



THE LISTING EDGE

THE LISTING EDGE



TF TomFerry™

#1 COACH

in Real Estate Training

SP 200
2025

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



Tag Tom on your social posts



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry

@TomFerry

@Ferryintl

#FerryIntl

#TomFerry



Tom J

THE LISTING EDGE

OUTCOMES!



CLARITY.



ACCELERATE OUR RESULTS.



LIST MORE HOMES IN 2025.



PRUNE – THEN ADD.



SHARPEN THE EDGE.

Jimmy
MACKIN

Jason
PANTANA

David
CHILDERS

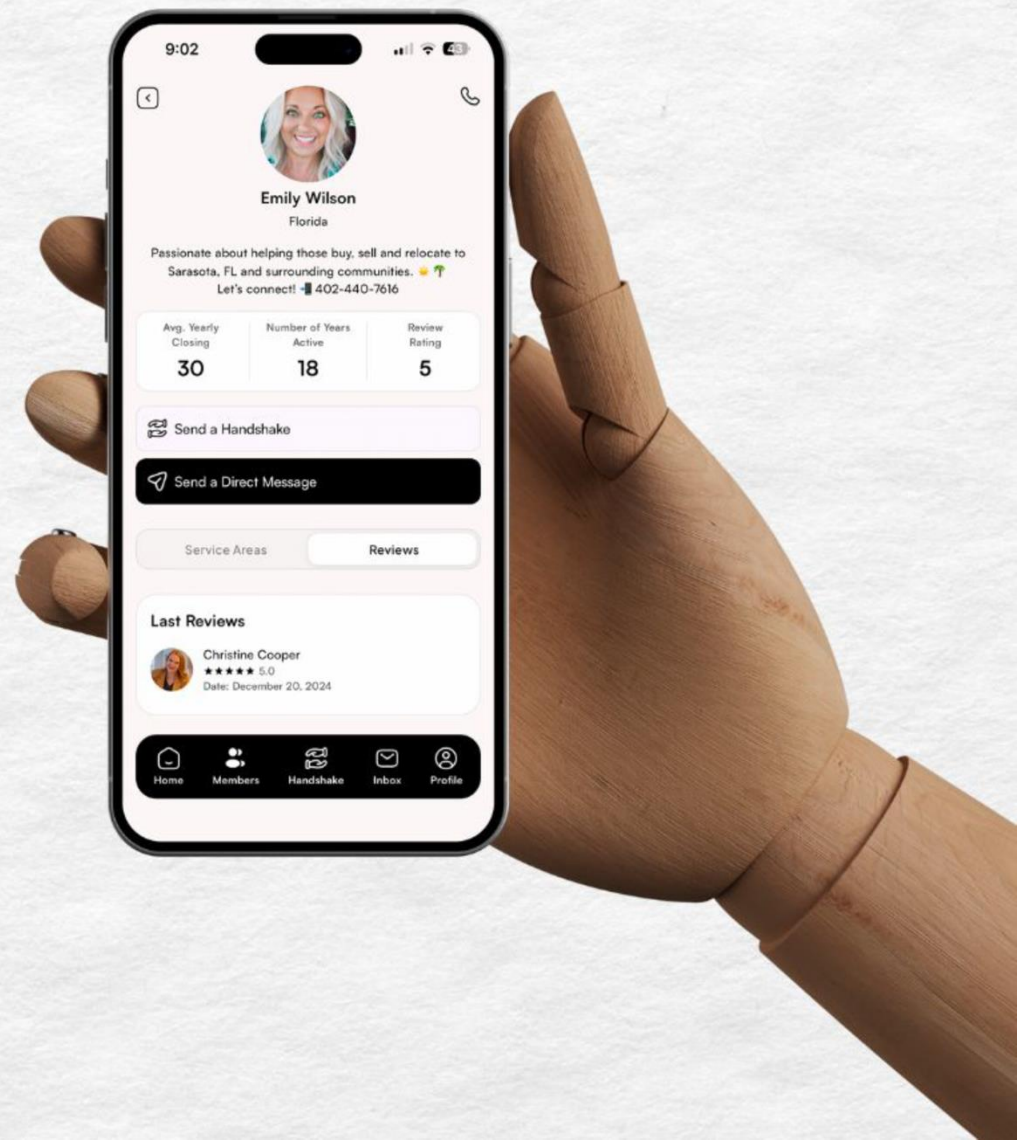
Kristi
JENCKS



THE LISTING EDGE



Join Beta Today
2,400 Requests & Counting



**Thank Your
Title Partners!**

THE LISTING EDGE

Thank Your Title Partners!



CHELSEA
TITLE COMPANY

The logo for Chelsea Title Company features the word "CHELSEA" in a large, blue, serif font, with a horizontal line underneath it. Below the line, the words "TITLE COMPANY" are written in a smaller, blue, serif font.

Chelsea Title



Fidelity National Title



LandCastle Title Group



Powered By

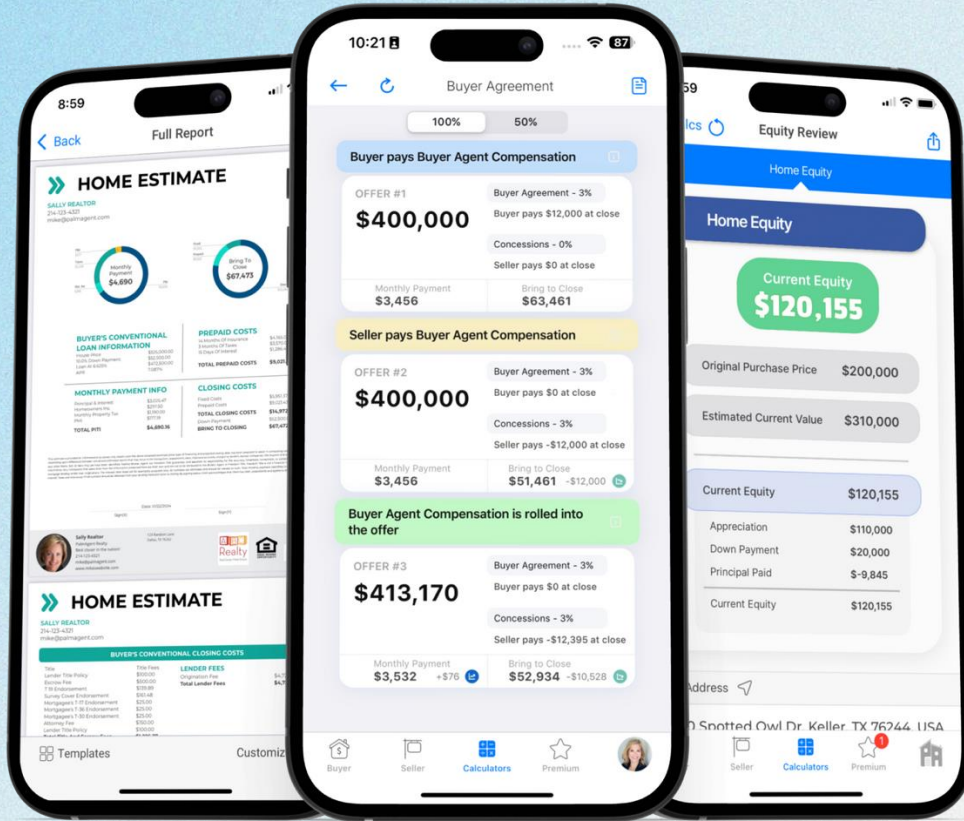
PalmAgent

Real Estate's #1 Closing Cost
App



Orlando EDGE

Scan to Download



ChelseaTitleAgent



FidelityAgent



LandCastleTitleAgent

**Thank our
partners!**

Why Are You Here?

THE LISTING EDGE



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

I'm assuming **YOU** want
to **WIN**
MORE Business!

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. More Time
9. Expand Community
10. More **REVENUE!**

2025 is the year of...

UP!!!



12.5%



MORE REVENUE



THE LISTING EDGE

Two types of agents today...

Kaleb MONROE

24 years old, 86 sales in 2024, own 16 rental properties



Houston, TX



kaleb@thekmteam.com



kalebrmonroe

Homes sold: **86**

GCI: **\$591,115**

Volume: **\$22,613,065**

THE LISTING EDGE



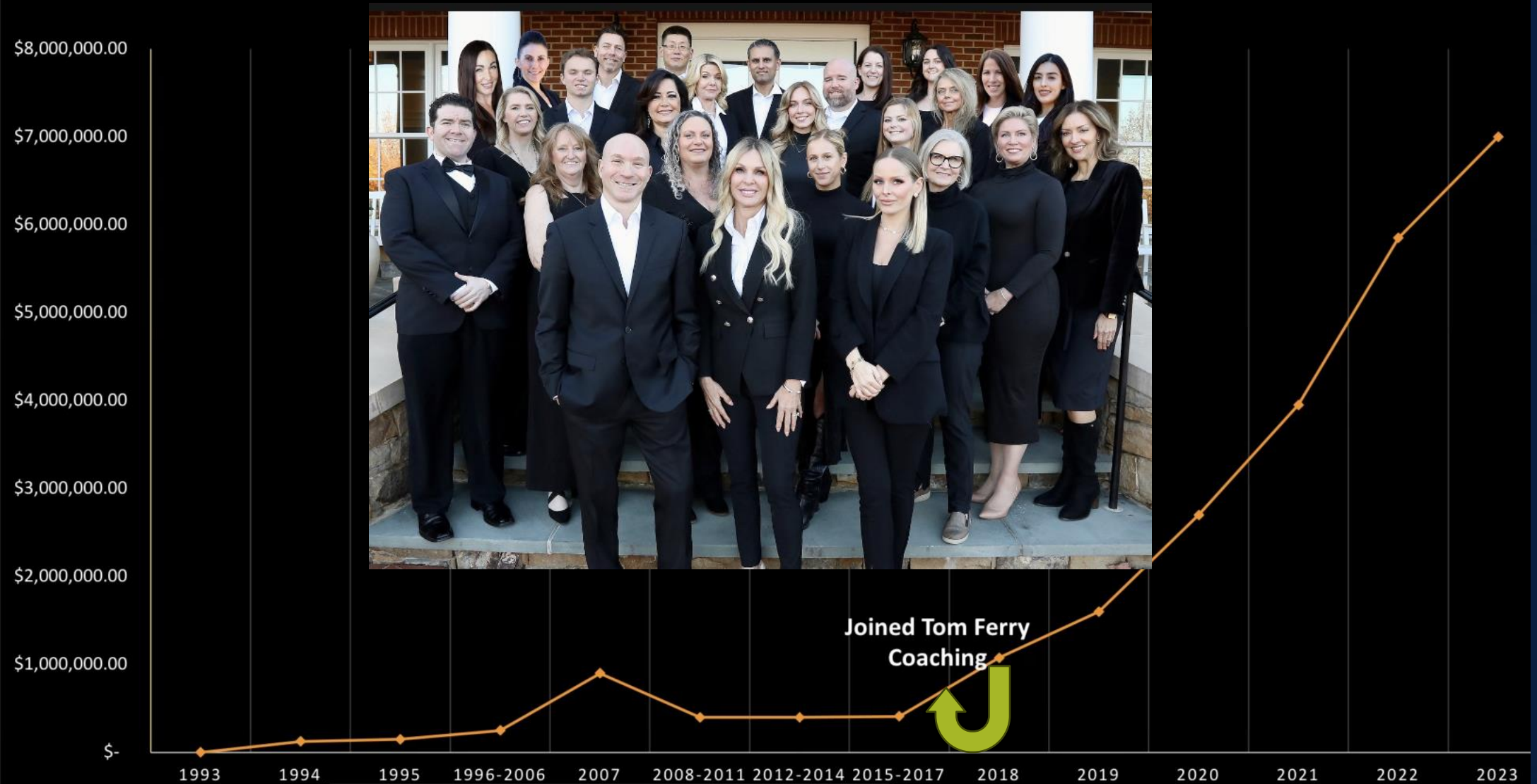
Carolyn YOUNG

**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

**If I was YOUR
coach...**

1. Focus!

Who Can Count?

TASK SWITCHING:

50%

**More
Errors!**

40%

**Less
Effective!**

**DISTRACTION-FREE
ACTION SOLVES
EVERYTHING!**

What Do I need to Prune?
**What Can I No Longer
Afford to Do?**

PRIORITIZE REVENUE



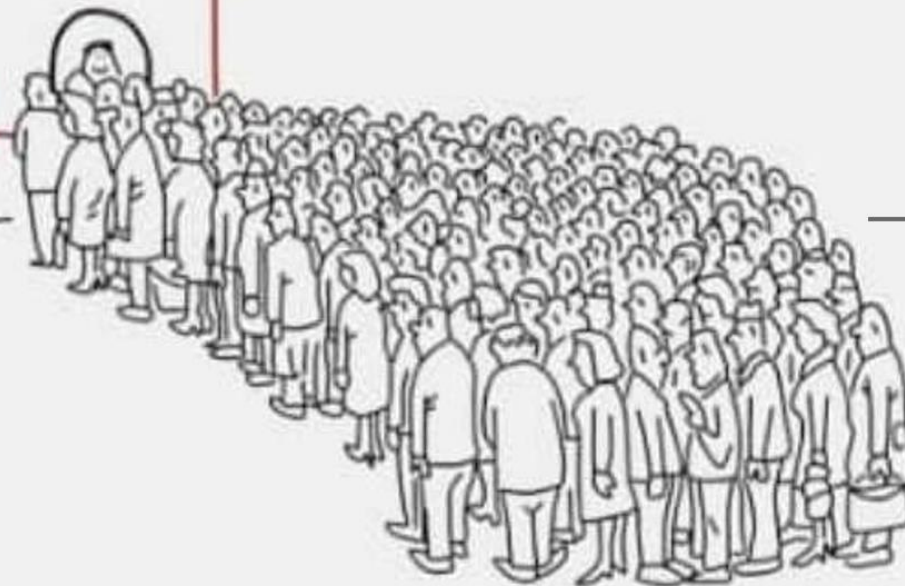
**If I was YOUR
coach...**

2. Prioritize Consistent Marketing!

**MARKETING
NOW**



**I'LL DO
MARKETING
LATER**



Is there **Great** vs Bad 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# 03555996 | 7296 W. Manchester Avenue, Los Angeles CA, 90045. Published by REAL Marketing (RM) | www.REALMarketingPro.com | 888.952.4286 | ©2023 This postcard is not intended to solicit properties already listed for sale nor intended to cause a breach of an existing agency relationship. EACR 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.

**Creates
Curiosity!**



Did you
hear about
your neighbor?

Scan here to find out!



PRESORTED
STANDARD
US POSTAGE
PAID
REAL MARKETING

Stephanie Younger Group | DRE# 03555996 | 7296 W. Manchester Avenue, Los Angeles, CA 90045. Published by REAL Marketing (RM) | www.REALMarketingPro.com | 888.952.4286 | ©2023 This postcard is not intended to solicit properties already listed for sale nor intended to cause a breach of an existing agency relationship. EACR 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%

**There's a
challenge we
see...**

NAR's 179 ACTIVITIES

8%

GENERATES REVENUE



92%

ADMINISTRATIVE TASKS

THE LISTING EDGE

CHECK EMAIL
ORGANIZE CRM
MAINTAIN CLIENT DATABASES
PROOFREAD DOCUMENTS
ORDER SUPPLIES
UPDATE LISTING IN CRM
COMPILE A FORMAL FILE ON PROPERTY
INSTALL ELECTRONIC LOCK BOX
PREPARE PAPERWORK
PREPARE MAILING AND CONTACT LIST
REVIEW CURB APPEAL ASSESSMENT
FILE DOCUMENTS
REVIEW INTERIOR DÉCOR ASSESSMENT
MANAGE CALENDARS
GENERATE MAIL-MERGE LETTERS
DATA ENTRY
REPRINT/SUPPLY BROCHURES AS NEEDED
COORDINATE SHOWINGS

ORGANIZE CRM
CHECK EMAIL
MAINTAIN CLIENT DATABASES
PROOFREAD DOCUMENTS
ORDER SUPPLIES
UPDATE LISTING IN CRM
COMPILE A FORMAL FILE ON PROPERTY
INSTALL ELECTRONIC LOCK BOX
PREPARE PAPERWORK
PREPARE MAILING AND CONTACT LIST
REVIEW CURB APPEAL ASSESSMENT
FILE DOCUMENTS
REVIEW INTERIOR DÉCOR ASSESSMENT
MANAGE CALENDARS
GENERATE MAIL-MERGE LETTERS
DATA ENTRY
REPRINT/SUPPLY BROCHURES AS NEEDED
COORDINATE SHOWINGS



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

A black and white portrait of Haruki Murakami. He is looking directly at the camera with a serious expression. His hands are clasped together in front of his chest, with his fingers interlaced. The lighting is dramatic, with strong shadows on his face and hands.

"You need to prioritize your work. Specifically, how you divide your time and energy.

If you don't, you will lack focus. And your whole life will be out of balance."

Haruki Murakami

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

**If I was YOUR
coach...**

3. Close the gap on the 6%

6% From Life Events



Diapers



Death



Diamonds



Divorce



Diplomas



Defaults



D'Relocation



Close The Gap on the 6%



Email Campaigns



Equity Update Email



Email Campaigns

Equity Update Email



Subject: How much equity have you gained in 2024?

Many of my clients have been reaching out because they're considering selling in 2025.

To help, I'm setting aside time this week to prepare updated home value reports.

Can I prepare one for your home?

P.S. I just completed a report for a client who gained \$53,000 in the last 12 months. I think you'll be surprised by your number.

Here's the
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**

The Tom Ferry & Revaluate Database Case Study

Let's be clear

1. This is JUST **LOST** listings Sold Data.
2. This is just in the last 12 months.
3. The data shows, for every listing they earned, they lost 3 to 5

Solutions:

- 1. ReValue** – Database score + Complete your messy contacts + Tell you who is going to sell in the next 6 months.
- 2. ListingLeads.com** – Low cost, uber effective marketing pieces to attract sellers from your database and around listings and recent sales.

PRIORITIZE REVENUE



3. We Must Close the Gap on the 6%

STOP!

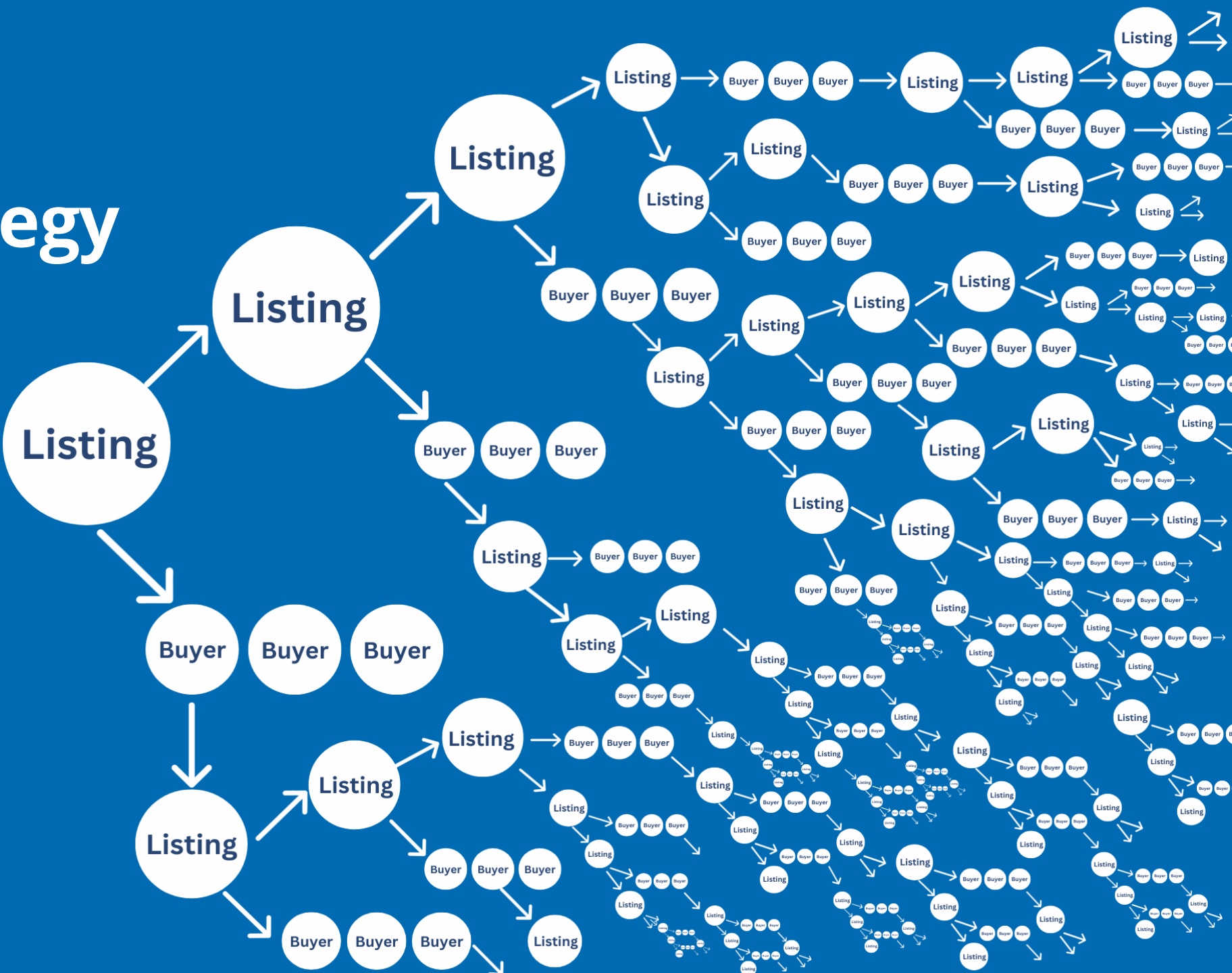
**What are my takeaways?
What actions will I take?**



WHAT'S YOUR MOST PROFITABLE TRANSACTION?

THE LISTING EDGE

The Viral Listing Strategy





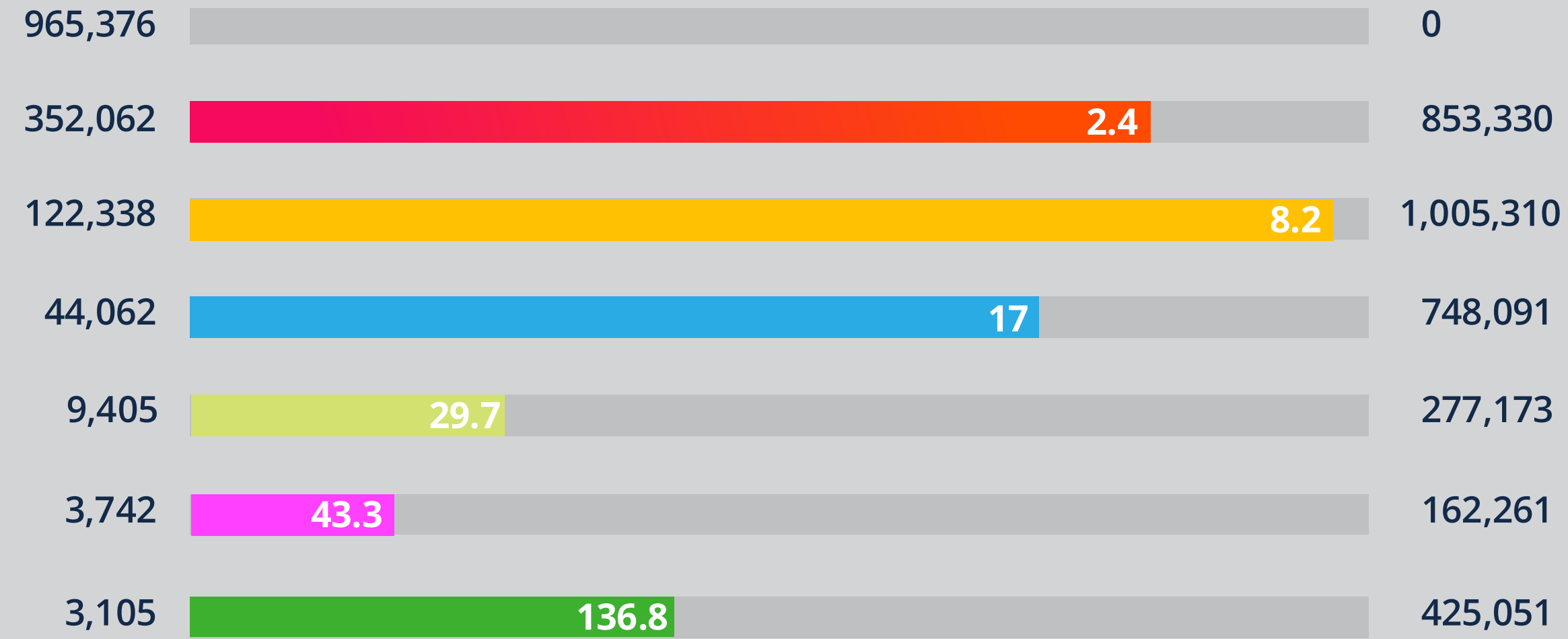
?

Who Listed/Sold all Listings in 2024?

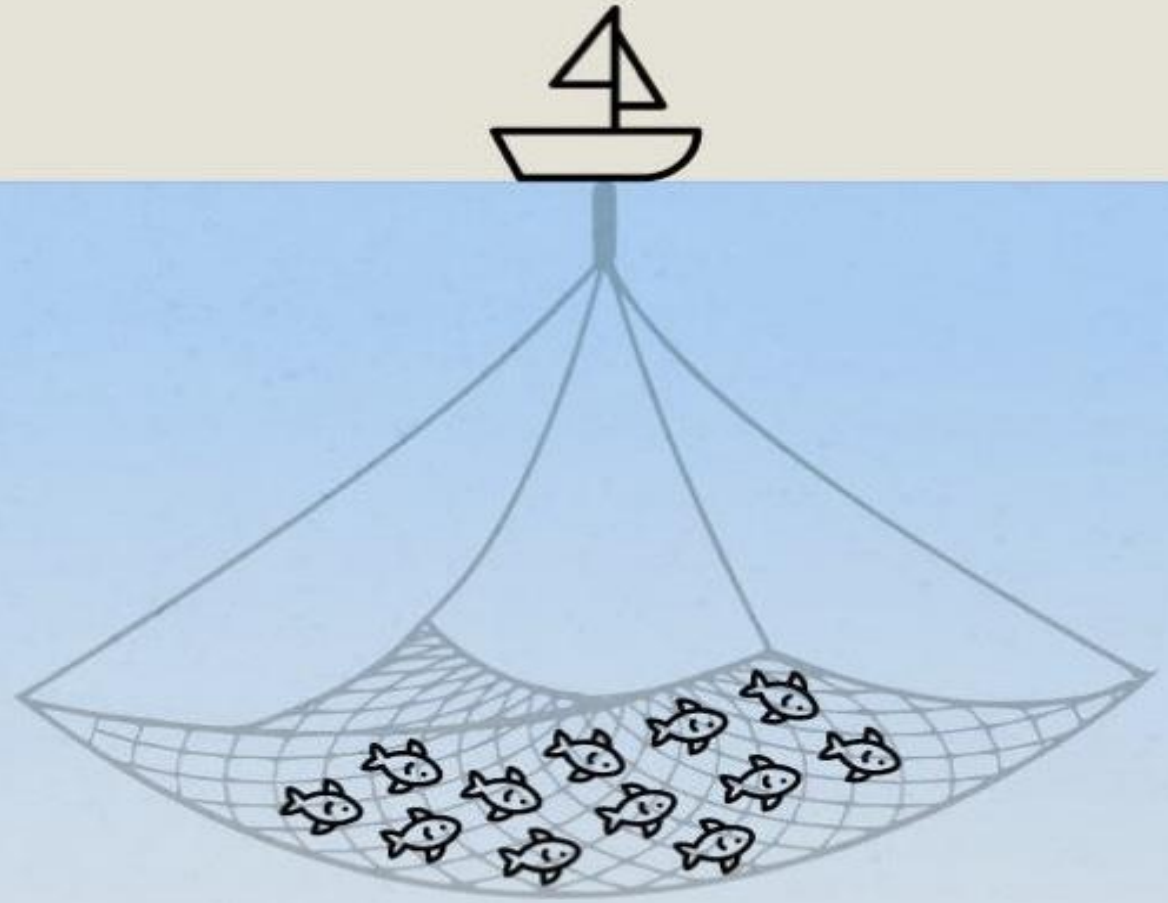
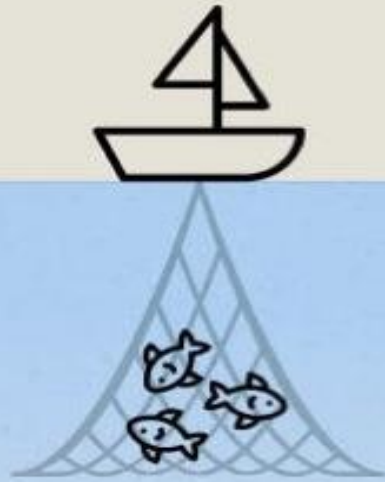
How Many Did I List & Sell?

OF AGENTS

OF LISTINGS SOLD



*National Listing Sold Data by Agents 2024



“Fish where the fish are.”

What's the
insight?

**"YOU NEED
to Prioritize
LISTINGS!"**



How's Your Mindset?

THE LISTING EDGE

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





Too Many Open
Loops or
Unanswered
Questions.
Kills Momentum!


They make decisions, FASTER!

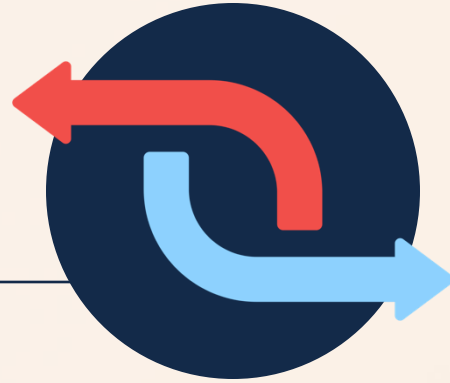
-  **1** Clear on what I want?

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

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

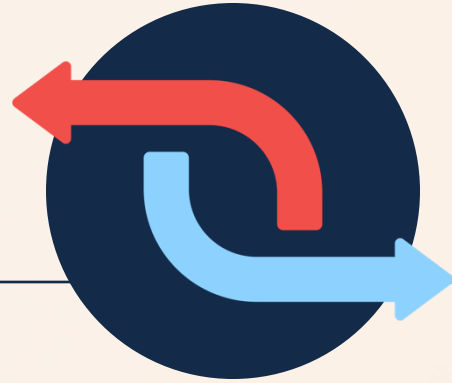
-  **4** What has to be delegated?

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



What Do I Need To Prune/Cut?

(Make room for new growth)



**What is the
opposite of
decisiveness?**

Helplessness

THREE BIGGEST EXPENSES


3. Taxes 💰¹/₂

2. My Delta 💰💰💰💰

1. Regret 🗑️ 🤬 😞 😟 🤢 💩

2

MY REFERENCE GROUP



“My income is a result of
the five people I take
direction from!”

Tom



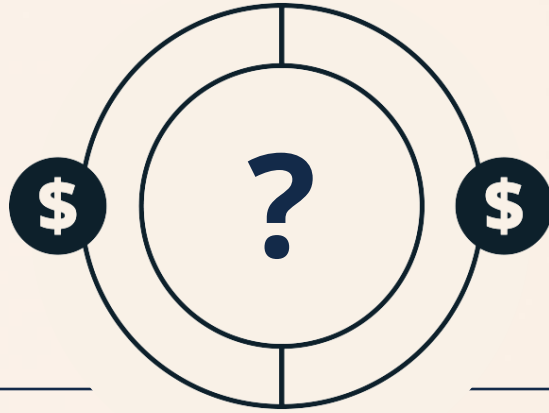
**Have you Joined a
Mastermind Group?**



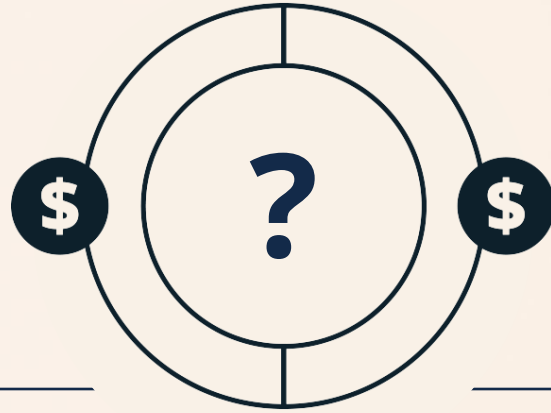
**What happens when I level
up my peer group?**

1

DECISIVENESS



What's my REAL Potential
Income = \$ _____



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

THREE BIGGEST EXPENSES

3. Taxes 💰^{1/2}

2. My Delta 💰💰💰💰

1. Regret 🗑️🤬😞😟😓💩

Jason
PANTANA
aka "the Professor" @ AiM

THE LISTING EDGE





**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?

What are you committed to in the next 16 weeks?

HEALTH

- ✓ Get your bloodwork done
- ✓ Commit to losing weight
- ✓ Exercise
- ✓ 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)
- ✓ More appointments, more listings repeat (listing leads)
- ✓ 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"> 401 units, 170M volume, ↑ conversion by 5% 	<ul style="list-style-type: none"> Scale for 10 new agents/month streamline training platform operationalize conversion 	<ul style="list-style-type: none"> 2 transactions for every listing 1% conversion of database 50 closed deals from social media 	<ul style="list-style-type: none"> + 4 agents per month + 24 legacy agents 4 recruiting events 	
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/club 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 focused Training (Doris) / Mentor Listing collateral</div> <div>Community Pages</div> <div>Cisco Ave Grand Lakes Rhythm Bridgeway Cane Island Old Mary Cinn. SW Cinn. 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



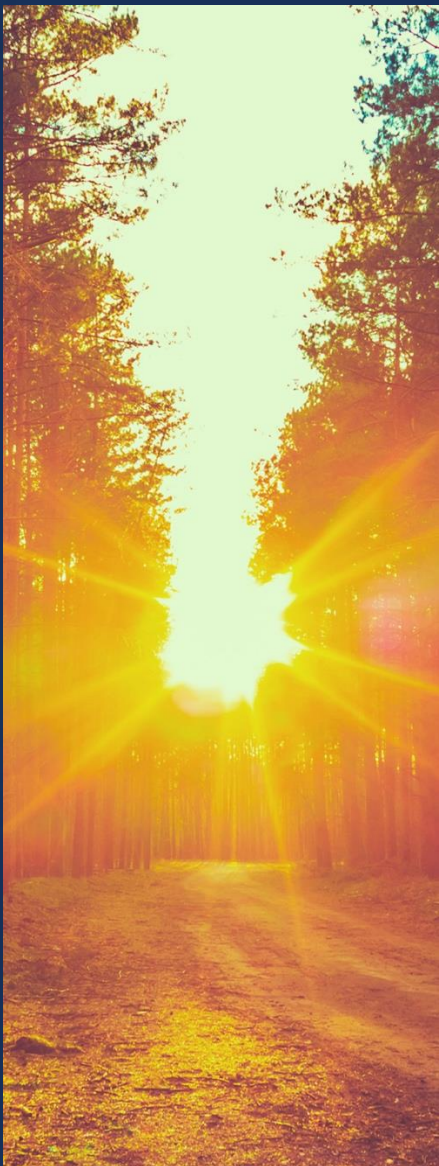
Jamie McMartin

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

Tom

THE LISTING EDGE





Reimagine My Schedule

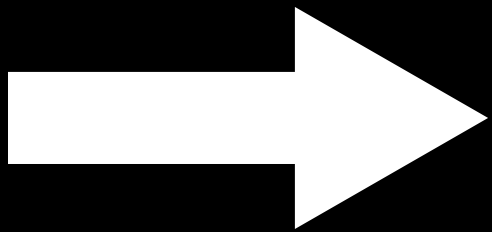
- 1. A morning routine that fires you up!** – *(capture on social)*
 - Exercise
 - Mindset – Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)!** – *(capture on social)*
- 3. Business morning routine**
 - Daily hot sheets – *(capture on social – “Did you know?”)*
 - Role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



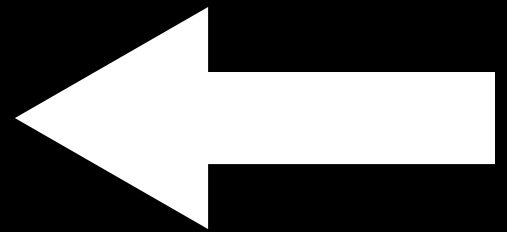
"Move it Forward" Meetings

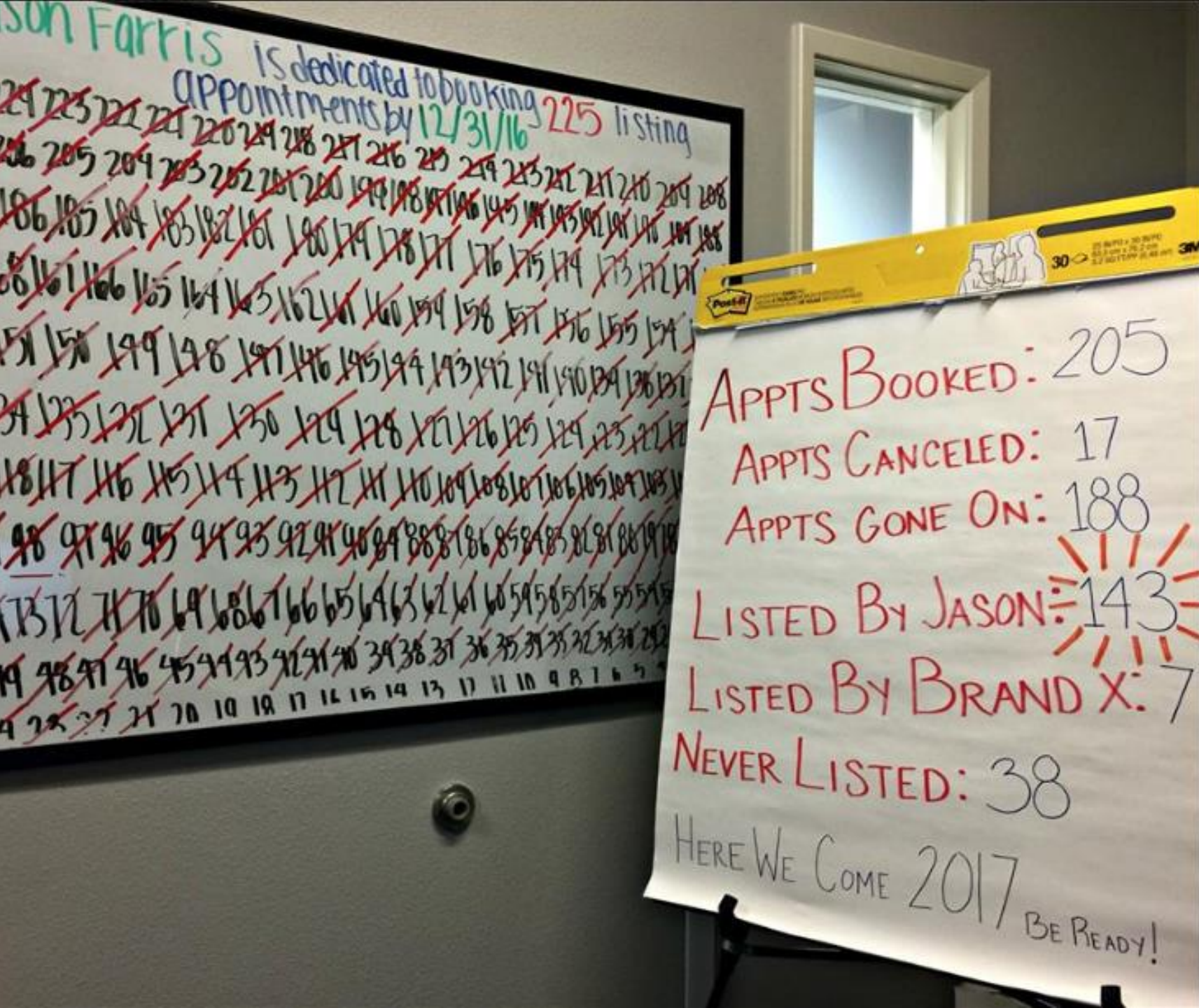
- 1. Weekly Dashboard Review/Commitments**
- 2. Weekly Marketing Meeting**
- 3. Weekly Sales Improvement Meeting**
- 4. A Focused Weekly Coaching Session**

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 3 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 am I
Committed to?**

**Thank your
title partner!**

THE LISTING EDGE