

Efficiency & Effectiveness for Real Estate Professionals

Article for Old Republic Home Protection featured in Realty Exec's "Round Up" e-newsletter.

Efficiency & Effectiveness for Real Estate Professionals

Roy Ash, founder of Litton Industries, once said, "An entrepreneur tends to bite off a little more than he can chew, hoping he'll quickly learn how to chew it."

You've got the vision of an entrepreneur; you've chosen "the road less traveled" and turned it into a real estate career. Now, imagine what would become of your business if you channeled your passion and energy into a fully optimized plan for success!

The following principles of efficient, effective entrepreneurship will help you turn your day-to-day business operations into a well oiled machine, leaving you with time left over to savor the fruits of your labor.

Planning Ahead

When you know what you want to accomplish over the course of the next 24 hours, as well as the next week, you have a way to measure your efforts and hold yourself accountable. Remain flexible and leave room for those inevitable surprises, but resist the urge to rationalize procrastination.

Delegating and Outsourcing

It's tempting to do everything yourself as an entrepreneur, but that's a recipe for inefficiency and unnecessary stress. There are plenty of capable freelancers available on sites such as Odesk.com and Craigslist.com who can handle everything from menial tasks to highly specialized projects.*

When it comes to producing a quality newsletter for marketing purposes, Old Republic Home Protection offers a free, customizable monthly newsletter called *Between Friends*. It contains relevant articles that homeowners *actually* read, and in a few simple steps you can brand it with your name, image, logo, and contact information.

Visit our Toolbox and try it out: www.ORHP.com/Toolbox!

Important (but not Urgent) Tasks

The late Stephen Covey taught that highly effective people focus the majority of their efforts on activities that are “important, but not urgent.” In other words, when you plan ahead, you don’t live your life in a mad rush to complete last minute (urgent) tasks. When surprises pop up, as they do in the real estate business, you have the mental bandwidth to attack them as they come. Careful planning and intelligent outsourcing will help you accomplish your goals and leave time to maintain a healthy work-life balance.

An Old Republic Home Warranty Plan can help protect your professional reputation and reduce your odds of after-sale disputes. Visit our website to learn more about Old Republic Home Protection: www.ORHP.com.

* For informational purposes only. Old Republic Home Protection does not necessarily endorse the services of any vendor featured on either website and accepts no responsibility should a dispute arise.