

# Your 'Internal' Analysis: Time and Activities

A Time Management Tool

Hours spent  
this month

## Business-producing activities (these activities lead direction to \$\$):

Pro-active lead generation (you go out and find potential clients/customers)

\_\_\_\_\_

Re-active lead generation (you wait for lead, ex. open houses/floor time)

\_\_\_\_\_

Qualifying/counseling buyers

\_\_\_\_\_

Showing buyers homes

\_\_\_\_\_

Closing buyers/negotiating offers

\_\_\_\_\_

Giving marketing presentations to sellers/qualifying sellers

\_\_\_\_\_

Listing marketable properties

\_\_\_\_\_

Attending purchase and sale presentations on behalf of your sellers

\_\_\_\_\_

**Total Hours**

## Business supporting activities: (these activities support your business-producing activities)

Attending meetings

\_\_\_\_\_

Paperwork/follow-up

\_\_\_\_\_

Previewing properties

\_\_\_\_\_

Social media

\_\_\_\_\_

On the Internet

\_\_\_\_\_

Other:

\_\_\_\_\_

**Total Hours**

## Analysis:

What do your actions indicate you consider most important, according to the time and effort you're expending:

Which category of activities are you spending more time in doing? Why?

Analyze your last 4 closings. How much time accrued between closings?

Are you creating a 'peaks and valleys' or an under-performing business?

Your recommendations to create a more successful business:

Your job description now:

Your desired job description:

Don't keep running in circles! Get the proven plan for success. See [Up and Running in Real Estate](#) for a prioritized, precise, complete system to start or re-vitalize your business.



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