

DEGREE OF SUCCESS DEPENDS ON ORGANIZATION AND TIME MANAGEMENT

Real estate professionals constantly look for an edge on their competition to survive in a business where 80% of them fail in their first year, according to the National Association of REALTORS®.

One way to succeed is to be highly organized, which leads to greater productivity and higher sales and allows professionals the time to focus on customer service and to show more homes to clients. FranklinCovey, the global leader in effectiveness training and productivity tools, recommends that real estate professionals set long-and-short term goals with measurable results and deadlines.

“No matter what tools they choose to use to increase productivity, real estate agents should take the time to plan 20 minutes prior to the start of the week and 10 minutes daily to make sure they have captured specific goals for sales calls, listings, meeting and other tasks,” said Jeff Anderson, vice president of product development at FranklinCovey.

Organizational tools available to real estate agents range from traditional paper planners, personal digital assistants (PDAs) and software to help them be more productive and reach their goals.

FranklinCovey has conducted numerous focus groups with real estate agents and found that most relied on both paper and technology. For example many paper users stated they used an online multiple listings service (MLS) and mobile phone, while many who favor technology nonetheless still like to print out information.

Real estate agents told FranklinCovey that paper is essential for quickly taking notes while on the road or when unexpectedly meeting potential clients. Meanwhile, paper users need to use technology when accessing MLS information away from their offices.

For real estate agents who use either a combination of technology and paper, or strictly a paper planner, companies such as Day-Timer and FranklinCovey offer an array of paper planners to keep track of contracts, notes and schedules.

FranklinCovey has introduced a line of supplemental pages including a Response Log to capture all responses to a specific listing, a Transaction Manager to note information on financing, timing, reports and inspections, as well as all communications with the client and a Prospect Log to note contact information about prospective clients. Also offered is a Client File, to note information on clients and a Communications Tracker that acts as an extension to both the Real Estate Client File and Transaction Manager forms.

Source: Franklin Covey