

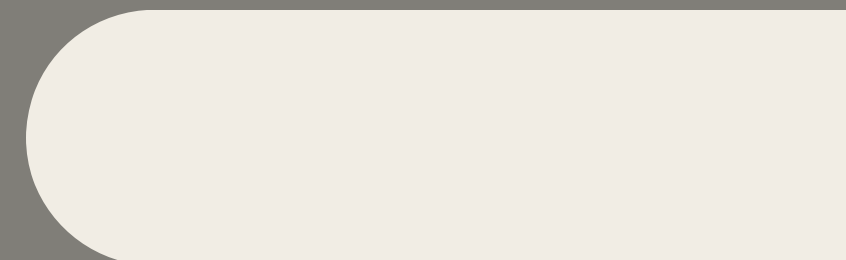
# The Eisenhower Method

HOW HIGH-PERFORMING AGENTS DECIDE  
WHAT DESERVES THEIR TIME

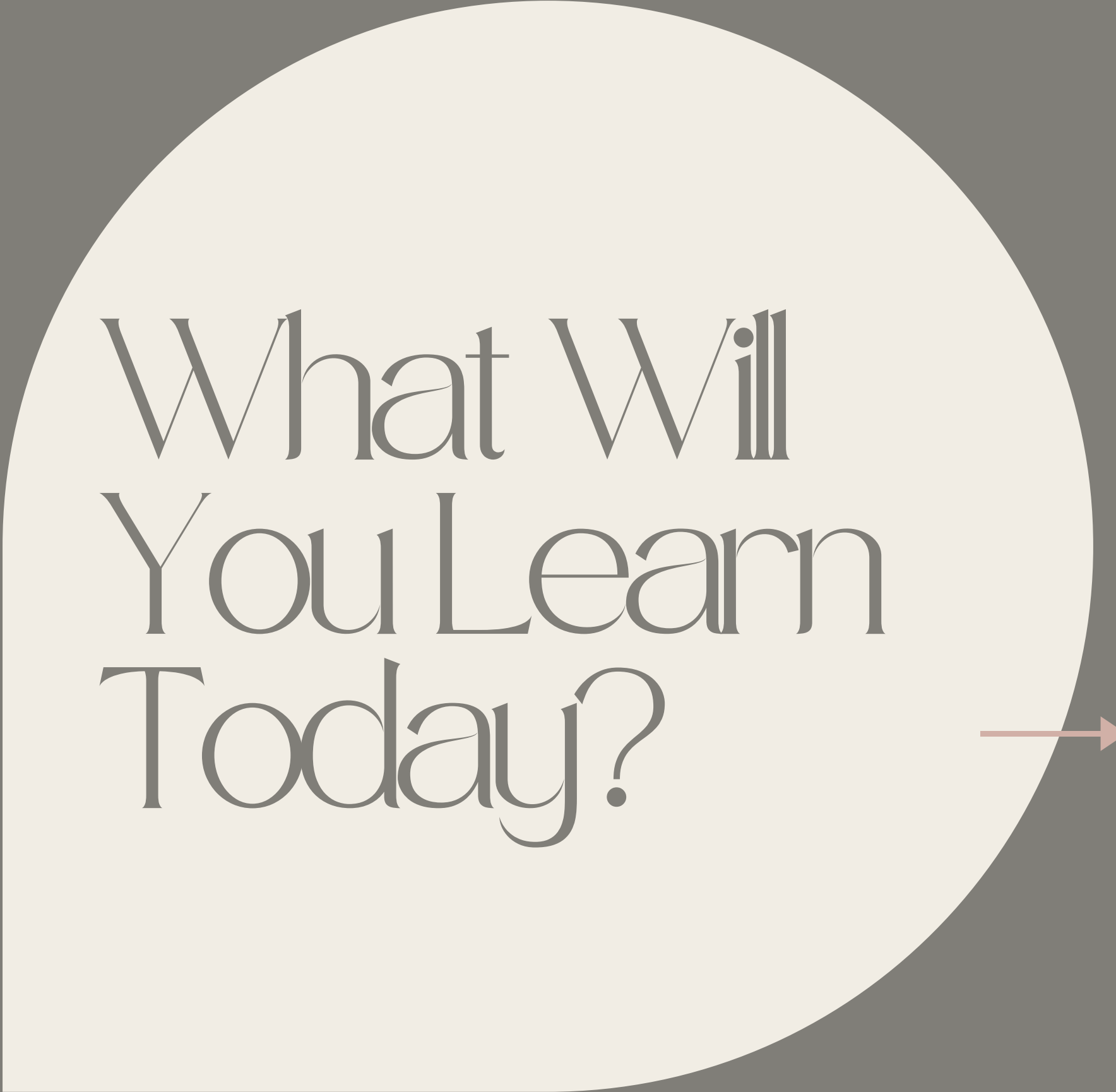




*Welcome!*



# What Will You Learn Today?



## Overview:

Most agents aren't overwhelmed because they have too much to do.

They're overwhelmed because everything feels equally important. When every email, text, and task demands attention, clarity disappears—and burnout follows.

We will learn a simple decision framework used by high-level leaders to cut through urgency and operate with intention.



# How to Tell If Something Is Urgent or Important

Most people confuse loud with important.

## Urgent

things are the ones that shout.

## Important

things are the ones that build

# Urgency Test

What happens if I  
DON'T  
do this today?



If the answer is:

- A deadline is missed
- A deal is delayed
- A client is impacted
- Money is at risk

Then it's urgent.

# Urgency Test

What happens if I  
DON'T  
do this today?

If the answer is:

- A deadline is missed
- A deal is delayed
- A client is impacted
- Money is at risk

Then it's urgent.


But if the answer is:

- “Nothing really happens today..”
- “It could wait a few days..”
- “It's just uncomfortable not to do it..”

Then it's NOT urgent - even  
if it feels annoying.

# Importance Test

Does this move my business forward — or just keep it running?



If the answer is:

- Create future income
- Improve systems
- Strengthen client experience
- Build stability
- Prevent future emergencies

If it helps you grow, stabilize, or scale - it's important.

# Importance Test

Does this move my business forward — or just keep it running?

If the answer is:

- Create future income
- Improve systems
- Strengthen client experience
- Build stability
- Prevent future emergencies

If it helps you grow, stabilize, or scale - it's important.

But if the answer is:

- Rewriting emails that already work
- Tweaking marketing posts endlessly
- Meetings with no clear agenda
- Calls that could have been emails

These feel busy. They feel necessary. But they don't move the business forward.

# Eisenhower Method

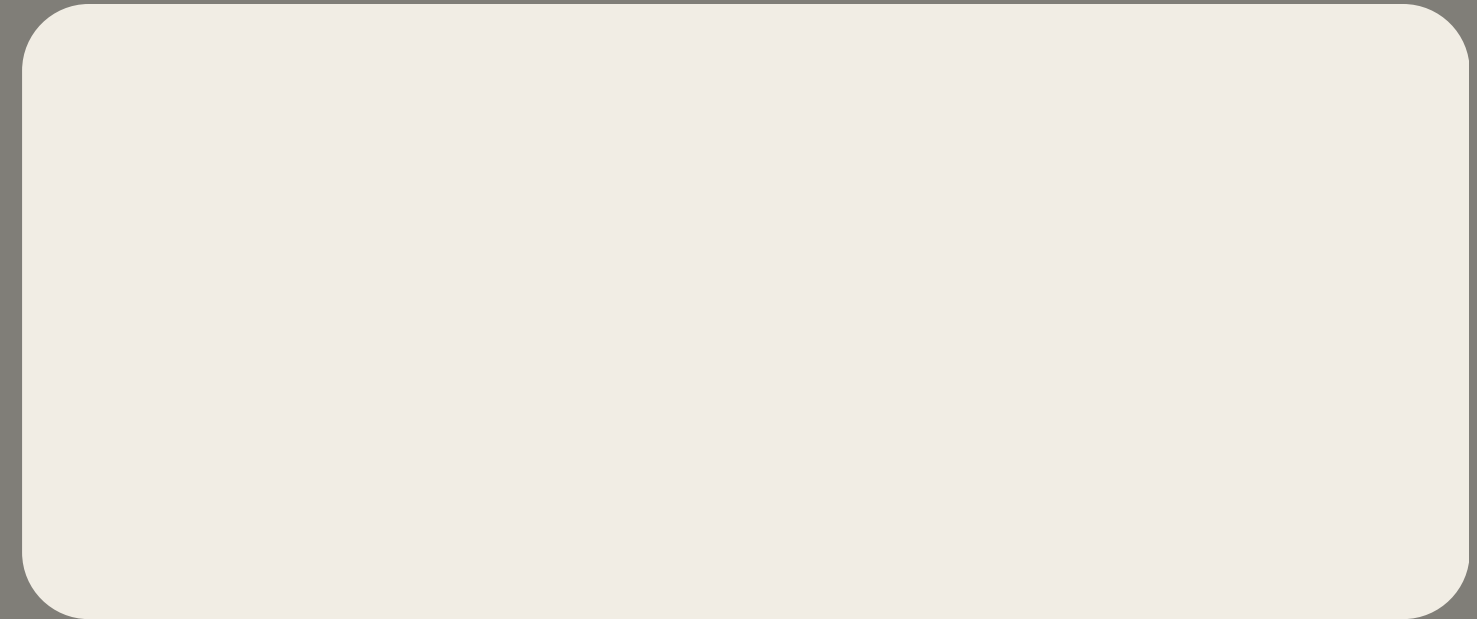
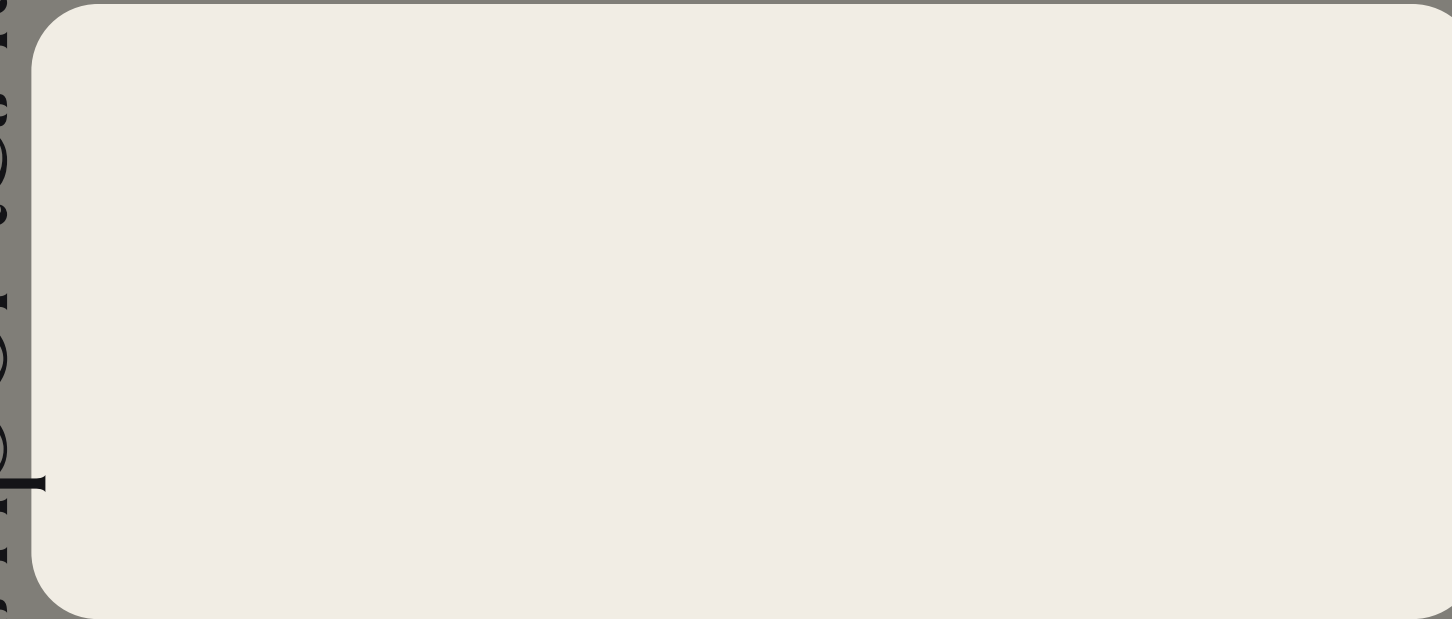
Urgent

Not Urgent

Important



Not Important



# Eisenhower Method

Urgent

Not Urgent

Important

DO

Not Important

# Eisenhower Method

## Urgent

## Not Urgent

Important

DO

These are time-sensitive and critical.

Examples:

- Contract deadlines
- Inspection negotiations
- Earnest money issues
- Same-day lender or title emergencies

👉 These deserve your immediate attention.

Not Important

# Eisenhower Method

## Urgent

## Not Urgent

Important

DO

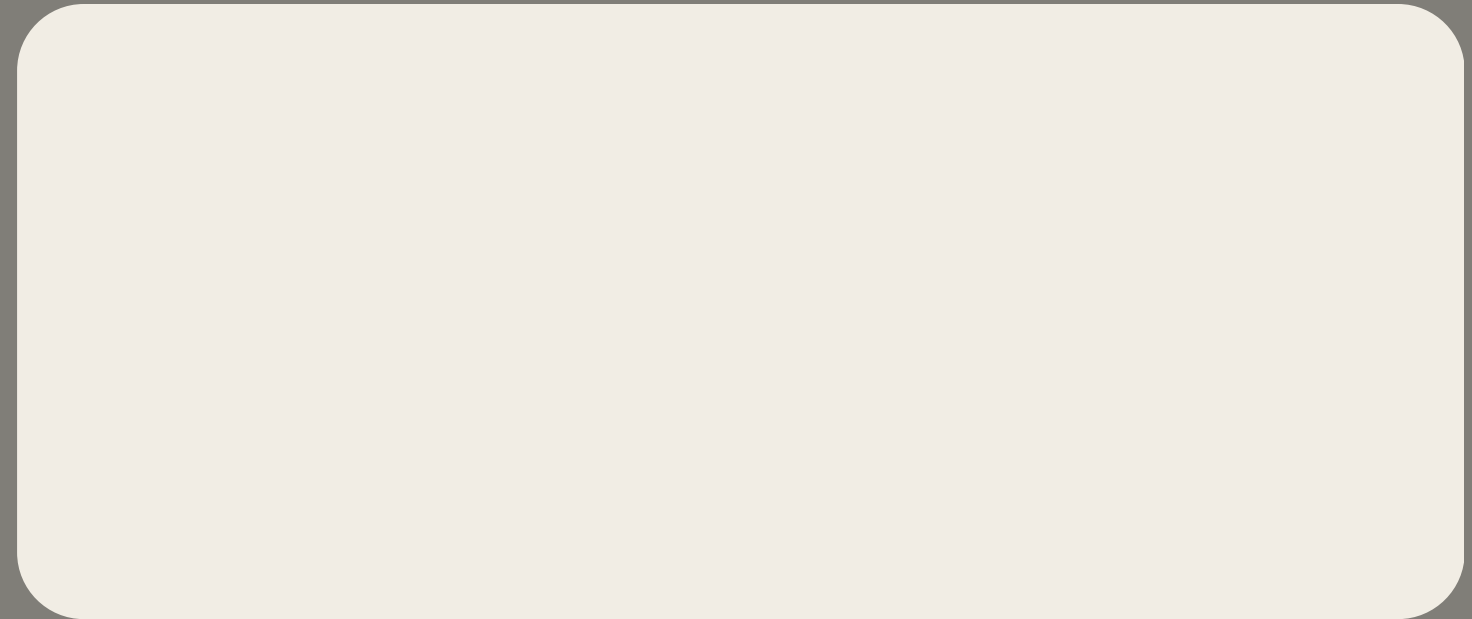
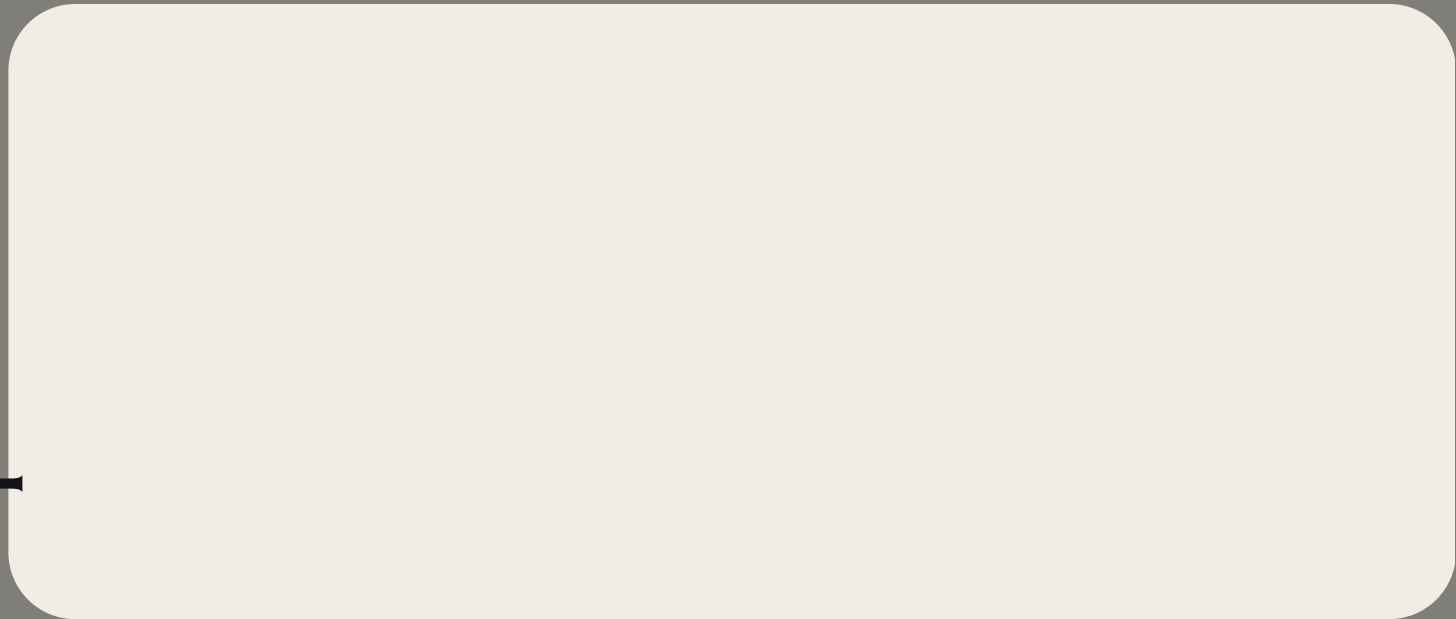
These are time-sensitive and critical.

Examples:

- Contract deadlines
  - Inspection negotiations
  - Earnest money issues
  - Same-day lender or title emergencies
- 👉 These deserve your immediate attention.

# SCHEDULE

Not Important



# Eisenhower Method

## Urgent

## Not Urgent

### DO

These are time-sensitive and critical.

Examples:

- Contract deadlines
  - Inspection negotiations
  - Earnest money issues
  - Same-day lender or title emergencies
- ☞ These deserve your immediate attention.

### SCHEDULE

This is where leaders live.

Examples:

- Lead follow-up systems
  - Marketing planning
  - Client experience improvements
  - Business strategy
  - Creating templates & systems
- ☞ If it's important but not scheduled, it eventually becomes urgent.

Not Important Important

# Eisenhower Method

## Urgent

## Not Urgent

### DO

These are time-sensitive and critical.

Examples:

- Contract deadlines
  - Inspection negotiations
  - Earnest money issues
  - Same-day lender or title emergencies
- ☞ These deserve your immediate attention.

### SCHEDULE

This is where leaders live.

Examples:

- Lead follow-up systems
  - Marketing planning
  - Client experience improvements
  - Business strategy
  - Creating templates & systems
- ☞ If it's important but not scheduled, it eventually becomes urgent.

## DELEGATE

Not Important Important

# Eisenhower Method

## Urgent

## Not Urgent

**DO** These are time-sensitive and critical.

Examples:

- Contract deadlines
  - Inspection negotiations
  - Earnest money issues
  - Same-day lender or title emergencies
- ☞ These deserve your immediate attention.

**SCHEDULE** This is where leaders live.

Examples:

- Lead follow-up systems
  - Marketing planning
  - Client experience improvements
  - Business strategy
  - Creating templates & systems
- ☞ If it's important but not scheduled, it eventually becomes urgent.

**DELEGATE** These feel loud but don't require you.

Examples:

- Status update emails
  - Document uploads
  - Chasing signatures
  - Calendar reminders
- ☞ This is where an Admin or TC becomes a growth tool, not a luxury.

Not Important Important

# Eisenhower Method

## Urgent

## Not Urgent

**DO** These are time-sensitive and critical.

Examples:

- Contract deadlines
  - Inspection negotiations
  - Earnest money issues
  - Same-day lender or title emergencies
- ☞ These deserve your immediate attention.

**SCHEDULE** This is where leaders live.

Examples:

- Lead follow-up systems
  - Marketing planning
  - Client experience improvements
  - Business strategy
  - Creating templates & systems
- ☞ If it's important but not scheduled, it eventually becomes urgent.

**DELEGATE** These feel loud but don't require you.

Examples:

- Status update emails
  - Document uploads
  - Chasing signatures
  - Calendar reminders
- ☞ This is where a Transaction Coordinator becomes a growth tool, not a luxury.

## ELIMINATE

Not Important

Important

# Eisenhower Method

## Urgent

## Not Urgent

Not Important

Important

**DO** These are time-sensitive and critical.

Examples:

- Contract deadlines
  - Inspection negotiations
  - Earnest money issues
  - Same-day lender or title emergencies
- ☞ These deserve your immediate attention.

**SCHEDULE** This is where leaders live.

Examples:

- Lead follow-up systems
  - Marketing planning
  - Client experience improvements
  - Business strategy
  - Creating templates & systems
- ☞ If it's important but not scheduled, it eventually becomes urgent.

**DELEGATE** These feel loud but don't require you.

Examples:

- Status update emails
  - Document uploads
  - Chasing signatures
  - Calendar reminders
- ☞ This is where a Transaction Coordinator becomes a growth tool, not a luxury.

**ELIMINATE** These drain energy and add no ROI.

Examples:

- Constant inbox refreshing
  - Non-essential meetings
  - Over-checking MLS
  - Busywork that feels productive
- ☞ High performers protect their focus fiercely.

# Eisenhower Method

## Urgent

## Not Urgent

**DO** These are time-sensitive and critical.

Examples:

- Contract deadlines
  - Inspection negotiations
  - Earnest money issues
  - Same-day lender or title emergencies
- ☞ These deserve your immediate attention.

**SCHEDULE** This is where leaders live.

Examples:

- Lead follow-up systems
  - Marketing planning
  - Client experience improvements
  - Business strategy
  - Creating templates & systems
- ☞ If it's important but not scheduled, it eventually becomes urgent.

**DELEGATE** These feel loud but don't require you.

Examples:

- Status update emails
  - Document uploads
  - Chasing signatures
  - Calendar reminders
- ☞ This is where a Transaction Coordinator becomes a growth tool, not a luxury.

**ELIMINATE** These drain energy and add no ROI.

Examples:

- Constant inbox refreshing
  - Non-essential meetings
  - Over-checking MLS
  - Busywork that feels productive
- ☞ High performers protect their focus fiercely.

Not Important

Important

# THE SHIFT

Where Sustainable Growth Lives

Quadrant 2 is where:

- Systems are built
- Stress decreases
- Consistency replaces chaos
- The business becomes scalable

Structure creates freedom.



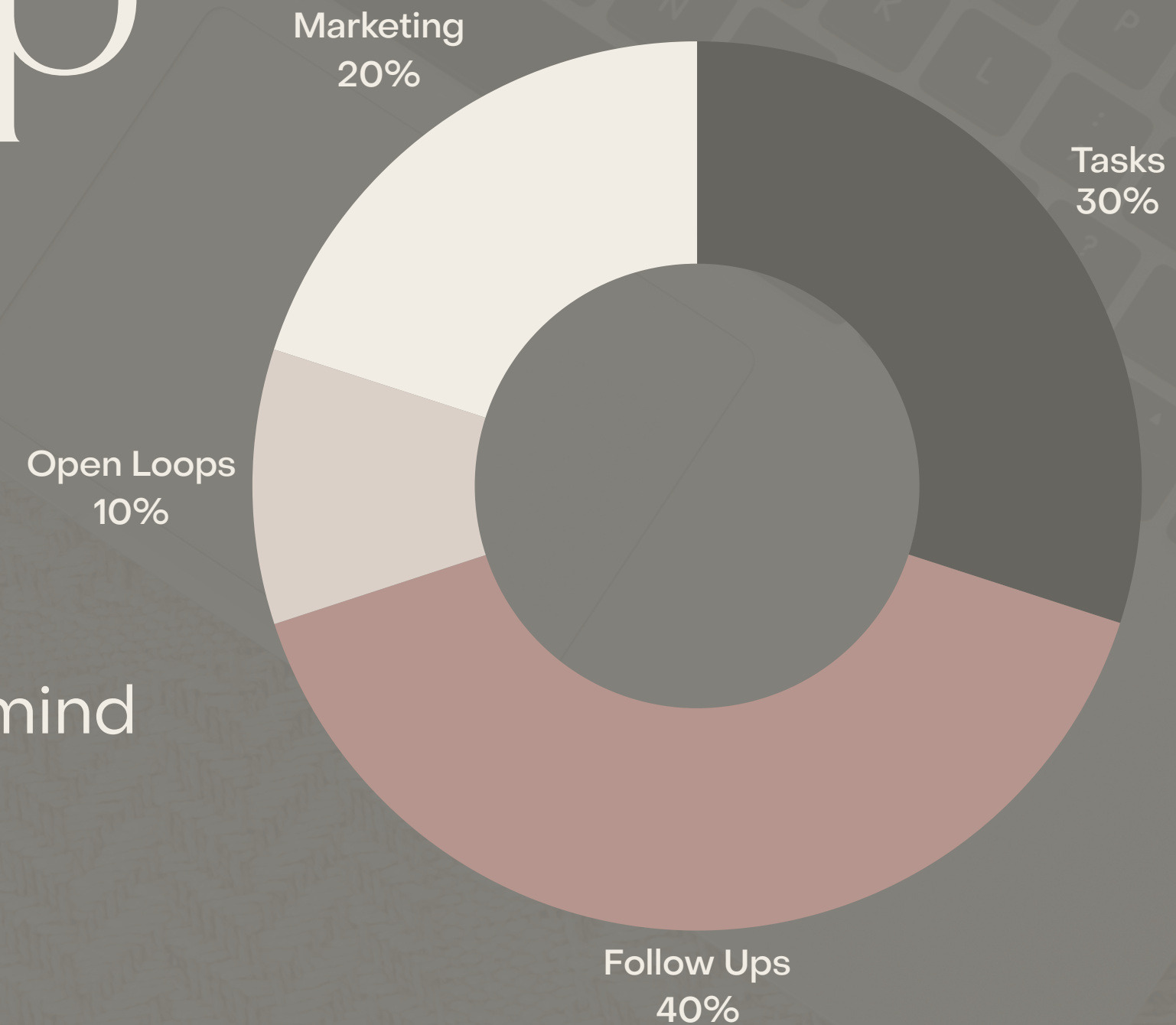
# Brain Dump

---

Write down:

- All tasks
- All follow-ups
- All open loops
- Everything currently on your mind

No filtering — just list.



# Eisenhower Method

## Urgent

## Not Urgent

Not Important

Important

**DO** These are time-sensitive and critical.

Examples:

- Contract deadlines
- Inspection negotiations
- Earnest money issues
- Same-day lender or title emergencies

☞ These deserve your immediate attention.

**SCHEDULE** This is where leaders live.

Examples:

- Lead follow-up systems
- Marketing planning
- Client experience improvements
- Business strategy
- Creating templates & systems

☞ If it's important but not scheduled, it eventually becomes urgent.

**DELEGATE** These feel loud but don't require you.

Examples:

- Status update emails
- Document uploads
- Chasing signatures
- Calendar reminders

☞ This is where a Transaction Coordinator becomes a growth tool, not a luxury.

**ELIMINATE** These drain energy and add no ROI.

Examples:

- Constant inbox refreshing
- Non-essential meetings
- Over-checking MLS
- Busywork that feels productive

☞ High performers protect their focus fiercely.

# This Isn't About Doing More



**It's about deciding better.**



**Leading instead of reacting.**



**Protecting your focus.**

Operating with quiet confidence



BOUTIQUE

REAL ESTATE

TRANSACTION SERVICES

*Thank You  
for Coming!*