



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

OUTCOMES!



CLARITY.



ACCELERATE OUR RESULTS.



LIST MORE HOMES IN 2025.



PRUNE BEFORE WE ADD.



SHARPEN THE EDGE.

Jimmy MACKIN



Kristi JENCKS

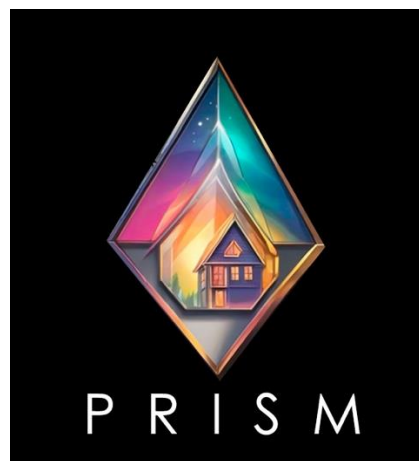


Who's in the Room?

**Thank Our
Partners!**

THE LISTING EDGE

Thank You to Our Sponsors



**CROSSCOUNTRY
MORTGAGE®**

SUMMIT
VA SOLUTIONS
Improving on the Way You Work

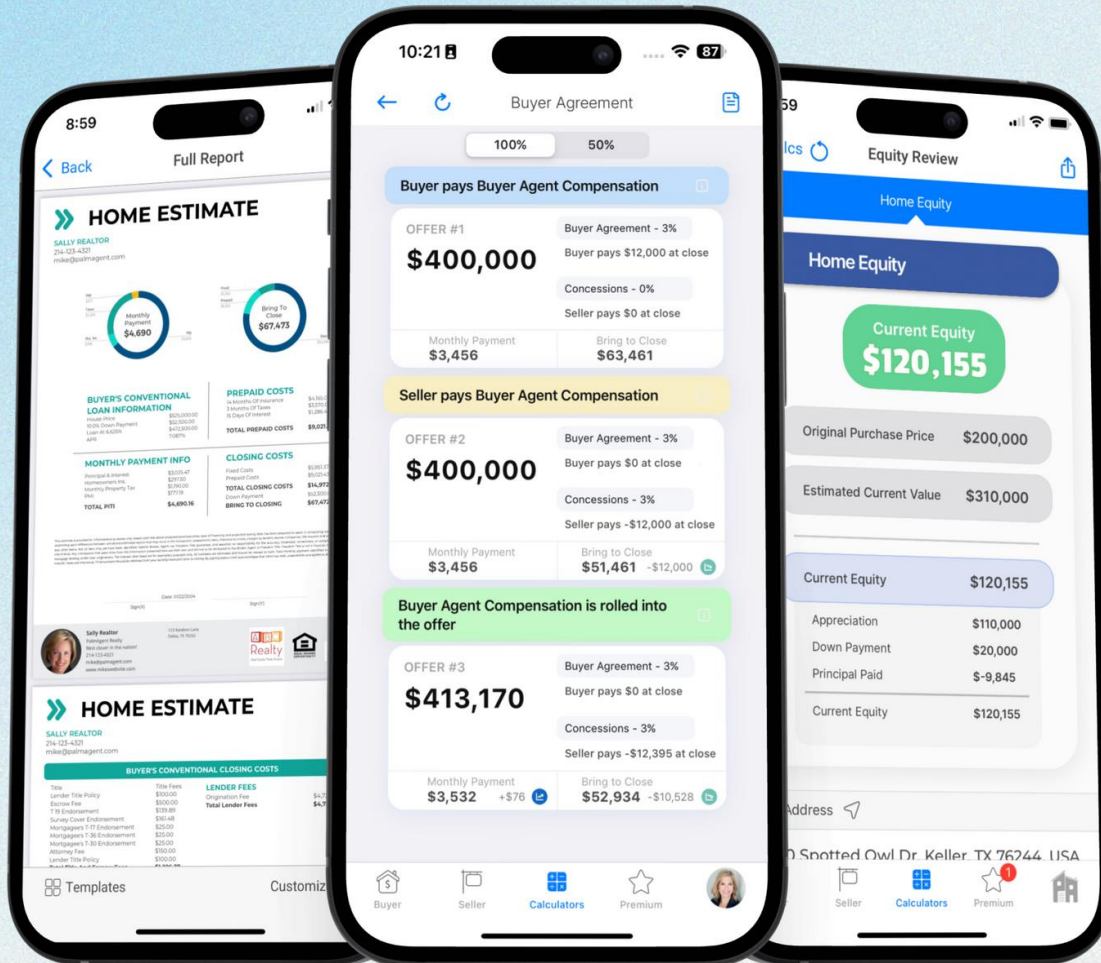




Powered By

PalmAgent

Real Estate's #1 Closing Cost
App



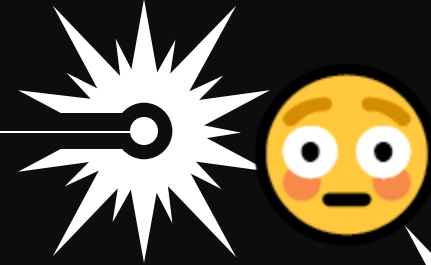
Scan to Download
Portland EDGE

Why Are You Here?

THE LISTING EDGE

You Made it Past 2024!!!!

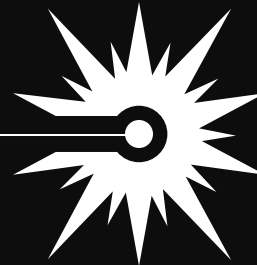
AN ELECTION YEAR



RATE CUTS



PENT UP DEMAND



LACK OF INVENTORY





**“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!**

The average
seminar
attendee retains
less than 10% of
what they hear



Am I open minded?



Professionals



2024 ELITE RETREAT

2025 is the year of...

UP!!!



12.5%



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

1. Prioritize Marketing!

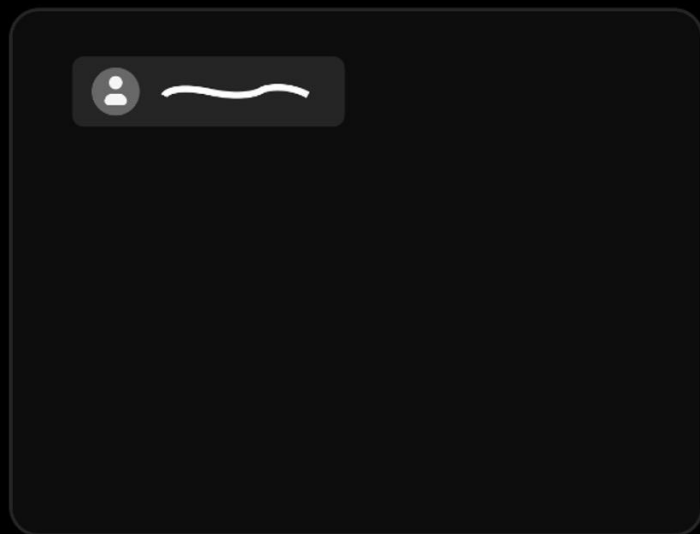
Why most businesses fail (reach potential)

1. Poor **Cash Flow** Management
2. The Leaders “**Beliefs**”
3. Lack of **Sales & Marketing**



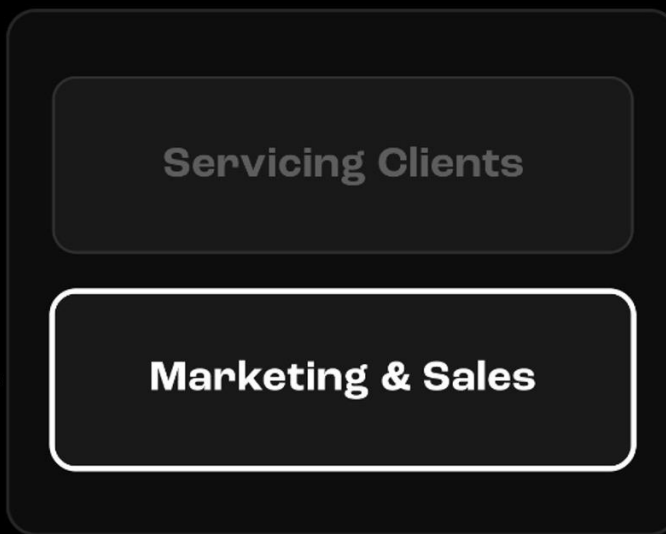
IF

Your pipeline is empty



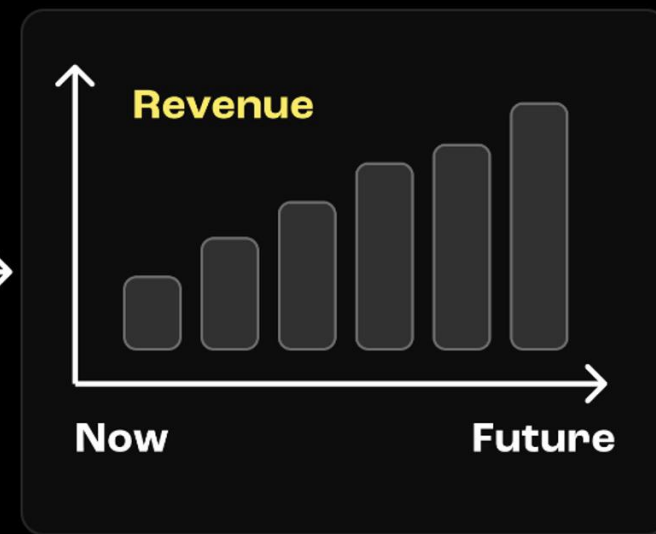
Then

You are putting all effort in



Revenue

Which results in



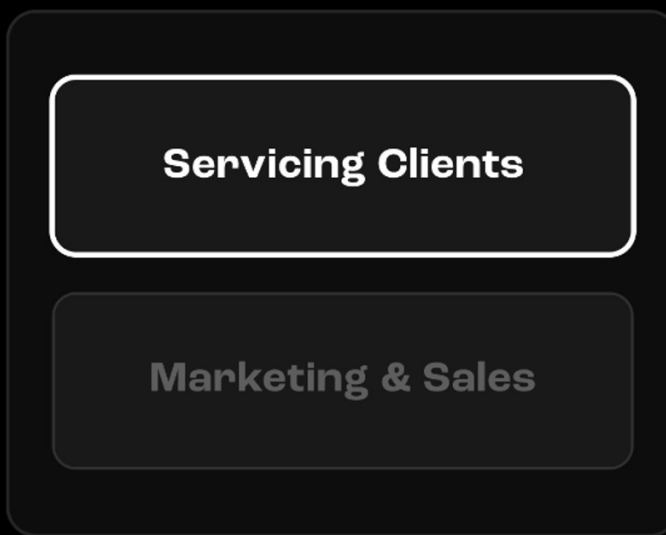
IF

Your pipeline is full



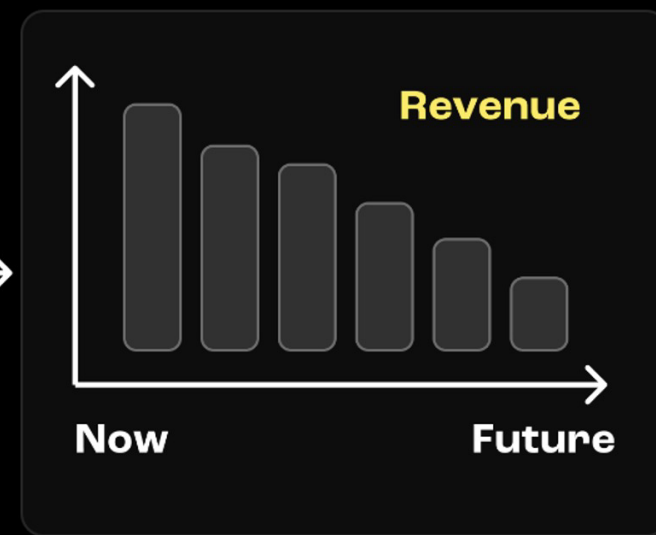
Then

You are putting all effort in

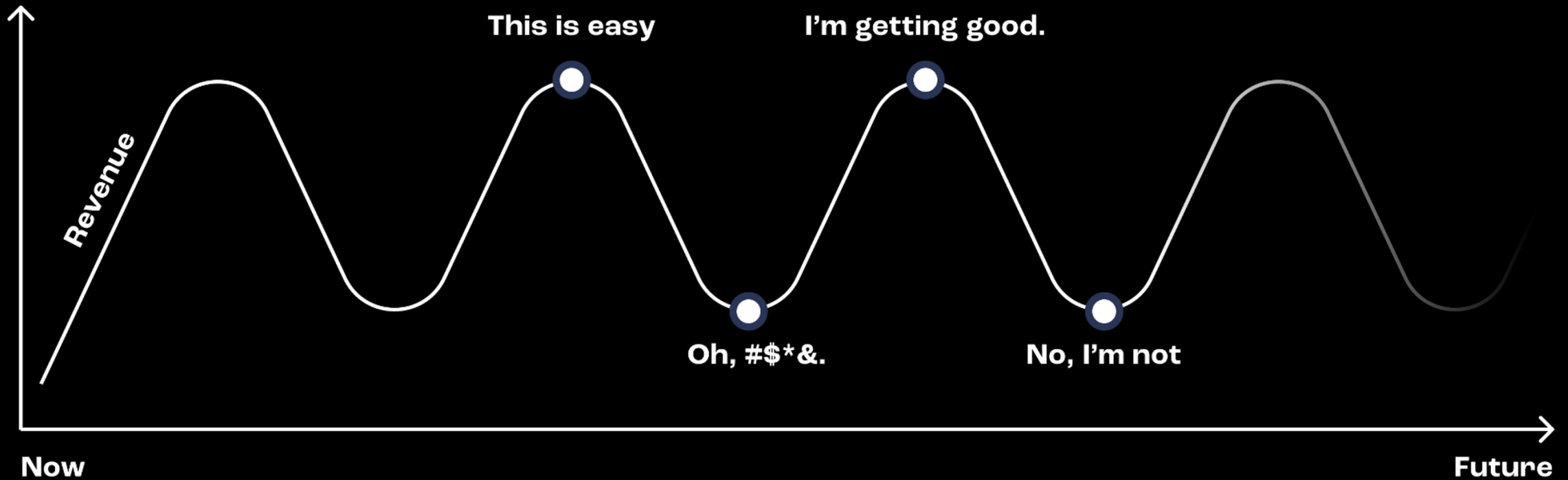


Revenue

Which results in



Vicious Cycle



PRIORITIZE REVENUE



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, dark, ornate headboard. 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!



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REAL MARKETING

Stephanie Younger Group | DRE# 01555996 | 7296 W. Manchester Avenue, Los Angeles, CA 90045. Published by REAL Marketing (RM) | www.REALMarketingPro.com | 888.952.4286 | ©2023 This postcard is not intended to solicit properties already listed for sale nor intended to cause a breach of an existing agency relationship. EACB 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%

Jimmy **MACKIN**

ListingLeads.com

5+ Proven Listing
Attraction Marketing
Campaigns

THE LISTING EDGE



**“What stops us
from marketing
consistently?”**



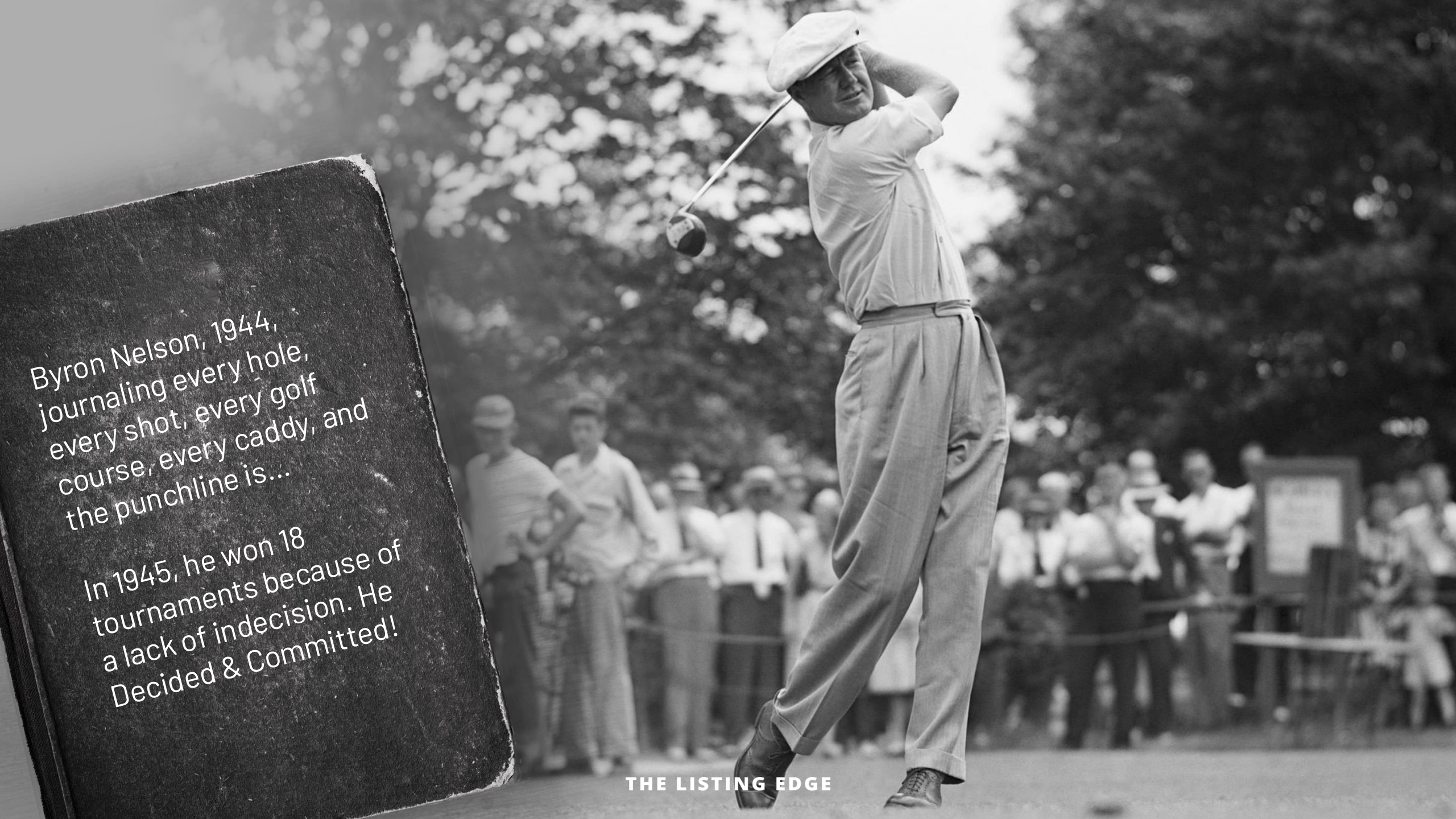
You don't have a **time
management** problem,
you have a **prioritization**
problem!

PRIORITIZE REVENUE



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

2. Decide & Commit!



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

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. Open-
minded and willing to work.

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

Two types of Committed agents...

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

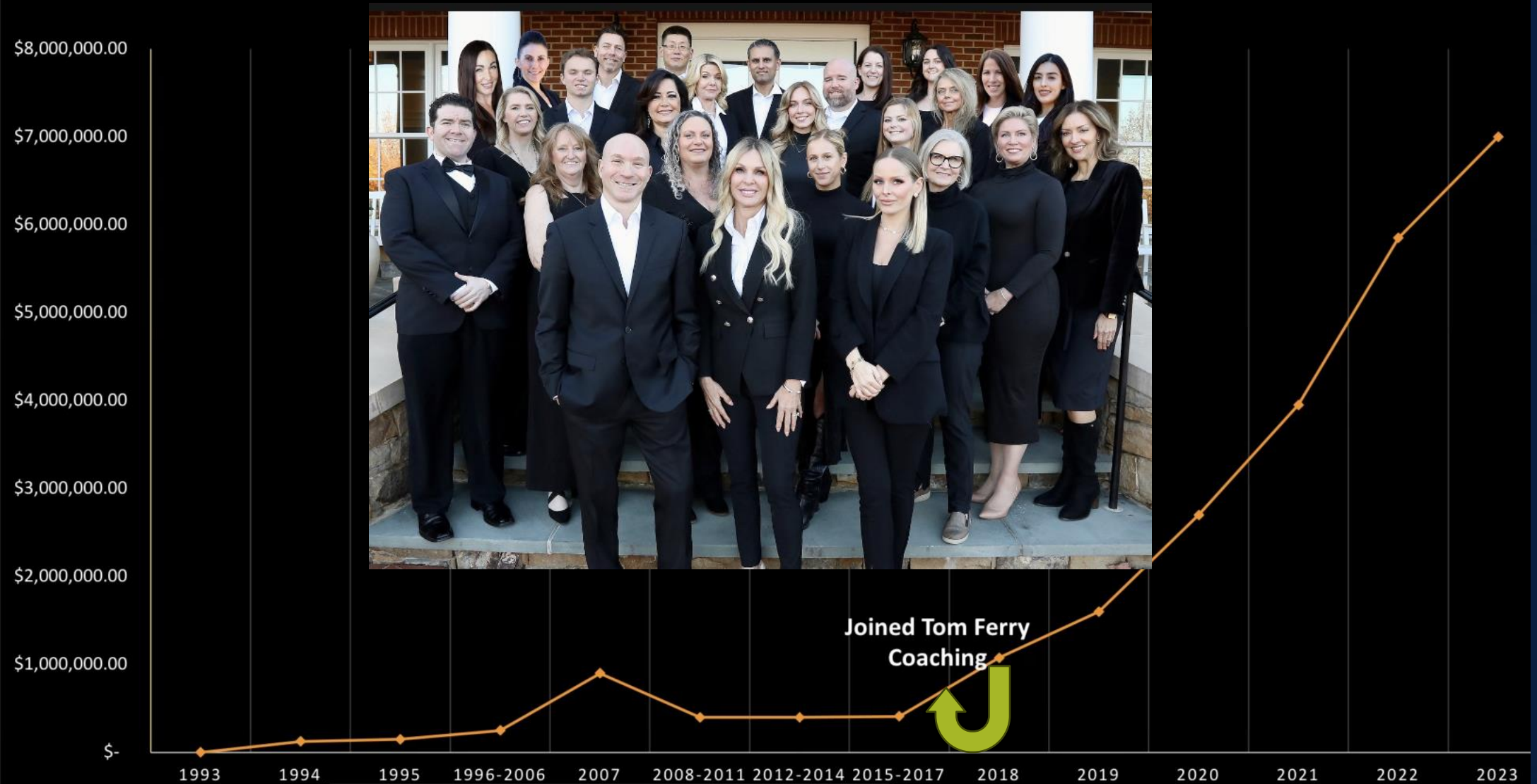
Carolyn YOUNG

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

THE LISTING EDGE



TOTAL GCI 1993 TO 2023



3. Focus!

What distracts me?

What Do I need to Prune?

**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! 🎯**

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

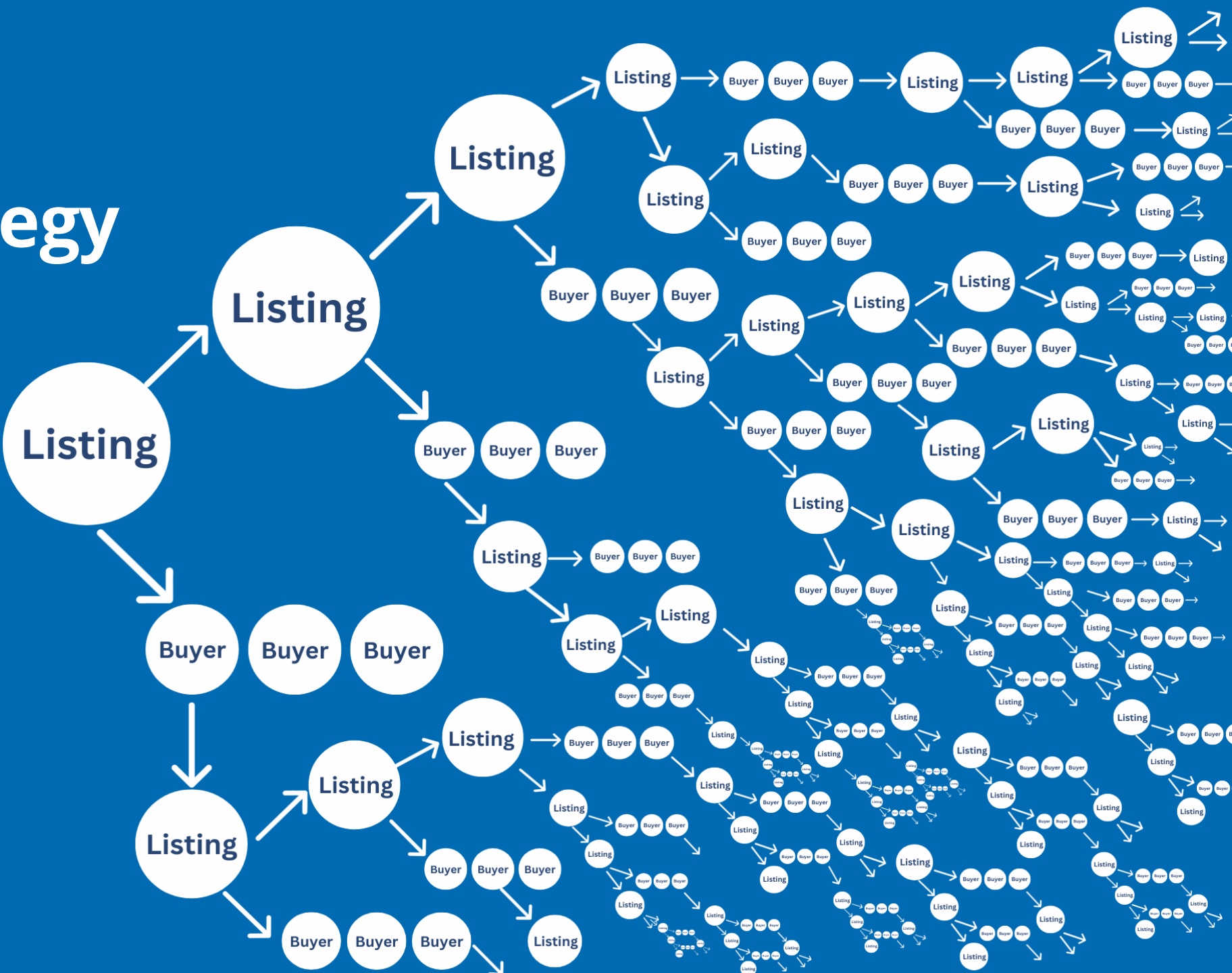
THE LISTING EDGE

4. Close the gap on the 6%



WHAT'S YOUR MOST PROFITABLE TRANSACTION?

The Viral Listing Strategy





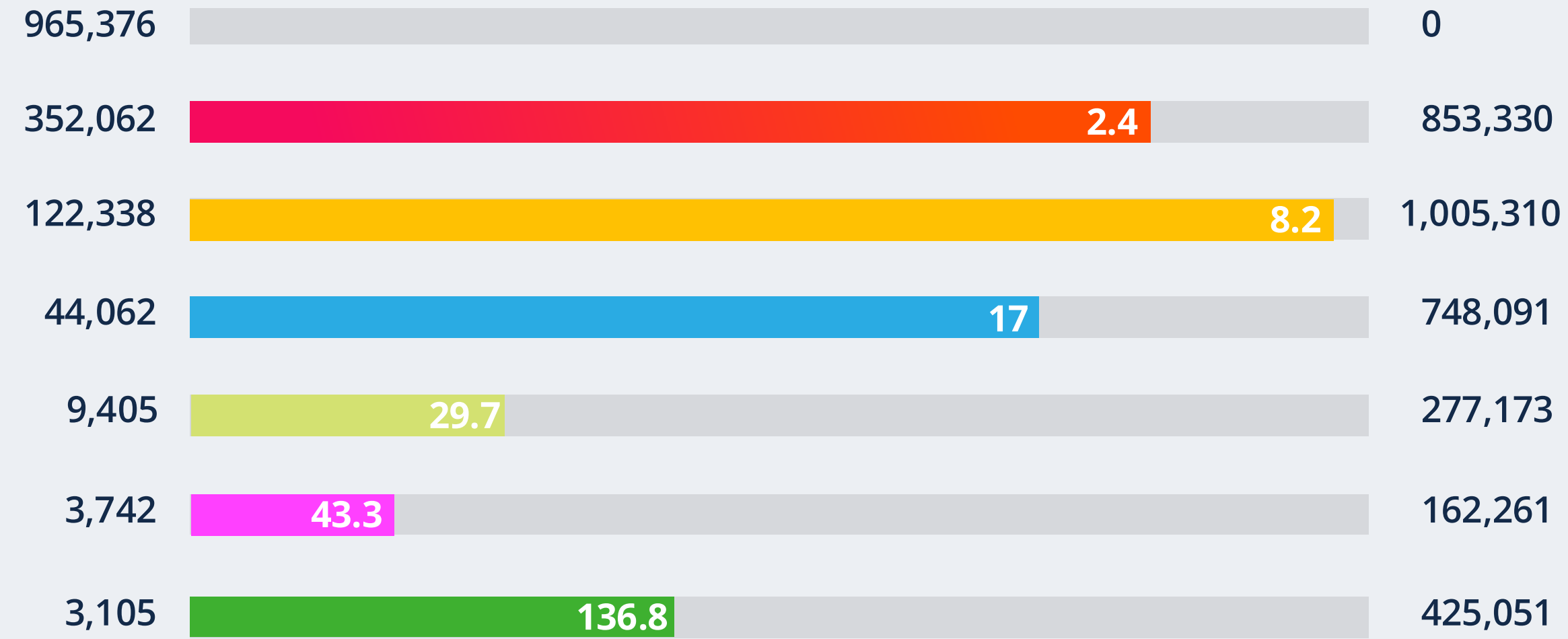
?

Who Listed/Sold all Listings in 2024?

How Many Did I List & Sell?

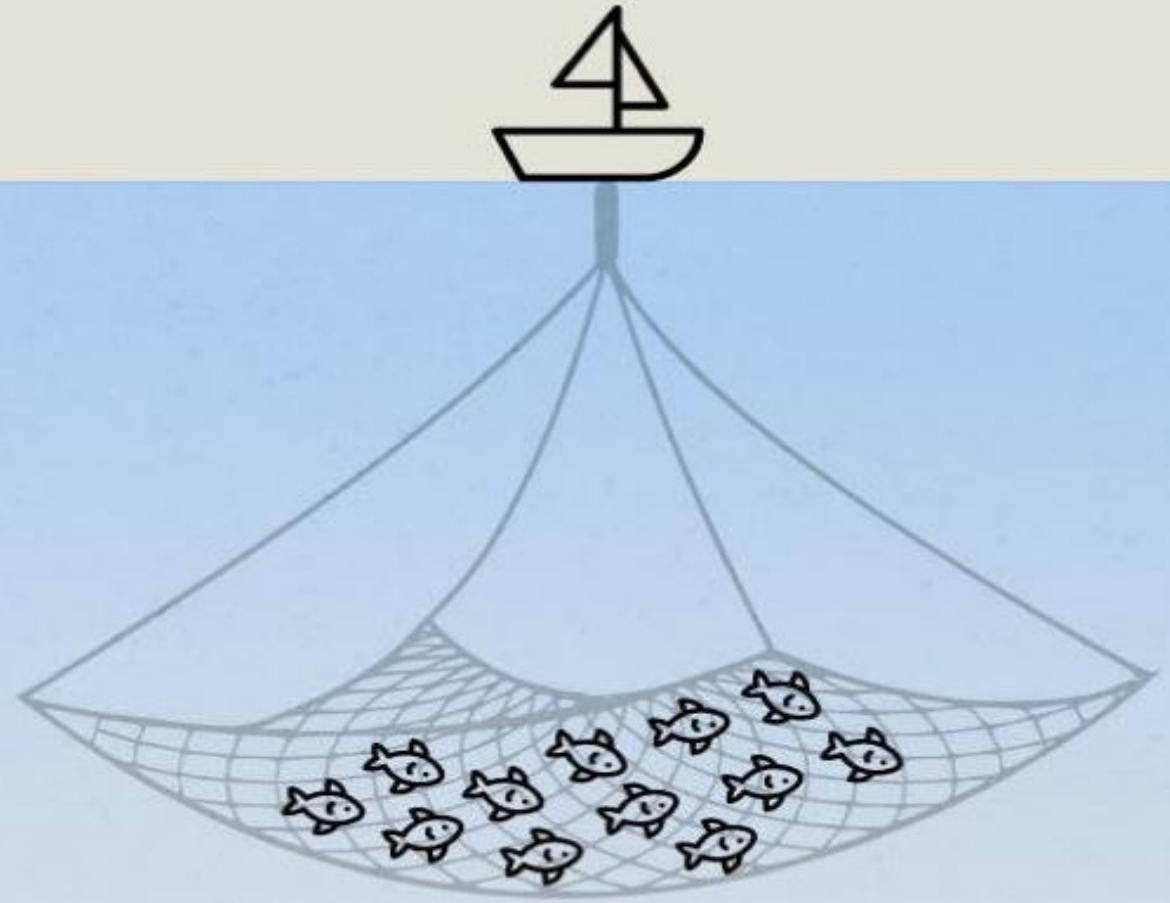
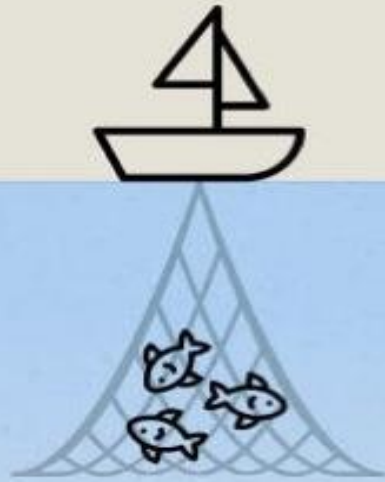
OF AGENTS

OF LISTINGS SOLD



*National Listing Sold Data by Agents 2024

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






“Fish where the fish are.”

**But there's 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**

The Tom Ferry & Revaluate Database Case Study

Let's be clear

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

**What will I
commit to?**

PRIORITIZE REVENUE



Solutions:

- 1. ReValue** – Database score + fix 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.

Break

THE LISTING EDGE

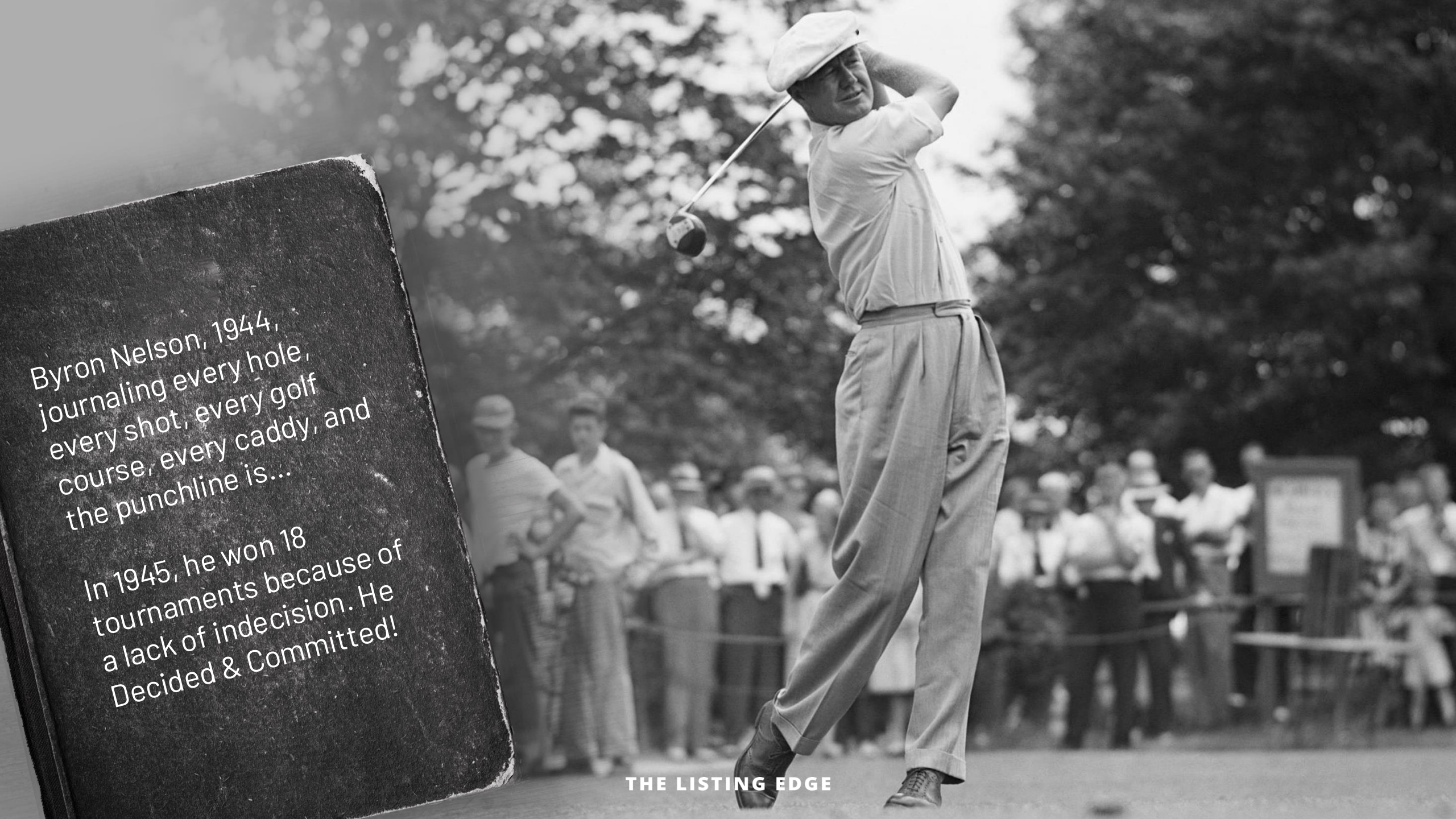
Jimmy MACKIN



**What will I
commit to?**



How's Your Mindset?



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

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



Decide and

Fully Commit



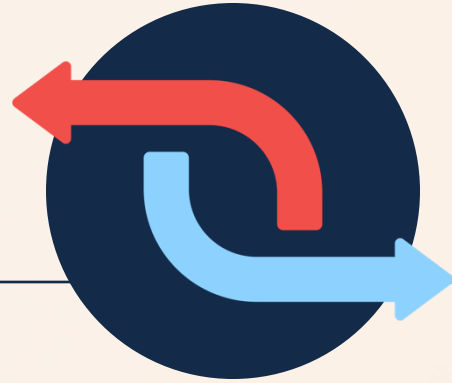
DECIDE and
FULLY COMMIT

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

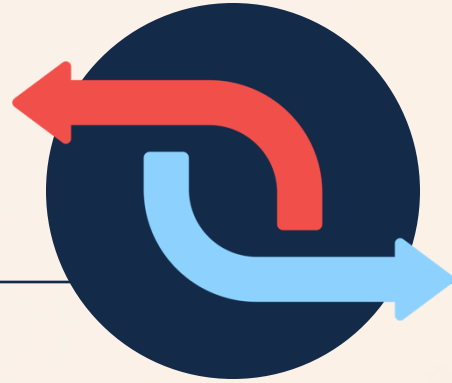
**"After 70,000
hours of coaching,
what is it that
separates,
BAD from AVERAGE,
GOOD from GREAT,
GREAT from
EXTRAORDINARY?"**

1

DECISIVENESS



**We only have so
much mental
Energy!**

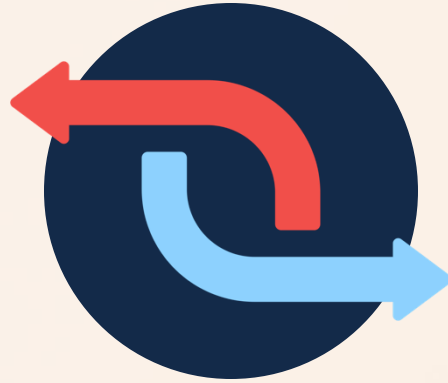


**What is the
opposite of
decisiveness?**

Helplessness



Too Many Open
Loops or
Unanswered
Questions.
Kills Momentum!



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

2

MY REFERENCE GROUP



DECIDE and
FULLY COMMIT



Lunch

THE LISTING EDGE

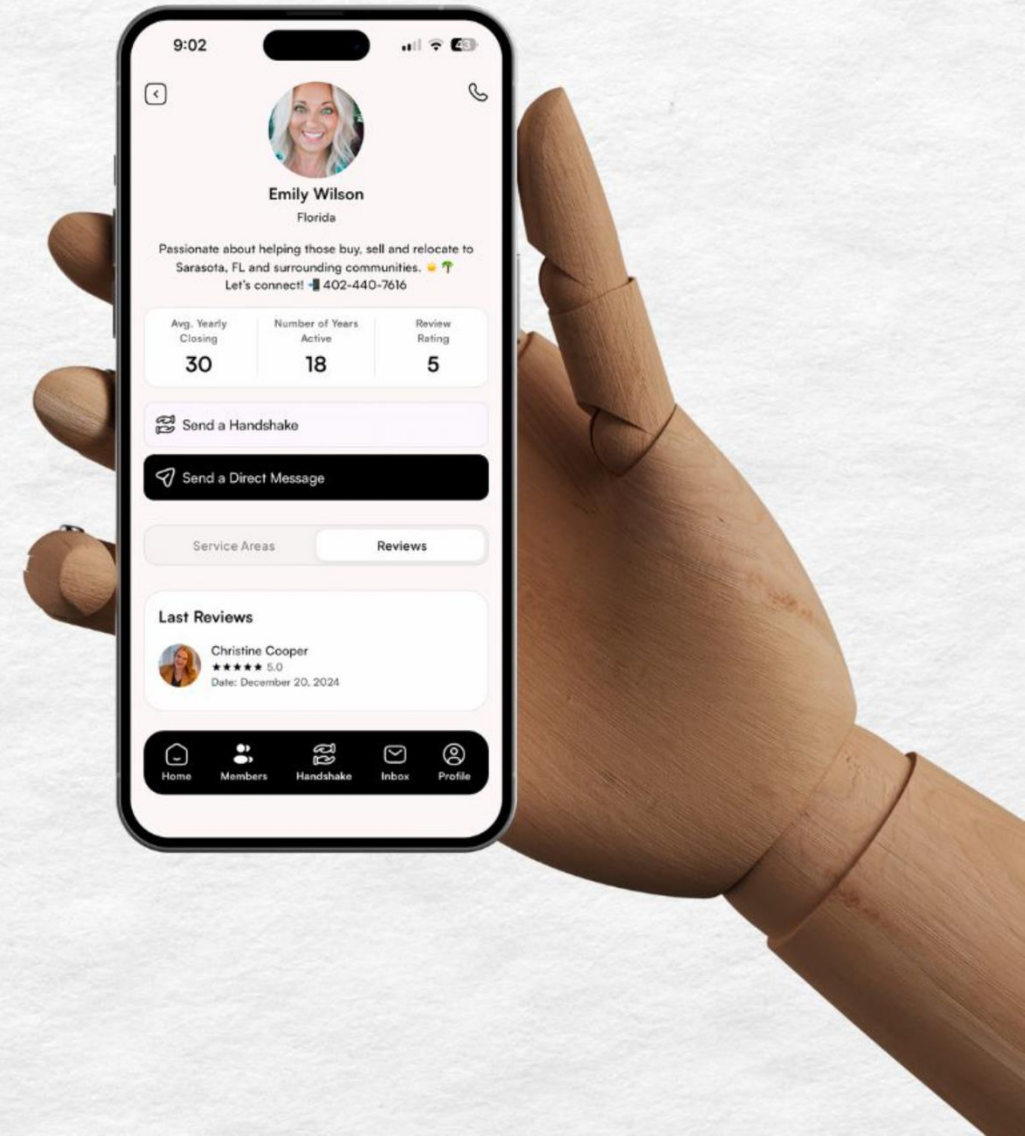
Kristi JENCKS

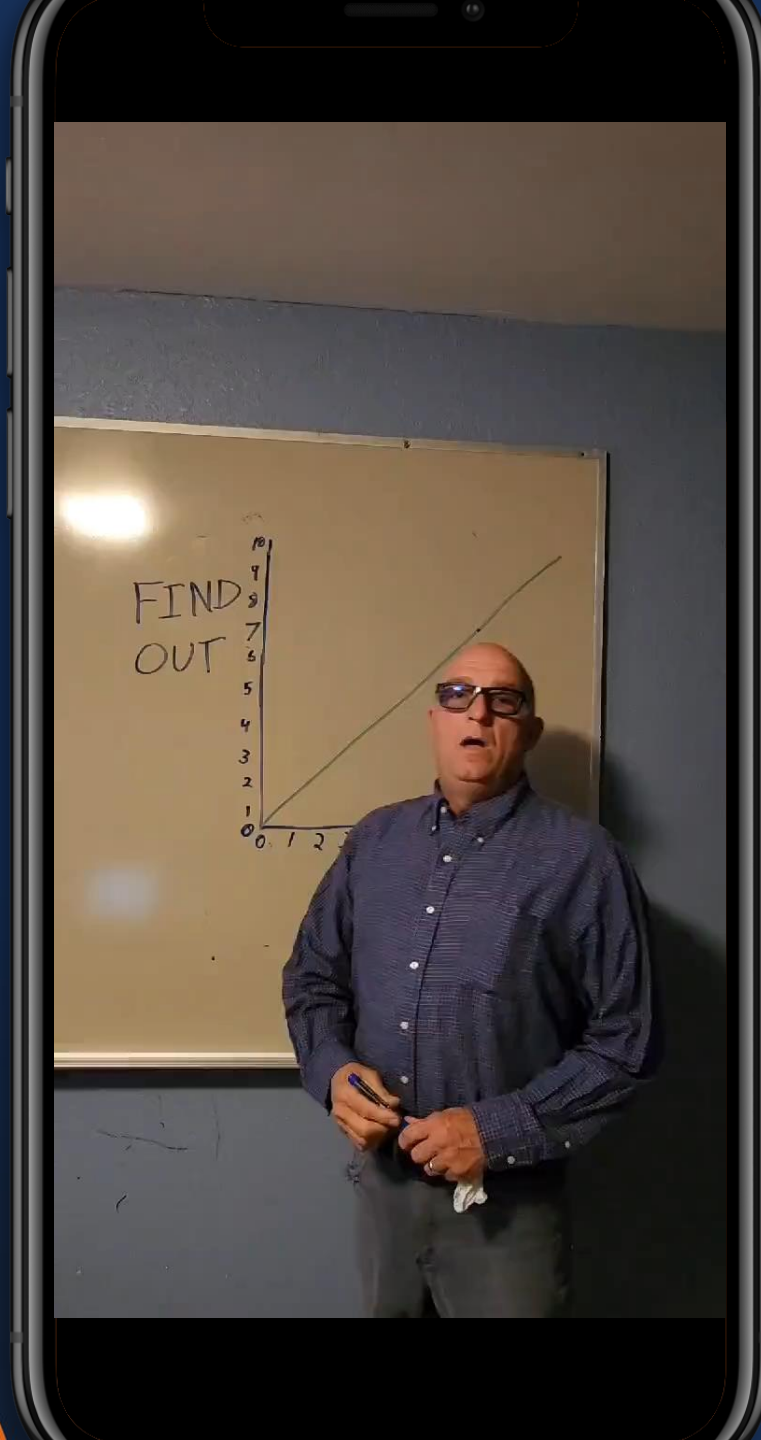


**What will I
commit to?**



Join Beta Today
2,400 Requests & Counting

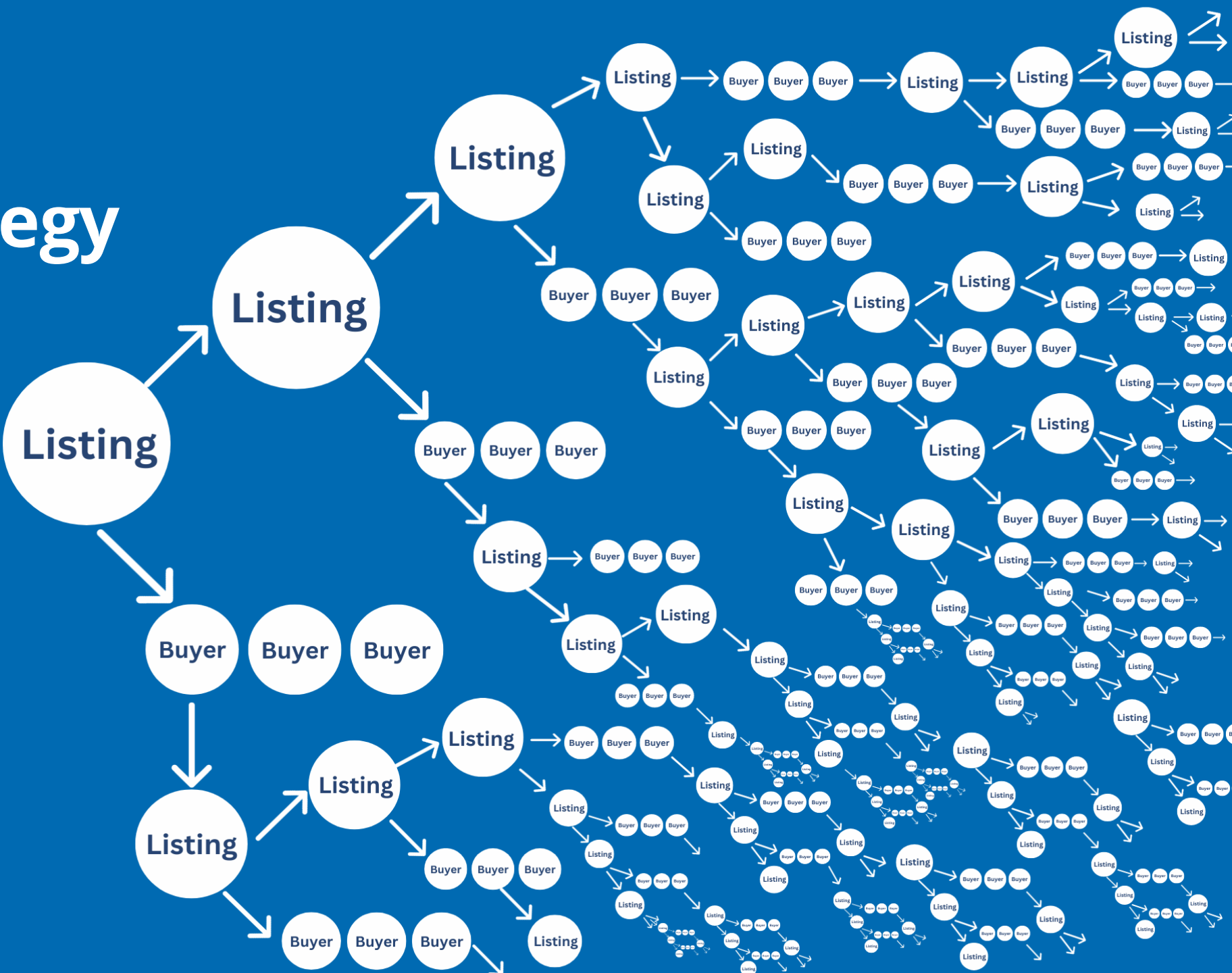




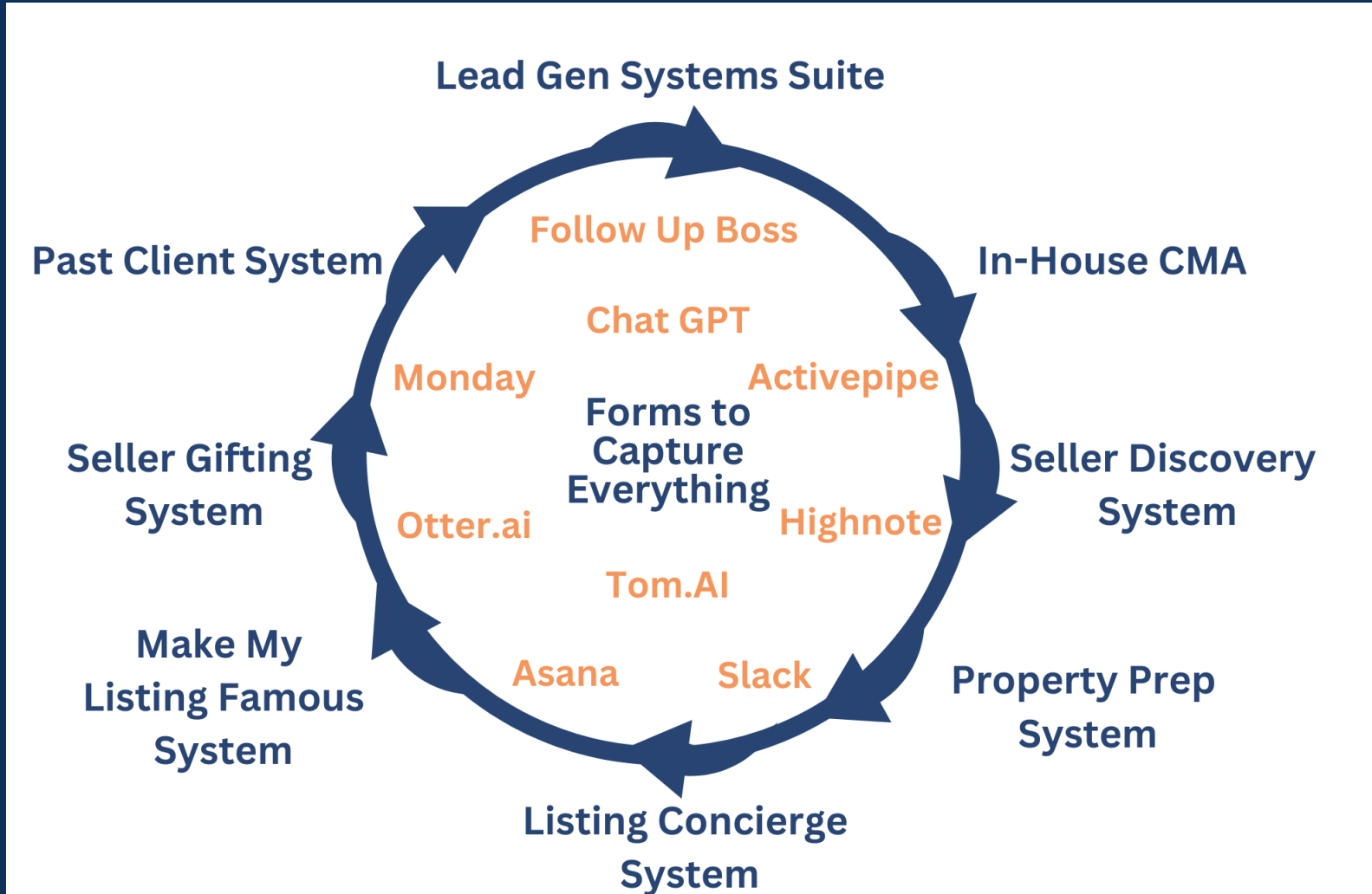
TF TomFerry

How to Find Out What Works?

The Viral Listing Strategy



BUILD YOUR LISTING FLYWHEEL



How do I turn one into 3 listings?

Email your whole data base before your next listing



"I'm about to go meet with another potential seller..."



Subject Line: : I'm about to go meet a potential seller..

I can't share too much yet, but I'm about to meet up with a potential seller who's thinking about listing their home.

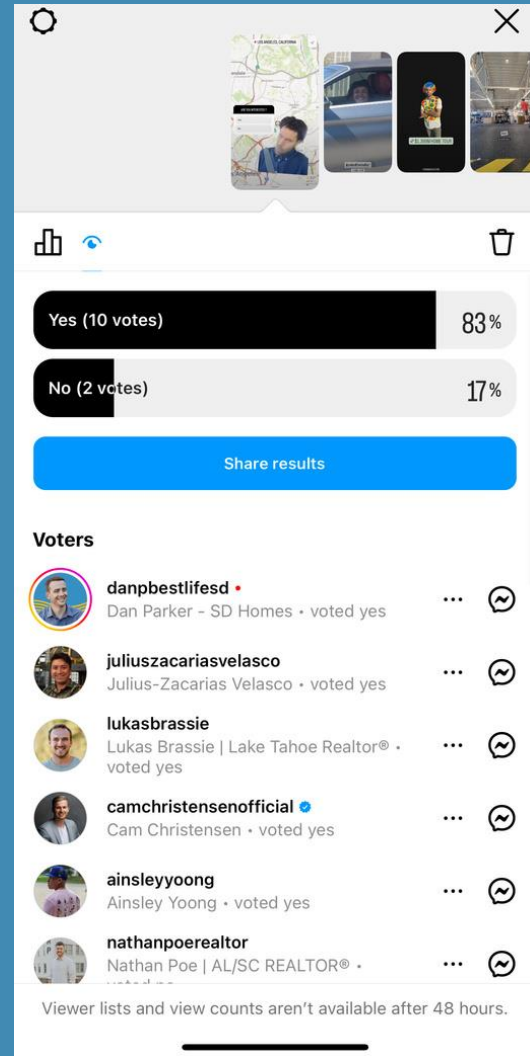
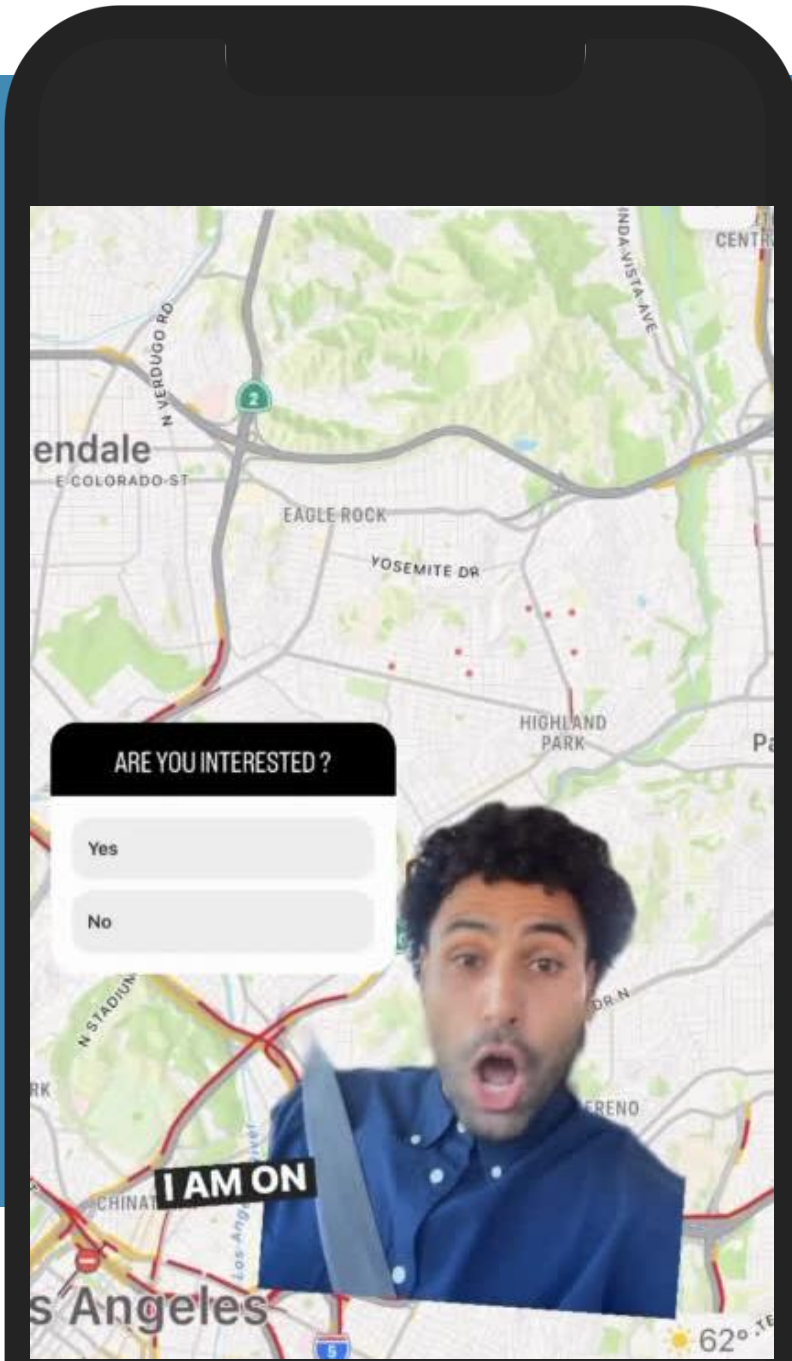
What I can tell you is that homes like this typically sell above ask in just a few days

If you already know that you'll want the details, reply with "VIP."

I'll add you to my VIP list, and send you more information as soon as I can.



Tell them what
happens next



Convert the email to a "story" for even more engagement

Attention: Turn one into 2 listings?

1. Email your whole data base before your next listing appointment
“I’m not sure if this is for you...”
2. Throw a Mega Open House for the neighbors!
3. Mail a “first time on the market in (x) years” mailer
4. If the properties “HOT” host a 8 hour open house!
5. Build an LP with all the details of the listing sale For pre and post marketing.
6. Do an Instagram poll “Do you know someone who wants to live in (city/neighborhood)?” and “Would you live in a home like this?”
7. How we did it Mailer (*aka a just sold mailer*) with a QR code.



WHO YOU WORK WITH MATTERS!
A home is worth what a buyer is willing to pay for it. The wrong agent and the wrong strategy will cost you thousands of dollars. Call Robert Mack if you're interested in selling while the market is still in your favor!

How We Did It!

WEEK 1

CONTRACTOR PROPOSALS

- » Bulk Item Removal
- » Design/Staging
- » Pre-listing termite inspection
- » Grout cleaning and paint touch up

WEEK 2

SELLER PREPARATION

- » Minor Repairs Made
- » Grout cleaning and painting
- » Removal of all personal belongings
- » Light cosmetic upgrades

WEEK 3

DESIGN PROJECT+ PRE-MARKETING

- » Fully stage to show like a model home
- » Initiate coming soon marketing campaign

WEEK 4

ON MARKET

- » 22 Point RMG Modern Marketing Plan
- » Aggressive pricing strategy to maximize home exposure
- » Maximize accessibility
- » On Demand private showings
- » Open Houses



THE RESULT OF SUPERIOR MARKETING FOR 17402 JACARANDA AVE

**Dozens of people at the open
houses opening weekend**

**Over 1,000 views on Zillow,
Realtor.com and Redfin**

Sold for \$46,000 above asking

Listed \$995,000

Sold \$1,036,000

**SOLD FOR
RECORD
PRICE!**

The Robert Mack Group | 949.209.7309

**Let the Robert Mack Group help you
with your next BIG lifestyle change...**



PRE-SORTED
STANDARD
U.S. POSTAGE
PAID
CORONA, CA
PERMIT NO. 799



Robert Mack

Broker Associate

(949) 209-7309

robertm@robertmackgroup.com

www.robertmackgroup.com

CalBRE: 01734565

This is not intended to solicit listed property. If your property is currently listed for sale with a broker, please disregard. Equal Housing Opportunity.

**SOLD
FOR
RECORD
PRICE!**

Who you work with matters!

A home is worth what a buyer is willing to pay for it. The wrong agent and the wrong strategy will cost you thousands of dollars. **Call Robert Mack if you're interested in selling while the market is still in your favor!**



**Request your free home evaluation
with NO STRINGS ATTACHED**



THE LISTING EDGE

Attention: Turn one into 2 listings?

8. Invite all neighbors to your next “Home Selling Seminar”.
9. A letter (hand addressed and hand stamped) magic buyer letter. We have more buyers and no inventory.
10. “Did You Hear About Your Neighbor” mailer with a QR code

Did you
hear about
your neighbor?

Scan here to find out!



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



The **MONEY** is in the
Landing Page!

YOUR NEIGHBOR
JUST SOLD \$119,000
OVER LIST PRICE!



HERE'S THE STORY...



YOUR NEIGHBOR CALLED
US...



...looking to make a move out of state, and
wanting to **maximize the value of their**
home

AA stephanieyounger.com



HERE'S THE STORY...

YOUR NEIGHBOR CALLED
US...

...looking to make a move out of state, and
wanting to **maximize the value of their**
home.

WE GOT TO WORK

Our project manager created and executed a
plan focused on **strategic home**
improvements.



0% FINANCING

Our clients didn't have to come out-of-pocket
for their home makeover by using our
interest-free financing.

A BUZZWORTHY LAUNCH

Our marketing team created a special event
that **attracted 120+ active buyers.**



MULTIPLE OFFERS

3 days after the launch event we **received 8**

stephanieyounger.com — Private

MASTERFUL NEGOTIATION

Our listing team used an **offer deadline** to
create urgency and countered the strongest
offers on **price and terms.**

FAST & EFFICIENT ESCROW

Our escrow team handled every step of the
process and was able to close in 12 business
days - **50% faster than usual.**

SUCCESSFUL CLOSE

Through our comprehensive process and
team of specialists, we helped our clients
achieve **25% more per foot than the most**
recent comparable sale.



8429 REGIS WA'

*Our team's marketing strategy and
implementation resulted in these sweet
results;*



stephanieyounger.com — Private

8429 REGIS WAY

*Our team's marketing strategy and
implementation resulted in these sweet
results;*

\$119,000

Over The Asking Price

11

Offers



8

Days on Market

\$1,418,429

Sold Price



\$1,189

Price Sold Per Sq Ft



🔒 stephanieyounger.com — Private

48,673

Total Media Views

DO YOU HAVE A
SIMILAR GOAL?

Let's chat.



Name

Name

Email

Email *

Phone

Phone

Address

Address



By providing The Stephanie Younger Group your contact
information, you acknowledge and agree to our [Privacy Policy](#)
and consent to receiving marketing communications,

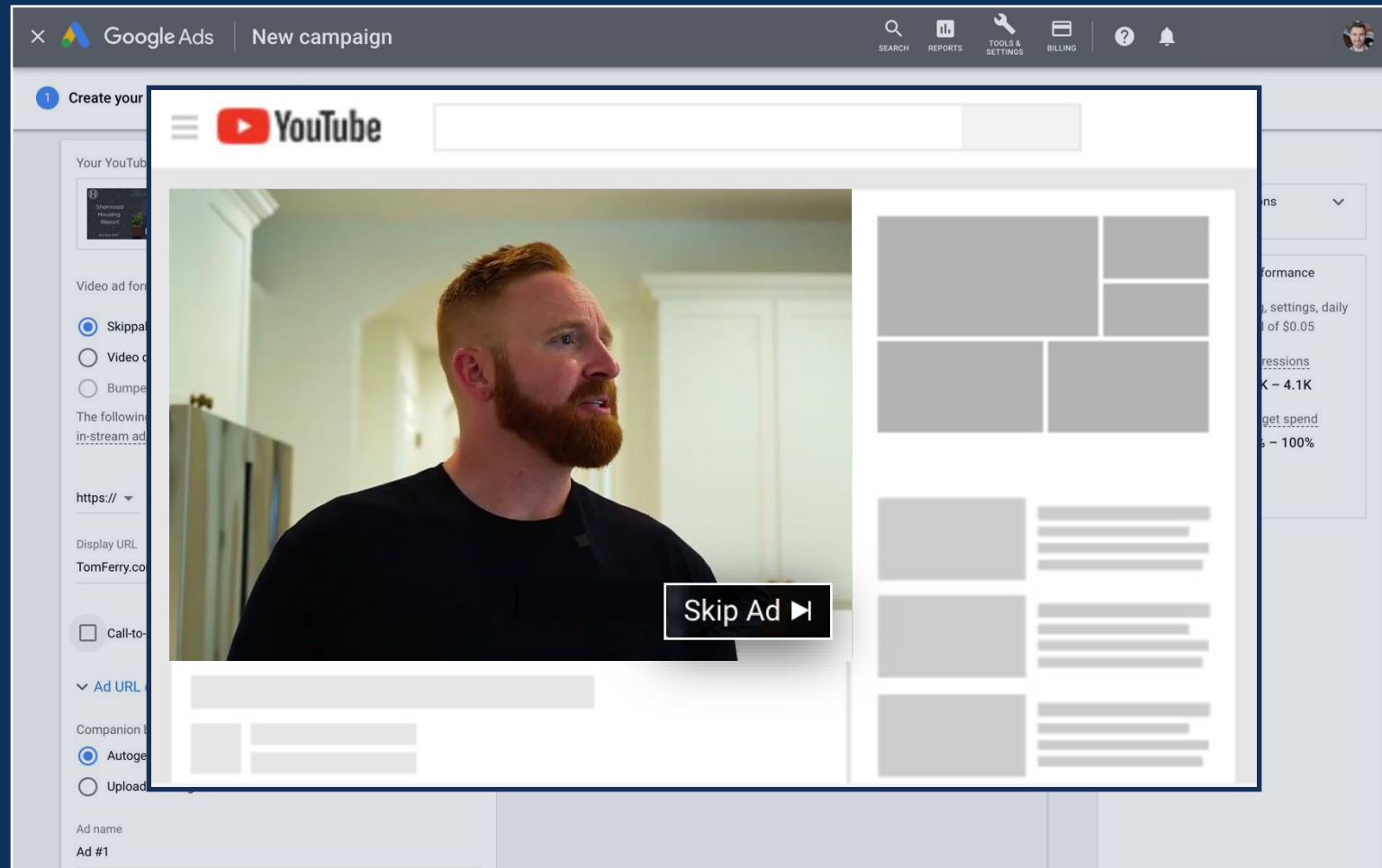
🔒 stephanieyounger.com — Private



STEPHANIE Younger

**@Compass
Los Angeles**

YouTube Commercials



THE LISTING EDGE




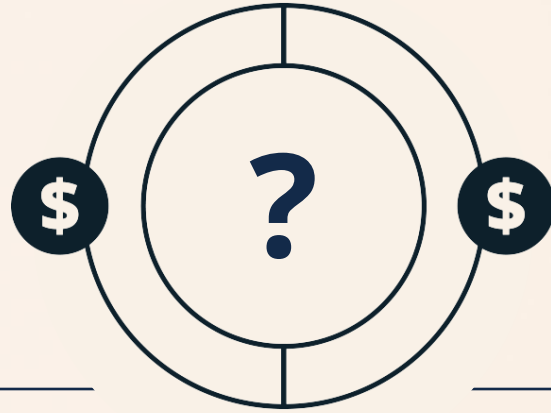
SHANE BURGMAN



THE LISTING EDGE



What's my REAL Potential
Income = \$ 



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

BIGGEST EXPENSES

2. Taxes  1/2

1. My Delta    
(everyone pays)



DECIDE and
FULLY COMMIT

Break

THE LISTING EDGE

5/5/4



**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 JMC 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 (Doris) / 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



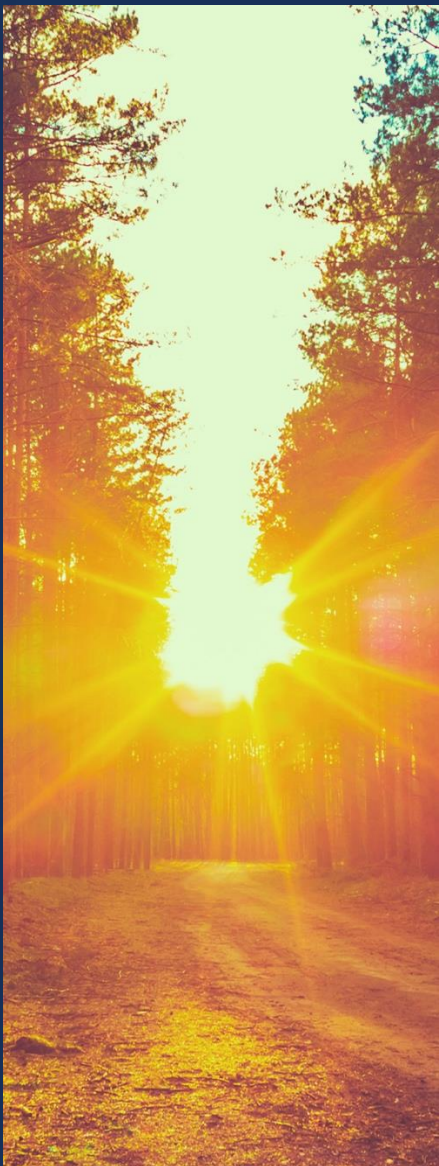
Jamie McMartin

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

Tom

THE LISTING EDGE





Reimagine My Schedule

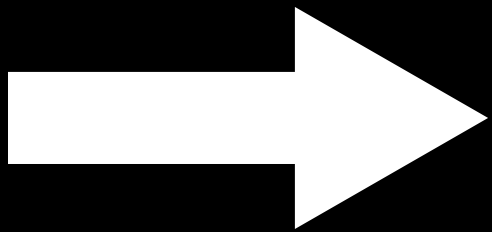
- 1. A morning routine that fires you up!** – *(capture on social)*
 - Exercise
 - Mindset – Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)!** – *(capture on social)*
- 3. Business morning routine**
 - Daily hot sheets – *(capture on social – “Did you know?”)*
 - Role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



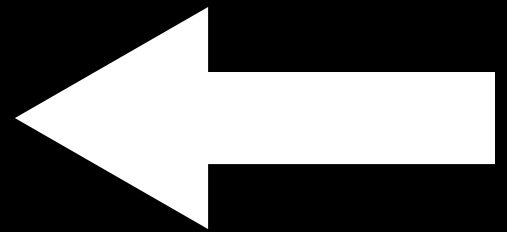
"Move it Forward" Meetings

- 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 will I
commit to?**





thank
you

THE LISTING EDGE













