Real Estate Agent Daily Planner and Checklist

Date: _____ **Top priority today:** _____

Write today's fixed appointments into the time slots first, then put your lead and follow-up blocks around them. If the day falls apart, keep the anchors: new leads, the follow-up list, notes on client records.

Today's schedule

7:00	
8:00	
9:00	
10:00	
11:00	
12:00	
1:00	
2:00	
3:00	
4:00	
5:00	
6:00	

Morning

- [ ] New leads and overnight inquiries answered first
- [ ] Today's follow-up list worked: everyone I owe an answer
- [ ] New listings and price changes checked for each active buyer
- [ ] This week's deadlines checked: contingencies, walkthroughs, closings
- [ ] Today's showings confirmed; access and route checked
- [ ] Prospecting: past clients, referrals, quiet leads

Between appointments

- [ ] Each showing recorded: which homes stay on the list, and why
- [ ] Quick replies only; longer work waits for the late-afternoon block
- [ ] Open house thank-you the same day (text only people who agreed to hear from you)

End of day

- [ ] Every note from today on the right client's record
- [ ] Showing feedback sent to listing agents and to my sellers
- [ ] Tomorrow's follow-ups set; tomorrow's showings prepped
- [ ] Hard stop

Once a week

- [ ] Past clients due a touch: purchase anniversaries, recent closings
- [ ] Pipeline: the next step for every active buyer and seller
- [ ] Next open house planned: sign-in sheet and follow-up
- [ ] Marketing: listing posts, a market update or a newsletter

Today's follow-ups

Name	What I promised	Done

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