

The Top Producer's Real Estate Checklist

What to Automate, Delegate, and Delete to Scale Without Burning Out

You're already closing deals — now here's how to build a real estate business that **doesn't depend on you**

HOW TO USE THIS CHECKLIST

This checklist is built for agents already doing numbers — but stuck being the do-it-all machine. You've proven you can sell. Now it's time to scale.

Here's how to use it:

1. Go line-by-line and mark what you're still doing manually
2. Apply the recommended fix — system, tool, or delegation
3. Use this to buy back your time, increase lead flow, and grow without adding more hours

You don't need more hustle. You need more leverage. Start here.

The “Stop Doing Everything” Checklist

1. You're Still Manually Following Up With Every Lead

If you're the one texting, emailing, or calling every lead — stop.

Fix: Use tools like GoHighLevel or Salesmsg to preload follow-ups and automate 14-day sequences.

2. You're Still Creating Your Own Marketing Content

Filming, editing, or even writing your own stuff is a time suck.

Fix: Record raw content, then hand off editing, captions, and posting to a VA or DFY team.

3. You're Still Managing Your Own Website or Funnel

You shouldn't be tweaking copy, checking analytics, or fixing layouts.

Fix: Hire a DFY service to build and optimize a niche-specific funnel with one clear CTA.

4. You're Still Scheduling Your Own Appointments

Going back and forth on availability is amateur hour.

Fix: Use a smart calendar tool like Calendly or SavvyCal. Embed it into your funnel. Done.

5. You're Still Relying on Referrals as a Primary Lead Source

Referrals are fine — but they're not scalable.

Fix: Build a traffic system with paid ads, retargeting, and lead magnets that run daily.

6. You're Still Manually Updating Your CRM

Typing in lead notes? Logging calls manually? Stop.

Fix: Use automation to capture calls, texts, and form fills into your CRM automatically.

7. You're Still Prepping Buyer/Listing Presentations From Scratch

If you're building decks, packets, or emails manually — you're wasting cycles.

Fix: Create templates once. Then duplicate, personalize, and send with a click.

8. You're Still Repeating Yourself on Every Buyer/Seller Call

You answer the same 10 questions every week.

Fix: Create an FAQ video series or “What to Expect” guide. Let clients self-educate before the call.

9. You're Still Generating Leads Manually

Cold DMs, open houses, door knocking — all effort, no scale.

Fix: Build a lead magnet + landing page + ad combo that books calls while you sleep.

10. You're Still the Bottleneck in Your Real Estate Business

If everything stops when you stop, you don't have a business — you have a job.

Fix: Get out of the weeds. Systematize lead gen, follow-up, and appointments so your business runs without you.

Why this matters

You're already a top producer. But if you want to grow past where you are now — the way you've been doing things won't get you there.

This checklist is your gut check.

1. What are you still holding onto out of habit?
2. What's costing you time, money, and peace of mind?
3. What's stopping you from building a real real estate business — not just another job with a nice GCI?

The agents who scale don't hustle harder. They execute smarter.

Download the Top Producer's Real Estate Checklist
Start removing yourself from the grind — and finally build a business that runs without you.

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