

# THE \$500/HOUR AGENT

The Guide Every Real Estate Agent Needs to Maximize Time & Income

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## Are You Doing the Activities to Earn Your Hourly Rate?

Every agent dreams of hitting big income numbers—\$150K, \$250K, even \$1M+. But the real question is:

## Are your daily actions aligned with the income you say you want to earn?

Let's break it down:

Annual Income	\$85k	\$100k	\$120k	\$150k	\$200k	\$250k	\$300k	\$400k	\$500k	\$1M
Monthly Income	\$7,083	\$8,333	\$10,000	\$12,500	\$16,667	\$20,833	\$25,000	\$33,333	\$41,666	\$83,333
Weekly Average	\$1,700	\$2,000	\$2,400	\$3,000	\$4,000	\$5,000	\$6,000	\$8,000	\$10,000	\$20,000
Hourly Wage Average	\$44	\$52	\$63	\$78	\$104	\$130	\$156	\$208	\$260	\$521

## Now ask yourself:

Are the activities you're doing each hour of your day generating that level of income?

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## **The Top Producer Reality Check:**

Top agents don't \*hope\* to hit numbers—they plan for it. If you want to earn \$150K/year, you need to be producing \$78/hour worth of value. That means:

- Prospecting
- Setting appointments
- Following up
- Presenting offers
- Negotiating deals
- Leveraging marketing that moves clients to act

If you're spending hours designing flyers, organizing your inbox, or scrolling MLS with no clear strategy, **you're working below your rate.**

## **Content Creation That Converts to Commission**

One of the highest-ROI activities you can do as an agent? **Create content.** Why? Because great content works for you 24/7—even when you're not working.

### **Smart content creation drives revenue by:**

- Building trust before a conversation even starts
- Attracting inbound leads through value-based videos, posts, and emails
- Establishing you as a market expert in your niche
- Creating a personal brand that earns referrals and repeat business

### **High-Value Content Ideas:**

- Local market updates
- "Just Sold" / "Coming Soon" / Buyer wins
- Client success stories/testimonials
- Educational reels (e.g., the buying process, how to price your home, staging tips)
- Behind-the-scenes looks at listings, neighborhoods, or your day as an agent

**\*\*Pro tip:\*\*** Schedule 1-2 hours per week for content creation and batch it. The return on your time can be massive—especially when it positions you to attract higher quality leads.

## Why Do Salespeople Fail?

Because they think they will. Here's some truth from legendary sales thinkers:

- “We become what we think about most of the time.” — Earl Nightingale
- “Whether you think you can or can't, you're right.”
- “When something goes wrong, own the responsibility and get back to work.”
- “Don't drive looking in the rearview mirror—you're not going that way.”

Success isn't random. It's scheduled, repeated, and intentional.

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## Your Mindset Checklist

- Ignore the noise. Especially the voices that say “you can't.”
- Stop procrastinating. As John Maxwell said, “A procrastinator puts off until tomorrow the things he has already put off until today.”
- Dream big, set goals, and take action.

## Final Thought: Time = Income

Time is your most valuable asset. Start treating each hour like it's worth \$100+—because it is.

### So ask yourself every day:

“Are the activities I'm doing right now worth my target hourly rate?”

If not, adjust your schedule. **Your goals are waiting.**