Daily Activity Log – Commercial Real Estate Agent
Name:
Date:
8:00 AM – 8:45 AM
Read industry news, market reports, and real estate publications.
☐ Key takeaways:
$\hfill\Box$ Trends/updates to share with team or clients:
8:45 AM – 9:00 AM
Respond to emails
☐ Priority client follow-ups:
☐ Scheduling needs or urgent matters:
9:00 AM - 11:00 AM
Cold Calling Session
☐ Total calls made:
☐ Notable prospects:
☐ Follow-up actions:
11:00 AM – 11:30 AM
Respond to emails + Client outreach
☐ Clients contacted:
☐ Updates shared/requested:

11:30 AM – 12:00 PM
Review LOIs, contracts, and deal updates
Respond to calls
☐ Documents reviewed:
☐ Issues/clarifications needed:
12:00 PM – 1:00 PM
Lunch / Personal Time
1:00 PM – 1:30 PM
Afternoon Email Review
☐ Urgent matters:
☐ Calendar updates:
1:30 PM – 4:00 PM
Cold Calling Session #2
☐ Total calls made:
☐ Leads generated:
☐ Action items:
4:00 PM – 5:00 PM
Email + Client Communication + Showings & Marketing Prep
Return calls, set showings
☐ Showings scheduled:
☐ Marketing materials prepped:
☐ Unresolved issues:

5:00 PM – 5:30 PM
Find-of-Day Wrap-up & Prep for Tomorrow
☐ Tasks to prioritize tomorrow:
☐ Calls/emails to return:
☐ Calendar review: