

What is your time worth?



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*Either YOU are
spending your
Time...
or your TIME is
spending YOU.*



SETH'S BLOG

The difference between time and money

You can't save up time. You can't refuse to spend it. You can't set it aside.

Either you're spending your time.

Or your time is spending you.

In 2022 there are
13 Public Holidays
104 Weekend Days
14 Vacation Days
12 Personal Days
Which Leaves

224 Working Days

3 Ways to Value your time

- ✓ 1. Market Based – if you went to work for someone else what would they pay me for the work?
- ✓ 2. Cost Based – what would you pay someone to do each specific task that you do? See Task List
- ✓ 3. Actual Earning divided by number of hours worked.

What Am I worth Per Hour?

Days Planning to Work in 2022

224

Hours per Day

10

2240

Income Producing Hours Worked Per Day

3

Non Income Producing Hours

7

Expected Income in 2022

\$350,000

Overall Value Per Hour

\$156.25

Value per Income Producing Hour

\$463

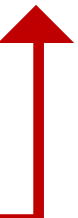
\$25

Value of Other time

This is pretax and before expenses (fixed and variable.)

What's an Income Producing Activity?



- 1) Going to Closings
 - 2) Lead Follow-up
 - 3) Lead Generation
 - 4) Showings & Negotiations
 - 5) Learning and Coaching
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2 Other Ways to Value your time

- ✓ Expected Value Method – What's the value of a lead? If I spend 1 hour to generate a lead. And one out of 10 leads result in an closing and each closing is worth \$8000 then each hour is worth ($\$8000/10$) \$800. Do this for all your daily Tasks
- ✓ Growth Multiple Method – your actions this year will continue to drive growth in the future. So when someone calls you up that is in your lead follow-up because of consistent Lead Generation it multiplies the value of your time today.

Also watch out for

- ✓ Misguided success— don't waste time becoming successful at the wrong thing. In Real Estate you might be the best “trainer” ever but that is not a high income generating activity
- ✓ Tradeoffs and Opportunistic addition— Consider hosting buyers seminars. If you did this 24/7 it wouldn't create much income but if you did it once a month this speaking engagement might give you new leads without sacrificing the time to do the income producing activities.

Success Defined

What we learned from our Mentor Dr. Maria Nemeth in 2012:

***“SUCCESS IS DOING
WHAT YOU SAID YOU WOULD DO,
CONSISTENTLY,
WITH CLARITY, FOCUS, EASE, AND GRACE.”***

What are you willing to commit to?

