



WEEKLY SCALING PLANNER

A Strategic Tool for Full-Time Real Estate Entrepreneurs Ready to Lead with Intention

"You will never change your life until you change something you do daily."
— John C. Maxwell

Purpose:

This tool is built to shift you out of reactive operator mode and into focused leadership. Use it to block out your highest-impact time, delegate distractions, and build rhythm into your week.

"The key is not to prioritize what's on your schedule, but to schedule your priorities."
— Stephen Covey

Step 1: Design Your Weekly Operating Framework

Structure your week around high-value roles, not low-leverage tasks. Use the planner below to assign time blocks by category:

CEO Time	Strategic thinking, vision, lead review, KPIs	People Time	1:1s, hiring, delegation, team meetings
Revenue Time	Sales calls, offers, follow-up, dispo	Margin & Recovery	Gym, family, personal time, religion
Systems Time	SOPs, CRM updates, automation		

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6am							
7am							
8am							
9am							
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm							
7pm							
8pm							
9pm							

Step 2: The Weekly CEO Checklist

Build momentum by using this as your weekly review and planning ritual.

- Protect at least 1–2 hours/day for focused “CEO Time”
- Stack similar tasks (e.g., follow-up calls) to avoid task switching
- Don’t forget: margin space is productive. Create room for thinking.

Great businesses are built in blocks—calendar blocks. Use this to take back your time and lead with clarity.



"Success doesn't come from what you do occasionally, it comes from what you do consistently."
— Marie Forleo