



Finding Time

The five Ds of time management

There are only so many hours in a day. You must decide what tasks are economically advantageous for you to perform, what activities should be postponed, delegated to someone else or not done at all. I use the five "Ds" to decide what to do. The five D's include:

- **Destroy**
- **Don't Do**
- **Delegate**
- **Delay**
- **Do**

Time management is an integral aspect in maintaining a successful business. Time means money, therefore, it is not beneficial to attempt to do everything yourself or even to attempt to do everything at all.

Destroy

First, you must identify what tasks are superfluous and unnecessary. Whether you realize it or not, you do this every day when you get your mail. Typically, there will be "junk mail," which you merely momentarily glance at and immediately discard. You do not waste your time reading it over or setting it aside for later. You immediately identify it as non-applicable.

This is what you should be doing every day in your office. Don't create clutter by

setting things aside that you don't need. Discard items that do not apply to your business or your programs and focus on things that you can do.

Quickly get rid of those loans that do not fit into your programs and focus on the ones that you can close to maximize your profits and your valuable time.

Don't Do

Once you have discarded the items, activities, loans and junk mail that are completely irrelevant, the next step is to identify which things not to do at all. Prioritize by classifying what is important, what is worth taking your time and what essentially is not important enough to do.

If someone called you and requested a lunch meeting to discuss something that you would not consider, you would probably recognize this as a waste of your time and simply decline. Use this same procedure with everything and you will maximize your time available to do important activities.

Delegate

Next you must decide what tasks are beneficial for you to do and which tasks you should delegate. Your success is contingent upon your ability to distinguish what tasks are most beneficial for you to perform and which ones need to be delegated.

Often it conserves time to do things yourself and get them done right the first time; however, this does not apply to everything. Tasks such as making copies, faxing, typing letters, filing, etc. are time consuming

and should be delegated to employees. Your time is valuable so make it count.

Delay

Now that you have established what things are to be completely discarded and what things are unimportant, it is now time to identify what things can be postponed.

For example, you cannot delay returning telephone calls to your clients and prospects, but you can delay nonessential calls. You can also delay working on items not due immediately. Certain activities are not being completely disregarded as in step two; instead they are being postponed to lower priorities.

Do

We are now to one of the most important steps. Now that you have delegated, discarded, destroyed and disregarded it is time to actually "Do." Start off the day by getting those important tasks taken care of and out of the way.

Now that you have your priorities, you can focus on what is significant and use your time to the fullest. Close those loans, make those contacts and increase your profits.

Time management is an important skill to learn. Those who master it get more accomplished and seem to have more hours in the day. Those who haven't are always running around and are short on time.

Teach your employees the benefits of proper time management and you will increase your business, success and profits exponentially.

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