



***mo*mentum**SM
MAXIMUM RESULTS

AGENT TRAINING
Activities Management

THE PURPOSE OF THE MOMENTUM PROGRAM

As a RE/MAX Affiliate, you're a member of the most professional, most productive real estate network in the world.

There are many decisions you must make each and every day to run a successful business. The Momentum program provides basic information to help you. Please note: The Momentum program and materials are designed as a resource to reference. The suggestions made within are not mandatory.

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Every day in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed.

Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death.

It doesn't matter whether you are a lion or a gazelle ...

**When the sun comes up,
you better be running!**

ACTIVITIES MANAGEMENT (REACHING YOUR POTENTIAL)

Typical behavior reaps typical results!

“People assume everyone wants to reach their potential and be the best they can be. I’ve concluded most only want to be average and do just enough to get by!”
– Nick Saban

truth

Realizing your **potential** has nothing to do with how you **compare** to others.

Don’t get offended by the word “average.” We are not implying that you are average when compared to others in the industry. We are suggesting that you may be average when compared to **your potential**.

Similarly, just enough to get by doesn’t mean you do just enough to eek out a living, but instead it equates to **staying** inside your comfort zone and **avoiding** the discomfort that comes with **growth and progress**.

The danger in comparing yourself to others is that it typically **lulls** you into a false sense of reality, causing complacency. You mistakenly believe that because you excel over others, you have reached your potential. In reality, reaching your potential has nothing to do with how you compare to **others**.

truth

Realizing your potential revolves around the **use** of hours dedicated to your career.

Think of the hours currently dedicated to your career.

Are you getting the most out of them?	Y	N	IDK
Are you consistently operating at your highest and best use?	Y	N	IDK
Do you know your highest and best use of time?	Y	N	

LET'S GET CLEAR

Regardless of the number of hours dedicated, your goal is the same!

Potential – Having or showing the **capacity** to become

Capacity – The ability to receive or contain

The **capacity** of any role is **limited** by the amount of **time** invested in that role.

Thus, your **potential** as a Realtor is **restricted** to the **number of hours** you and others are willing to dedicate to your business.

THINK OF IT THIS WAY

The capacity of a 16-ounce glass is 16 ounces. Likewise, your capacity as a real estate agent is limited to the amount of **time** you (and others) are willing to dedicate to your career role.

Since time is limited, the goal should be to get the most out of **each** hour dedicated to the day.

Whether it's 1, 5, 10 or 24 hours per day, the goal is the same – maximize output!

NOTE: Maximizing output has more to do with what you put in the glass than the capacity of the glass. With a 16-ounce glass, you can choose to fill it with water or gold. Sixteen ounces of gold is far more valuable than 16 ounces of water. Thus, realizing your potential is not only about number of hours dedicated, but also about how those hours are used.

**YOUR GLASS CAN BE FULL OR IT CAN BE FULFILLING.
IT'S IN YOUR HANDS!**

So, are you really a \$25M producer disguised as a \$5M producer?

BOTTOM LINE:

As long as you are **willing** to dedicate the time, you might as well get the best possible return by being as **effective** and **efficient** as you can possibly be.

TIME IS YOUR ONLY LIMIT

Money is not the key asset in life; time is! – Gordon Gecko

Your daily focus should revolve around making as much money as you can with the hours you are dedicating to your career. Understanding this concept and **behaving** accordingly is the first step toward creating and funding the life you aspire to.

Since time is indeed your **ONLY** limit in life, it should be viewed as a precious resource and never squandered.

TIME LIMITS

Day: 24 Hours

Week: 168 Hours

Month: 730 Hours

Year: 8,760 Hours

Life: ????????????????

You are not guaranteed another day on Earth, so you must make each and every one **relevant** by viewing it as an opportunity to **progress**!

Time doesn't care whether you "spend" or "invest" it. Life has no pause button, and it's not extended to make up for the time you waste.

To keep from wasting time, you must approach each day with a **time budget**. That means you must specifically define the number of hours you plan to "invest" (not "spend"). Once you have a budget, focus on making sure the activities you invest in matter.

Most people simply react to the day as the day appears. Remember, spontaneous and reactive behavior leads to wasted time. Thus, to avoid waste, you must be deliberate.

truth

Inefficient behavior always takes more time. While many agents willingly dedicate ten hours per day to their careers, most only benefit from six (they waste 40% of their day). Those same agents would be better served to reduce their workdays to six hours and be totally deliberate.

THE COST OF WASTING TIME

**You can't control time or results.
You can only control (manage) activities!**

"I don't have enough time" is a **limited belief** that is often used by overwhelmed people. Truth is, you have all the time you are going to get. Every day offers you 24 hours. It's up to you whether those hours are "spent" or "invested."

Overwhelmed people typically "spend" large portions of their time on irrelevant activities. They follow no plan, and as a result, waste most of their time. Since time is limited to 24 hours per day, you must "invest" wisely by choosing only activities that support your **know, do and have** for the day.

REMEMBER:

There is always an **opportunity cost** associated with wasted time, so it's vital that you **budget and invest your time** as you would your money.

"SPENDING" TIME ON IRRELEVANT ACTIVITIES HAS DEVASTATING EFFECTS!

1 hour/day x 5 days/week x 48 weeks/year = 240 hours/year
240 x 30 dials/hour = 7,200 additional dials to sellers
7,200 x 15% talk/dial conversion rate = 1,080 additional talks
1,080 x 10% appointment/talk conversion rate = 108 additional listing appointments
108 x 67% taken/appointment conversion rate = 72 additional listings taken
72 x 67% sold/taken conversion rate = 48 additional transactions
48 x \$5,000 average GCI/closing = \$240,000 additional income per year (\$180,000 after taxes)
\$180,000/year invested for 10 years at 10% = **\$2,400,000** (A "real," dependable retirement plan!)

ANY A-HA'S?

truth

Escaping that overwhelmed feeling and becoming more productive is the result of moving from spontaneous and reactive to intentional and proactive.

“Time Management” is an oxymoron!

There is no such thing as time management, as you **can’t** “manage” or “control” time. Time is what it is. There are 24 hours in a day, 168 hours in a week, 730 hours in a month and 8,760 hours in a year.

You are not going to change time, and you are not getting any more or less of it. Time passes second-by-second, minute-by-minute and hour-by-hour **regardless** of what YOU do or don’t do. Therefore, it is **impossible** to “manage” time.

You can however, manage or control the **activities** you implement during the time allotted to your career. Thus, focusing on “activities management” as opposed to “time management” should be your goal.

It is crucial that you create a **time budget** by defining the number of hours you will dedicate to your career (daily, weekly, monthly and yearly). Once established, simply allocate each day’s worth of time to one of four key categories. This approach will keep you on the right side of **momentum** and greatly support you in your efforts to be proactive.

YOU MUST USE “THE TIME” AS PARAMETERS FOR “YOUR TIME”

All of “your time” should be blocked in one of **four categories**:

1. Lead Generation (Prospecting and Marketing; Study and Practice)
2. Lead Conversion (Seller Meetings and Buyer Meetings; Study and Practice)
3. Client Care (Sign-to-Close and Contract-to-Close)
4. Personal Development (Consulting, Training, Accountability and Mastermind)

These are the **only** four categories that lead to real estate sales revenues.

TAKING CONTROL OF YOUR ACTIVITIES

Most people get ahead during the time others waste!

Staying **intentional and proactive** is the ultimate key to your success. The best way to break unproductive “role habits” and become vital on a daily basis is to be accountable for **every hour** invested in your career. (As you learned, wasting one hour per day can be financially disastrous.) To help, you should incorporate an **Activities Management System** (A.M.S.).

Implementing the A.M.S. begins by establishing specific **time parameters**. This means you must define the length of time you are willing to “invest” in your business each week and day. Taking this approach forces you to view time as limited, which increases the likelihood you will **prioritize activities** and **stay proactive**!

CAREER A.M.S. PROCEDURES

Steps to Follow:

1. Define total **career** hours for week (Time Budget)
2. Define total **career** hours for day
3. Identify **vital blocks** (LG, LC, CC, PD) in day planner
4. Record initial specific **vital activity**
5. Stay **engaged** for entire block
6. Refer to vital activities **checklists** as needed
7. **Assess** progression at day’s end (Reflect-Revise-Release)
8. **Repeat** steps 2 through 7 daily

THIS REPRESENTS YOUR DAILY PLAN

NOTE:

The mistake most people make is attempting to **manage time** and not activities. (How can you “manage time?”)

AN INTENTIONAL & PROACTIVE EXAMPLE

The goal is to maximize output by making 100% of your workday vital!

Based on your “personal” and “family” time requirements, what does your work schedule need to look like? Remember, you don’t live to work; you work to live.

DATE: ANY GIVEN WORKDAY	DAILY TIME GOAL: 9 HOURS
5:00	2:00
5:30	2:30
6:00	3:00 CC
6:30	3:30
7:00	4:00
7:30	4:30 Other Admin/Follow up
8:00 LG	5:00
8:30	5:30
9:00	6:00
9:30	6:30
10:00 CC	7:00
10:30	7:30
11:00	8:00
11:30	8:30
12:00 Other Admin/Follow up	9:00
12:30 Lunch/Rejuvenate	9:30
1:00 LC/LG	10:00
1:30	10:30

NOTE:

Focus is the key to success! Once in a specific block, stay there and focus on just the activities associated with that block. As activities appear during the day, they must be evaluated against your vital activities lists and either ignored or delegated to the appropriate block. (Cell phones and email compromise momentum.)

FOCUSING ON THE RIGHT ACTIVITIES

Time blocking is worthless unless you are implementing the right activities!

Saying “yes” to an activity always involves saying “no” to others.

As long as you are breathing, you are doing something. So the key question becomes, are you doing the **right** things?

truth

You won't know for sure until you **fully** account for each hour.

If you feel overwhelmed or not as productive as you can be, you should fully account for your time.

To do this you must **track** each hour and document the activities purchased within that time block. This will allow you to quickly identify the unproductive activities that should be eliminated and **replaced** with vital activities. Tracking and analyzing also results in a vital activities checklist for **both** your listing and buyer departments.

NOTE:

This is **mandatory** for agents on the entrepreneurial path.

Operating from a **vital activities checklist** is the only way to ensure you remain focused on just the activities that result in success.

REMEMBER:

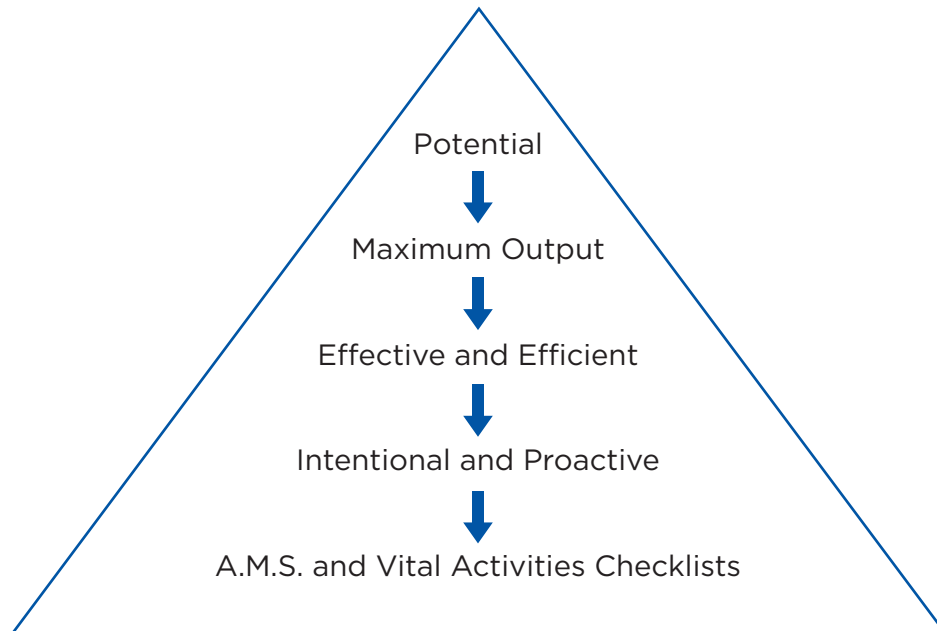
Yearly output is a result of quarterly output, which is a result of monthly output, which is a result of weekly output, which is a result of daily output, which is a result of hourly output. Thus, to assure **maximum output**, you must manage vital activities within hourly time blocks.

Time blocking with vital activities ensures an **uninterrupted flow**, which allows you to maintain positive momentum throughout the day.

BOTTOM LINE:

Effective time blocking always results in a productive day.

SUMMARY



ONWARD IN YOUR QUEST TO REACH YOUR POTENTIAL!