



**TF** TomFerry™

# #1 COACH

in Real Estate Training



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





THE LISTING EDGE

# 3 Questions

1. Who's in the room?



# 3 Questions

1. Who's in the room?
2. How many listings will you take this year?



# 3 Questions

1. Who's in the room?
2. How many listings will you take this year?
3. What are my top 3 listing attraction lead sources?

# **Why** Are You Here?

THE LISTING EDGE

---

# AGENTS JOIN US FOR 10 REASONS

---

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!





**“Less Effort, More Results!”**



David  
**CHILDERS**



Stephanie  
**YOUNGER**



Jason  
**PANTANA**

**Thank My  
Partners!**

THE LISTING EDGE



# *Thank You to Our (OC) Sponsors*





Powered By

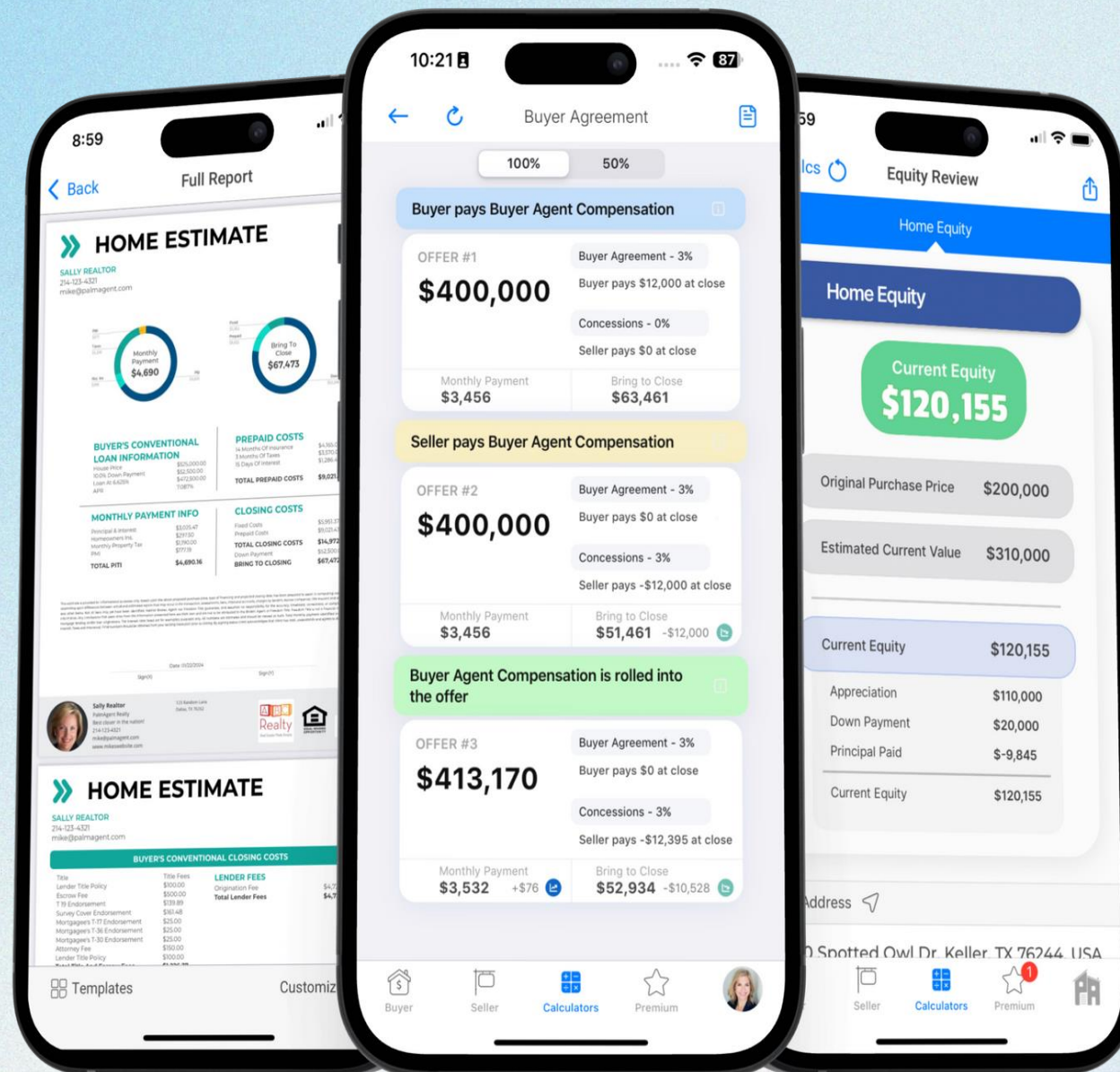
# PalmAgent

Real Estate's #1 Closing Cost  
App



SoCal EDGE

Scan to Download





**“Can 2025, be one  
of my best years **ever**?”**



# 2025 is the year of...

**UP!!!**



---

Am I open Minded?



Coachable?



?

**Q:** “Will My 2025 Listing  
Goals Require a **Different**  
**Version of Me?**”



**1. “If I was YOUR  
coach... & you  
wanted more  
listings...”**

# WHICH DESCRIBES MY APPROACH TO MARKETING?



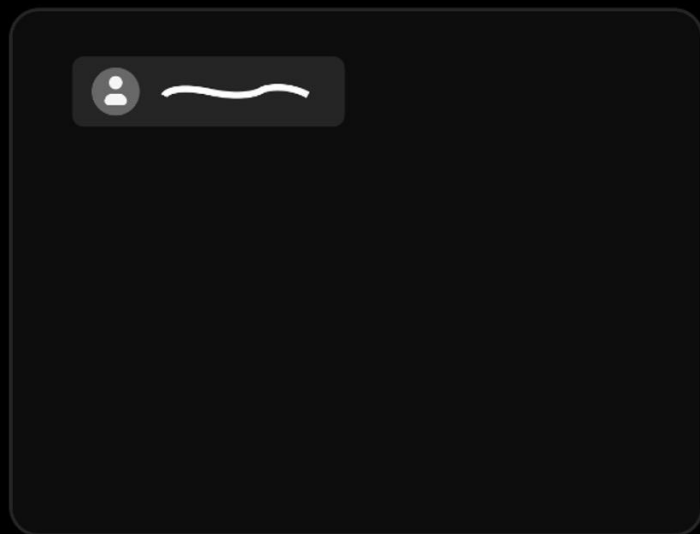
THE LISTING EDGE

***“If Marketing & Follow  
Up isn’t in  
Your Schedule.***

***It Doesn’t Happen Consistently!”***

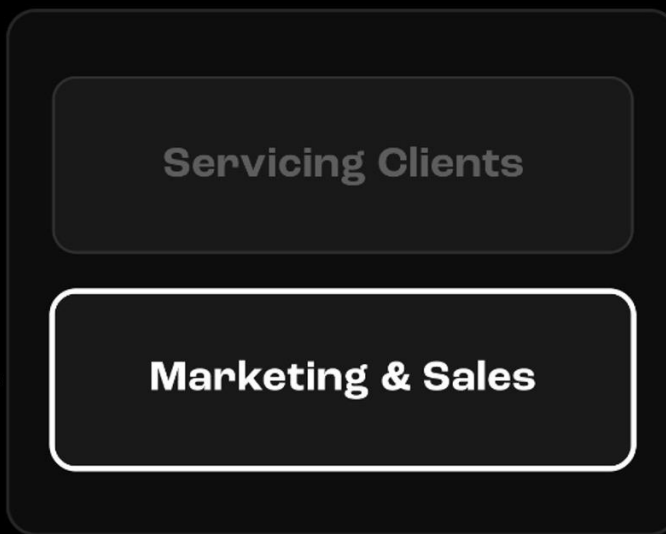
**IF**

Your pipeline is empty



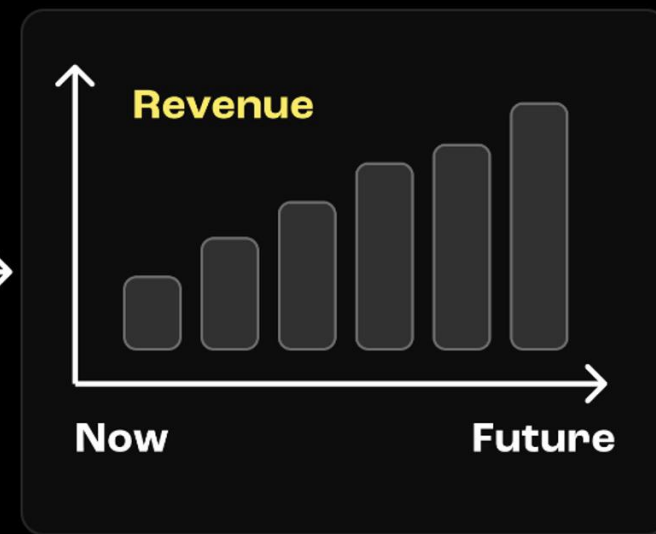
**Then**

You are putting all effort in



**Revenue**

Which results in



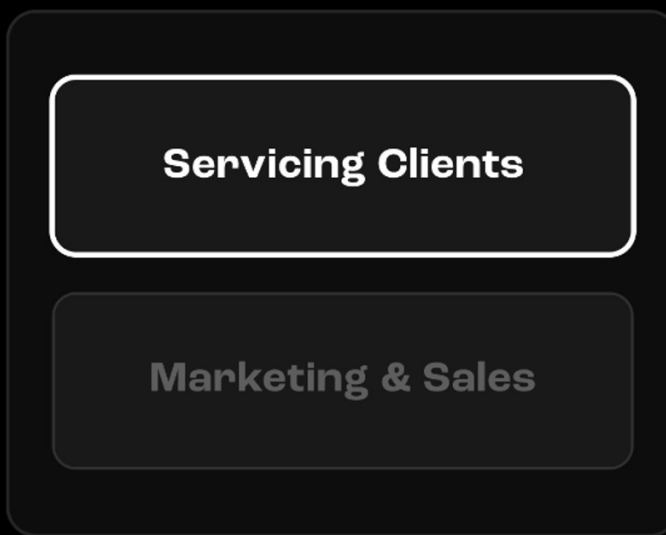
**IF**

Your pipeline is full



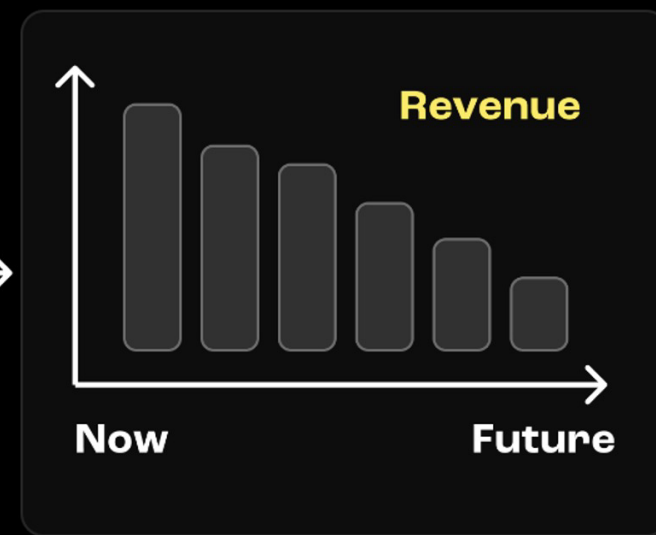
**Then**

You are putting all effort in

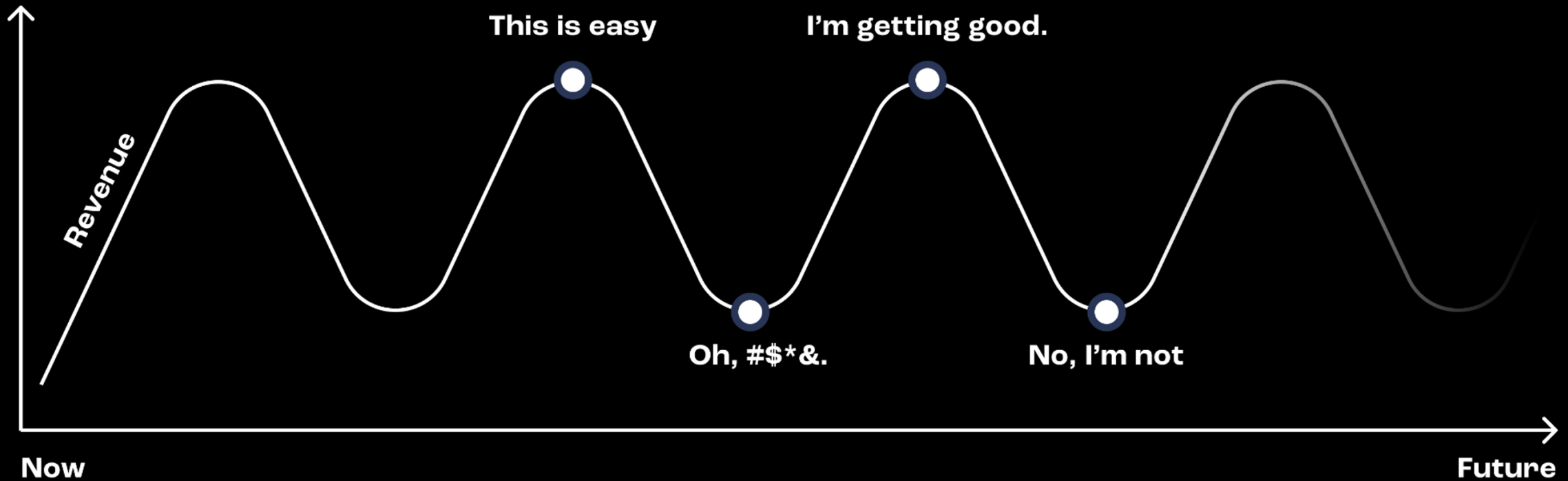


**Revenue**

Which results in

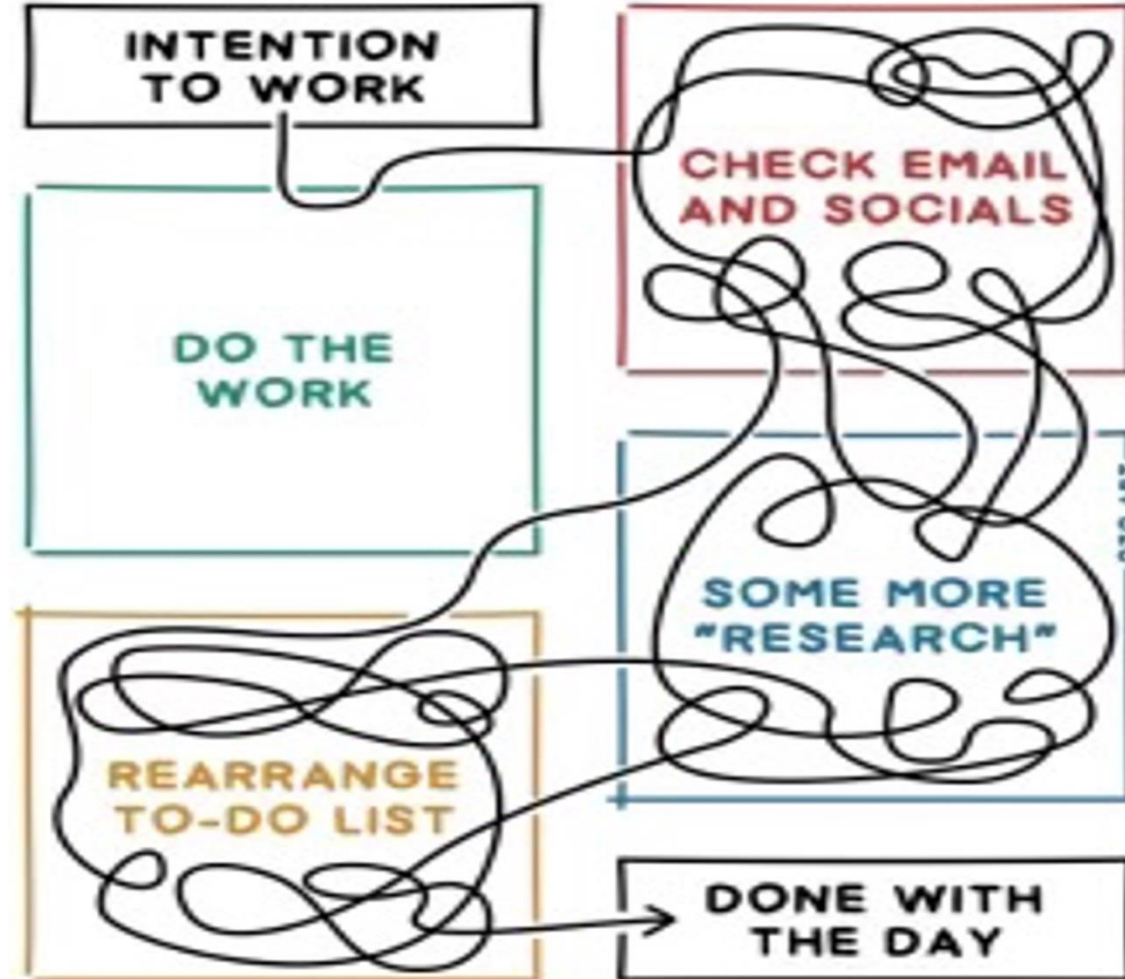


# KILL The Vicious Cycle

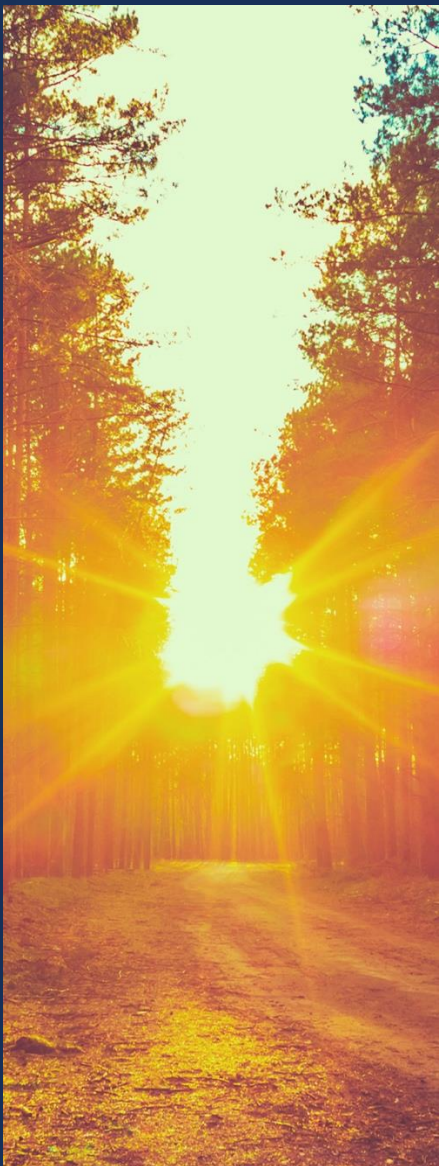




• **“What stops ME from  
marketing  
consistently?”**



You don't have a **time  
management** problem,  
you have a **prioritization  
problem!**



# Reimagine My Priorities

- 1. A morning routine that fires you up!** – *(capture on social)*
  - Exercise
  - Mindset – Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)!** – *(capture on social)*
- 3. Business morning routine**
  - Daily hot sheets – *(capture on social – “Did you know?”)*
  - Role play
  - 5/5/4/2 + Marketing
- 4. Managing your business, transactions, marketing**  
– *(capture on social)*
- 5. Going on appointments Or... More follow up!**  
– *(capture on social)*

**2. “If I was YOUR  
coach... & you  
wanted more  
listings...”**

**“You don’t have a Listing  
Attraction Problem,  
you have a Confidence  
Problem!”**



# 5 “must have” Confidences!

1. Marketing Confidence 
2. Appointment Setting Confidence 
3. Confidence in To Sell It 
4. Confidence to Follow Up (list or ☐ ) 
5. Confidence w/ Longer DOM 

**Which Confidence  
do I most need to  
Level Up?**

**3. “If I was YOUR  
coach... & you  
wanted more  
listings...”**

**“Prioritize Proven  
Listing Attraction  
Marketing!”**

Is there **BAD** vs  
**GREAT** Marketing?



A man with a beard and a shaved head is lying on his side on a dark couch, smiling at the camera. He is shirtless and wearing dark shorts. The background is a lush, tropical jungle scene with various plants and a large, stylized tree. The text "Not Your Daddy's Realtor" is written in a large, white, serif font across the top. In the bottom left corner, there is text about the agent's name and phone number. In the bottom right corner, there is a logo for "THE Shelhamer REAL ESTATE GROUP" and a phone number.

# *Not Your Daddy's Realtor*

Todd Pivetti | DRE 02133855  
Residential, income, and more

THE  
**Shelhamer**  
REAL ESTATE GROUP  
01960995

**THE LISTING EDGE**

Did you  
*hear about*  
your neighbor?

Scan here to find out!



PRESORTED  
STANDARD  
US POSTAGE  
PAID  
REAL MARKETING

Stephanie Younger Group | DRE# 01555996 | 7296 W. Manchester Avenue, Los Angeles, CA 90045. Published by REAL Marketing (RM) | www.REALMarketingPro.com | 888.952.4285 | ©2023 This postcard is not intended to solicit properties already listed for sale nor intended to cause a breach of an existing agency relationship. RMCR covered. Company is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License Number 01996038. All material presented herein is intended for informational purposes only. Information is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale or withdrawal without notice. No statement is made as to accuracy of any description. This is not intended to solicit property already listed.

5,700  
mailed.  
1952 scans.  
37 full  
form fills.  
1.89%



MONICA CARR  
REAL ESTATE GROUP

GLOBAL  
LUXURY™



\$320,000 is lot of money! The seller of our recent listing in Irvine was thrilled to see that much EXTRA CASH in their bank account compared to what their neighbor got for their identical home around the corner. Curious about our secret sauce? Check out the video and if you know anyone who could benefit from it, be sure to pass it along!

Start Here

Listing Attraction Plan

Phone & Text Scripts

Direct Mail Templates

Email Campaigns

Social Shareables

Viral Leaderboard

new

Best Ads

Best Instagram Reels

Best YouTube Videos

# Listing Attraction Plan

Feb 17 - Feb 21

Print Version

Monday  
Feb 17



Social Shareables

DOTW - Too Soon to preview



Direct Mail Templates

Deal of the Week Letter

Tuesday  
Feb 18



Email Campaigns

Timing the Market



Email Campaigns

Timing the Market (CA)

Wednesday  
Feb 19



Phone & Text Scripts

On-The-Fence Buyers

Thursday  
Feb 20



Social Shareables

A Lot Of Clients Are Cashing Out Their...



Social Shareables

Seller Lead Activation

Friday  
Feb 21



Direct Mail Templates

Zillow Is Good, We're Better



Social Shareables

Neighborhoods with...

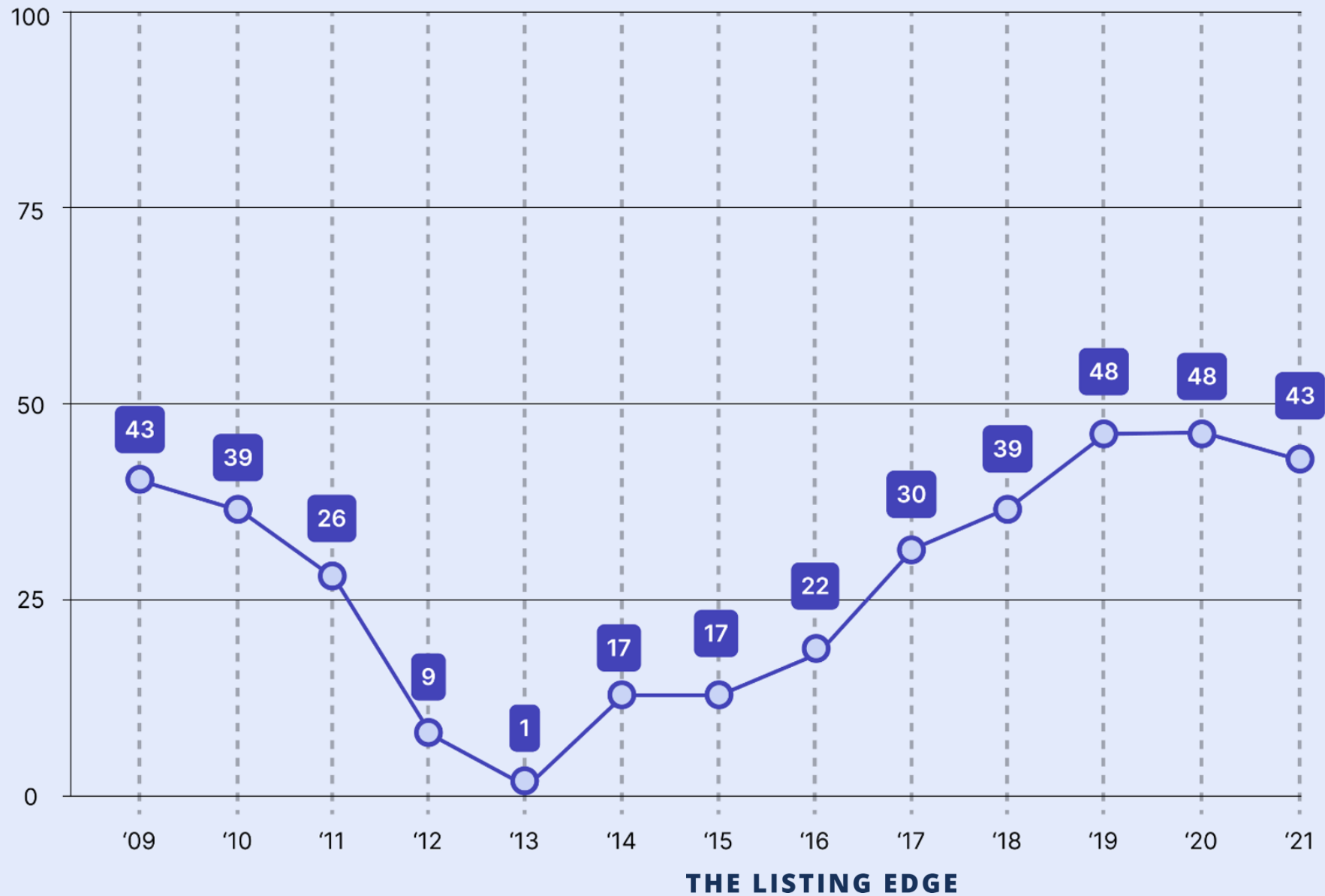
**4. "If I was YOUR  
coach... & you  
wanted more  
listings..."**





# **Acknowledge the Competitive Landscape.**

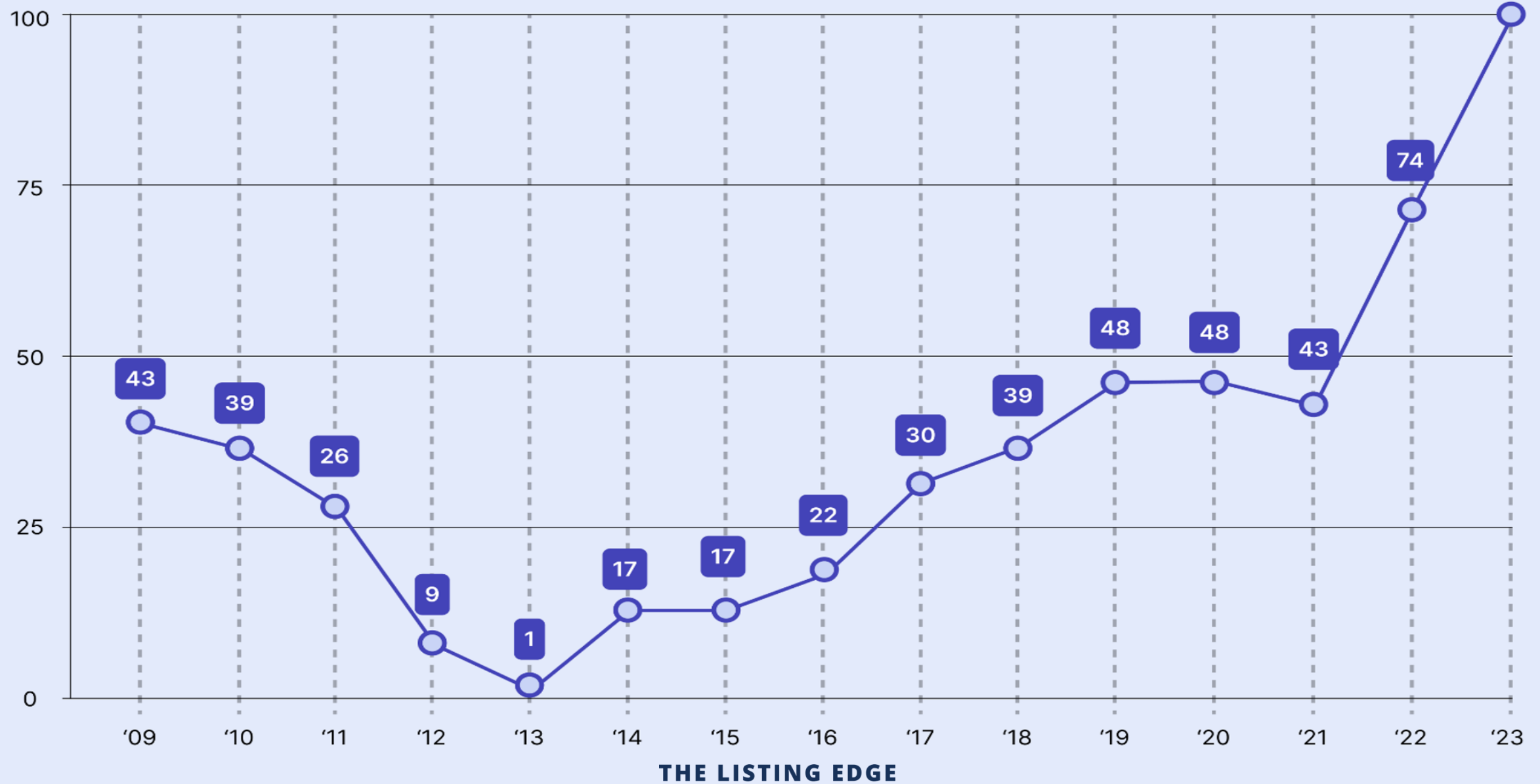
# Competition Index Trend (2009-2024)



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THE LISTING EDGE



?

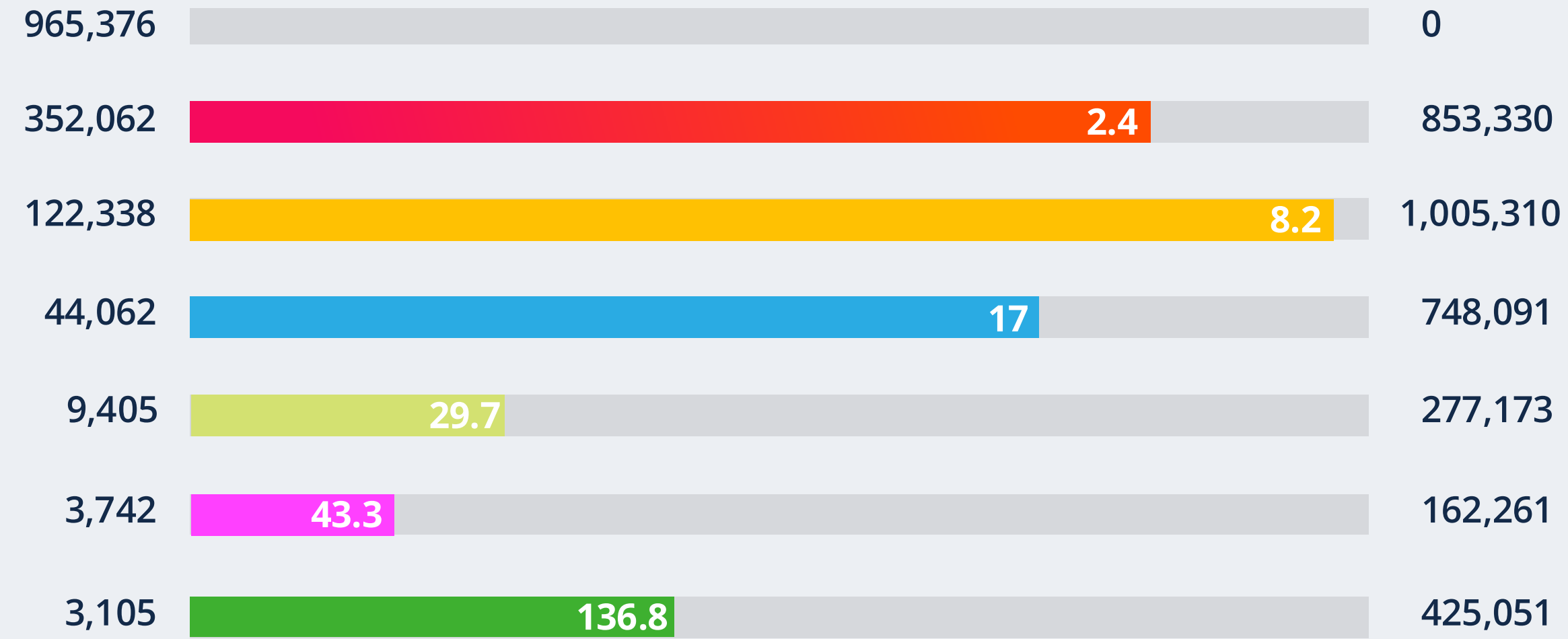
# Who Listed/Sold all Listings in 2024?

How Many Did I List & Sell?



# OF AGENTS

# OF LISTINGS SOLD



\*National Listing Sold Data by Agents 2024



**Q:** “Will My 2025 Listing  
Goals Require a **Different**  
**Version of Me?**”

**5. “If I was YOUR  
coach... & you  
wanted more  
listings...”**

# Stop the Loses

Then Add! 

**How many contacts  
do I have in my  
CRM/Phone?**




**6% sell annually!**

**But YOU Have a  
Problem.**

## The Tom Ferry & Revaluate Database Case Study

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

### Missing Information

-  1. Mailing addresses: **250K**
-  2. Email addresses: **125K**
-  3. Phone numbers: **70K**



## The Tom Ferry & Revaluate Database Case Study

# What the audit revealed...

Listings sold in your database, by other agents\*...

1. LOST listings sold: **5,161**
2. LOST Listing volume: **2.57 Billion**
3. LOST Listing commissions: **\$50 - \$70M**

**Clean Up Your Mess!**  
**You're Losing**  
**Listings!**



**Stop the Losses**  
**Then Add!**



# Carolyn YOUNG

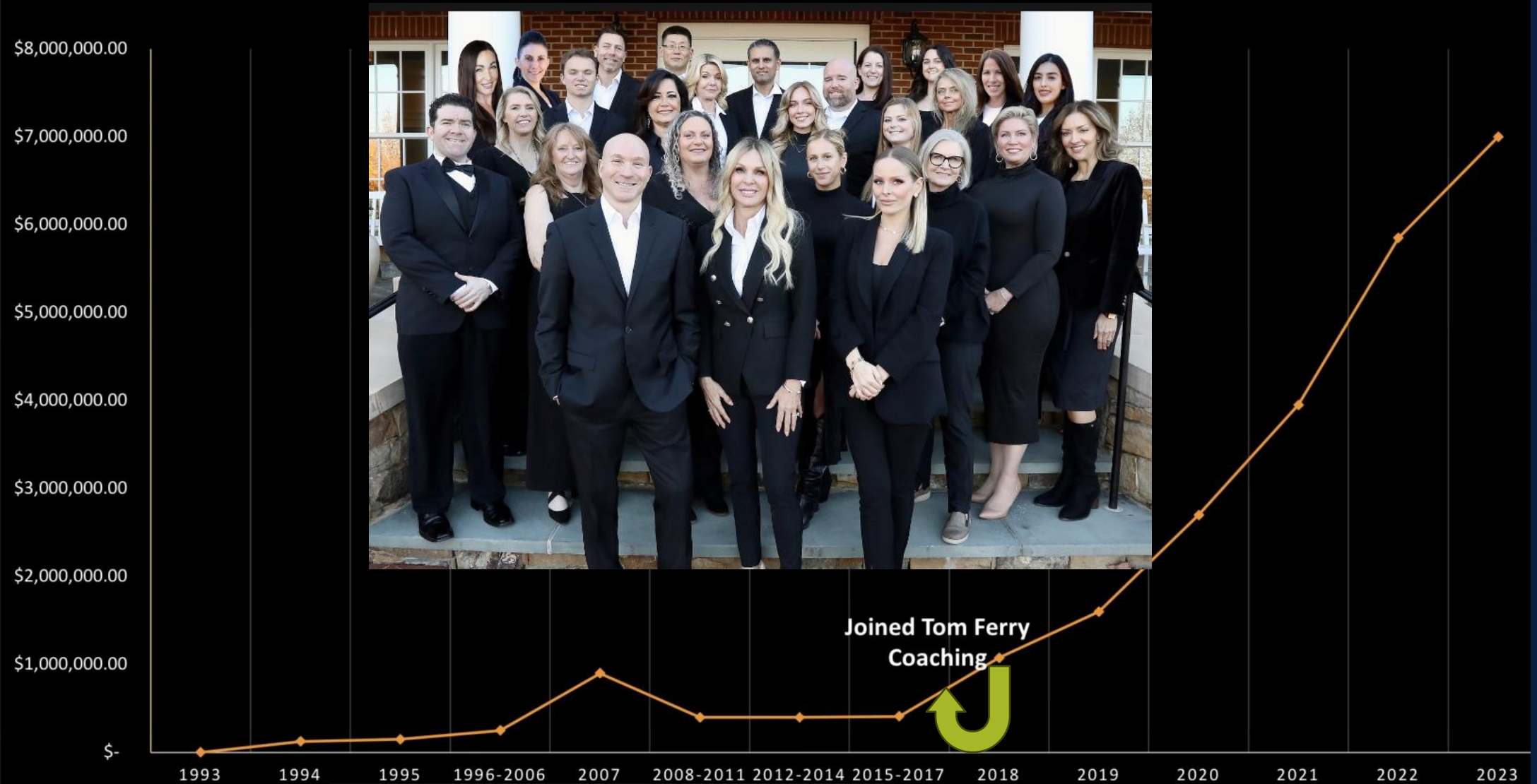
**After 24 years in business, earning  
\$300k a year. Now over \$7mil in 7yrs!**

**THE LISTING EDGE**





## TOTAL GCI 1993 TO 2023



THE LISTING EDGE

# **Q: Where Am I **Most Likely** to Find Sellers?**

- **My Past Clients & Sphere**
- **Geographic Farming**
- **Holding Mega & Open Houses**
- **Doing Direct Mail – “I have a buyer” with a QR code**
- **Arbitrage Sellers (Z, RDC, SOLD, HomeLight) sites**
- **Social Content that Generates Sellers**
- **Doing Niche Farming**
- **Circle Dialing / Door Knocking Around Recent Sales**
- **Agent-to-Agent Referrals**
- **Google Advertising PPC/GLSA**
- **Marketing to NOO / Investors**
- **Join Networking Groups**
- **Expired Listings**

# 7 More Listing Attraction Sources

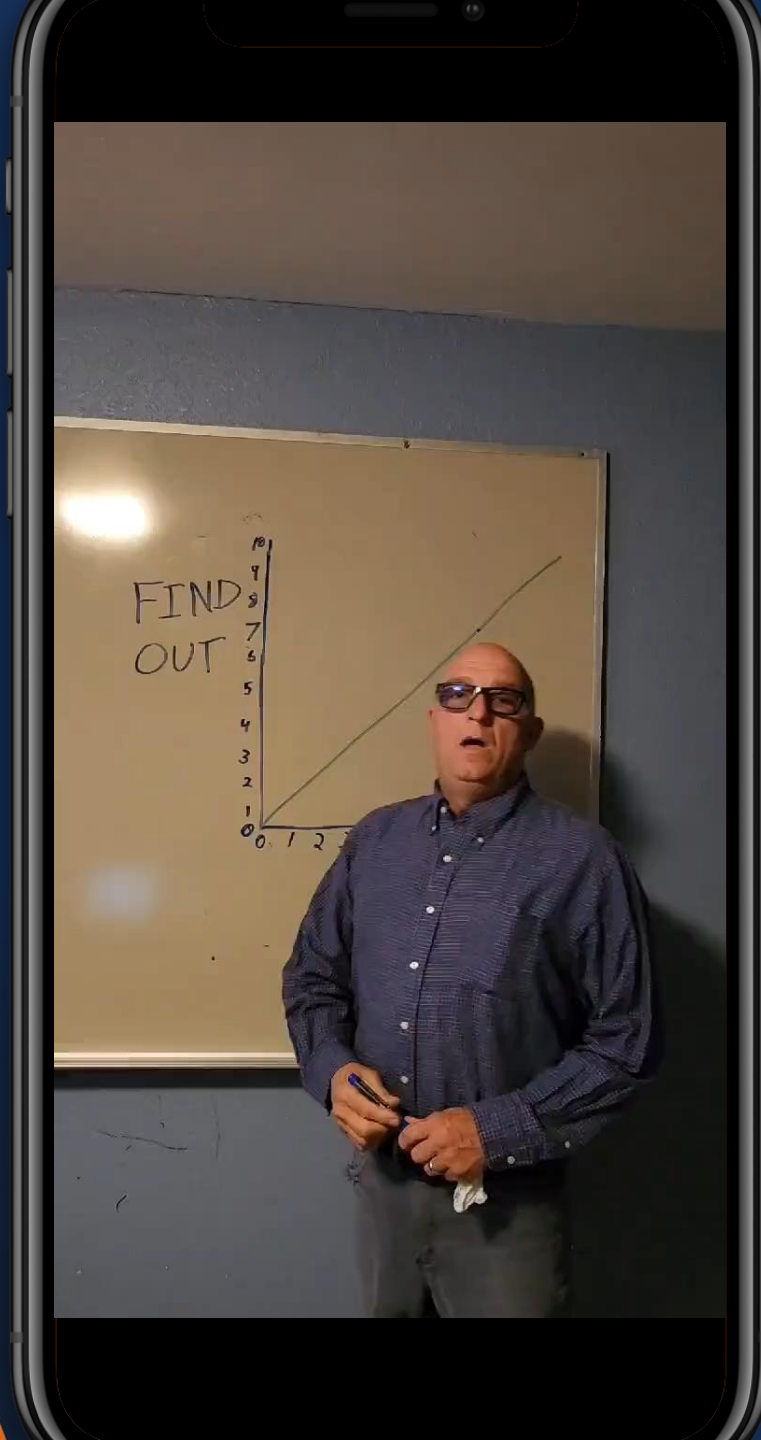
- 1. 70+ year old homeowners, in two story homes as a niche farm. Direct mail, handwritten notes, drop note cards, a fridge magnet, drop a professional CMA, with stories about the neighborhood. Become their agent.**
- 2. List/buy under built lots, zoned for R2+ with an SFR – Jim Allen**
- 3. Expired listings (because of who you are in the market).**
- 4. Seminars for home sellers – Maureen Folan**
- 5. Listing Airbnbs in market that have become saturated or the local legislation has changed.**
- 6. Build your own professional network of service providers. Help them grow – Amy Stockberger**
- 7. Pick a niche (w/ a large enough TAM) and become the expert**



**1. Besides my database What's worked in the past??**

**2. What are the opportunities in my market?**

**3. Who am I best suited to serve?**



TF TomFerry.

## How to Find Out What Works?

**Where do I need  
to FOFA?**

# Break

THE LISTING EDGE

# David CHILDERS



**What will I  
commit to?**

Stephanie  
**YOUNGER**

**Compass Los Angeles**





**What will I  
Add/Adjust?**



# How's Your Mindset?

# 4 Types of **Real Estate Agents**

## **Dabblers**

Prey to “shiny pennies.”  
Looks for the easy route.  
Ruled by inconsistency.

## **The Committed**

Has a “growth mindset.”  
Capable of more. Decisive &  
Committed. All About Action

## **The Wingers**

They “wing” everything;  
operates from memory.  
Everything takes too long

## **The Know-it-All's**

Self explanatory. Their  
knowledge is their financial  
ceiling. IYKYK

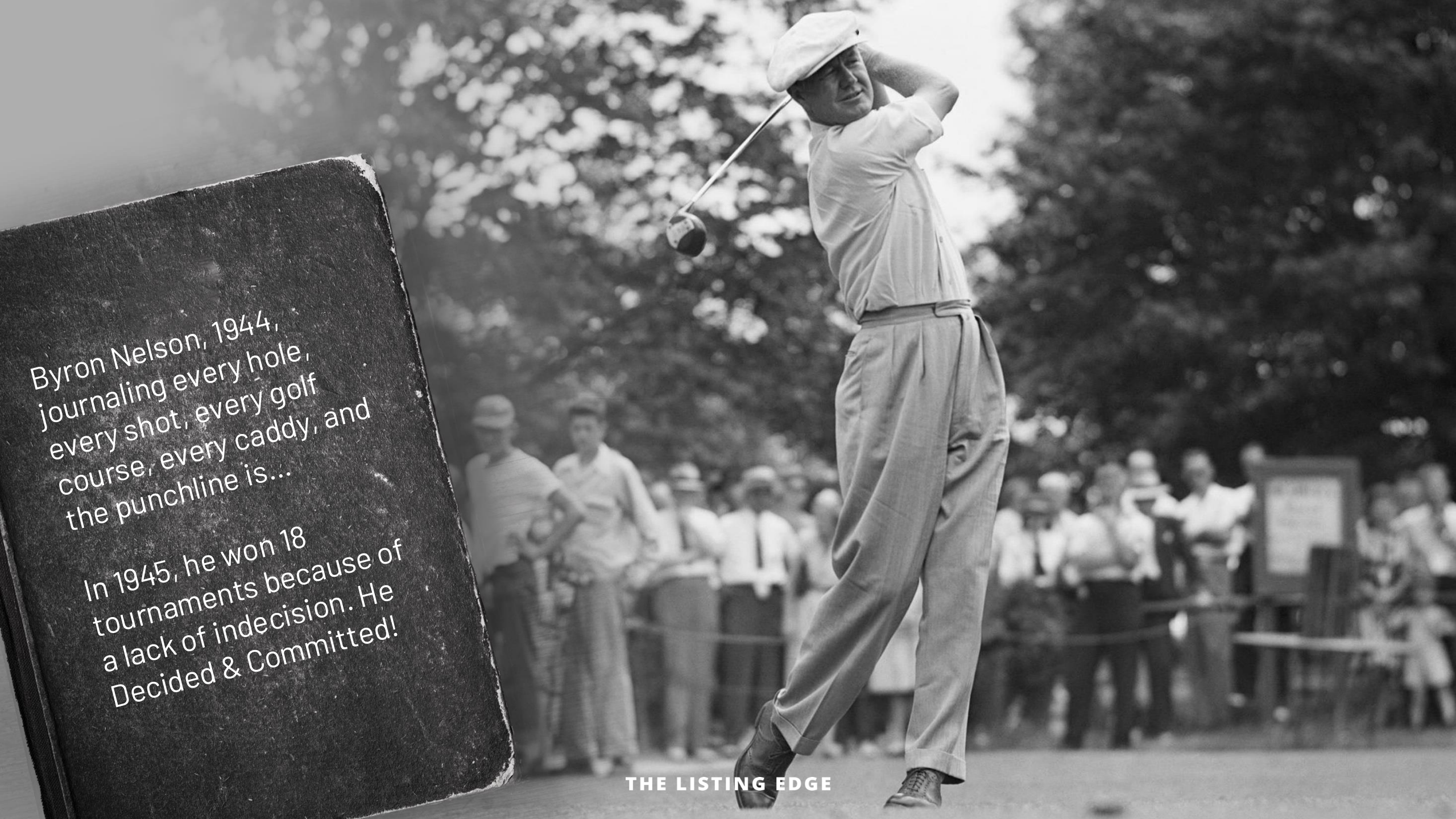
What's  
"THE"  
question I  
get asked  
the most?

**"After 70,000  
hours of coaching,  
what is it that  
separates,  
BAD from AVERAGE,  
GOOD from GREAT,  
GREAT from  
EXTRAORDINARY?"**

1

# DECISIVENESS





Byron Nelson, 1944,  
journaling every hole,  
every shot, every golf  
course, every caddy, and  
the punchline is...

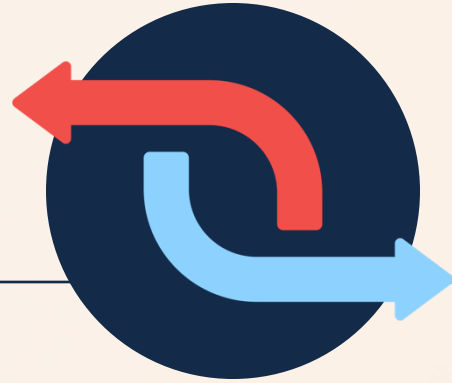
In 1945, he won 18  
tournaments because of  
a lack of indecision. He  
Decided & Committed!



Decide and

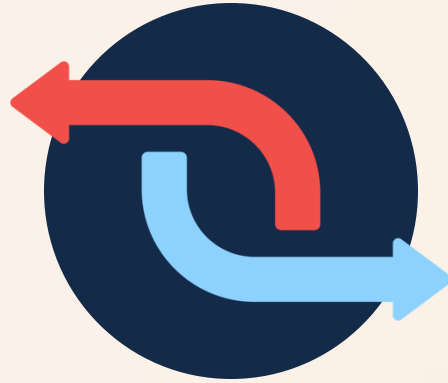
Fully Commit





**What is the  
opposite of  
decisiveness?**

# Helplessness



**Has there ever been a time when you waited to long to make a decision?**


**Have you ever missed an opportunity because you couldn't make a decision?**

**Has a client of yours ever lost, because they couldn't make a decision?**


1

# DECISIVENESS


# They make decisions, FASTER!

-  **1** Clear on what I want?


---

-  **2** What has to be eliminated?


---

-  **3** What has to be added?

---

-  **4** What has to be delegated?

---

-  **5** What has to be “parked”, to deal with later, “Not right now?”

---



**DECIDE and**  
**FULLY COMMIT**

---



# Lunch

THE LISTING EDGE



Start Here

Listing Attraction Plan

Phone & Text Scripts

Direct Mail Templates

Email Campaigns

Social Shareables

Viral Leaderboard

new

Best Ads

Best Instagram Reels

Best YouTube Videos

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Direct Mail Templates

Zillow Is Good, We're Better



Social Shareables

Neighborhoods with...





?

**“What ARE the leading  
indicators of MY success?”**

**(the cause of your effect)**



# The Ultimate Success Formula!

---

THE LISTING EDGE

---

# The Formula is

1. **Get** Appointments
2. **Go** on Appointments
3. Signed **Contracts**
4. **Repeat**



What Would Happen if I  
Followed this Plan for 100  
Days?"

# Why Don't I Really Play Full Out?



The Addiction to...

# OPINIONS OF OTHERS





The Addiction to...

# DRAMA



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The Addiction to...

# THE PAST



THE LISTING EDGE

The Addiction to...

# WORRY



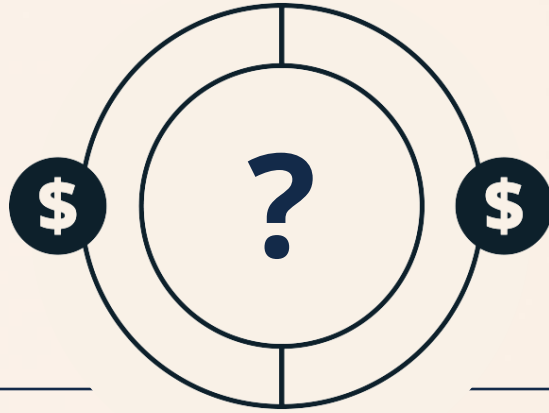
THE LISTING EDGE



What would my  
business look like,  
playing at **Level  
10?**



THE LISTING EDGE



**What are my two biggest  
personal expenses?**

# Biggest Expenses

2. Taxes  1/2

1. My Delta      
(everyone pays)



# Break

THE LISTING EDGE



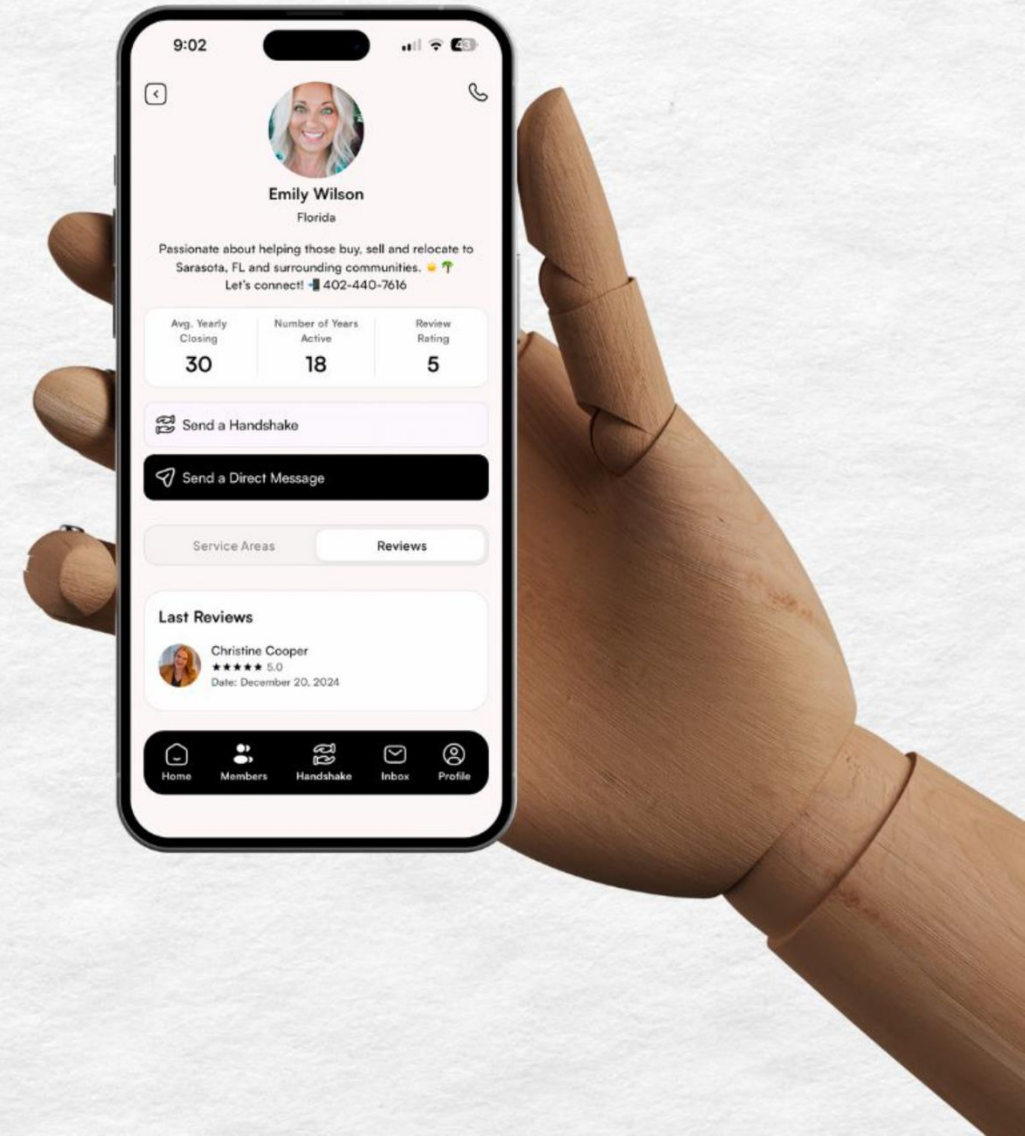
# Jason PANTANA

**Ai Marketing Academy**





Join Beta Today  
2,400 Requests & Counting



---

**Q: What distracts me?**

**Q: Who distracts me?**

**Q: How often do you  
attempt multi-tasking?**

---

# Who Can Count?

# PITFALLS of TASK SWITCHING:

**50%**

**More  
Errors!**

**40%**

**Less  
Effective!**

**DISTRACTION-FREE  
ACTION SOLVES  
EVERYTHING!**

---



**FOCUS ON YOUR 2025 GOALS**



**EVERYTHING ELSE IS JUST  
A DISTRACTION! 🎯**



**What will I  
commit to?**

# 5 “must have” Confidences!

1. Marketing Confidence 
2. Appointment Setting Confidence 
3. Confidence in To Sell It 
4. Confidence to Follow Up (list or ☐ ) 
5. Confidence w/ Longer DOM 



- Push-to-Talk Roleplay
- Local Market Info & Content Creation
- The Autonomous Agent: Complete Automation Features
- Tom AI Chat: Real Estate's Most Advanced AI Chatbot

# Revii™



**14-day  
free trial**





**How can we install  
more **structure**  
to the business?**



# 4 Things

THE LISTING EDGE





## What are my personal goals for the next 90 days?

Relationships?

Health?

Spirit?

Savings?

Contribution?





What are your **3 most important** goals for the quarter?

5/5/4

# What are you committed to in the next 12 weeks?

## HEALTH

- ✓ Get your bloodwork done
- ✓ Lose (x) pounds
- ✓ Exercise X times
- ✓ Kill alcohol
- ✓ Daily meditation/  
Kill stress

## FINANCE

- ✓ Cut dumb spending
- ✓ **Create a P&L**
- ✓ Have ChatGPT analyze it (redacted)
- ✓ Post your pre-tax profit goal everywhere

## BUSINESS

- ✓ Improve your skills (revision)
- ✓ Improve your innovation (AiM)
- ✓ **(x) Listing appts!**
- ✓ Improve your communication skills

# Get It Up & Visual!

THE LISTING EDGE



# ↑ PROFITABILITY to 35% - LIST 500 PROPERTIES - ADD 48 AGENTS

SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
<ul style="list-style-type: none"> <li>401 units, 170M volume,</li> <li>↑ conversion by 5%</li> </ul>	<ul style="list-style-type: none"> <li>Scale for 10 new agents/month</li> <li>streamline training platform</li> <li>operationalize conversion</li> </ul>	<ul style="list-style-type: none"> <li>2 transactions for every listing</li> <li>1% conversion of database</li> <li>50 closed deals from social media</li> </ul>	<ul style="list-style-type: none"> <li>+ 4 agents per month</li> <li>+ 24 legacy agents</li> <li>4 recruiting events</li> </ul>	
Conversion Tracking System Trainual - Lessons Trainual - Video support Lead Rotation Management Mentor Training Establish Tiers Visual for bullpen Tracking System Hire ISA Train ISA	Trainual - Onboarding Trainual - New Agent Training Trainual - Exp Agent Training Trainual - All JMO Processes KPI Tracking System Campaigns for Zip Codes Cognito Sold.com Google Voice Last Pass ISA System (c) Action Plan - Buyer Under Contract Action Plan - Seller Under Contract Agent Checklist / Task Reminders Circle Dial Google Reviews	<div>Website Goods</div> <div>SE SW NE NW</div> <div>Action Plans</div> <div>Seller Narrative Explores New Construction Lease 1 year Lease 2 year FSBO</div> <div>Recruiting Emails (24) Buyer Presentation YouTube Ads Google PPC</div> <div>VIDEO</div> <div>Listing Campaign</div> <div>Favorite Room Professional office Listing presentation Listing coordinator Photographer Mailbox Staging Neighborhoods Dr. showing a house / call Support Team Showing Smart Setting seller expectations Se. Julepa Open House What good commercial Language Super vs. Local Buy</div> <div>Recruiting Campaign</div> <div>Tools to Secure Lead capture Training (Dial) / Mentor Listing collateral</div> <div>Community Pages</div> <div>Casa del Grand Lakes Rhythm Bridgewater Cane Island Old Mary Cinn. SW CASA CREEK</div> <div>Other</div> <div>Seller - Listings Live Seller - Under Contract Buyer - Buyer guarantee Buyer - Looking at homes Buyer - Closing table</div>	<div>calls per day</div> <div>interviews per week</div> <div>Q1 event</div>	SISU → CTE Tracking System Referrals Legacy Pod Leaders 2023 Budget List to close process refinement supra/sign pick-up client on line email Slack until closing Caption vault Listing Coordinator Hire



Jamie McMartin

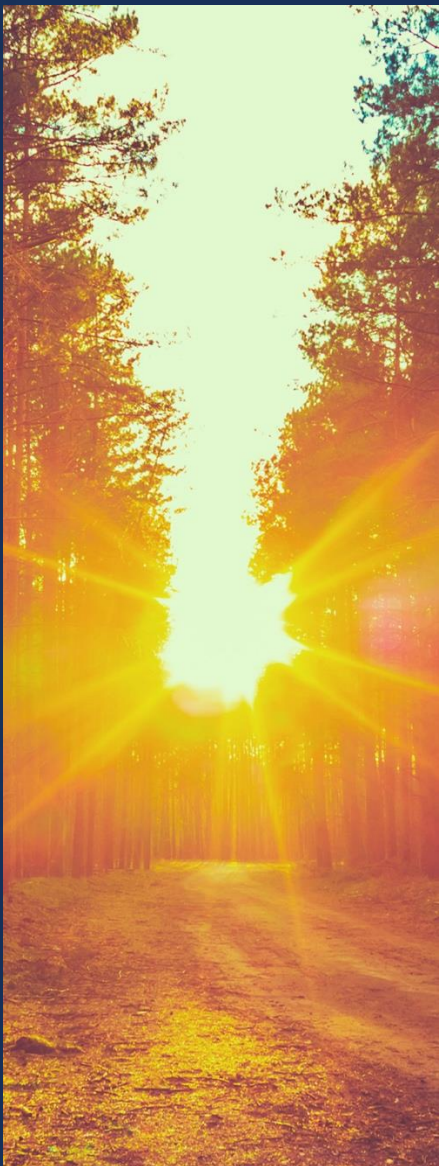


“Remember, if it’s not  
in my schedule,  
**it doesn’t get done!**”

Tom

THE LISTING EDGE





# Reimagine My Schedule

- 1. A morning routine that fires you up!** – *(capture on social)*
  - Exercise
  - Mindset – Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)!** – *(capture on social)*
- 3. Business morning routine**
  - Daily hot sheets – *(capture on social – “Did you know?”)*
  - Role play
  - 5/5/4/2
- 4. Managing your business, transactions, marketing**  
– *(capture on social)*
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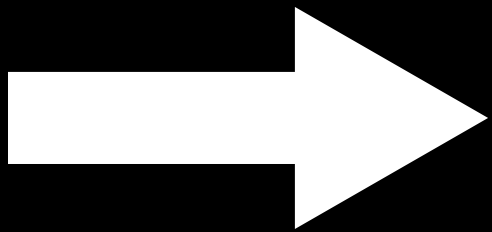




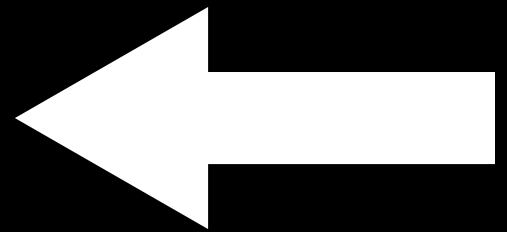
## ***"Move it Forward" Meetings***

- 1. Weekly Dashboard Review/Commitments**
- 2. Weekly Marketing Meeting**
- 3. Weekly Sales Improvement Meeting**
- 4. A Focused Weekly Coaching Session**

**When we**  
**MEASURE PERFORMANCE,**



Performance Improves







Jason Farris ▶ TFYC Core+ Private Group

Follow · January 6 ·

I was asked to post my final numbers from my 2016 individual listing appointment goal board here in this group (previously posted in Elite group) - I hope it inspires you. I'm excited for the new year because now I truly know what is possible.

I am over flowing with gratitude! Big thanks to Steve, Tom and the entire TF community.

Like Comment



# The 2 most **important** checklists



# Daily Checklist

- ☐ Powerful morning routine
- ☐ Market intelligence (*daily hot sheets, showing time, interest rates*)
- ☐ (Team) huddle-up (*what's our outcomes for today?*)
- ☐ (Team) role play (*objection*) handling & Role play with **REVii**
- ☐ Hours of Power | Follow-ups (5/5/4) & post that I did it!
- ☐ Meet with my TC/assistant & review all under contracts
- ☐ Pending/Listing check-ins
- ☐ 2 social posts on all channels
- ☐ Afternoon follow-ups
- ☐ Go on (x) appointments daily

# Weekly Checklist

- |  |  |
|--|--|
| <input type="checkbox"/> Film 1 to 2 shows                                   | <input type="checkbox"/> All seller's follow-up                      |
| <input type="checkbox"/> Study competition                                   | <input type="checkbox"/> Manage / execute marketing plan             |
| <input type="checkbox"/> Review my #'s (week, month, year)                   | <input type="checkbox"/> Book (x) appointments                       |
| <input type="checkbox"/> Coaching sessions                                   | <input type="checkbox"/> List (y) homes                              |
| <input type="checkbox"/> Powerful skill development                          | <input type="checkbox"/> Sell (z) homes                              |
| <input type="checkbox"/> Team meeting  | <input type="checkbox"/> Close (a) houses                            |
| <input type="checkbox"/> Review projects ( <i>Do/Doing/Done</i> )            | <input type="checkbox"/> Preview properties for clients              |
| <input type="checkbox"/> Project "do" time ( <i>working on my business</i> ) | <input type="checkbox"/> Virtual / open house / mega open house prep |



**What will I  
commit to?**

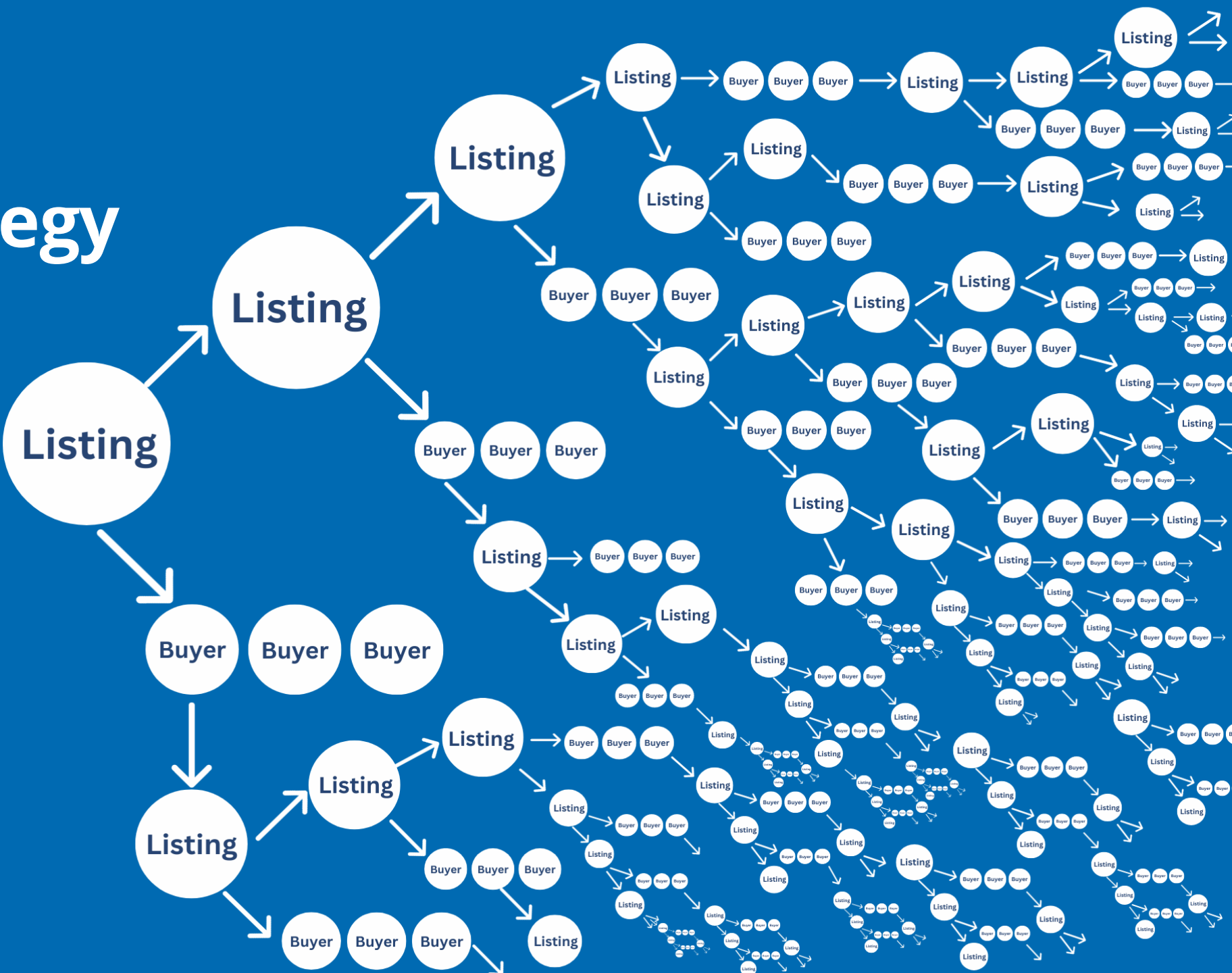




thank  
you

THE LISTING EDGE

# The Viral Listing Strategy





# How to create incredible video testimonials w/ clients?

Post Close. Invite to a zoom & ask these questions +

What fears did you have about buying or selling your home?

What process did you use to select us or me to represent you?

What would you do differently?

How did we handle the process for you? (then: any recommendations to improve?)

Would you recommend me/us to your friends? (if yes, why?)



The background of the slide is a light blue map of a city street grid. In the upper right corner, there is a large, thin orange circle. A thin orange horizontal line spans the width of the slide, positioned just above the main text.

# Who has Noticed the Sales Cycle Getting Longer?



# Why Most Agents Fail to Earn What They Deserve?





Most quit  
here 

**BoomTown!**

# It's not the Leads, it's the Follow Up

Lead "Batting Averages" on Closed - By Assigned Agent; At least 15 total closed or missed transactions

Assigned Agent	Leads	Closed	% of Leads Closed	Missed	% Share of Closed to
John [REDACTED]	235	6	2.6%	17	26%
Christine [REDACTED]	261	6	2.3%	25	19%
Alex [REDACTED]	2090	9 	0.4%	184 	5%
Jennifer [REDACTED]	332	9	2.7%	27	25%
Jake [REDACTED]	141	9	6.4%	12	43%
Kayla [REDACTED]	153	4	2.6%	11	27%
Kristina [REDACTED]	209	8	3.8%	25	24%
Lindsay [REDACTED]	188	7	3.7%	23	23%
Matt [REDACTED]	242	7	2.9%	27	21%
Cal [REDACTED]	252	7	2.8%	33	18%
Shannon [REDACTED]	270	13	4.8%	26	33%
Joan [REDACTED]	76	6	7.9%	10	38%
<b>Total</b>	<b>4416</b>	<b>91</b>	<b>2.1%</b>	<b>419</b>	<b>18%</b>



**So, What am I  
Really Saying?**



# I need a schedule that causes conversion

8:15am - 9pm

9am - 11am

11am - 12pm

12pm - 1pm

1pm - 3pm

3pm - 6pm

6pm - 9pm

Prior 24hr follow up

Have conversations, set appts (new + follow up)

Training or staff meeting

Working lunch (simple follow-up / text / emails)

Personal time / errands / attend closings

Appts / afternoon follow up/prospecting

Quiet time @home / correspondence



**Work like a  
hair salon!**



# Stop Following Up, “Checking In” & Chasing

I bet you're a lot like me... and you work from a calendar... OR... “the fact that we're both busy people...”

Since you guys want to start the process in (time frame)

**Buyer:** Let's pencil in a time to touch base, get caught up on the market, interest rates, recent sales in (1/2 the time frame) so (month), beginning or end better for you? Beginning of the week or end? Morning? Afternoon? Okay... lets do (exact time) cell or zoom? Great I'll email you a calendar invite... (pause). Sent. (name) if ANYTHING comes up... would you just text me?



# Stop Following Up, “Checking In” & Chasing

I bet you're a lot like me... and you work from a calendar... OR... “the fact that we're both busy people...”

Since you guys want to start the process in (time frame)

**Seller:** Let's pencil in a time to start the pre-selling strategy session... (1/2 the time frame) so... (month), beginning or end better for you? Beginning of the week or end? Morning? Afternoon? Okay... let's do (exact time) cell or zoom? Great I'll email you a calendar invite... (pause). Sent. (name) if ANYTHING comes up... just text me... in the mean time... don't do anything to home until our strategy session okay?

# The Viral Listing Strategy

