

# The Ultimate Realtor Task Prioritization Guide

## DAILY MONEY-MAKERS (DO THESE FIRST)

- Follow up with leads
- Prospect (calls, texts, DMs)
- Appointment setting
- Client communication

## ACTIVE DEAL MANAGEMENT

- Check in on transactions
- Coordinate inspections, deadlines, and docs
- Communicate with escrow, lenders, and agents

## MARKETING & VISIBILITY

- Post on social media
- Prep content (photos, videos, listings)
- Email marketing/newsletters

## CLIENT EXPERIENCE & RETENTION

- Send client gifts or notes
- Prep for showings/listings
- Touch base with past clients

## BUSINESS GROWTH & ADMIN

- Review your numbers
- Organize CRM and files
- Plan future campaigns

**Tip:** Ask yourself each morning:  
*"What tasks will bring in business today or protect the business I already have?"*

Then work down the list!

NOTES