

7-DAY CEO RESET

A TACTICAL RESET TO LEAD WITH CLARITY, DELEGATE WITH
CONFIDENCE, AND SCALE WITHOUT CHAOS.





A NOTE FROM MARK & CODY

Before we started Joe Homebuyer, we were wholesalers doing everything ourselves. We were closing deals but constantly overwhelmed. No real systems. No consistent rhythm. Just pressure to keep the machine running.

Then we made a shift.

We started leading with intention. We installed systems. We built a team. We got out of the chaos and into the CEO seat. That shift didn't just help us grow. It gave us time back with our families and clarity in our mission.

We started Joe Homebuyer to share that blueprint.

Our mission is to develop world-class leaders who build real businesses. Not just people who close deals, but CEOs who lead with vision, values, and systems.

That's why leadership training is core to our culture. From day one, we help franchisees step into the identity of a leader. We equip them with the tools, cadences, and coaching to grow a business that doesn't depend on them for everything.

The 7-Day CEO Reset is your first step in that direction. It's a focused, tactical reset that gives you the rhythm, clarity, and confidence to lead well.

Whether you're leading a team or still solo, this will help you move from overwhelmed grinder to intentional leader.

– Mark & Cody

Co-Founders, Joe Homebuyer



**REAL SYSTEMS
REAL SUPPORT
REAL RESULTS**

joehomebuyerfranchising.com



MARKETING/
LEAD GEN



ACQUISITIONS



DISPO



BUSINESS
OPERATIONS



**LEADERSHIP
DEVELOPMENT**

The 7-Day CEO Reset is a powerful tool—but it's just one piece of the full leadership system we install inside the Joe Homebuyer franchise.

But it's just one piece.

At Joe Homebuyer, our mission is to create world-class leaders — not just deal makers. That's why our franchise system includes proven frameworks for hiring, coaching, team development, KPI accountability, and operational execution across every department.

This isn't theory. It's the same leadership infrastructure helping top-performing franchisees scale without chaos — and without losing sight of their values, their vision, or their family.

7-DAY CEO RESET

INTRODUCTION

WHAT DOES IT MEAN TO BE A LEADER (AND WHY IT MATTERS)

Leadership isn't about being the busiest person in the business. It's about being the most intentional.

Real leaders don't just get more done, they build businesses that can grow without them being in the middle of everything.

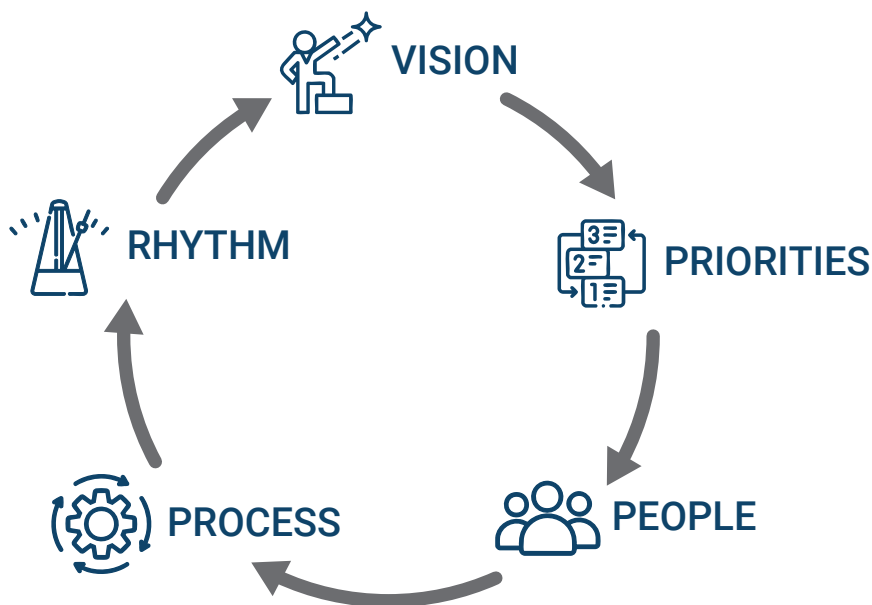
A true CEO creates:

- A clear weekly cadence that drives momentum
- A simple decision-making process that avoids bottlenecks
- Systems that allow confident delegation
- Alignment across your time, your team, and your attention

This 7-Day CEO Reset is your chance to step into that role—with clarity, not chaos.

THE CEO OPERATING RHYTHM

Your Leadership Flywheel:



This is your new operating system. It replaces reactivity with structure and gives you a daily rhythm that compounds.

Each day of this reset builds one key piece of that flywheel. By the end of the week, you'll have a complete framework to lead with purpose—and scale without burning out.

7-DAY CEO RESET

QUICK START

YOUR 7-DAY CEO RESET ROADMAP

This reset is designed to help you install the habits, cadence, and systems that move you from overwhelmed grinder to intentional leader.

Each day builds one essential piece of your CEO Operating System:



Day 1 - Time Audit

See exactly where your time is going so you can take control of it



Day 2 - Vision Clarity

Define your 12-month North Star so your team pulls in the same direction



Day 3 - Weekly Schedule & Daily Blueprint

Structure your calendar around high-leverage activity



Day 4 - Team Meeting Rhythm

Create weekly alignment and boost team accountability



Day 5 - Decision Filters

Make faster, better decisions without second-guessing



Day 6 - Delegation Matrix

Free your time and empower your team with clarity



Day 7 - CEO Weekly Review

Install a weekly rhythm for reflection, tracking, and adjustments



CEO PRO TIP

Review this roadmap every morning during your reset.

This isn't about doing more. It's about leading with structure and intention—one day at a time.

7-DAY CEO RESET

DAY 1 - AUDIT YOUR TIME LIKE A CEO

WHY THIS MATTERS

If you don't know where your time is going, you're flying blind.

Most investors stay stuck in the weeds because they're busy—but not productive.

This audit helps you see the truth. You'll finally understand where your energy goes, what actually moves the needle, and what needs to get off your plate—so you can buy back your time and reinvest it into high-leverage leadership.

TIME AUDIT

Track your time in 30-minute blocks for one full workday.

Use the worksheet below to log every task, rate your energy, flag what can be delegated, and evaluate the business impact.

Be honest. This isn't about judgment—it's about clarity.

Time Block	Task Description	Energy Level (1-5)	Can Delegate? (Y/N)	Value to Business
7:30–8:00	Checking Emails	1 (2) 3 4 5	(Yes) No	High Med (Low)
8:00–8:30	↓	1 2 3 4 5	Yes No	High Med Low
8:30–9:00	Team Meeting	1 2 3 (4) 5	Yes (No)	(High) Med Low
9:00–9:30	↓	1 2 3 4 5	Yes No	High Med Low
9:30–10:00	Responding to DM	1 (2) 3 4 5	(Yes) No	High Med (Low)
10:00–10:30	Sales Call	1 2 3 4 (5)	Yes (No)	(High) Med Low
10:30–11:00	↓	1 2 3 4 5	Yes No	High Med Low

REFLECTION PROMPTS

- Where are you spending high energy on low-value tasks?
- What tasks could someone else do 80% as well with the right training?
- Which activities produced the biggest ROI on your time?



CEO PRO TIP

Want the real eye-opener? Run this audit for one full week. You'll spot where you leak time, burn energy, and cling to tasks you should have delegated months ago. Super revealing—we promise.

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Thursday_____

(Date)

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7-DAY CEO RESET

DAY 2 - DEFINE YOUR NORTH STAR

WHY IT MATTERS:

If you don't know what you're building, every day feels like a grind.

A clear vision brings purpose to the pain, structure to your hustle, and clarity to your team. It's your filter for what matters—and what doesn't.

YOUR ACTION:

Write your 12-month North Star. Be bold. Be clear. Make it real.

This isn't just a goal—it's a picture of your life and business 12 months from today.

Use the template below to shape your vision:

VISION CLARITY TEMPLATE

COMPONENT	PROMPT	EXAMPLE
Emotional Hook	What do you want to feel when you wake up in 12 months?	"I feel calm and proud of the business I've built."
Quantifiable Outcome	What does success look like in numbers?	"We're doing \$150K/month with a 40% profit margin and consistent deal flow."
Identity Statement	Who are you becoming as a leader?	"I lead with clarity and empower my team to thrive without me."
Why It Matters to You	Why is this worth the effort and sacrifice?	"Because I want freedom for my family, not just money."

EXAMPLE FULL VISION

"In 12 months, I feel calm and proud of how far we've come. We're consistently doing \$150K/month in revenue with a 40% margin. I have a trusted team in place, and I'm out of the daily weeds. I lead with clarity and confidence, and I actually enjoy my business again."



CEO PRO TIP

Write this in present-tense. Keep it visible. Reread it when things get messy. This becomes your leadership GPS.

7-DAY CEO RESET

DAY 3 - DESIGN YOUR WEEKLY CEO SCHEDULE

WHY IT MATTERS:

Your calendar isn't just a list of tasks—it's a reflection of your priorities.

If your week isn't built around leadership, strategy, and high-leverage work, you'll stay stuck in reaction mode.

Great CEOs don't "find" time. They schedule it.

YOUR ACTION:

Use the sample below to model your ideal CEO week.

Block time for deep work, strategic thinking, team leadership, and recovery.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
7:00–8:00			Morning Routine		
8:00–9:00			Deep Work		
9:00–10:00	Sales Meeting	*** Strategic Project	Sales/Ops	* * Strategic Project *	Sales/Ops
10:00–11:00					
11:00–12:00	Buffer				
12:00–1:00	Lunch				
1:00–2:00	I:I Meeting	I:I Meeting	SOP and System Review	Sales Call Review	Email / Admin
2:00–3:00	I:I Meeting	I:I Meeting			
3:00–4:00	Buffer		Buffer		
4:00–5:00	Email / Admin	Planning	Email / Admin	Planning	Weekly Review
5:00–6:00					
6:00–7:00	Family Time		Family Time		
7:00–8:00					♥ Date Night
8:00–9:00					

TIPS FOR HIGH-LEVERAGE WEEKS

- Theme your days: Group similar tasks to reduce decision fatigue
- Protect your mornings: That's when your brain is sharpest—use it for deep, strategic work
- Batch your meetings and admin: Stop letting other people's urgency hijack your calendar
- Build in margin: The buffer is not wasted time. It's where clarity lives.

CEO WEEKLY SCHEDULE WORKSHEET

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
7:00–8:00					
8:00–9:00					
9:00–10:00					
10:00–11:00					
11:00–12:00					
12:00–1:00					
1:00–2:00					
2:00–3:00					
3:00–4:00					
4:00–5:00					
5:00–6:00					
6:00–7:00					
7:00–8:00					
8:00–9:00					

7-DAY CEO RESET

DAY 4 - INSTALL A WEEKLY MEETING RHYTHM

WHY IT MATTERS:

One solid weekly meeting can eliminate 80% of daily chaos.

Most problems in a small team come down to misalignment, unclear priorities, or avoidable surprises. A consistent meeting rhythm creates space to solve all three.

YOUR ACTION:

Start running a 30–60 minute Weekly Clarity Meeting with your team.

Use the agenda below to keep it focused, efficient, and impactful.

WEEKLY CLARITY MEETING AGENDA

Duration: 30–60 minutes

Cadence: Same day/time each week

AGENDA ITEMS	DURATION	PURPOSE
1. Wins & Highlights	5–10 min	Share personal or team wins, build momentum, celebrate progress
2. Numbers Check	5–10 min	Review KPIs and key metrics, call out red/yellow/green alerts
3. Top Priorities	10–15 min	Each person shares top 3 priorities for the week and confirms alignment
4. Bottlenecks & Stuck Points	10–15 min	Identify where someone is blocked and ask, "Where do you need help or decisions?"
5. Commitments	5 min	Each person states their #1 commitment before the next meeting
6. Wrap-Up & Q&A	5 min	Clarify loose ends, schedule follow-ups or 1:1s, end on time



CEO PRO TIP

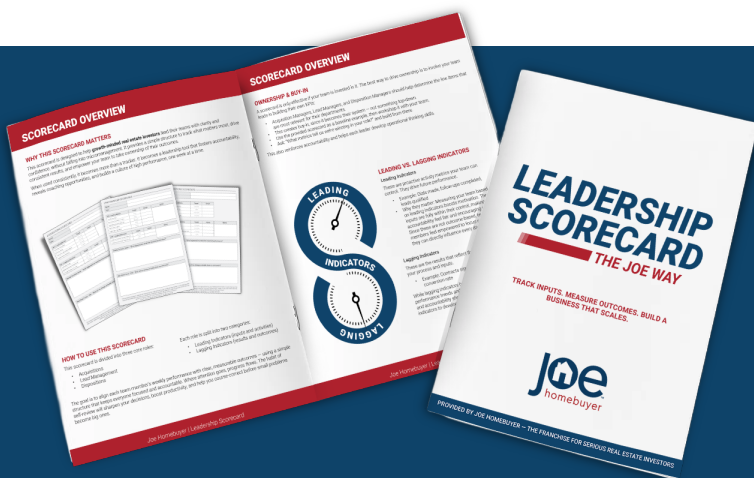
Don't add fluff. This is a clarity meeting, not a report dump. The goal: leave knowing what matters, what's blocked, and what each person is committed to.

NUMBERS CHECK

This sample scorecard is provided as an example only. You should personalize these numbers to match your team size, market conditions, and capacity. Based on your staffing, deal volume, and leadership roles, your targets will likely need to be adjusted.

This example reflects a small but focused leadership team and is meant to illustrate the type of numbers that matter—not prescribe what yours should be. Use it to spark clarity, alignment, and ownership around key outcomes across your team.

DEPARTMENT	KPIs	RED (NEEDS IMPROVEMENT)	YELLOW (NEEDS ATTENTION)	GREEN (WINNING)
Acquisitions	Appointments Set	< 8	8–11	12+
	Contracts Signed	< 2	2–3	4+
	Follow-Ups Completed	< 15	15–24	25+
Lead Mgmt	New Leads Responded to < 5 min	< 70%	70–89%	90%+
	Leads Qualified	< 5	5–9	10+
	CRM Tasks Completed (Daily)	< 90%	90–99%	100%
Dispo	Buyers Contacted	< 10	10–19	20+
	Buyer Offers Received	< 2	2–4	5+
	Properties Sold (Assigned or Flipped)	0	1	2+



BONUS CONTENT

WANT HELP RUNNING BETTER 1:1?

If you're looking for practical training on how to lead your team with clarity and accountability—Joe Homebuyer has you covered.

Download our Leadership Scorecard eBook where you will learn how to:

- Run effective one-on-ones that drive alignment and results
- Use role-specific scorecards for **Acquisitions**, **Dispo**, and **Lead Management**
- Spot performance gaps early and coach with confidence
- Create a culture of ownership, not oversight

Whether you're new to leadership or leveling up your systems, this tool will help you lead like a pro.

Download your Leadership Scorecard e-book at:

theJoeScorecard.com

Another FREE Leadership Training
from Joe Homebuyer

7-DAY CEO RESET

DAY 5 - SIMPLIFY YOUR DECISIONS

WHY IT MATTERS:

Every decision drains your energy. The more choices you have to make, the more your focus fractures and the slower your business moves.

Clarity removes friction. Filters create freedom.

YOUR ACTION:

Build your CEO Decision Filters—so you can say no with confidence and yes with purpose.

CEO DECISION FILTER



Define Your YES List

These are your green lights. The actions, opportunities, and relationships that move you toward your vision.

- I say **YES** to things that grow the business and free up my time.
- I say **YES** to high-leverage opportunities aligned with my 12-month vision.
- I say **YES** to people and processes that create repeatable, scalable results.



Define Your NO List

These are distractions in disguise. Bottlenecks, time-sucks, or emotional drains that pull you off-mission.

- I say **NO** to tasks that someone else can do 80% as well.
- I say **NO** to unplanned meetings, vague commitments, and shiny objects.
- I say **NO** to opportunities that aren't aligned with our values or goals—even if they look exciting.

CREATE YOUR FAST DECISION FILTER:

Before saying yes to anything, ask:

1. Does this align with my 12-month vision?
2. Does this require my unique ability?
3. If I say yes to this... what am I saying no to?



CEO PRO TIP

Post your decision filters where you see them daily—your phone lock screen, desktop note, or whiteboard. The more visible your filters, the faster your team will start making better decisions without you.

7-DAY CEO RESET

DAY 6 - DELEGATE LIKE A CEO

WHY IT MATTERS:

If it doesn't require your unique genius, it's a distraction. Your time is best spent on the things only you can do—everything else can be delegated, delayed, or deleted. The more clarity you create around ownership, the faster your business grows without bottlenecks.

YOUR ACTION:

Use the Delegation Matrix to identify and offload low-leverage tasks.

Don't just hand off work. Assign outcomes, give context, and equip your team to win.

Task Description	Delegate (Y/N)	If Yes, To Whom?	Impact if Delegated	Notes/Instructions
<i>Scheduling Meetings</i>	<input checked="" type="radio"/> Yes No	<i>VA</i>	<input checked="" type="radio"/> High Med Low	<i>Train on Calendly</i>
<i>Posting on Social Media</i>	<input checked="" type="radio"/> Yes No	<i>Vendor</i>	High <input checked="" type="radio"/> Med Low	<i>Build Post Schedule</i>
<i>Financial Reconciliation</i>	Yes <input checked="" type="radio"/> No	<i>-</i>	High Med Low	
<i>Responding to DM</i>	<input checked="" type="radio"/> Yes No	<i>Admin Assistant</i>	High <input checked="" type="radio"/> Med Low	<i>Create response Bank</i>
<i>Answering General Emails</i>	<input checked="" type="radio"/> Yes No	<i>Admin Assistant</i>	<input checked="" type="radio"/> High Med Low	<i>Create email bank</i>

TIPS FOR SUCCESSFUL DELEGATION:

- Start with low-risk, repetitive tasks
- Record training using Loom or screen-share
- Assign ownership, not just tasks—clarity builds confidence



CEO PRO TIP

Great delegation isn't about handing off to-do's—it's about transferring ownership. If someone can do it 80% as well as you, let it go. Give them the "why," not just the "what," and back it with simple systems—like SOPs, checklists, or a quick Loom video.

DELEGATION MATRIX WORKSHEET

[illegible]

7-DAY CEO RESET

DAY 7 - REVIEW & REFLECT LIKE A LEADER

WHY IT MATTERS:

The best leaders don't just move fast—they reflect. A consistent review rhythm turns experience into wisdom and chaos into clarity. This habit will become the foundation of your growth.

YOUR ACTION:

Block 15–20 minutes each Friday to complete your CEO Weekly Review. Use this time to close the loop on the current week and calibrate for the next.

CEO WEEKLY REVIEW TEMPLATE



What worked this week?

Wins, breakthroughs, or momentum you want to repeat



What didn't work?

Misses, friction, breakdowns, or poor time use



What will I change next week?

Systems, delegation, meetings, or calendar structure



Where did I spend my time?

Compare to your ideal week (Day 3 schedule)



What's the most important thing I need to do next week?

Your one priority that will move the business forward



Who on my team needs support or feedback?

Leadership is not just about clarity—it's about connection



What's one thing I'm proud of?

Celebrate progress—even the small wins matter



CEO PRO TIP

Stack this review with your Friday calendar wrap-up and weekly planning block. Build the habit now, and it will serve you for years.

BONUS CONTENT - LOACC

As a CEO, part of your self-evaluation is knowing exactly where your business stands in the funnel at all times. At Joe Homebuyer, we use the LOACC Framework to get crystal-clear on our weekly performance and spot gaps before they become fires. At Joe Homebuyer, we track the LOACC, which is:



Gain visibility. Spot bottlenecks. Make better decisions.

Everything you need to track your Leads, Opportunities, Appointments, Contracts, and Closes—in one simple tool.

At Joe Homebuyer, we use the **LOACC Framework** every single week to evaluate the health of our funnel—and now, you can too.

Download a **free Google Sheets or Excel tracker**, along with a short video and text-based walkthrough to help you implement it.

This tool will help you:

- Spot drop-offs and conversion gaps
- Lead your team with clarity
- Set up simple weekly reporting rhythms

Download the free LOACC spreadsheet to track your own numbers and gain instant visibility into your pipeline.



Learn more & download your LOACC tracker at:

theJoeTracker.com

*Another FREE Leadership Training
from Joe Homebuyer*



READY TO LEAD LIKE A TRUE CEO?

WHAT IF RUNNING YOUR BUSINESS ACTUALLY FELT CLEAR?

You've just built your CEO operating rhythm. Now let's build the business that runs on it.

The 7-Day CEO Reset gave you the structure to lead with clarity. At Joe Homebuyer, we help real estate investors just like you take the next step—from a clearer calendar to a fully scalable company.

If you're ready to:

- Grow without burning out
- Get out of daily operations
- Lead a team with confidence
- Plug into systems that actually work

Then let's map out what that could look like for you.



**MARKETING/
LEAD GEN**



ACQUISITIONS



DISPO



**BUSINESS
OPERATIONS**



**LEADERSHIP
DEVELOPMENT**

WHY JOE HOMEBUYER?

Joe Homebuyer is a national franchise built for growth-minded investors who are tired of doing everything themselves—and ready to scale like real CEOs.

We're not a mastermind. We're not a coaching program. We are a full-service franchise platform designed to help you:

- Launch marketing that actually converts
- Master acquisitions, dispo, and leadership
- Build out a team without losing your margins
- Operate with clarity and confidence every week

BOOK YOUR FREE STRATEGY CALL

Let's talk about where you're stuck, what you want to build, and whether our system is the next step.

No pitch. No pressure. Just clarity.

Scan the QR, click the below button, or visit joehomebuyerfranchising.com

Book Your Strategy Call Now



**START THE CONVERSATION AT
joehomebuyerfranchising.com**

