



things to do, when there is nothing to do

1. Call a friend or former client and ask if they know of anyone interested in buying or selling.
2. Submit new listings to old prospects.
3. Call recent prospects and continue to qualify them.
4. Check newspaper ads for FSBOs; drive neighborhoods and look for FSBO signs.
5. Go on Zillow and check FSBOs in your area.
6. Send an eCard or postcard mailing.
7. Spend 5 to 10 minutes THINKING.
8. Write fresh copy for your listings: MLS, newspaper and Internet ads.
9. Call on people next door to your listing and ask for prospects.
10. Send clippings from the paper (along with your card) to those whose names are mentioned (births, engagements, awards, etc.)
11. Solicit attorneys whose business might be estates or divorces. Same with financial planners & nursing home admissions counselors.
12. Try for price improvements on your older listings.
13. Practice using an online tool.
14. Read a book or article on sales techniques.
15. Review your last appointment: try to recall what you did right and what you did wrong. Are you telling the complete story?
16. Call on that baffling prospect in his home; the answer is there.
17. Read your local business publication for news of promotions and transfers: call on (and congratulate) prospects who should expand or relocate.
18. Call your Seller clients to review their Web Activity Report. If your "click-through" ratio isn't more than 10%, discuss how you can improve the home's "virtual showings."
19. Call back a previous prospective buyer or seller; circumstances change.
20. Solicit feedback from your fellow sales agents who have shown your listings.



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21. Try that new idea you've been putting off "until you get the time".
22. Review your sales volume in recent months and years. How does it compare to your Business Plan?
23. Update your current Business Plan (update in Engage).
24. Send a "Thank You" note to someone who referred a prospect to you (even if the prospect did not work out).
25. Clean out desk drawers and files; throw away anything that isn't absolutely necessary.
26. Swap "old" prospects with someone new.
27. Take some new (and seasonal) photos of your listings.
28. Add new names to your Sphere of Influence. Who's new on your "Wedding List"?
29. Learn a new computer skill or program.
30. Make a new feature sheet for your older listings.
31. Listen to an audio book.
32. Preview listings you haven't seen.
33. Make a list of builders and developers doing business in your area. Do a little digging for vacant lots or acreage. Preview their model or spec homes.
34. Spend some time planning tomorrow's activities. Do you have time wasters?
35. Get out and meet some new people.
36. Join a networking group that interests you and offers opportunities to expand your contacts.
37. Concentrate on how you might give better service to your buyers and sellers.
38. Examine your work habits. Focus on activities that generate business.
39. Go to HannaU and take a class!
40. Create an "About Me" video and post on social media.
41. Write a blog post about the state of the market.
42. Update your email signature with the latest Hanna Marketing banner.