

After the buzz of the holiday season, putting your life back on track can sometimes make the first month of the new year take twice as long.

A solid 2024 reset is more than making New Year's resolutions. Consider how you'll return the focus to your life and business with minor changes to make a big difference.

To help, we've compiled a list of tips to help you push the reset button.

# Get Your Business Back on Track!

## YOUR POST-HOLIDAY RESET

### 5 TIPS FOR REALTORS

When you are a real estate pro, the post-holiday lull is an excellent time to reset for the New Year. There are a few easy ways to make this upcoming year your best year yet.

#### 1. BRUSH UP ON NEW TECH

Technology constantly evolves, and staying current can give you a competitive edge. Explore new real estate apps, virtual tour technologies, and CRM systems to streamline your business and impress your clients.

While you are at it, make sure you check out [ChatGPT](#) as a new addition to your toolkit.

#### 2. FAMILIARIZE YOURSELF WITH GOOD (& BAD) TRENDS

As a real estate professional, you must keep up with the latest trends to inform your clients' decision-making processes. While it may be tempting to focus on positive trends, like rising home prices, you also need to brush up on negative ones, such as [fraud](#).

#### 3. REVAMP YOUR BUSINESS PLAN

The start of a new year is the perfect time to review your business plan. Set new goals, assess what worked well last year, and be honest about what didn't.

Perhaps there's a new market you want to explore or a unique marketing strategy you want to try. A solid, updated business plan is your road map to success. Check out our [free worksheet](#) and planning tips to give yourself a head start.

#### 4. UPGRADE YOUR TOOLKIT

When was the last time you upgraded your [real estate toolkit](#)? If it's been a while, you might have missed out on some exciting new resources. Investing in quality tools not only makes your job easier but also shows your clients that you're serious about providing top-notch service.

#### 5. LOOK AHEAD

According to the Texas Real Estate Research Center at Texas A&M, the state has [largely avoided the volatility](#) that has created chaos in other markets. It remains to be seen whether that trend will continue, so review the latest projections regularly to plan accordingly.

#### 6. GET PLANNING

A wonderful new habit for a new year is planning ahead. Take some time before diving back into business, to plan at least your next month. Use the [Patten Title Digital Real Estate Planner](#) to set yourself up for success. Make sure to set some time aside each week to plan out the week ahead so you don't feel overwhelmed.

For tips on how to reset your personal side of life for the new year, [checkout these tips for success](#).

