

THE ULTIMATE REALTOR SELF-CARE CHECKLIST

A real estate survival and success guide for your mind, body, and business.



DAILY RESET (5-15 MINS)

These are quick wins to ground you every day, no matter your schedule.

- Start your day tech-free for 10 minutes
- Breathe: 3 deep breaths before opening email or MLS
- 1-minute gratitude reset (list 3 things you're grateful for — even if it's "good coffee")
- Pick a "non-negotiable" for yourself (not your clients!)
- Say no to at least one thing that's not urgent or necessary
- Schedule lunch in your calendar like a showing — and protect it
- Track your mood at the end of the day (just a ☀️ 😊 ☁️ to start)
- Set an "end-of-day" time — even if business isn't done

MINDSET + EMOTIONAL CARE

Stress in real estate isn't always about too much — it's often about too uncertain. These tools help manage the emotional toll.

- Journal: What's one fear or limiting belief you've had this week? Write it, then challenge it.
- Celebrate a win — no matter how small (new lead? posted content? showed up?)
- Create a "proof of success" folder (screenshots, testimonials, kind texts — revisit it on hard days)
- Take a break from social media scrolling — especially comparing your business to others
- Practice reframing: "I have no leads" → "I'm building a stronger foundation for when they come"
- Identify what part of your stress is story vs. fact
- Find a business buddy or therapist — don't go solo
- Say "I am a business owner" out loud — not "just" an agent

CONTINUE



THE ULTIMATE REALTOR SELF-CARE CHECKLIST

PHYSICAL WELLNESS FOR BUSY AGENTS

You don't need to hit the gym for an hour — just protect your body from the grind.

- Stretch before and after long drives or showings
- Keep snacks + water in your car or bag (hanger is real)
- Walk during calls (even pacing around the house counts)
- Protect your sleep: no screens 30 mins before bed
- Invest in good shoes — seriously, your feet do more work than your CRM
- Consider a standing desk or movement breaks between emails
- Don't skip meals on busy days — pack a “realtor emergency fuel” kit

BUSINESS BOUNDARIES = SELF-CARE

You teach clients how to treat you. Set boundaries so your business doesn't burn you out.

- Set business hours and auto-responders after hours
- Build a “Client Welcome Kit” that sets expectations (response time, showing windows, etc.)
- Use a showing scheduler — save your brainpower for negotiations
- Schedule your priorities into your calendar before anyone else's
- Unfollow agents/accounts that trigger comparison or stress
- Learn to say “That doesn't work for me — but I can offer ____”
- Automate one task each week (email templates, CRM tags, etc.)

WHEN BUSINESS IS SLOW: STAY SANE + STRATEGIC

When leads are quiet, anxiety is loud. Use this time for you, not against you.

- Use slow seasons to refresh your marketing — not just worry
- Reach out to your database with value, not desperation
- Create a “visibility checklist” (social post, call, story, email — pick 1–2 daily)
- Learn a new skill — design, video, copywriting
- Clean your office/car/inbox — clutter builds overwhelm
- Track your efforts, not just results (you can't control the market, but you can control action)
- Ask yourself: “What would Future Me thank me for doing today?”
- Make one bold move a week — send the DM, ask for the meeting, go live

CONTINUE



THE ULTIMATE REALTOR SELF-CARE CHECKLIST

SOULFUL RESET (FOR WHEN YOU'RE FRIED)

Not fluffy. These are for the “I’m spiraling” days when nothing seems to work.

- 20-minute no-output walk — no calls, podcasts, or productivity
- Make something non-business (bake, doodle, build a playlist, plant something)
- Cry if you need to. You’re allowed to be human in this business.
- Spend time with someone who reminds you who you are outside of real estate
- Take one full day off. No open houses. No MLS. No guilt.
- Remind yourself: your worth is not your pipeline

BONUS: CREATIVE SELF-CARE THAT WORKS FOR REALTORS

- Curate a “Power Playlist” for pre-showings or tough days
- Keep a “burnout prevention” sticky note in your car or office: “You can’t pour from an empty cup. Recharge before you hustle.”
- Create a visual vision board on your phone lock screen
- Try a “no-client” power morning once a week (for content, connection, or rest)
- Make your workspace somewhere you want to sit in — even if it’s just lighting a candle or buying a plant