

AGENT FIELD GUIDE

DRAFT **TO** DOORSTEP

The Scalable *Agent Playbook*

Strategies for real estate professionals to offload back-office administrative tasks and reclaim time for lead generation.

Precision from Contract to Closing

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1 The Real Cost of DIY Admin

Every hour spent auditing a contract, chasing a signature, or re-keying data into the MLS is an hour not spent in front of a lead. Top-producing agents don't work more hours than everyone else — they spend a far higher percentage of their hours on dollar-productive activity.

15+

HOURS RECOVERED PER
TRANSACTION WITH A
DEDICATED TC

70%

OF AN AGENT'S WEEK IS
TYPICALLY NON-REVENUE
ADMIN WORK

2–3X

MORE FILES AN AGENT CAN
CARRY WITH THE RIGHT BACK
OFFICE

2 Dollar-Productive vs. Administrative

Before you can offload work, you have to see it clearly. Sort every recurring task into one of two buckets — only one of them grows the business.

- **Dollar-productive:** lead generation, listing presentations, buyer consultations, negotiation, database follow-up, sphere touches.
- **Administrative:** contract auditing, deadline tracking, disclosure collection, MLS data entry, showing coordination, closing paperwork.
- **The test:** if a task doesn't require your license, your relationship, or your negotiation skill, it belongs on the delegation list.

Reframe it: Every task you personally complete has an opportunity cost equal to the highest-value activity you didn't do instead. A \$400,000 average sale means your time is worth far more than the hourly cost of delegating it.

3 Build Your Delegation Stack

Scaling agents don't hire all at once — they delegate in order of leverage. Start with the role that removes the most hours for the least cost, then build outward.

ROLE	TAKES OFF YOUR PLATE	TYPICAL COST STRUCTURE
Transaction Coordinator	Contract auditing, deadline tracking, disclosures, closing docs, multi-party coordination	Flat fee per closed file
Listing Coordinator	MLS entry, photo/media upload, listing paperwork, compliance	Flat fee per listing
Inside Sales Agent (ISA)	Lead qualification, initial outreach, appointment setting	Hourly or commission split
Marketing Virtual Assistant	Social content, email campaigns, listing brochures, CRM upkeep	Hourly or monthly retainer
Showing Assistant	Buyer showings, lockbox coordination, feedback collection	Per-showing or hourly

4 Transaction Coordination: The Highest-Leverage Delegation

Most agents delegate marketing first because it's visible. The math actually favors transaction coordination first — it touches every closed file, carries compliance risk when handled inconsistently, and is the single largest block of non-negotiable administrative hours in the business.

- **Consistency at scale:** a dedicated TC applies the same audit standard to file 1 and file 40.
- **Compliance protection:** missed deadlines and incomplete disclosures are the most common source of E&O claims.
- **Immediate capacity:** agents typically free up 15+ hours per transaction, which compounds fast at volume.

5 The Math: Time Reclaimed = Revenue

Put a number on it before you decide what to delegate. A simple framework:

Hours recovered per file × files per year × your effective hourly rate = value of delegation

Example: 15 hours recovered × 24 files/year × \$150/hr effective rate = **\$54,000** in reclaimed capacity — time that can go directly into lead generation and client-facing work.

6 Your 30-Day Rollout Plan

01 Audit your week

Track every task for 5 business days. Tag each as dollar-productive or administrative.

02 Pick your first delegation

Start with transaction coordination — it's the highest-hour, lowest-friction handoff for most agents.

03 Document your process

Write down how you currently handle a file end-to-end so a new partner can match your standard.

04 Run one file as a test

Hand off a single transaction, review the experience, and refine the handoff points.

05 Scale the stack

Once TC is running smoothly, layer in listing coordination, then marketing, then lead qualification.

Reclaim the hours. Grow the business.

Draft to Doorstep manages your contract-to-close workload so every hour you save goes back into the relationships that grow your pipeline.

START YOUR FIRST FILE