

03-18 Lecture: Time Management, Human Connection, and Real Estate

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Instructor: Jim Fischetti

Summary

The lecturer delivers a motivational talk underscoring the importance of prioritizing impactful, human-centric activities over trivial tasks. They urge leveraging technology—especially AI—to automate important but time-consuming work, such as creating CMAs or marketing campaigns for investor seminars. The time saved should be intentionally reinvested into meaningful interactions, like engaging your sphere of influence or spending time with family. The lecture cautions against excessive screen time and social media, citing statistics on their negative effects on mental health and relationships. The core message is “humans over houses,” encouraging real estate professionals to build authentic relationships, guide clients toward wealth creation through real estate investment, and use financial success to be generous and strengthen communities through acts of kindness and charity. Powerful personal anecdotes and others’ stories illustrate how human connection and generosity change lives.

Knowledge Points



1. Time Management and Technology

- **Categorizing Work: Insignificant, Important, Impactful**
 - All work falls into three categories: insignificant, important, or impactful.
 - Professionals spend too much time on insignificant tasks (e.g., spending 17 hours on a flyer, overly long social media content creation).
 - Insignificant tasks should be automated with technology like AI.
 - Important tasks often have deadlines (e.g., inspection reports) and are prioritized, but technology should also be used here (e.g., using AI to generate a CMA, then verifying it).
 - Impactful work involves direct, “belly-to-belly” human interaction. The more conversations you have, the more commissions you’ll earn.
- **Leveraging Technology to Reclaim and Reinvest Time**
 - Technology and AI can save 10–20 hours per week.
 - Decide in advance how you will reinvest the saved time.
 - Put this reclaimed time on your calendar for activities like talking to your sphere, family time, or going to the gym. If it’s not scheduled, it doesn’t exist.
 - Because work expands to the time allotted, without a plan the saved time will disappear.
- **Using AI for Business Growth**
 - AI can instantly create outlines and marketing campaigns for events like investor seminars.

- For example, ask AI for a 30-minute investor seminar agenda and a six-week marketing campaign; it can produce both in ~30 seconds.
- This removes excuses for not pursuing growth activities like hosting seminars.
- Other uses: systems for personal check-ins, birthday plans, Thanksgiving plans, charity events, client events, and year-long farming campaigns.

2. The Dangers of Technology and the Importance of Human Connection

• Negative Impact of Excessive Screen Time

- The average person in the UK spends 3 hours 34 minutes a day on screens—49 days and 22 hours per year (seven 24-hour weeks).
- The average US teenager spends 4.8 hours per day just on social media—over ten weeks per year.
- 41% of high-use teenage social media users report a poor or very poor mental state, versus 23% of low-use peers.
- Scrolling trains the brain to jump to the next thing without deeper engagement, which is unhealthy.

• Prioritizing “Humans Over Houses”

- Life isn’t meant to be lived in a “solo silo”; interaction with people is essential.
- The purpose of a phone should be to have real conversations. Billionaire VC Bill Ackman’s viral dating advice was simply: “Would you like to meet?”
- In real estate, the best script is “Hello” or “Can we meet?”
- The speaker shares that his poor hearing is a gift because it forces full focus on the person he’s talking to.
- The speaker warns that social media companies could become the “tobacco companies of today” due to societal harm.

• Building Relationships and Overcoming Barriers

- Stories of change through connection:
 - Gerald Davis, a musician, traveled the country to talk to racists and ask why they hated him without knowing him, changing hearts and minds.
 - Anne Atwater and C.P. Ellis in Durham, North Carolina, worked together on school integration; their collaboration built a relationship that led Ellis to renounce his KKK membership and become a civil rights activist.

3. Real Estate, Wealth, and Generosity

- **Real Estate as a Path to Wealth**

- Real estate has created more millionaires than any other industry; 90% of US millionaires created their wealth through real estate.
- The speaker criticizes agents for selling houses instead of investing in them and for not teaching their sphere about real estate investing.
- The easiest way to pay for college or retirement is by buying investment property.
- The hardest investment property to buy is the first one. A simple strategy: keep your current house as a rental and move. This advice applies to first-time buyers, too.

- **The Power of Generosity and Community Building**

- Success in real estate provides revenue to do good in the community.
- Kindness and small acts matter. Examples:
 - Stacey Lee buying a prom dress for a stranger's granddaughter.
 - "Rockstar Rick," an agent who personally cleaned a dog's mess in a backyard to save a closing.
 - Mike Ilitch, owner of the Detroit Tigers, secretly sending Rosa Parks \$2,000 every month from 1994 until her death to ensure she had a home.
- The speaker shares a passion for housing charities and funding a Habitat for Humanity house after inspiring others to join him.
- After the F5 tornado in Moore, Oklahoma, on May 20, 2013, the speaker's office rebuilt the home of an administrator's uninsured grandmother, proving that strong purpose achieves great things.
- The audience is encouraged to be successful so they can be generous, as the inability to give is one of the hardest parts of financial struggle.

Questions

- [Insert Question/Confusion]

Assignments

- [] 1. Identify where technology can save you 10–20 hours per week and schedule how you will reinvest that time into impactful activities (e.g., calls to your sphere, family time).

- 2. If you don't own an investment property but want to, consider keeping your current home as a rental and moving to acquire your first one.
- 3. Use AI to generate an investor seminar outline and a six-week marketing plan.
- 4. Create a call list of people in your sphere and start connecting.
- 5. Resume writing personal notes or postcards to build relationships.
- 6. Reflect on how you can use your success to be more generous and contribute to your community.