

Productivity Audit

Find out where your
week really goes

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Most of us feel busy all day and still can't say where the time went. This week, you find out.

WHICH ONE ARE YOU?

Been in the business a while and feel stuck?

It's probably not that you aren't working hard enough. It's that you're doing everything. Rebuilding your own PDFs, editing photos, fixing the CRM, making it perfect. Saving a few hundred bucks on help is costing you thousands in conversations you're not having.

Brand new?

You probably can't pay for an admin or automations yet, and that's okay. You'll do it yourself and put in extra hours for a while. That's part of the journey. Just protect your green time first: talk to people, then do the busy work.

HOW THIS AUDIT WORKS

Track	For one week, write down what you actually did every hour. Not what you planned. What you did.
Sort	At the end of each day, circle G, Y or R beside every hour you logged.
Total	On day seven, add up your hours in each zone and compare them to the targets.
Rebuild	Pick what to hand off, what to batch and which green hours to protect next week.

RULES FOR AN HONEST AUDIT

- ✓ Set a phone reminder for the top of every hour. Jotting it down takes two seconds.
- ✓ Write what you did, not what you meant to do.
- ✓ Log everything, including scrolling, inbox refreshing and driving.
- ✓ Pick a normal week. Not a vacation week, not your craziest closing week.
- ✓ Be honest. Nobody's grading this but you.

Where Your Time Goes

Every hour lands in one of three zones. Live in green, cap yellow, clear red.

75%
OF YOUR
WEEK

■ Green Zone

Talking to people who can hire you or refer you. The only zone that pays you.

- Calling and texting your database
- Video texts, DMs and comments
- Showings with pre-approved buyers
- Writing and negotiating offers
- Making new connections
- Client follow up and check-ins
- Handwritten cards
- Replying to new leads in minutes
- Open houses and door knocking
- Listing and buyer consultations
- Coffee dates and pop-bys
- Meeting agents, lenders, inspectors
- Asking for referrals and reviews
- Networking and social clubs

20%
OF YOUR
WEEK

■ Yellow Zone

Worth doing, but it doesn't make you money on its own. Batch it and cap it.

- Creating videos and social posts
- Seller updates and feedback
- Previewing homes
- VIP buyer and seller programs
- Scripting and role play
- Planning and time blocking
- Researching content ideas
- Pricing strategy and CMA review
- CRM notes, tags and Top 25
- Newsletters and mail outs
- Coaching, courses and training
- Building AI tools and automations

5%
OR LESS

■ Red Zone

Anything AI or an admin could do, or that doesn't need doing. **Hand it off as fast as you can.** AI costs you time, an admin costs you money. Start with whichever comes first.

HAND TO AI



- Listing copy drafts
- Email and ad drafts
- Captions and graphics
- Formatting CMA reports
- Market stat summaries
- Bookkeeping

HAND TO AN ADMIN

- Photo and video editing
- Scheduling social posts
- CRM data entry and cleanup
- Booking showings
- Chasing signatures
- Signs, lockboxes, errands

CUT IT

- Mindless scrolling
- Refreshing your inbox
- Meetings that could be a text

Track Your Week

YOUR ACTIVITY

Every hour, jot down what you did. At the end of the day, circle G, Y or R for each hour, then write your hours per zone in the bottom row.

	Monday DATE _____	Tuesday DATE _____	Wednesday DATE _____	Thursday DATE _____
6 AM	G Y R	G Y R	G Y R	G Y R
7 AM	G Y R	G Y R	G Y R	G Y R
8 AM	G Y R	G Y R	G Y R	G Y R
9 AM	G Y R	G Y R	G Y R	G Y R
10 AM	G Y R	G Y R	G Y R	G Y R
11 AM	G Y R	G Y R	G Y R	G Y R
12 PM	G Y R	G Y R	G Y R	G Y R
1 PM	G Y R	G Y R	G Y R	G Y R
2 PM	G Y R	G Y R	G Y R	G Y R
3 PM	G Y R	G Y R	G Y R	G Y R
4 PM	G Y R	G Y R	G Y R	G Y R
5 PM	G Y R	G Y R	G Y R	G Y R
6 PM	G Y R	G Y R	G Y R	G Y R
7 PM	G Y R	G Y R	G Y R	G Y R
8 PM	G Y R	G Y R	G Y R	G Y R
9 PM	G Y R	G Y R	G Y R	G Y R
Hours	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

Track Your Week

YOUR ACTIVITY

Every hour, jot down what you did. At the end of the day, circle G, Y or R for each hour, then write your hours per zone in the bottom row.

	Friday DATE _____	Saturday DATE _____	Sunday DATE _____
6 AM	G Y R	G Y R	G Y R
7 AM	G Y R	G Y R	G Y R
8 AM	G Y R	G Y R	G Y R
9 AM	G Y R	G Y R	G Y R
10 AM	G Y R	G Y R	G Y R
11 AM	G Y R	G Y R	G Y R
12 PM	G Y R	G Y R	G Y R
1 PM	G Y R	G Y R	G Y R
2 PM	G Y R	G Y R	G Y R
3 PM	G Y R	G Y R	G Y R
4 PM	G Y R	G Y R	G Y R
5 PM	G Y R	G Y R	G Y R
6 PM	G Y R	G Y R	G Y R
7 PM	G Y R	G Y R	G Y R
8 PM	G Y R	G Y R	G Y R
9 PM	G Y R	G Y R	G Y R
Hours	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

Your Week in Zones

YOUR ACTIVITY Total your hours by zone, work out your hour, then plan your hand-offs.

7
DAYS

Your totals % of week = zone total ÷ all hours logged

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	% of wk	Target
■ Green	_____	_____	_____	_____	_____	_____	_____	_____	_____	75%
■ Yellow	_____	_____	_____	_____	_____	_____	_____	_____	_____	20%
■ Red	_____	_____	_____	_____	_____	_____	_____	_____	_____	5%

\$
PER HOUR

What's your hour worth? Know it before you decide help is too expensive

LAST YEAR'S GCI \$ _____ ÷ HOURS WORKED _____ = YOUR HOUR \$ _____

Full time is about 2,000 hours a year. If help costs less than your hour, doing red yourself costs you money.

3
HAND-OFFS

Buy your life back Your red zone, handed off

RED TASK TO HAND OFF	HAND IT TO	HRS/WEEK
_____	☐ AI ☐ Admin ☐ Vendor	_____
_____	☐ AI ☐ Admin ☐ Vendor	_____
_____	☐ AI ☐ Admin ☐ Vendor	_____

Hours you can buy back every week _____

AI costs time to learn and build. An admin costs money. Start with whichever comes first.

1
PLAN

Next week Protect your green

GREEN TO PROTECT	YELLOW TO BATCH	ONE THING TO STOP
_____	_____	_____