



# Life Happens Checklist

[www.TheCEOofRealEstate.com](http://www.TheCEOofRealEstate.com)

When life happens, I promise to never forget to do something every day to move my business forward. On those days I will commit to doing at least 3 things from this list.

Activity	Note
<input type="checkbox"/> Call and have 5 two-way conversations with FSBOs	
<input type="checkbox"/> Call and have 5 two-way conversations with expired property owners	
<input type="checkbox"/> Call and have 5 two-way conversations with cash offer leads	
<input type="checkbox"/> Schedule an open house for the upcoming weekend and call and invite 5 clients personally	
<input type="checkbox"/> Visit 5 local businesses, drop off promotional material/business card AND get contact info	
<input type="checkbox"/> Follow up with those local businesses and ask for partnership opportunities	
<input type="checkbox"/> Text 10 people about the latest interest rates or news from NAR emails	
<input type="checkbox"/> Update your Zillow profile, adding the team and a bio, then share the link with 5 potential clients and ask for feedback.	
<input type="checkbox"/> Do a 10 minute Facebook or IG Live & talk about home owner live for 10 minutes and talked about home ownership, home selling, or investment opportunities.	
<input type="checkbox"/> Post in 5 Facebook groups and ask who wants to learn more about home ownership? Ex: What if I told you that you could buy a house for what you are already spending in rent?	
<input type="checkbox"/> Knock on doors, until you have 5 two-way conversations	
<input type="checkbox"/> Mail out the golden letter to 10 people	
<input type="checkbox"/> Email 10 property reports for sellers	
<input type="checkbox"/> Add 10 sellers to eProperty watch in MLS	
<input type="checkbox"/> Add 10 new people to your database	
<input type="checkbox"/> Make 10 care calls to people in your database	
<input type="checkbox"/> Call 10 Command contacts and update their address, birthday, and ask for referrals	
<input type="checkbox"/> Knock on 3 doors from the Expireds list that are listed as DNC	
<input type="checkbox"/> Shadow an agent on a listing or buyer presentation	
<input type="checkbox"/> Mail out 10 handwritten "Thank You" cards to people you have spoken with or want to say thank you to/show appreciation for	
<input type="checkbox"/> Intentionally connect with 5 agents across the country to become a referral partner, add them to command.	
<input type="checkbox"/> Tour 3 new listings in your neighborhood and feature one on your Facebook page using a Command landing	
<input type="checkbox"/> Introduce yourself to 3 potential lender partners via email, FaceBook, LinkedIn, etc. & request information on current and upcoming loan programs	