



TF TomFerry™

# #1 COACH

*in Real Estate Training*



Proud to be recognized as  
the **#1 coaching & training  
company** in real estate.





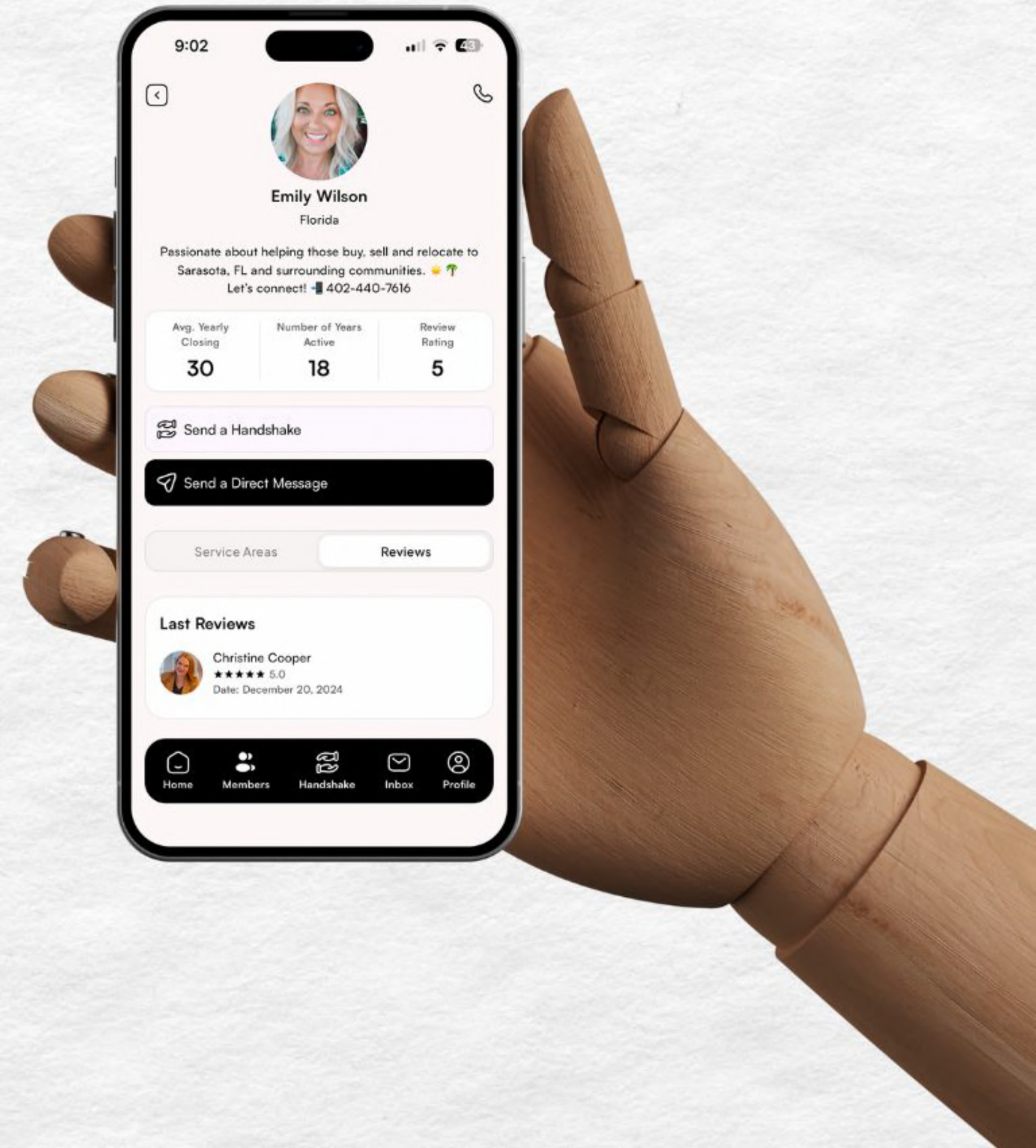
@JASONPANTANA







Join Beta Today  
2,400 Requests & Counting





**1:** Who's in the room today?

**2:** How many listings will you take?

**3:** What are your top 3 listing sources?





@jasonpantana

Q:

*Share WHY you  
are here today?*



---

# WHY AGENTS JOIN COACHING

---

1. More Listings
2. More Referrals
3. Better Marketing
4. Improve Skills
5. Bigger Brand
6. Improve Profit
7. Scale Themselves
8. Save Time
9. Expand Community
10. More Revenue!



---

***BECOME LISTING***  
**DOMINANT**



# David CHILDERS





# Meredith FOGLE





# Kristi JENCKS





# Jimmy MACKIN





# *Thank You to Our Sponsors*







**AMERITITLE  
DOWNTOWN**

*Professional & Exceptional*



**CHICAGO TITLE®**



**ENTERPRISE  
TITLE**



**Fidelity National Title**



Powered By

# PalmAgent

Real Estate's #1 Closing Cost App



Columbus EDGE  
Scan to Download



ChicagoAgent



FidelityAgent



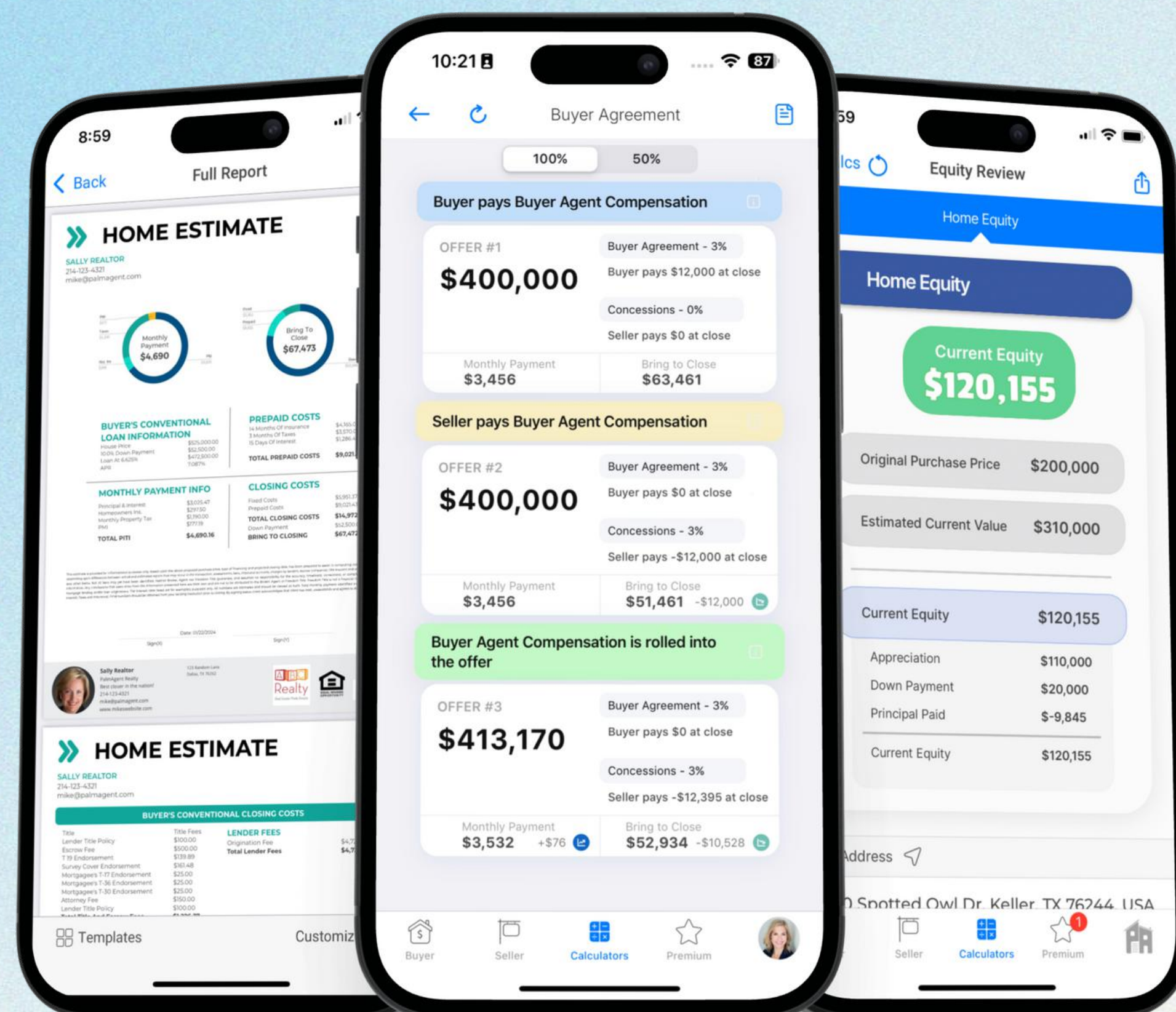
GreaterMetroAgent



EnterpriseAgent



MyAmeriTitle







@jasonpantana

Q:

*Will MY GOAL require  
a new version of ME?*



# Competition Index Trend (2009-2024)





---

# ***YOUR ATTITUDE***

***INTERESTED***

***COMMITTED***



A man with short brown hair and a beard, wearing a blue button-down shirt under a dark jacket, is sitting on a large, dark metal case. He is smiling at the camera. The background is dark and out of focus.

*If I was **YOUR COACH** and  
you wanted **MORE LISTINGS...***

**SCHEDULE**



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# BUSINESS UNITS



**OPERATIONS**



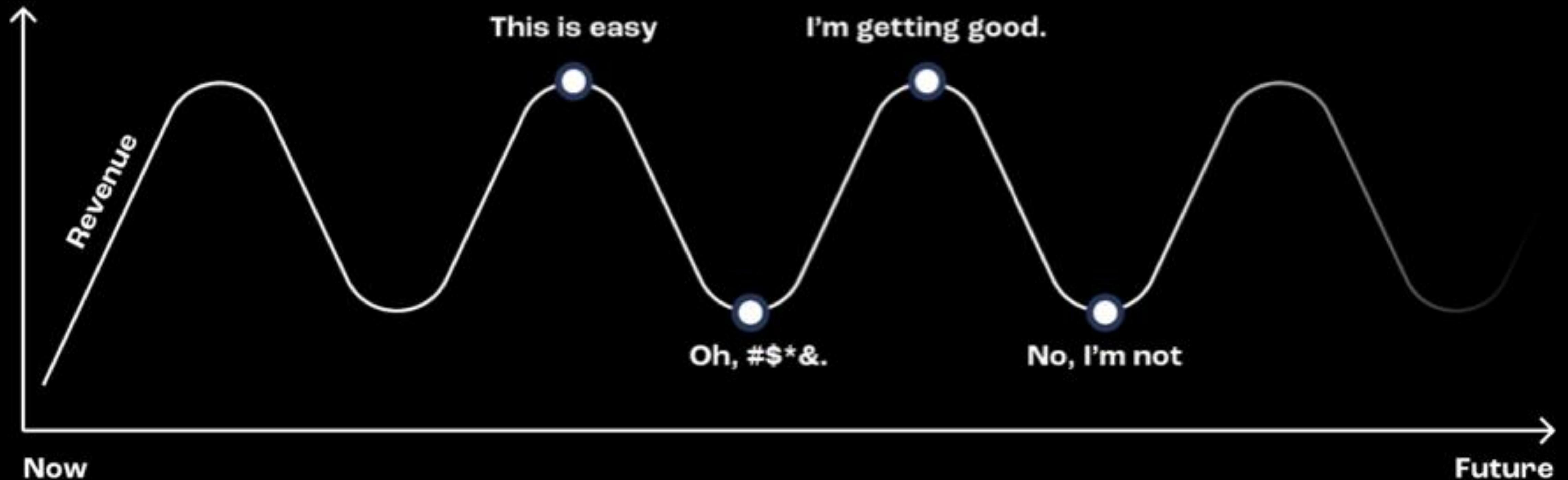
**MARKETING**



**SALES**



# —KILL THE VICIOUS CYCLE—





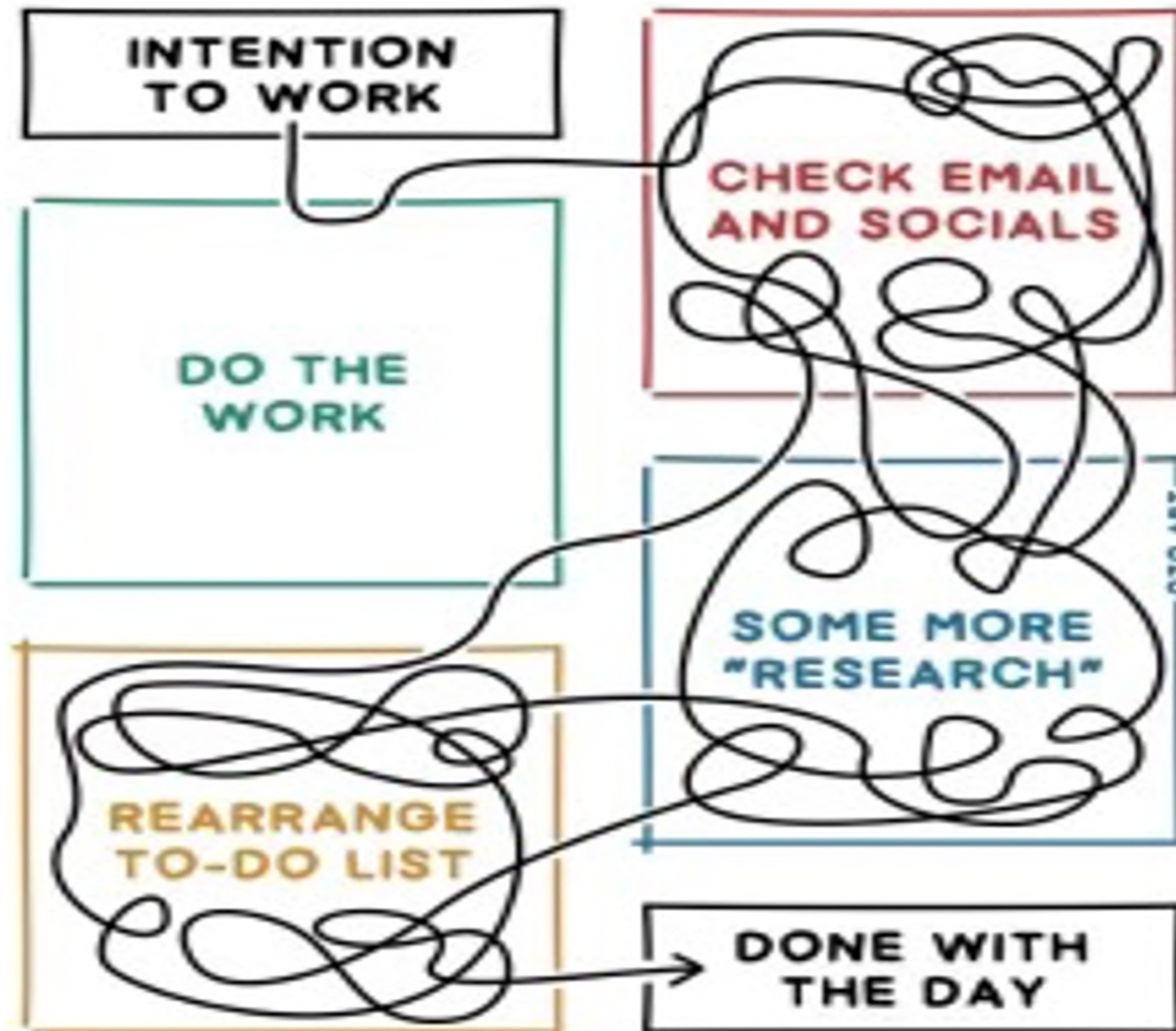


@jasonpantana


Q:

*What stops you from  
marketing **CONSISTENTLY**?*









**You don't have a  
*time management*  
*problem; you have*  
*a prioritization*  
*problem.***

*Tom*



# REIMAGINE PRIORITIES

1	<b>Morning Routine Activation:</b> <i>mind &gt; body &gt; heart &gt; soul.</i>
2	Go to the <b>office daily</b> (at the same time) – <b>DISCIPLINE!</b>
3	<b>System Checks:</b> <i>hot sheets &gt; role-play &gt; 5/5/4/2 &gt; marketing.</i>
4	Manage your biz/sales/mktg: <b>document on social.</b>
5	Go on <b>APPOINTMENTS; FOLLOW-UP</b> your face off.



# REIMAGINE PRIORITIES

1

**Morning Routine Activation:** *mind > body > heart > soul.*

2

Go to the **office daily** (at the same time) – **DISCIPLINE!**

3

**System Checks:** *hot sheets > role-play > 5/5/4/2 > marketing.*

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*If I was **YOUR COACH** and  
you wanted **MORE LISTINGS...***

**MARKETING**



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# LISTING ATTRACTION

**1**

Online Reviews

**3**

Direct Mail

**2**

YouTube Channel

**4**

Email Campaigns



# SELLER SOURCES

HOUSING TRENDS REPORT

## Sellers: Results from the Zillow Consumer Housing Trends Report 2024

### About 1 in 3 sellers first found their agent online

Among sellers that used an agent, the share reporting that they first found their agent on a real estate website or app fell slightly (to 22% in 2024, versus 27% in 2023). The share that first found their agent online remained similar (36% in 2024 and 38% in 2023). Consistent with last year's findings, past experience with their agent continues to fall from its high of 23% in 2018 to 8% in 2024.





# SELLER SOURCES

1000WATT

How did you choose the real estate agent who helped you sell your home?

9% They were a personal friend or family member

34% They were referred to me by a friend or family member

28% I researched agents online  
(reviews, transaction histories, etc)

15% I used an online agent finding/matching service

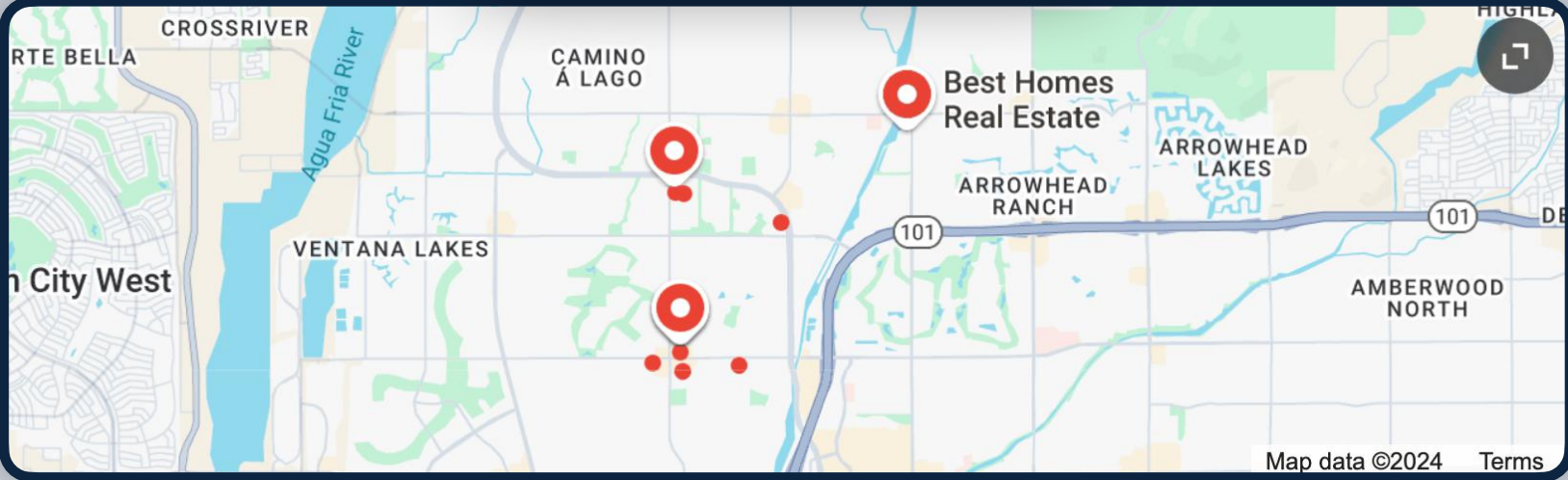
7% I saw a piece of advertising or marketing  
that impressed me



# GOOGLE BUSINESS PROFILE

Google

MAP PACK



Map data ©2024 Terms

Howe Realty - Brandon Howe Team

5.0 ★★★★★ (1.6K) · Real estate agency

7+ years in business · 9059 W Lake Pleasant Pkwy Building B Suite 200 · (...)

Open · Closes 5 PM

✓ Provides: **Best Real Estate Agent**

Website

Directions

Best Homes Real Estate

4.9 ★★★★★ (70) · Real estate agency

3+ years in business · Glendale, AZ · (602) 396-5660

Open · Closes 5 PM

🗣️ "The humanity, ambition, & support offered is unmatched."

Website

Directions

Melissa Dierks, REALTOR - The Regal Team | RE/MAX Fine P...

5.0 ★★★★★ (48) · Real estate agency

10+ years in business · 9044 W Union Hills Dr #108 · (623) 229-0154

Open · Closes 8 PM



✓ Provides: **Top Real estate agent in Peoria, Arizona**

Website

Directions

More businesses →

KNOWLEDGE PANEL



See outside

Tami Price Properties Group

4.9 ★★★★★ 119 Google reviews

Real estate agency in San Antonio, Texas

Website

Directions

Save

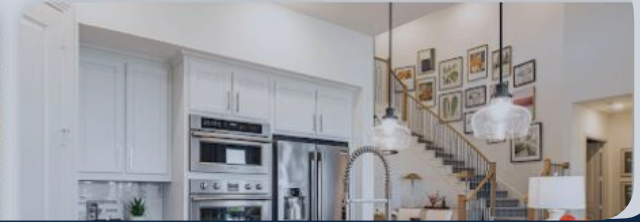

Call

Service options: Online appointments · Onsite services

Address: 4204 Gardendale Rd # 312, San Antonio, TX 78229

Hours: Open · Closes 8 PM · More hours

Phone: (210) 620-6681



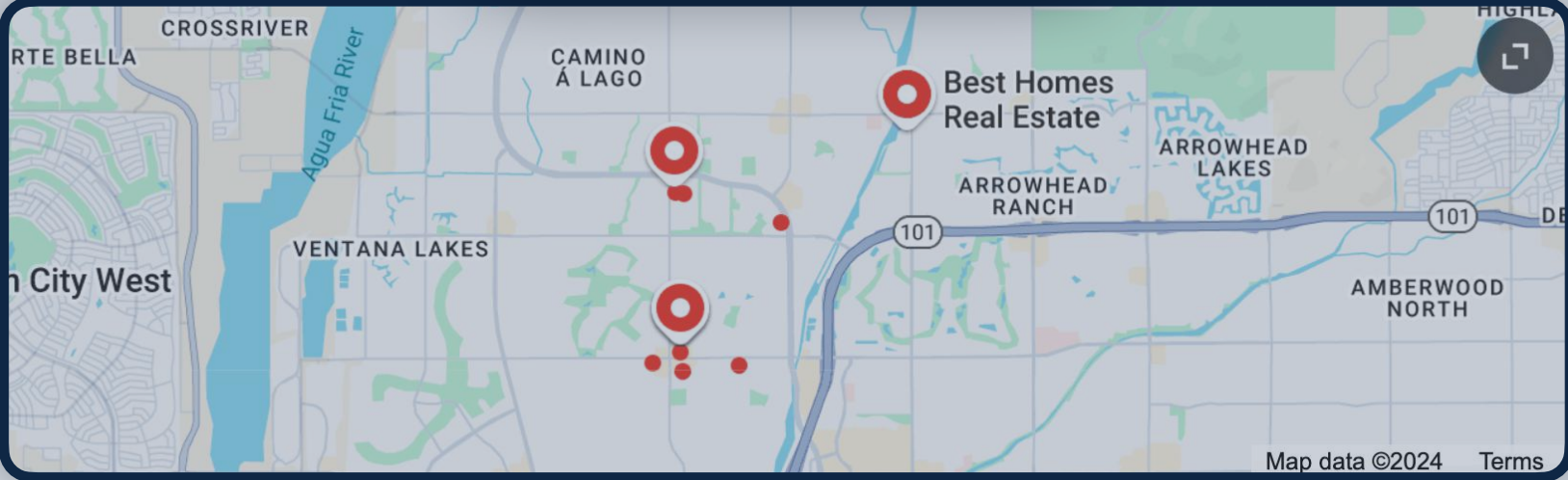
TF TomFerry



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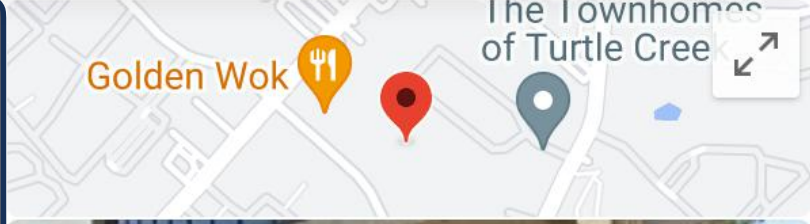

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TF TomFerry



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# REVIEWS = RANKINGS

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# LISTING ATTRACTION

1	Online Reviews	3	Direct Mail
2	YouTube Channel	4	Email Campaigns



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***YOUTUBE***  
***IS A SEARCH ENGINE***



# AREA GUIDES

☰

YouTube

Search

🔍

🔊

🏠

🔔

👤


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**Ken Pozek**

@kenpozek · 46.6K subscribers · 622 videos

Helping you discover Orlando Real Estate, Theme Parks and Local News! ...more

[theorlandoreal.com/youtube](#) and 2 more links

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**LIVING IN ST. CLOUD** 9:49

Living in St. Cloud, Florida: Fastest Growing Area?

15K views · 6 days ago



**UPDATE MISTAKE?** 11:56

Lessons Learned in Flipping a Home in Orlando


13K views · 3 weeks ago



**WINTER PARK** 12:44

Winter Park Florida: Ultimate Guide to Homes and Hidden Gems!


21K views · 1 month ago



**1 2 3** 13:32

How Far \$1M Goes in Orlando

9.5K views · 1 month ago



**I'M RETIRING**



**ULTIMATE**





TF TomFerry



**Ken Pozek**

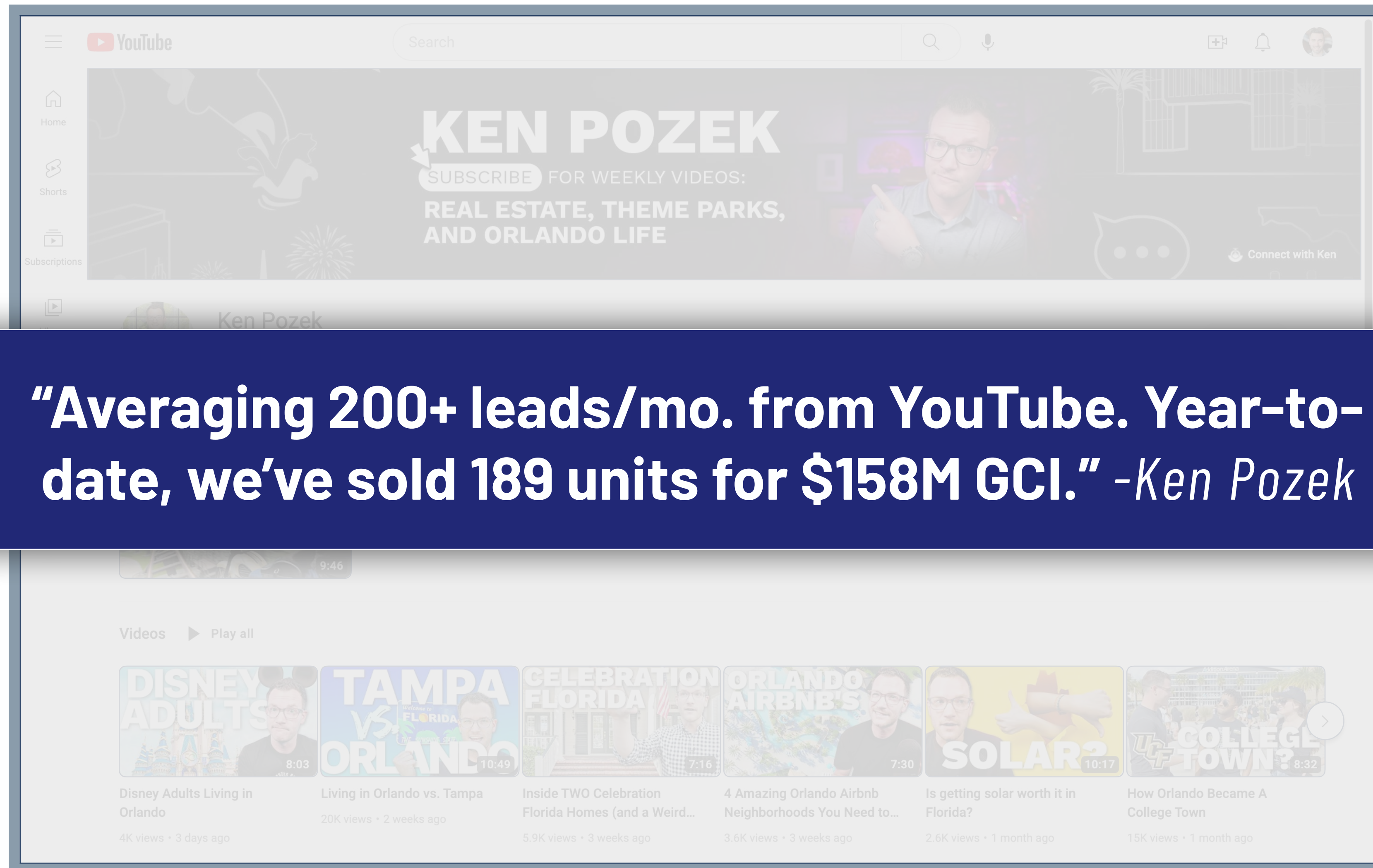
Orlando, FL



POZEKGROUP



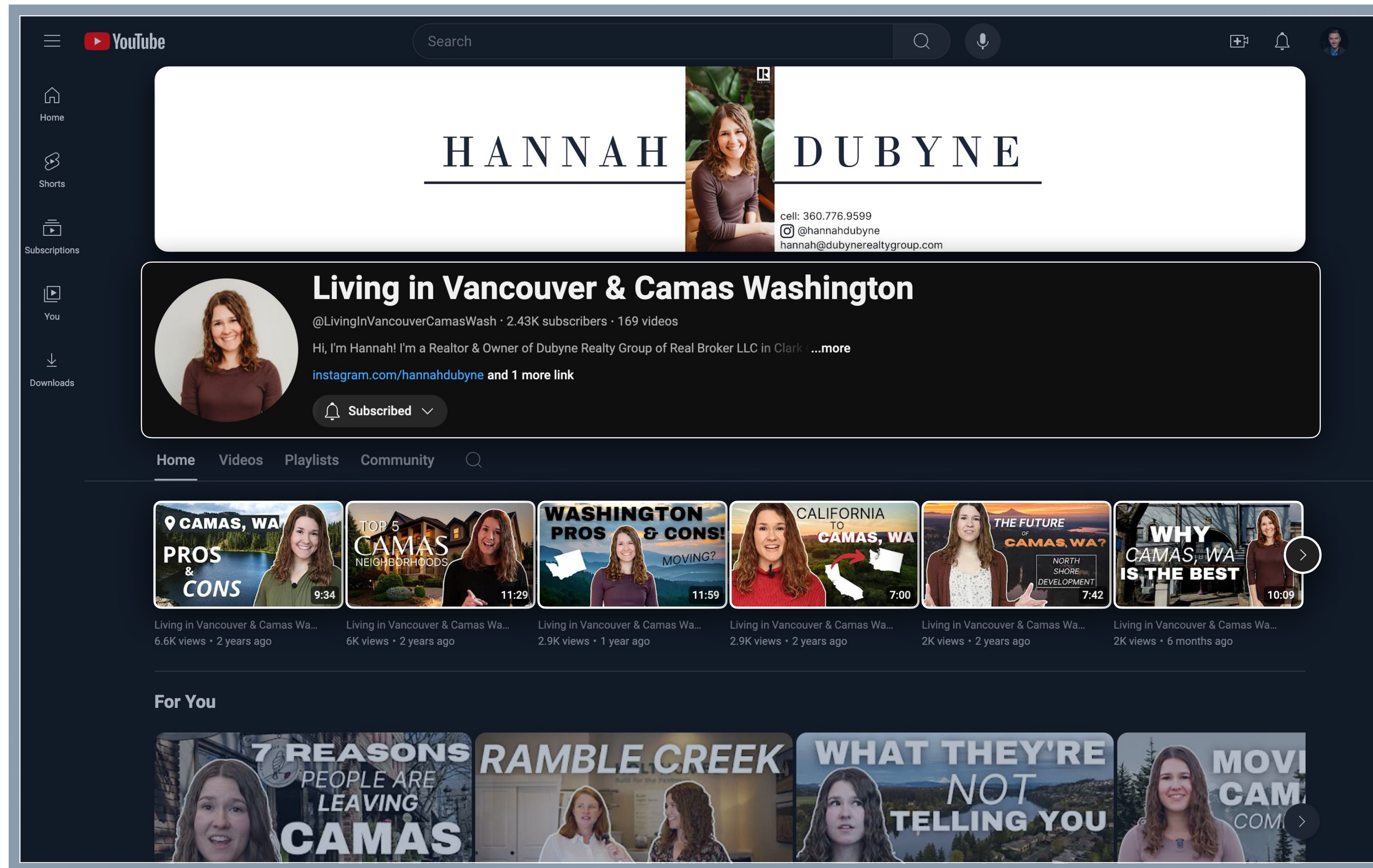
# AREA GUIDES



**“Averaging 200+ leads/mo. from YouTube. Year-to-date, we’ve sold 189 units for \$158M GCI.” -Ken Pozek**



# AREA GUIDES







@jasonpantana



*THE ALGORITHM PICKS UP  
WHAT YOU **PUT DOWN***



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# LISTING ATTRACTION

1	Online Reviews	3	Direct Mail
2	YouTube Channel	4	Email Campaigns



# NEARBY SALES



## April 92130 Real Estate Market Update

Prepared Exclusively for my Carmel Valley Neighbors

24	12	21	16
New Listings	Listings Under Contract	Sold Listings	Average Days On Market
\$3m	Average List Price	\$3.1m	Average Sales Price



If you are considering selling your home, please call me for an up-to-date home evaluation. This is a complimentary service I enjoy providing for Carmel Valley homeowners.

Felicia Lewis  
(858) 771-2897  
DRE #01872727



Felicia Lewis

(858) 771-2897

DRE #01872727

[felicia@felicialewisgroup.com](mailto:felicia@felicialewisgroup.com)

[www.FeliciaLewisGroup.com](http://www.FeliciaLewisGroup.com)

REAL LUXURY



I'd love to connect on social!



@felicialewisgroup

## Recent Carmel Valley Home Sales

Address	Bd	Ba	Sqft	List Price	Sold Price	Sold Date
4950 Rancho Verde Trl	5	6	8,244	\$6,690,000	\$6,690,000	4/5/24
13557 Penfield	5	4	3,502	\$2,985,000	\$3,100,000	4/5/24
3630 Torrey View Ct	5	4	2,834	\$2,488,000	\$2,650,000	4/4/24
5439 Shannon Ridge Ln	5	5	4,454	\$2,800,000	\$2,600,000	4/3/24
10871 Cadence Isle Ct	4	5	4,191	\$4,750,000	\$4,750,000	4/2/24
5369 Sweetwater Trl	4	5	3,122	\$2,699,000	\$3,020,000	4/2/24
12446 Del Vino Ct	5	6	6,304	\$5,850,000	\$5,800,000	3/29/24
4849 Carriage Run Dr	4	3	2,402	\$1,980,000	\$2,120,000	3/28/24
5190 Rancho Madera Bend	5	7	6,170	\$4,750,000	\$4,433,000	3/28/24
13461 Glenclyff Way	4	4	3,695	\$3,150,000	\$3,200,000	3/27/24
10529 Gaylemont Ln	4	3	2,734	\$2,500,000	\$2,750,000	3/25/24
7638 Heatherly Ln	4	5	3,346	\$1,969,900	\$1,969,000	3/21/24
4482 Rosecliff Pl	4	5	4,327	\$2,950,000	\$2,900,000	3/21/24
6373 Autumn Gold Way	5	4	3,178	\$2,150,000	\$2,260,000	3/21/24
3922 Santa Nella Place	3	3	2,220	\$1,679,000	\$1,818,835	3/20/24
13546 Silver Vine Path	4	3	2,810	\$2,378,000	\$2,525,000	3/20/24
3915 Del Mar Glen	3	3	2,232	\$1,950,000	\$2,250,000	3/14/24
10679 Gracewood Pl	5	4	3,094	\$2,799,999	\$2,875,000	3/11/24
14211 Fox Run Row	3	3	2,851	\$2,299,000	\$2,350,000	3/8/24
6701 Dondero Trl	4	3	2,432	\$1,899,000	\$2,030,000	3/4/24
5044 Pearlman Way	4	4	3,521	\$2,549,000	\$2,720,000	3/1/24



Are you curious to learn how much your home's value may have changed over the past 30 days?  
Find out today from your Carmel Valley neighborhood expert!



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# HOME VALUATION



Katie Day

Text me your address at 713-999-3663, and I'll prepare a professional home value report for you today.

MOVEMETOTX

The significant rise in home values has led to 32 of your neighbors selling their homes in the past 90 days.

This might not be for you, but if you're considering the idea of selling and just want to know how much your home is actually worth, text me your address at 713-999-3663, and I'll prepare a professional home value report for you today.



Katie Day



4.9 Stars 161 Reviews

If your property is listed with a Real Estate Broker, please disregard. It is not our intention to solicit the offerings or clients of other Real Estate Brokers.



---

# LISTING ATTRACTION

**1**

Online Reviews

**3**

Direct Mail

**2**

YouTube Channel

**4**

Email Campaigns





Vanessa Reilly

This Should Be Illegal: Here's Your Insider Trading Tip on Atlanta's Best-Kept Secret — Lulah Hills! 🏡 ✨

domo REALTY



THE ORLANDO REAL

BROUGHT TO YOU BY  
KEN POZEK



## Orlando Real Estate Market

The truth about price drops and rising inventory

Lower mortgage applications, home price reductions, and increased inventory! THE SKY IS FALLING! Or is it? We'll unpack our local market and see how things have changed in the past 6 months and where I see the market headed in the next 6 months. We'll also talk about some new developments, theme park updates, and more! Come hang out every Thursday for Q&A or watch the replay!

[Modern Homes](#)

[Website](#)

183 Willivee Drive, Decatur, GA 30033  
5beds | 3.5 baths | | \$499,000

OPEN HOUSE Saturday, October 19th 2-4pm



Good Morning, Thursday

May 4, 2023

## What's on my mind...

Last night I had dinner with some outstanding real estate and design professionals, people I truly admire for their amazing accomplishments as well as their fun personalities. As we sat enjoying great food and conversation, I felt proud that my friends were likable, ethical, kind, honest, and humble about their success. I realized after our time together that there was one trait that was common to each and every one of the outstanding success stories at the table.

What was the one quality that absolutely contributed to their enormous success and growth? ALL of them were innovators. ALL of them embraced change and remained consistently curious about our ever evolving world. Innovation in their lives and careers - that was the common theme.

Continuing to rely on proven methods is certainly an important element to a successful life and career. But it is through innovation that we have the ability to awaken the senses, stimulate the mind, and prosper. An inability to innovate puts us at the very real risk of being left behind - of becoming extinct.



A man with short brown hair and a beard, wearing a blue button-down shirt under a dark jacket, is sitting on a large, dark metal case. He is smiling at the camera. The background is dark and out of focus.

*If I was **YOUR COACH** and  
you wanted **MORE LISTINGS...***

**DATABASE**



AGENT OF  
*CHOICE*

OR

AGENT OF  
*CHANCE*







@jasonpantana

Q:

*How many numbers are  
in your phone contacts?*



---

**6% SELL**  
**PER YEAR**



The Tom Ferry & Revaluate Database Case Study

# 8 Agents/Teams, 500,000 Contacts...

## MISSING INFORMATION

Mailing addresses:

**250K**

Email addresses:

**125K**

Phone numbers:

**70K**



The Tom Ferry & Revaluate Database Case Study

# Audit Findings: *Your Database, Their Sales...*

## MISSING INFORMATION

Lost listings sold:

**5,161**

Lost listings volume:

**2.57B**

Lost listings fees:

**\$50-\$70M**





@jasonpantana

Q:

*Will MY GOAL require  
a new version of ME?*





**Can you make \$100k  
in 100 days?**

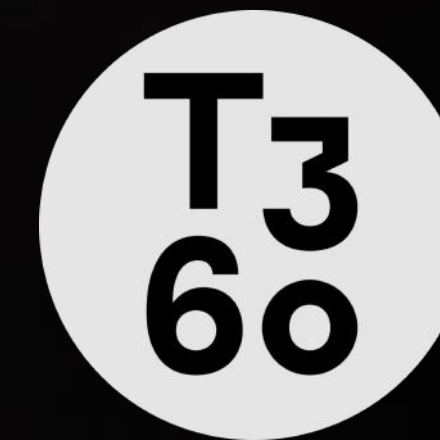




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# #1 COACH

*in Real Estate Training*



Proud to be recognized as  
the **#1 coaching & training**  
**company** in real estate.

