

Springtime BUSINESS PLANNING



Spring cleaning isn't a concept reserved for homeowners. It applies to the real estate professionals who sell their houses, too. When you run a real estate business, you know you need to change your business planning with the season. Patten Title has created a few spring cleaning tips to help you set the stage for the spring selling rush.

7 TIPS TO PLAN FOR SPRING

In light of the current real estate market dynamics in Texas, it appears that the sector is balancing the effects of a post-pandemic adjustment with the implications of fluctuating interest rates.

It also means those who enter the spring season prepared will be the most likely to take advantage of the positives and mitigate the negatives in the months ahead. With that in mind, here are seven helpful tips to help set the stage for your real estate business this spring.

1 **START BIG PICTURE**

Before you get too caught up with the minutiae, take a minute to back up and gain a 10,000-foot view of your current situation. Consider the challenges and possibilities of the year ahead in the context of your own business.

If you filled out Patten Title's [business planning worksheet](#) before the new year, review it to see where you are in your goals process. Then set some [SMART goals](#) (specific, measurable, achievable, relevant, time-bound) to inspire you and keep you on track throughout the ups and downs of the selling season ahead. Make adjustments to your plan as needed.

2 **GET ORGANIZED**

It's easy for things to get scattered and messy throughout a year of selling. Make sure to include space organization and [spring cleaning](#) in your spring business planning, too. Cleaning your office space includes organizing and consolidating your digital files, as well as cleaning and synching your calendars.

3 GET ON THE SAME PAGE

Communication is key for any healthy business. When you have a team of agents, assistants or other employees, make sure everyone is on the same page. Review current trends, forecasts and any new regulations you should be aware of.

Also, take some time to connect with any third-party lenders or other partners that you work with, like Patten Title Company, to ensure you're all in the same head space to start the new quarter.

4 REFRESH YOUR TECH

Technology drives the real estate world. Just like every other industry, though, it's always changing. Review everything from your calendar and spreadsheets to social profiles and prospecting tools. If you're using a dated tool, now's the time to replace it with a newer version.

This is also the time to install updates or automate activity where you can (like email funnels or auto-responses). Patten Title recommends a couple of tools to use:

- [Breakthrough Broker](#): A platform that allows you to streamline everything from newsletters to social media posts
- [PattApp ONE](#): Calculate buyer estimates for monthly payments & closing costs. Run a net sheet for your seller from anywhere, in seconds. Attract new prospects on social media with dynamic infographics, consumer calculator, & photo lenses.

5 CONSIDER REGIONAL TRENDS

Spring isn't the same in every market — not even for everyone in Texas. Some areas, like San Antonio and the Texas Tropics, are popular destinations for snowbirds. Consider the trends that could guide your market this spring.

6 MAKE ROOM FOR GROWTH

Review your marketing materials, including brochures, billboards, PPC ads, and social media accounts. Consider what [seasonal marketing](#) you could prepare for this spring. Invest in lead generation in your local market, as well, even if it's just an email blast.

7 TAKE A BEAT

Once you've prepared, take some time to collect yourself. This time could be a 5-minute break in your office or a long weekend. Whatever it is, remember to [give yourself a breather](#) before you dive into a busy season ahead.

