



Realtor® Preparedness Activity

Task/ Time Management Program

1. Set up a time and task management program
2. Add daily tasks and appointment/ call reminders
3. Refer to business plan to ensure proper time is being spent on all essential tasks

Contact Management

1. Organize all contacts in an easy to access and use format

E-Newsletter

1. Prepare E-Newsletter adding contacts and personalizing template
2. Mail your first E-Newsletter
3. Calendar future E-Newsletters using a reoccurring appointment

Social Media Management

1. My Town Gurus webpage setup
2. Learn to post to My Town Gurus social media pages
3. Invite all friends and contacts to become a fan of your pages
4. Share all webpage posts to social media
5. Implement Social Media plan (after Social Media Training)

PPV

1. Order My Town Gurus PPV materials from MyTownGurus.com/Marketing
2. Set up your PPV structure for marketing
3. Implement PPV Plan (after Prospecting Trainings)

Packets

1. Create 3 Seller Packets
2. Create 3 Buyer Packets
3. Create 1 Open House Packet
4. Replenish to keep these minimums on hand as needed

Business Plan Tracking Sheet

1. Create Daily/ Weekly/ Monthly Tracking Sheet
2. Use tool daily

Create Listing Conversation Book

1. Use Brokers template
2. Keep book with you always

Community Outreach Plan

1. Choose targets
2. Create and implement plan