





TF TomFerry™

#1 COACH

in Real Estate Training



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





Tom J

THE LISTING EDGE

Why Are You Here?

THE LISTING EDGE

OUTCOMES!

- **CLARITY.**
- **ACCELERATE OUR RESULTS.**
- **MAKE SOME ADJUSTMENTS.**
- **SHARPEN THE EDGE.**
- **LIST/SELL MORE HOMES IN 25.**

Jason PANTANA



Meredith **FOGLE**



**Thank My
Partners!**

THE LISTING EDGE

Thank You to Our (St L) Sponsors



**Thank My
Clients!**

THE LISTING EDGE

Quality • Service • Accuracy



BENCHMARK TITLE

 **SECURITY TITLE**

A Division of Fidelity National Title Company LLC



CHICAGO TITLE®

Q: How many
challenging markets have
you experienced?"

What a start to 2025

TARIFFS

VOLITILITY

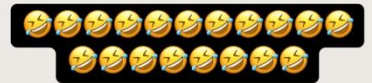
PENT UP DEMAND



My emotional support dog, after his first week in Real Estate with me!



@funnyrealestatehumor





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

How many Listings are you
planning to take this year?

Am I open Minded?



Coachable?

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

**1. We'd go back in
time... & I'd ask
"Knowing what you
know now..."**

How soon would I have started...

1. My first website/SEO
2. Email marketing
3. Buying online leads
4. Nurturing my database for referrals (82% vs 12%)
5. Video marketing
6. Building my social audience
7. Focused on stacking-up "reviews"
8. Marketing consistency
9. Improving my sales , presentation, objection handling skills
10. Hired my first assistant (or _____)
11. Created my systems

**What did the
“misses” cost me?**

**Which Should I
Prioritize?**

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

2. Power of Belief.

Three Beliefs...

1. **There's** enough business!
2. **I'm capable** of doing it!
3. It will be **worth the effort!**

**Where do I need to
improve my beliefs?**

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

3. There's three ways grow any business

-
- 1. Add Marketing for More Customers**
 - 2. Increase the Frequency of Repeat & Referral Business**
 - 3. Increase my Average Sales Price/Fee's**

Carolyn YOUNG

**After 24 years in business,
earning \$300k a year.**

Now over \$7mil in 7yrs!

THE LISTING EDGE



—◆— Total GCI



THE LISTING EDGE

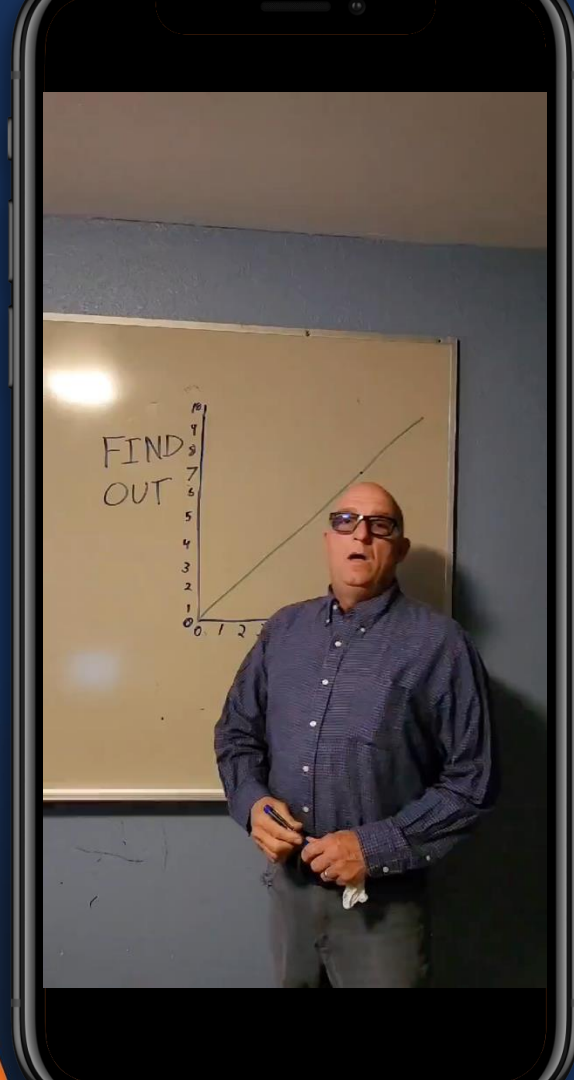
Q: Where Am I **Most Likely** to Find Sellers?

- **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

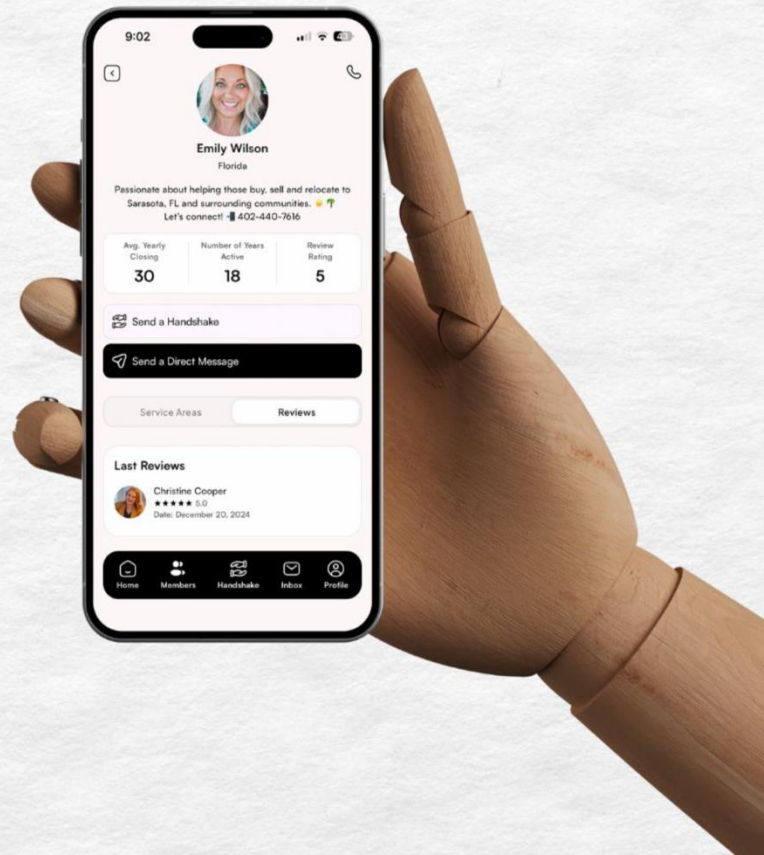
- 1. 70+ year old homeowners, in larger homes as a niche farm. Direct mail, handwritten notes, drop note cards, a fridge magnet, drop a professional CMA, with stories about the neighborhood. Become their agent.**
- 2. List/buy under built lots, zoned for R2+ with an SFR – Jim Allen**
- 3. FSBO's**
- 4. Seminars for home sellers**
- 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**



How to Find
Out What Lead
Pillars Works?



Join Beta Today
2,400 Requests & Counting



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

**4. Focus on
closing the gap
on the 6% **

6% From Life Events



Diapers



Death



Diamonds



Divorce



Diplomas



Defaults



D'Relocation



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

You Have 2 Problems

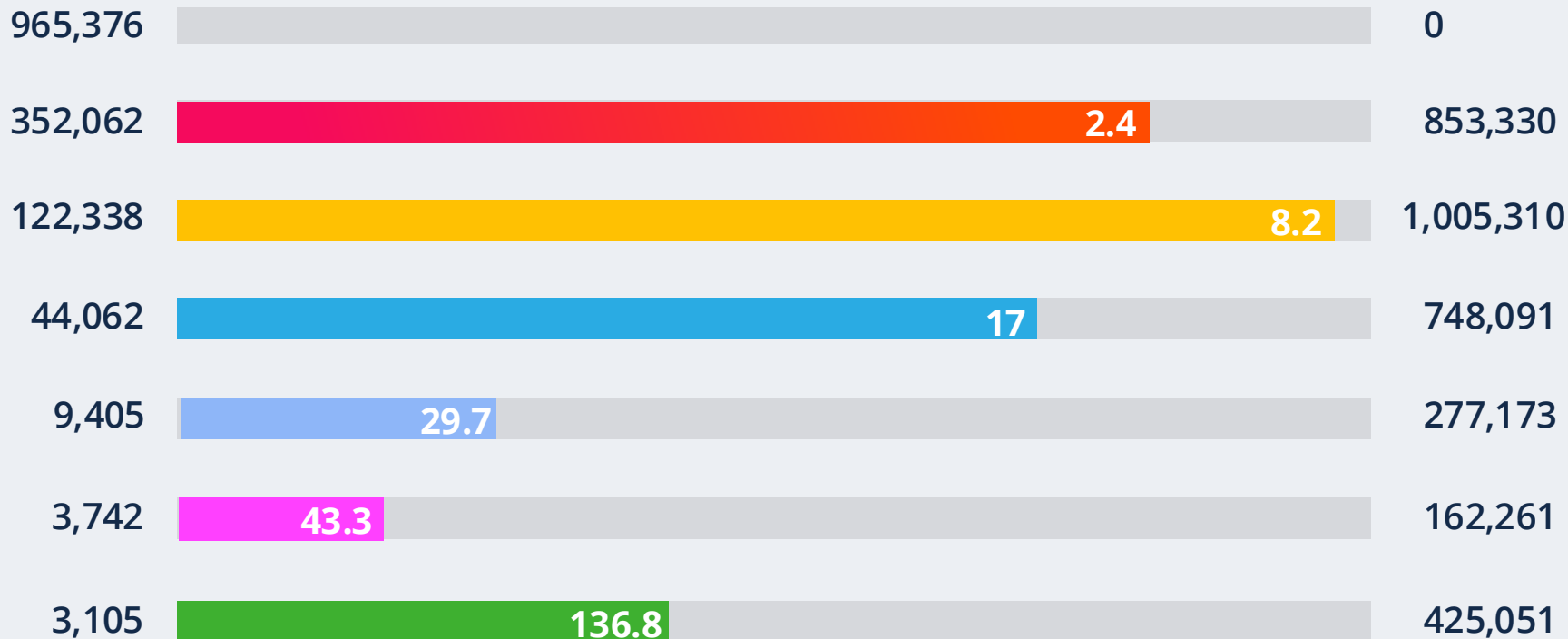
Competition Index Trend (2009-2024)



THE LISTING EDGE

OF AGENTS

OF LISTINGS SOLD



*National Listing Sold Data by Agents 2024

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*...

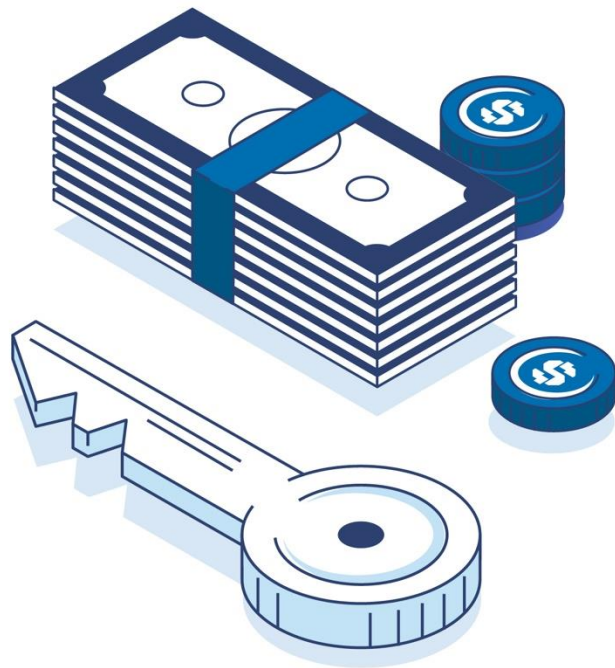
1. LOST listings sold: **5,161**
2. LOST Listing volume: **2.57 Billion**
3. LOST Listing commissions: **\$50 - \$70M**

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

Turn Your Data *into Deals*

Enrich, score, and prioritize your database to close more deals with the homeowners who matter most.

live **inHere**[®]



Act Today to *Own Tomorrow*

The future belongs to agents who stay connected with homeowners now and keep the conversation going for years.

START YOUR FREE TRIAL →

live inHere®



**Does the consumer
deserve a more
reliable
experience?**

4 Types of **Real Estate Agents**

Dabblers

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

The Systemized

Installed the Systems.
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

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

5. **Systems** > Memory!

5 Signs You Need to **Improve Your Systems**

1. When you don't know where your next client is coming from
2. When you never have enough time
3. When your income is inconsistent
4. When you're "the only one who can do this"
5. When market changes stops you from being productive

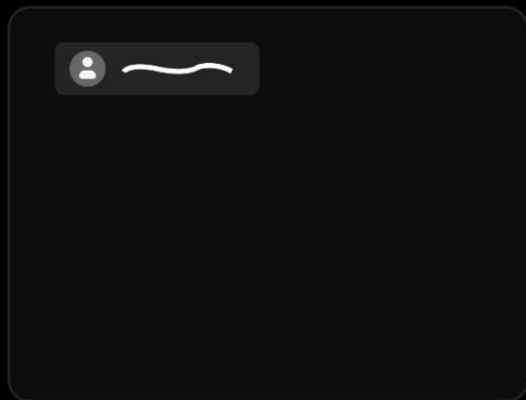
IF

Your pipeline is empty



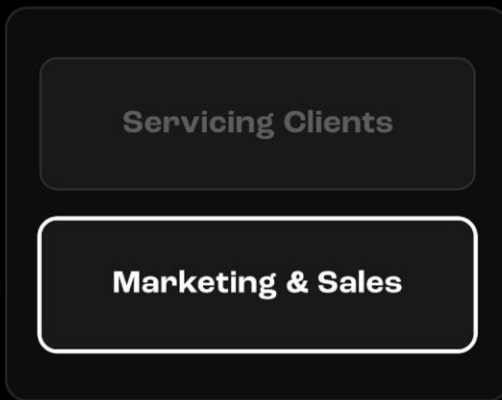
IF

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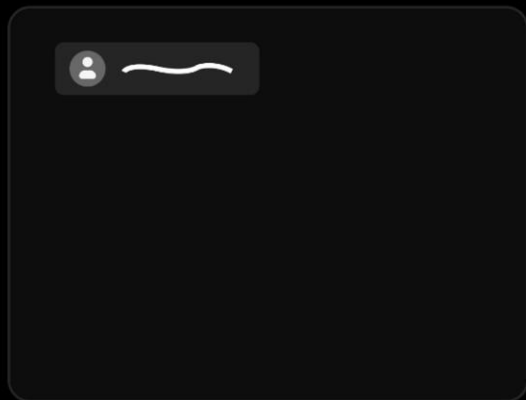
Then

You are putting all effort in



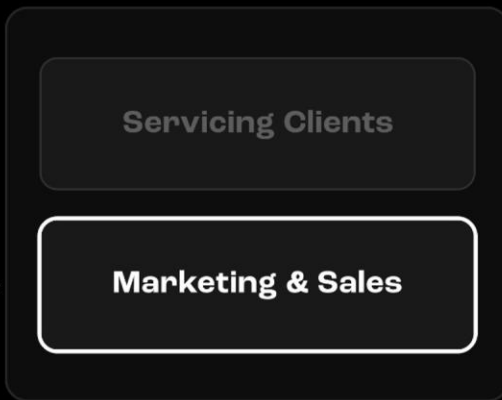
IF

Your pipeline is empty



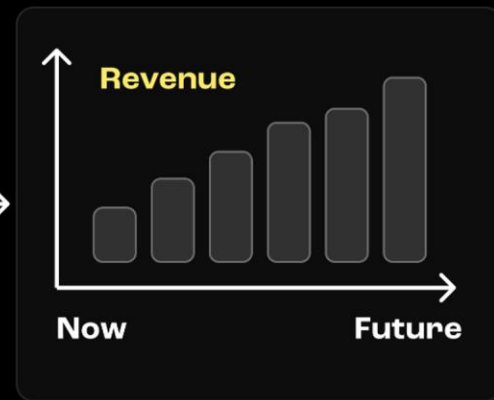
Then

You are putting all effort in



Revenue

Which results in



IF

Your pipeline is full



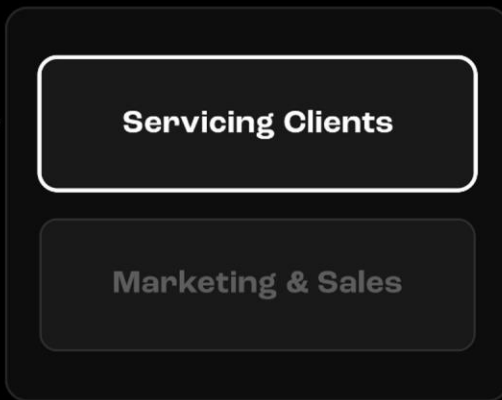
IF

Your pipeline is full



Then

You are putting all effort in



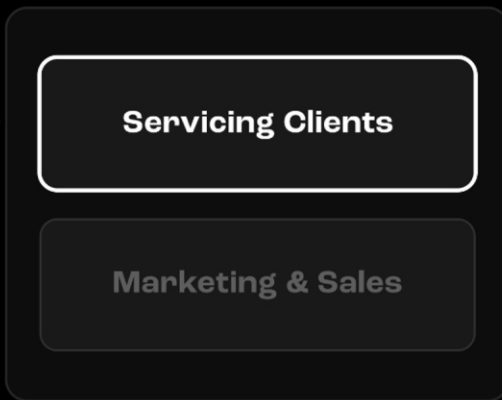
IF

Your pipeline is full



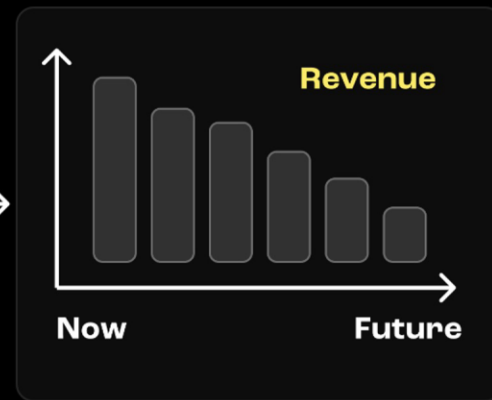
Then

You are putting all effort in



Revenue

Which results in



Vicious Cycle



**That's Business
w/out Systems**

Do I Have a System for...

1. Managing my time
2. Managing my emotions & mindset
3. Consistent marketing and lead generation
4. Nurturing their database of past clients & high valued sphere
5. Having quality conversations (prospecting)
6. For follow up and appt setting
7. Launching listings and managing sellers
8. Onboarding and managing buyers
9. Managing escrows from contract to close
10. Managing my teams
11. Managing my tech stack
12. Managing my finances & budget
13. For for CANI of my presentations & skills
14. Staying ahead of the curve (new trends, tech)

What Systems Add/Improve Upon?



Q: “What won’t happen,
if you **DON’T** add the
systems?”



Q: “How soon do you want to install the right systems?”

**What I'm NOT
Changing,
I'm Choosing!**

Break

THE LISTING EDGE

Join Me For Lunch

THE LISTING EDGE

**What I'm NOT
Changing,
I'm Choosing!**

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



Decide and

Fully Commit

Meredith FOGLE



**What will I
commit to?**

Join Me For Lunch

THE LISTING EDGE



Lunch

THE LISTING EDGE

Jason PANTANA

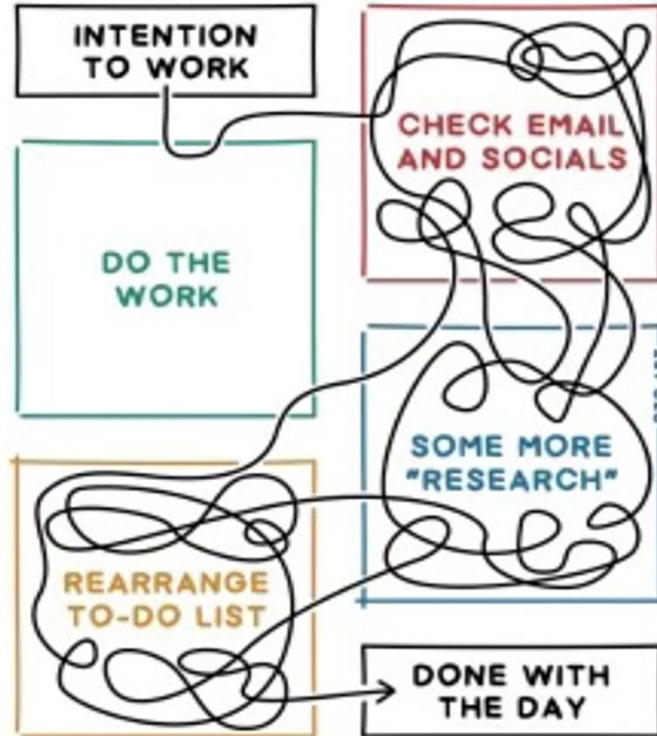


Q&A?

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

**“Discipline is
Prioritizing the needs
of my future self,
Today!”**

7. Prioritization & Focus!



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

Q: What distracts me?

**Q: What Do I need to
Eliminate?**

**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
!**

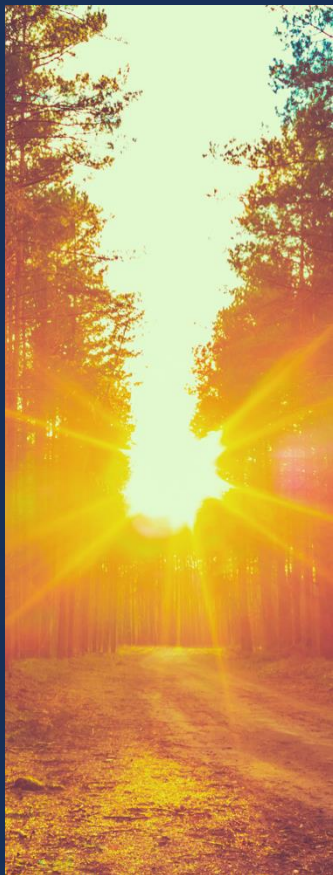


FOCUS ON YOUR 2025 GOALS



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

**“If Nothing Changes.
Nothing Changes!”**



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)*

5/5/4/2

(scheduled & completed daily)



"Move it Forward" Meetings

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



The 2 most **important** productivity 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
- ☐ 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
adjust?**

Revii™



30-day free trial
Code: REVENUE30



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

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

(Subtracting is more powerful than adding)



**“All I’m asking you to
do is improve your
business & make good
decisions.”**

Break

THE LISTING EDGE

Quality • Service • Accuracy



BENCHMARK TITLE

 **SECURITY TITLE**

A Division of Fidelity National Title Company LLC



CHICAGO TITLE®

Valuable?

Act Today to *Own Tomorrow*

The future belongs to agents who stay connected with homeowners now and keep the conversation going for years.

START YOUR FREE TRIAL →

live **inHere**[®]





Access Resources

from today's event

Download the inHere app for free access
to slides, scripts and expert strategies.



coachinHere®



**What will I
commit to?**



Thank
you

THE LISTING EDGE

**REAL ESTATE'S
BIGGEST EVENT**
RIGHT IN YOUR HOME STATE

LONESTAR SAVINGS



SUCCESS SUMMIT
2025



USE CODE: SS-EDGE

~~**\$500**~~ → **\$349**

**So, If I was
your Coach.**

I'm convinced business is a self
development tool disguised as a
money-making game.

- diewithoutregretss

The more you work on it,
the more it works on *you*.

- diewithoutregretss

Your business is a mirror.
It reflects your strengths,
your blind spots, and the stuff
you've been pretending isn't there.

- diewithoutregretss

It forces you to look at the parts
of you you'd rather put in a
box and hide from.

- diewithoutregretss

Selling exposes your self-worth.
Hiring exposes your control issues.
Leadership exposes your communication.
And scaling? That exposes everything.

- diewithoutregretss

You thought you were
building a business.
But you're also building
a new version of *you*.

- diewithoutregretss