

## The Real Estate Investor 80/20 Task Cheat Sheet:

What is your time worth?

| \$5-10<br>PER HOUR                                    | \$100<br>PER HOUR                                | \$1000<br>PER HOUR  | \$10,000<br>PER HOUR   |
|---|--|---|--|
| Talking to unqualified leads                          | Following up with leads via text / email / phone | Planning and prioritizing your day  | Launching in new markets or niches                                       |
| Posting properties to website and craigslist          | Ordering direct mail drops                       | Negotiating with a <i>qualified</i> lead  | Negotiating major deals  |
| Cold-calling prospects                                | Creating marketing reports                       | Designing new marketing campaigns   | Hiring rockstar team members and establishing company values / culture   |
| Editing / printing contracts                          | Managing PPC campaigns                           | Implementing new sales strategies for acquisitions  | Designing systems to automate, delegate, and eliminate the non-essential |
| Database Management                                   | Analyzing deals / due diligence                  | Delegating complex tasks  | Educating yourself   |
| Skip tracing prospects cell phone numbers             | Writing offers on the MLS                        | Networking with competition, cash buyers, vendors in your local market (title co's, etc...) | Exercising / playing   |
| Browsing Craigslist                                   | Sending out letters of intent                    | Fixing inefficiencies in automation / improving day to day company operations               | Investing in passive income with profits                                 |
| Researching probate / code violation / eviction lists | Filtering / qualifying all incoming buyer calls  | Showing deals to <i>qualified, serious</i> buyers   | Evaluating KPI's and designing implementation plan to improve            |
| Stuffing envelopes                                    | Launching voice / text / email blasts            | Double checking due diligence and accurately gauging rehab estimates.                       | Helping others get what they want  |
| Driving for dollars                                   | Property Inspections and taking pictures         | Training and managing team members  | Meditating and Thinking  |
| Opting out leads / removing from lists                | Tech integrations                                | Organizing local events   | Tithing and volunteering   |
| Requesting digital signatures and contract management | Working with marketing vendors                   | Researching new marketing strategies and tools  | Spending time with loved ones (priceless)                                |
| Tracking leads  | Door knocking                                    | Recruiting Birddogs   | Coaching   |

