

Training Packet

Top Real Estate Producer Schedule



SALES TRAINING
AK STATE PERFORMANCE

JEREMY DAVIS

**“IF YOU DON’T KNOW WHERE YOU ARE
GOING, YOU’LL END UP SOMEPLACE ELSE.”
– YOGI BERRA**

Top Real Estate Agent Producer Schedule

Name: _____

Email: _____

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inman™

71% of real estate agents didn't close any deals last year

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Inman Connect San Diego starts next week

NEW Take the July Inman Intel Survey

2025 real estate events calendar

NEW Working with celebs and athletes (5-part series)

Revive a listing (without a price drop)

AGENT

71% of real estate agents didn't close any deals last year

At Inman Connect New York, Redfin's Joe Rath broke down the views of active agents in the industry, who make up less than a third of all Realtors

BY ANDREA V. BRAMBILA

January 24, 2025 📅

SHARE

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in

74% of all Realtors sold 0 homes in 2024

2% sold between 11 and 20

0.14% sold 45 or more

Moral of the story is **that it takes work to sell homes as a realtor**. A lot of work. There's a massive disconnect with realtors on how much work it actually takes to sell a lot of homes and make life changing money. "Life changing doors don't open themselves." - Alex Hormozi.

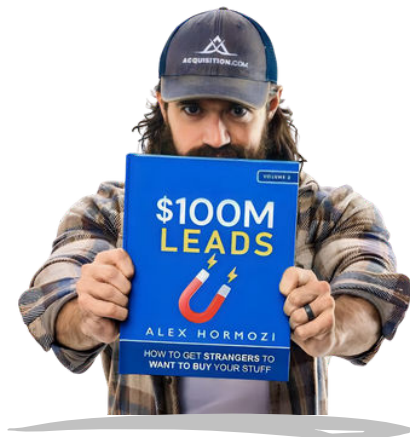
Remember, your actions are an outward manifestation of the inner desires of your heart. **If you aren't aggressively working to get clients and build your business ... it's because you truly don't want it.** Fix that. The inputs will follow.

"Opportunity is missed by most people because it is dressed in overalls and looks like work." - Thomas Edison

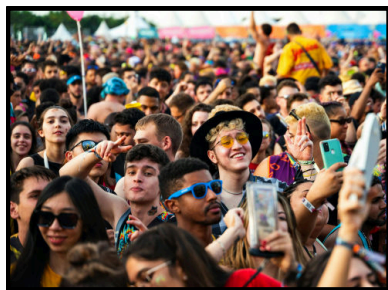
It's easy to envy someone's success, but do you envy their struggles and sacrifices? If you knew the pain, self-doubt, fear, and problems they had to overcome, you'd think twice before feeling jealous. **Don't just emulate people's successes—emulate their journey, their process, and their steps.**

"Every successful person starts with: 0 revenue, 0 subscribers, 0 customers, 0 fans. And the only difference between them and everyone else is they actually start." - Alex Hormozi

Remember, every success story begins at zero. **What sets successful people apart is their willingness to start despite having nothing. The journey from zero to success is all about the grind and determination.**



Most businesses die from **obscurity**, not bad products.



Dedicate the **first four hours of every day** to solving the problem of obscurity and going from [obscurity to awareness](#). This can be achieved through the "core four" activities:

80% of your day, if you want to grow your business aggressively, should be designed around **(1) getting better (2) following up with leads (3) outbound prospecting / going on apts or (4) taking care of your values**. You either run creative ads, push out short and long form content or implement outbound prospecting (door knocking, open houses, fsbos/expireds, database or investors). [Everything else is not going to make you money](#). Most realtors have a schedule that's full of things that shouldn't be on there in the first place. They're optimizing activities that are preventing them from scaling.

Learn to be focused and intentional. Then execute.

Morning Routine

Role Play Date:

TIME	ACTIVITY	PRIORITIES
8:00		
9:00	Prospecting / Lead Gen	
10:00		
11:00		
		TO DO LIST
12:00		
1:00		
2:00	Go on Apts / Show Homes to A clients / -if none, Repeat the morning	
3:00		
4:00		
5:00		
6:00	door knock or open houses	
		NOTES
7:00	Family Time	
8:00		
9:00	Nightly Routine	

Time Blocking: Time blocking is a time management method where you divide your day into specific time slots, assigning each block to a single task or group of tasks, like emails, project work, or meetings, to improve focus, prioritize activities, and create a structured, intentional schedule. Instead of a simple to-do list, you proactively schedule when you'll do things, treating time as a finite resource to invest wisely, which helps prevent overwhelm and burnout by reducing procrastination and ensuring important work gets done.

☐

Morning & Nightly Routines

☐

script practice & improvement

☐

apts / show homes

☐

prospecting

☐

Family time

S.A.V.E.R.S. - journal, gym, podcast, etc
Prayer and Scripture Study

Morning Routine

30 min with kids. scriptures & prayer

Role Play

Date

TIME	ACTIVITY	PRIORITIES
8:00		
9:00	Prospecting / Lead Gen	
10:00		
11:00		
		TO DO LIST
1:00		
2:00		
3:00	Go on Apts / Show Homes to A clients / -if none, Repeat the morning	
4:00		
5:00		
6:00	door knock or open houses	
		NOTES
7:00	Family Time	
8:00	read with the kids & put them down	
9:00	Nightly Routine	

Role Play

Prayer and Scripture Study

Nightly Routine - audit your day. plan tomorrow.

Time With Spouse before bed

Values - go make a list of what those on your value chain need. For example mine is (gods, self, spouse, kids, community and work). Those go in the calendar first. Leverage weekly planning to get this list in your calendar and the work part in your calendar.



God



Kids



Work



Self



Community



Spouse

S.A.V.E.R.S. - journal, gym, podcast, etc
Prayer and Scripture Study

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30 min with kids. scriptures & prayer

Role Play

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Prayer and Scripture Study

Nightly Routine - audit your day. plan tomorrow.

Time With Spouse before bed

business plan - go identify your 4 prospecting methods. Those will take 80% of your day until you have 3-4 deals a month. Aggressively push them. In your weekly planning, make sure each pillar gets into your week.

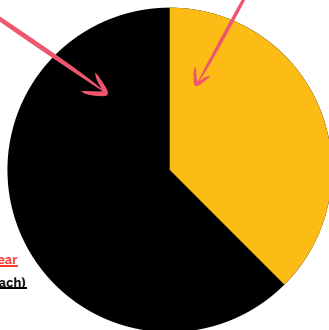
The next page is from The 2026 Business Planning workbook. Identify your prospecting pillars and then you'll insert them into your time blocks accordingly. Remember, you don't rise to the level of your goals but you fall to the standard of your systems for those prospecting pillars.

75% of your business plan should be outbound prospecting. Predictable methods to get clients.

the other 25% should be more on the passive side. A few strategies to get a few deals here and there throughout the year.

- a. _____
b. _____
c. _____
d. _____

pick the 4 you'll focus on this year
(pick 3-4 trackable systems for each)



- a. _____
b. _____
c. _____
d. _____

pick the 4 you'll focus on this year
(pick 3-4 trackable systems for each)

2026 Financial Wealth Plan

Outbound Prospecting Methods & their systems + distractions

A.Prospecting Method: _____

1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____

B.Prospecting Method: _____

1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____

C.Prospecting Method: _____

1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____

D.Prospecting Method: _____

1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____

Passive Prospecting Methods & their systems + distractions

A.Prospecting Method: _____

1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____

B.Prospecting Method: _____

1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____

C.Prospecting Method: _____

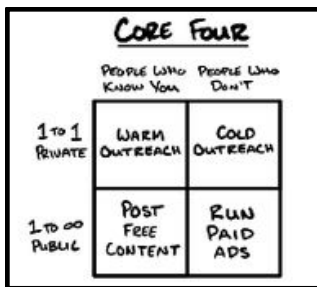
1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____

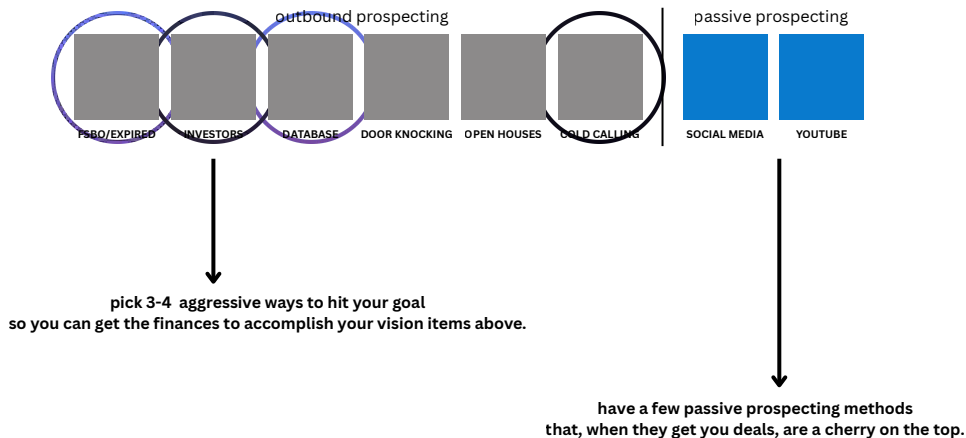
D.Prospecting Method: _____

1.weekly and daily system: _____

2.biggest distraction i'll need to overcome: _____



75% of a Realtor's day should be focused on 3 tasks to grow the business.



Remember to not get distracted when picking your prospecting methods. Real estate is full of confusion. There are thousands of ways to feel like you're being productive. It's like a fisherman that takes his boat out to fish and has his line in the water, but it's on the wrong side of the boat the entire time. He feels productive, but he's not working efficiently because the fish are on the other side of the boat.

Make sure your schedule has prospecting methods that are efficient and put your line in the water where the fish are. This list above from left to right are the most "bang-for-your-buck" prospecting methods. Pick the ones that you want to be consistent at and put in your 4 hours a day of prospecting with.

Top producers are focused. They don't get distracted. They do the same 4-5 methods over and over all year round. This is how they do a lot of business.

Morning Routine

book: Miracle Morning - s.a.v.o.r.s.

these are called "bookending your days"

book: The Compound Effect

Date:

TIME	ACTIVITY
8am	
9:00	
10:00	
11:00	
Noon	
1:00	
2:00	
3:00	
4:00	
5:00	
6:00	
7:00	
8:00	
9:00	

**Call / Text
FSBO/ Expireds**

work the entire time

**Call / Text
Your Database**

set a target - like 20

**Follow Up
With Investors**

set a target - like 20

**Follow Up
With Leads**

-apts
-show A buyers
homes
-repeat the
morning

Door Knock
prioritize "just solds" in areas
that are upsize and have activity

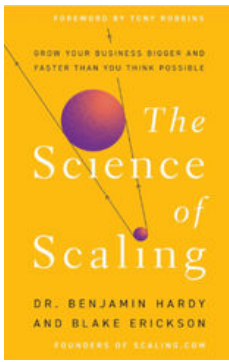
Family Time

study on skillset
for **45 min a day.**
read a book,
watch a youtube
video or listen to
an audiobook.
but you need to
get better every
day.

only change here
would be to do **3-
4 open houses a
week in this slot.**

Nightly Routine

audit your day. plan tomorrow.



Now that you have your schedule set up, you need to **eliminate** what shouldn't be there in the first place. You can't scale your business without **offloading** and **delegating** certain tasks that don't deal with what we just put on your calendar.

Anything that isn't ...

1. Prospecting and going on appts
2. Following up with leads / clients
3. Getting better
4. Prioritizing your values

Hire it out. Let me show you below. These are just a few examples.

Hire a **Transaction coordinator**. They will handle all of your paperwork for your buyer side of things (and listing side if you don't add the next piece due to low volume). Do not write your paperwork. That will save you hours and hours off of your schedule. You hire out to buy back your time. Every Thursday morning, they'll put together a weekly report for each of your deals under contract so you can call your clients without having to spend the time to do those reports.

Ideally you'll have a transaction coordinator take the buyer stuff and a **listing coordinator** take the listing side of things. If you do this, your listing coordinator will take everything once you get the contracts to list all the way until it goes under contract. It then gets kicked over to the transaction coordinator. When buyer agents call on your listings, that goes to them as well. Every Thursday morning, they'll put together a weekly report for each of your listings so you can call your clients without having to spend the time to do those reports. They schedule the photos. They schedule the marketing video. They upload to the mls.

The next item to address is errands. Hire it out. Have somebody on call that can be your **"runner."** Have them run your errands, signs, forms etc. You don't need to be doing that. Hire it out.

Showing assistants are the last item to leverage. Do not spend all your time showing homes. That will kill the consistency in your schedule. Show your A buyers 2-4 homes and then pay a showing assistant to take over. Explain that to your clients so they understand how it works.

“my father used to tell me, a focused fool can accomplish more than a distracted genius. So, your most valuable asset isn't your time, it's your attention. A man, with time and distractions will always lose to a man with a deadline and a singular focus.”

It's never been easier to be successful than it is today.
It's just always been easier to be distracted.”

See how it becomes a game of eliminating your distractions and building systems to help you avoid those and other systems to stay focused on the path. These are those that win. This is how you shape the path. Eliminate distractions and focus on being focused.

Stop trying to get rich. Get better. And, if you get better, getting rich will happen as a consequence.

Getting rich is an outcome; getting better is an input. Most entrepreneurs are focused on the output as the thing, and so they're scattered in terms of where their focus is because they're just trying to do everything they can to drive this number up rather than trying to do the thing that creates the wealth.

Same thing as above - your ability to focus on the “schedule” part is what will help you accomplish that item.



Overview:

There you go. You now have the layout that top producers in real estate follow. They realize they need to prospect every day. They also prioritize the things that matter most to them. They live a life by design. Not by default. Remember, "without a vision, the people perished" biblically speaking. Sophisticated systems yield sophisticated results. Lackluster systems yield lackluster results. Be smart. Have a plan. Stay focused and disciplined.

Was this valuable?

Jump into coaching. I have daily role plays for \$249. There is group coaching for \$800 a month and 1v1 coaching for \$1,250 a month. You can also jump on my brokerage team at real brokers for free and blow up your business that way. Text me with any questions: 702.525.5766.



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