk and inbox CLEAN!
- ▶ Work out daily - Increases Dopamine and Serotonin
- ▶ Eat Right 6 Days a Week

Biggest Time Wasters and Distractions

- ▶ Social Media (outside of the 10-10-10 or 20-20-20 strategy)
- ▶ Inbound calls
- ▶ Texts
- ▶ Email
- ▶ Drop In Visitors
- ▶ Team Members (outside of your Daily Team Huddle)
- ▶ Daydreaming
- ▶ Taking advice from someone who's never done what you want to do...

Acceptable activities between 8am and Noon

- ▶ Prospecting
- ▶ Calling FSBO's, EXPD etc.
- ▶ Calling SOI
- ▶ Door Knocking Farm
- ▶ Follow Up Calls
- ▶ Other pro-active lead generation and lead follow up techniques.

Here's what some of the business-related blocks should look like

(Note: if you don't want to do some of the specific types of prospecting, replace them with other types of Pro-Active Lead. Work To Transition From Chasing Business to Attracting Business)

- ▶ **7:30am** DAILY HUDDLE
- ▶ **8:00am-9:00am** EXPD CALLS: Start at 8am SHARP! Call all New EXPD's FIRST, then move to Old EXPD's. USE a dialer. Remember, this time block is ONLY for calling, NOT for sending mailers. Mailouts, pulling numbers to c all etc. are tasks that are either done by your assistant, or you do them during your admin time.



	Monday	Tuesday	Wednesday	Thursday	Friday	Sat	Sun
6:00 AM	Work Out	Work Out	Work Out	Work Out	Work Out	Family Time Off	DAY OFF
6:30 AM							
7:00 AM	Get Ready for Day	Get Ready for Day	Get Ready for Day	Get Ready for Day	Get Ready for Day		
7:30 AM							
8:00 AM	Call Purchased Leads – Vulcan7 LeadsLikeCandy.co m	Call Purchased Leads – Vulcan7 LeadsLikeCandy.co m	Group Mastermind Session	Call Purchased Leads – Vulcan7 LeadsLikeCandy.co m	Call Purchased Leads – Vulcan7 LeadsLikeCandy.co m		
8:30 AM							
9:00 AM			Call Purchased Leads – Vulcan7 LeadsLikeCandy.com				
9:30 AM							
10:00 AM	Call Birthdays, Anniversary’s, SOI etc	Call Birthdays, Anniversary’s, SOI etc	Call Birthdays, Anniversary’s, SOI etc	Call Birthdays, Anniversary’s, SOI etc	Call Birthdays, Anniversary’s, SOI etc		
10:30 AM				Call Birthdays, Anniversary’s, SOI etc			
11:00 AM	Email & Voice Mail	Email & Voice Mail	Email & Voice Mail	Email & Voice Mail	Email & Voice Mail		



	Monday	Tuesday	Wednesday	Thursday	Friday	Sat	Sun						
6:00 AM	Work Out	Work Out	Work Out	Work Out	Work Out	Family Time Off	Family Time Off						
6:30 AM													
7:00 AM	Get Ready for Day	Get Ready for Day	Get Ready for Day	Get Ready for Day	Get Ready for Day			Family Time Off	Family Time Off				
7:30 AM													
8:00 AM	Prospect / Call Referrals & Past Clients Call Purchased Leads	Prospect / Call Referrals & Past Clients Call Purchased Leads	Group Mastermind Session	Prospect / Call Referrals & Past Clients Call Purchased Leads	Prospect / Call Referrals & Past Clients Call Purchased Leads					Family Time Off	Family Time Off		
8:30 AM			Prospect / Call Referrals & Past Clients Call Purchased Leads										
9:00 AM													
9:30 AM													
10:00 AM	Call Birthdays, Anniversary's, SOI etc	Call Birthdays, Anniversary's, SOI etc	Call Birthdays, Anniversary's, SOI etc	Call Birthdays, Anniversary's, SOI etc	Call Birthdays, Anniversary's, SOI etc							Family Time Off	Family Time Off
10:30 AM													
11:00 AM			Call Birthdays, Anniversary's, SOI etc										
11:30 AM	Lead Follow up Calls	Lead Follow up Calls		Lead Follow up Calls	Lead Follow up Calls								
12:00 PM													



	Monday	Tuesday	Wednesday	Thursday	Friday	Sat	Sun		
6:00 AM	Work Out	Work Out	Work Out	Work Out	Work Out	Family Time Off	DAY OFF		
6:30 AM									
7:00 AM	Get Ready for Day	Get Ready for Day	Get Ready for Day	Get Ready for Day	Get Ready for Day				
7:30 AM									
8:00 AM	Prospecting	Prospecting	Group Mastermind Session	Prospecting	Prospecting				
8:30 AM									
9:00 AM			Prospecting						
9:30 AM									
10:00 AM									
10:30 AM									
11:00 AM						Call Birthdays, Anniversary's, SOI etc	Call Birthdays, Anniversary's, SOI etc	Call Birthdays, Anniversary's, SOI etc	Call Birthdays, Anniversary's, SOI etc
11:30 AM									

If You Don't Have an Assistant, You ARE One!

- ▶ All Tasks must be completed daily including:
 - ▶ Lead Generation
 - ▶ Lead Follow-up,
 - ▶ Lead Conversion
 - ▶ Administrative Tasks
 - ▶ Paperwork
 - ▶ Accounting, et.

Just because you don't like doing something or aren't that good at it, in your business it still needs to get done.

How to Make \$500,000 or More a Year GCI on a 10 Hour Work Week.

- ▶ First know your Numbers and your Business Model
- ▶ Second develop a solid schedule and stick to it
- ▶ Third understand the Leads - Listings - Leverage Cycle
- ▶ Forth Grow your business and then grow your team
- ▶ Fifth Learn to Replace Yourself in your business



See The Numbers Excel Sheets

Leads - Listings - Leverage Cycle

- ▶ The Average Buyers' Broker can handle 8-10 Buyers at a time before they need help.
- ▶ The Average Listing Broker can handle 40-50 Listings at a time before they need help.
- ▶ 80%+ of Sellers Become Buyers too
- ▶ Listings generate Buyers
- ▶ Listings give you leverage in the market
 - ▶ Work on listings
 - ▶ Grow your business
 - ▶ Bring on a Team as needed
 - ▶ Replicate yourself
 - ▶ Work on managing your business instead of your business managing you.
- ▶ J. Paul Getty vs Robert Getty

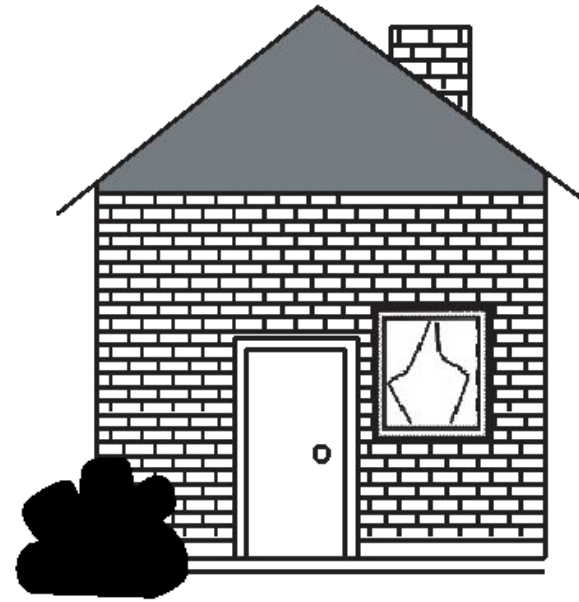


Hobo Shacks vs Houses



Hobo Shack
Built on a Patchwork of
Creativity and Ideas

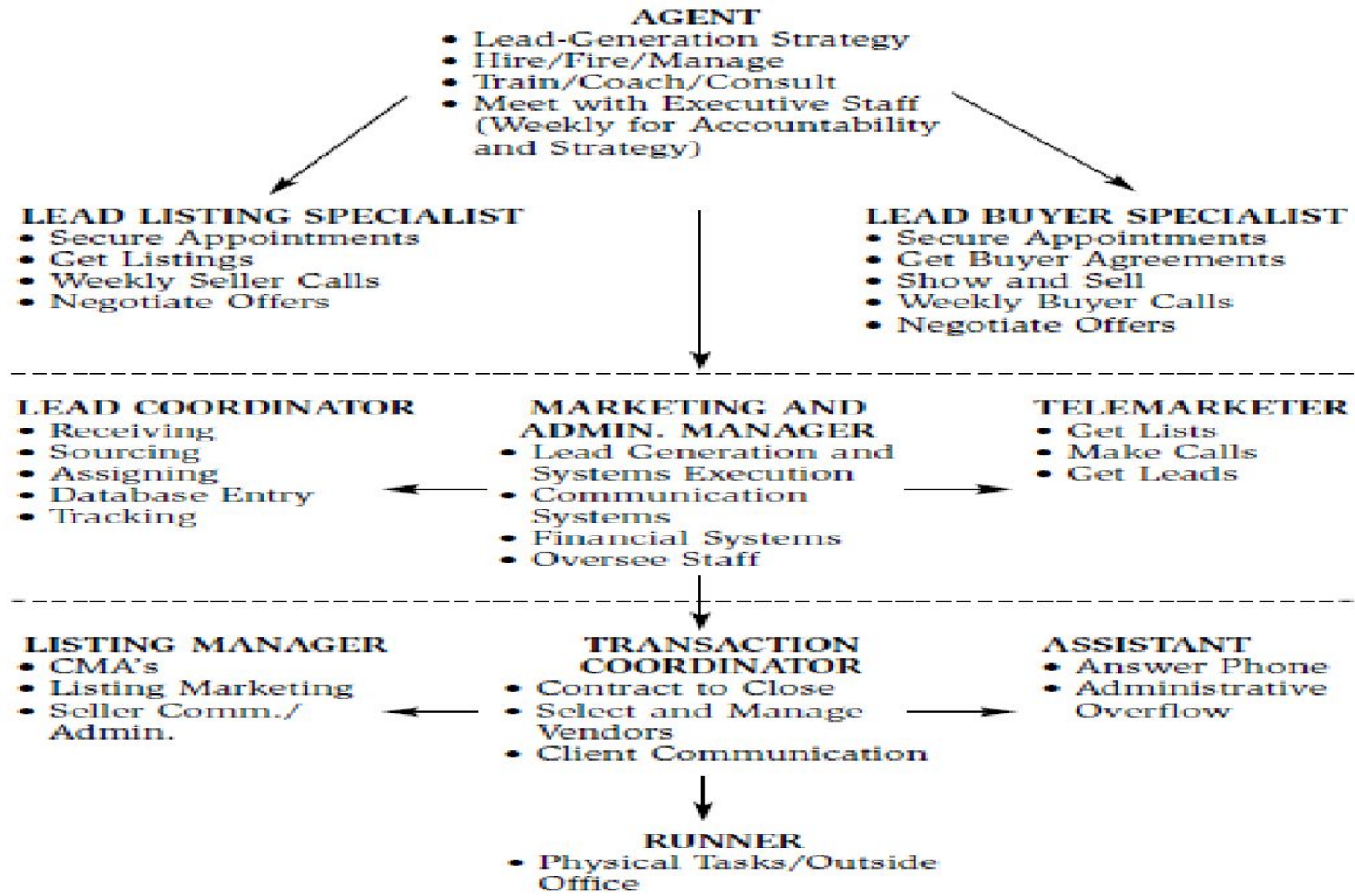
VS



House Built on a
Solid Foundation of
Proven Models



Basic Job Descriptions for the Organizational Model of the Millionaire Real Estate Agent



Tying it all together to Double Your Business This Year

- ▶ Organize Your Schedule and stick to it
- ▶ Treat your TIME as your most precious commodity
- ▶ Know your numbers
- ▶ Leverage your position
- ▶ Build your Team - internally and/or Externally
- ▶ Study and add to your knowledge base
- ▶ Get some coaching and training
- ▶ Be willing to swing

Wayne Gretzky said, "You miss 100% of the shots you don't take"

A person wearing a dark suit and a green striped tie is holding a large stack of US dollar bills. The bills are fanned out, showing the front side with the number '100' and the portrait of Benjamin Franklin. The person's hands are visible, holding the stack from the sides. The background is a plain, light-colored wall.

**GO MAKE SOME
MONEY!**