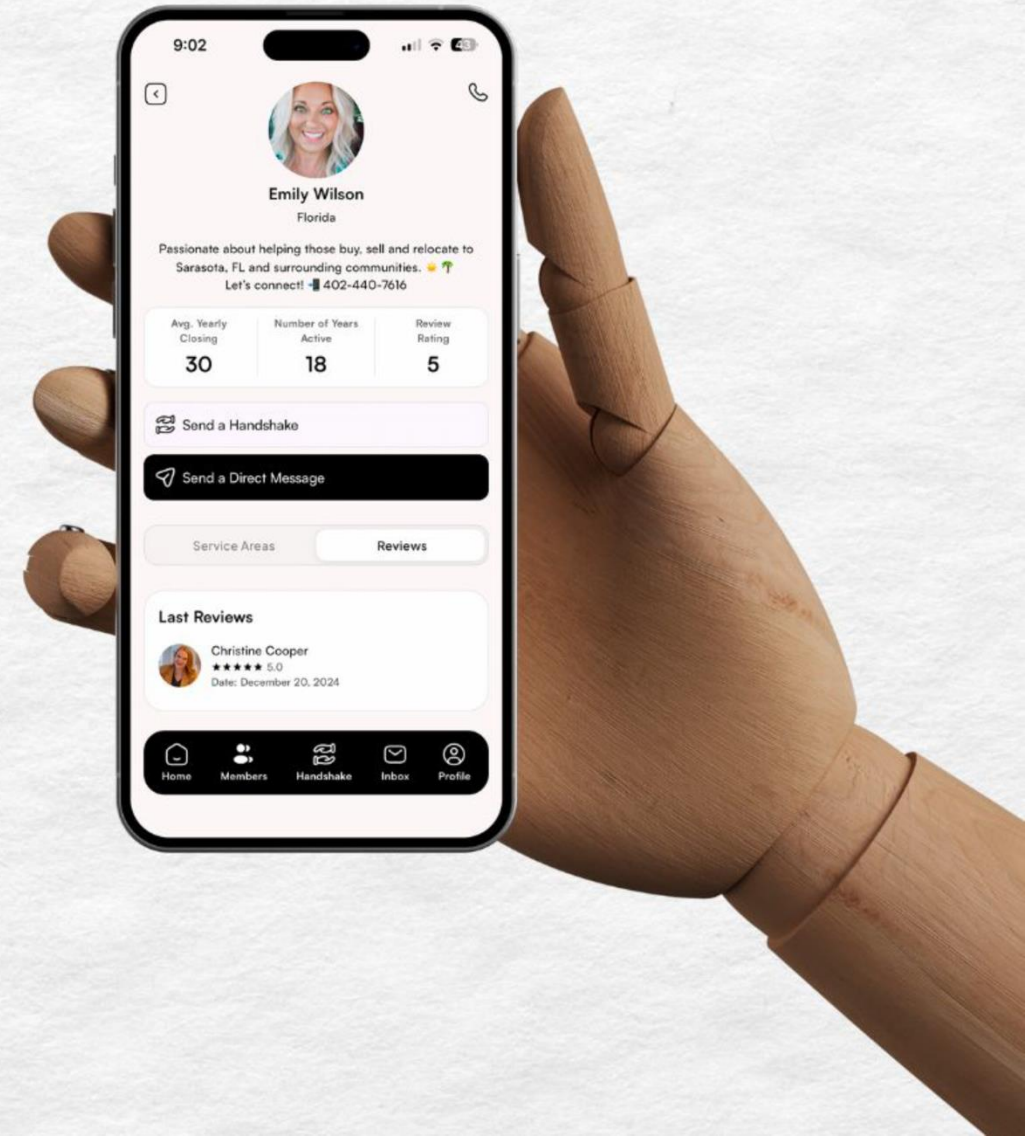




Join Beta Today  
2,400 Requests & Counting







**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

---

Who's in the Room?

How many Listings are you  
planning to take this year?



# OUTCOMES!



**CLARITY.**



**ACCELERATE OUR RESULTS.**



**PRUNE BEFORE ADD.**



**SHARPEN THE EDGE.**



**LIST WAY MORE HOMES IN 25.**



**“Less Effort, More Results!”**



Lourdes **MAESTRES**

Jason **PANTANA**



David  
**CHILDERS**



Jimmy  
**MACKIN**



**Thank My  
Partners!**

THE LISTING EDGE



# *Thank You to Our Sponsors*



**CROSSCOUNTRY  
MORTGAGE®**



**LANDVOICE®**





**“Less Effort, More Results!”**



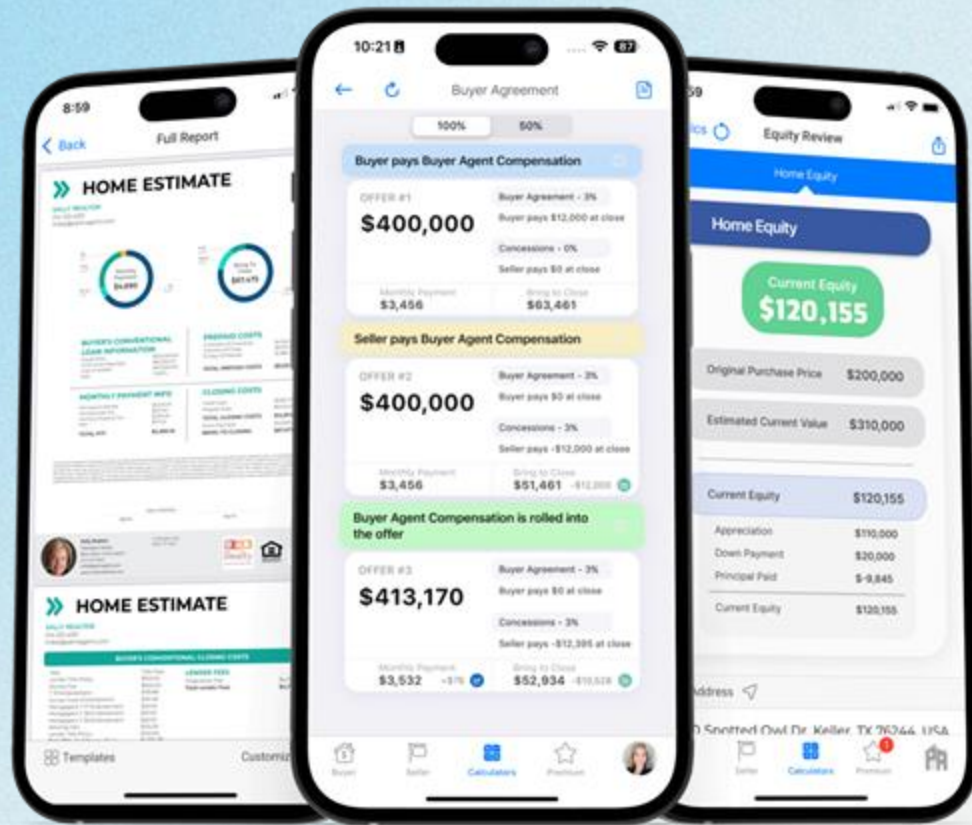
# Did You Know I Coach & Train the Amazing Teams With...



Fidelity National Title



LandCastle Title Group



# Powered By PalmAgent

Real Estate's #1 Closing Cost

App



Tampa EDGE

Scan to Download



FidelityAgent



LandCastleTitleAgent



# **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!”**





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

# 2025 is the year of...

**UP!!!**





?

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



---

Am I open Minded?








Coachable?

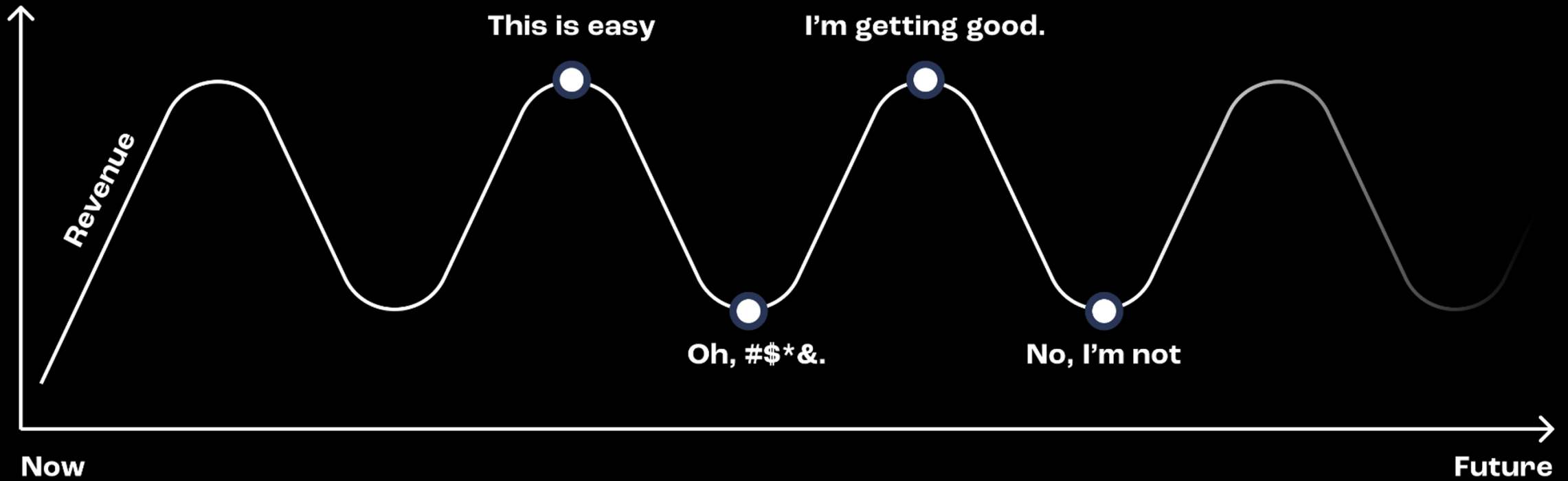
**“If I was **YOUR**  
coach... & you  
wanted more  
listings...”**

**You don't have a Listing  
Attraction Problem,  
you have a Confidence  
Problem!**



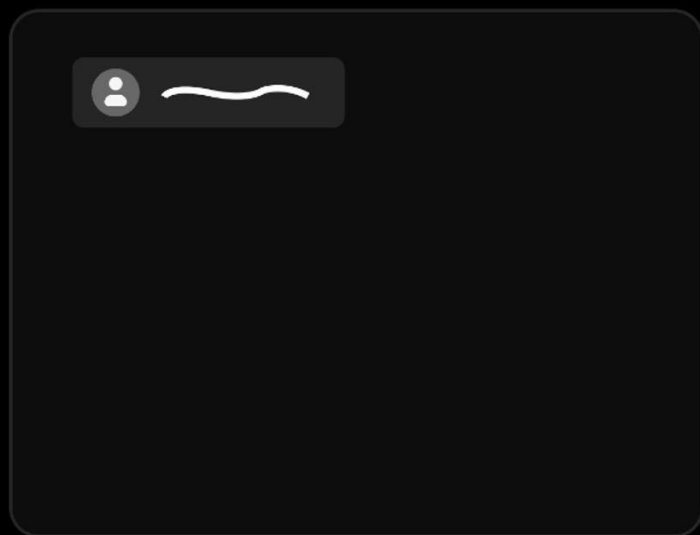
1. Marketing Confidence 
2. Appointment Setting Confidence 
3. Presentation (UVP) Confidence 
4. Objection Handling Confidence 
5. Service Level (help) Confidence 

# Vicious Cycle



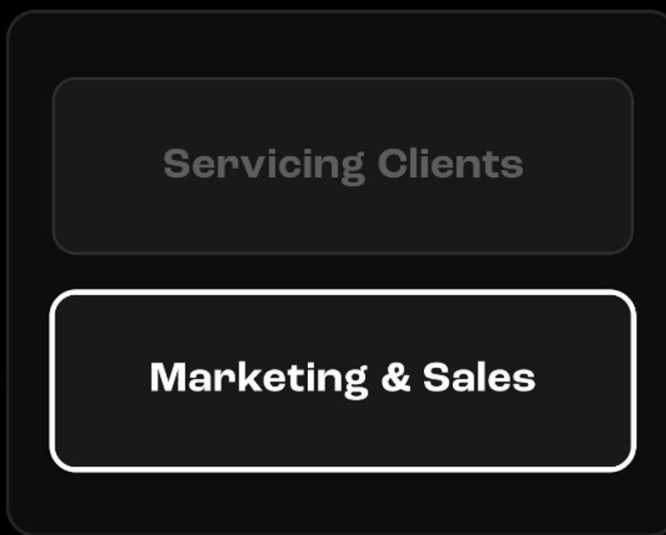
**IF**

Your pipeline is empty



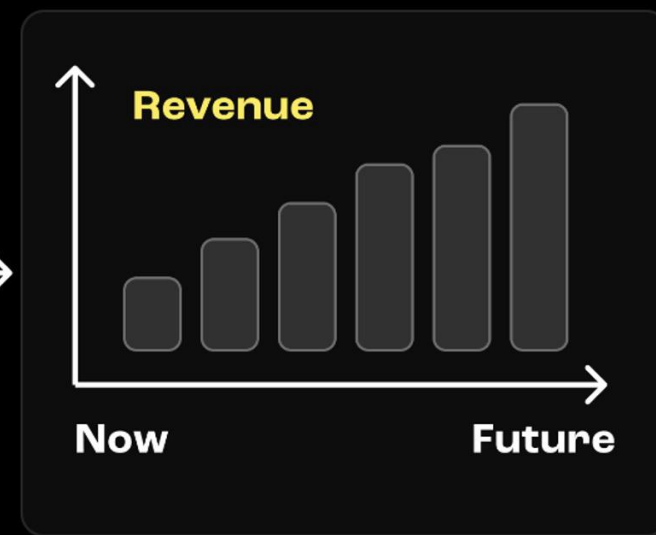
**Then**

You are putting all effort in



**Revenue**

Which results in





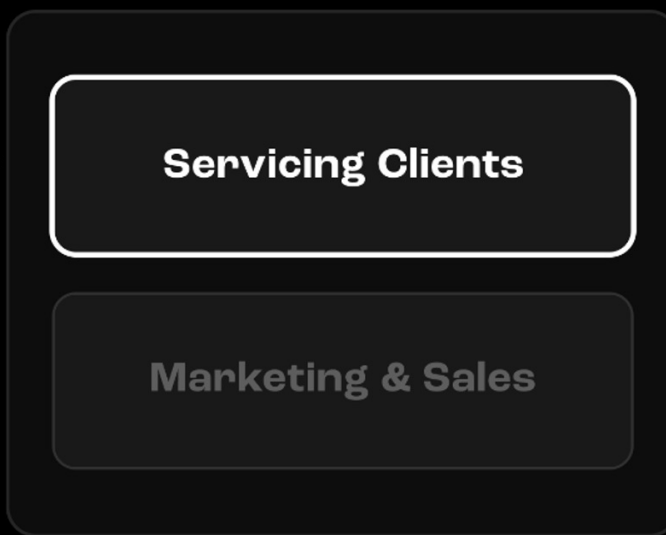
**IF**

Your pipeline is full



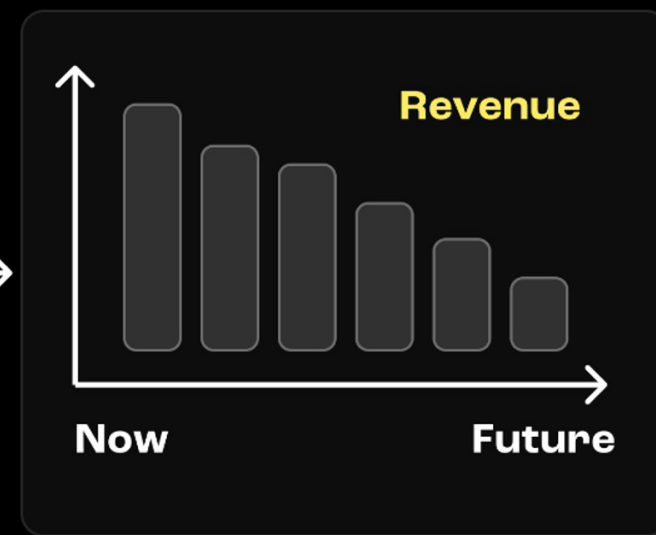
**Then**

You are putting all effort in

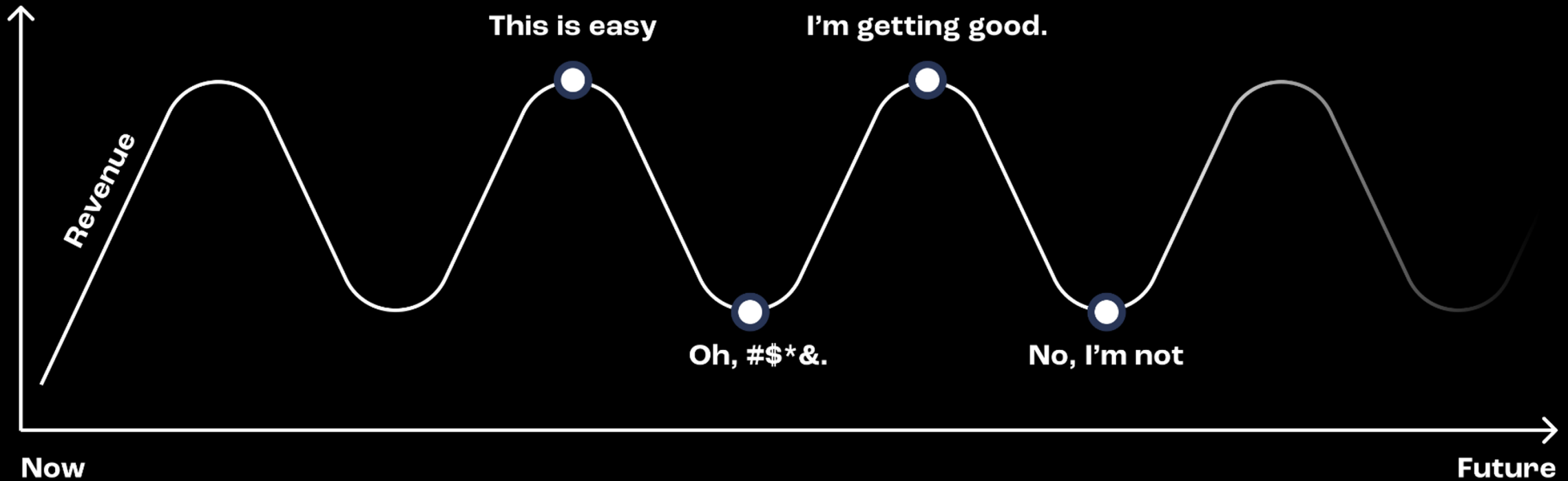


**Revenue**

Which results in



# KILL The Vicious Cycle



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

# **1. Prioritize** **Proven L.A.** **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 dark wall with a large, vibrant mural of tropical foliage, including palm trees and various leaves. The overall lighting is soft, highlighting the man's physique.

# *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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STANDARD  
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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. 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%

# Jimmy **MACKIN**

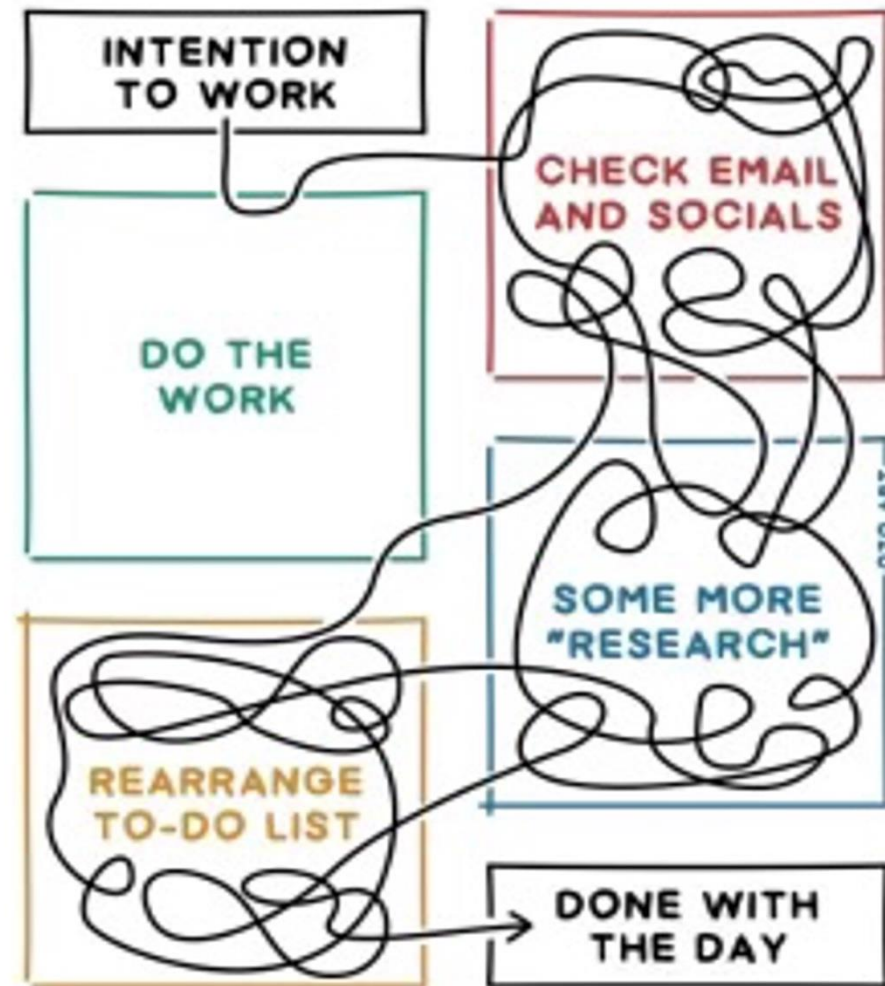
5+ Proven Listing  
Attraction Marketing  
Campaigns

THE LISTING EDGE





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



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

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

**2. Close the gap  
on the 6% +  
Add!**







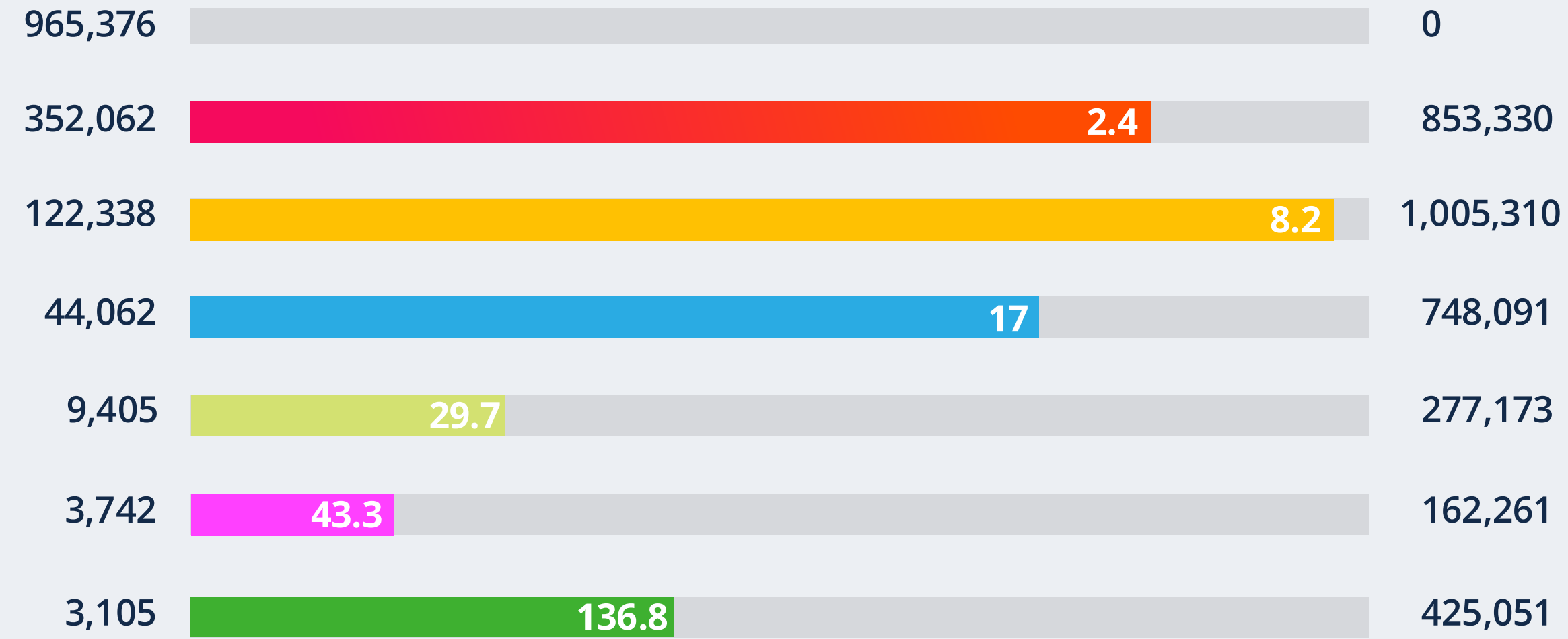
?

# Who Listed/Sold all Listings in 2024?

How Many Did I List & Sell?

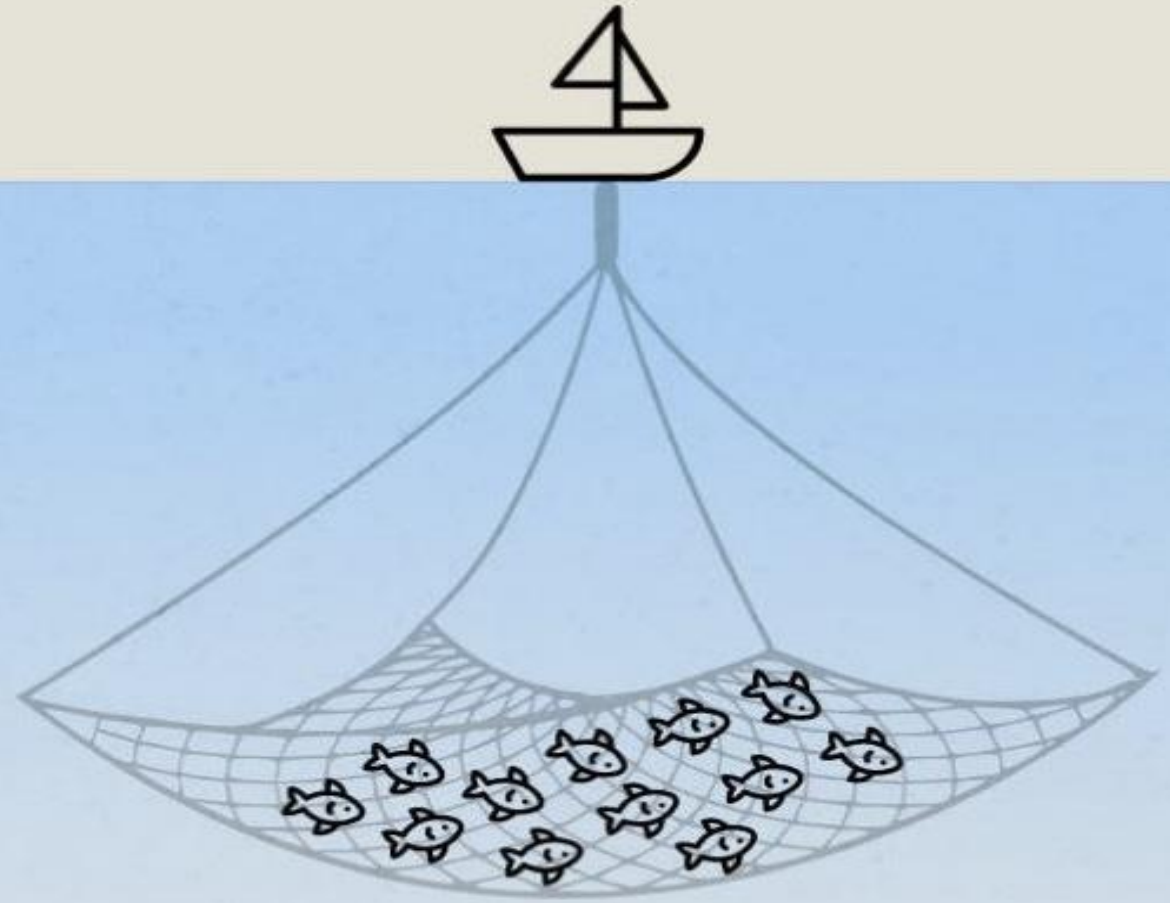
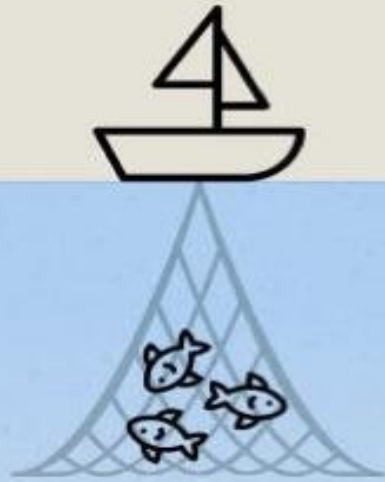
# OF AGENTS

# 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 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!**



**1. What's worked historically?**

**2. Where have I generated listings,  
but I was inconsistent in my  
marketing/execution?**

**3. Where am I placing marketing  
bets?**

# **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**



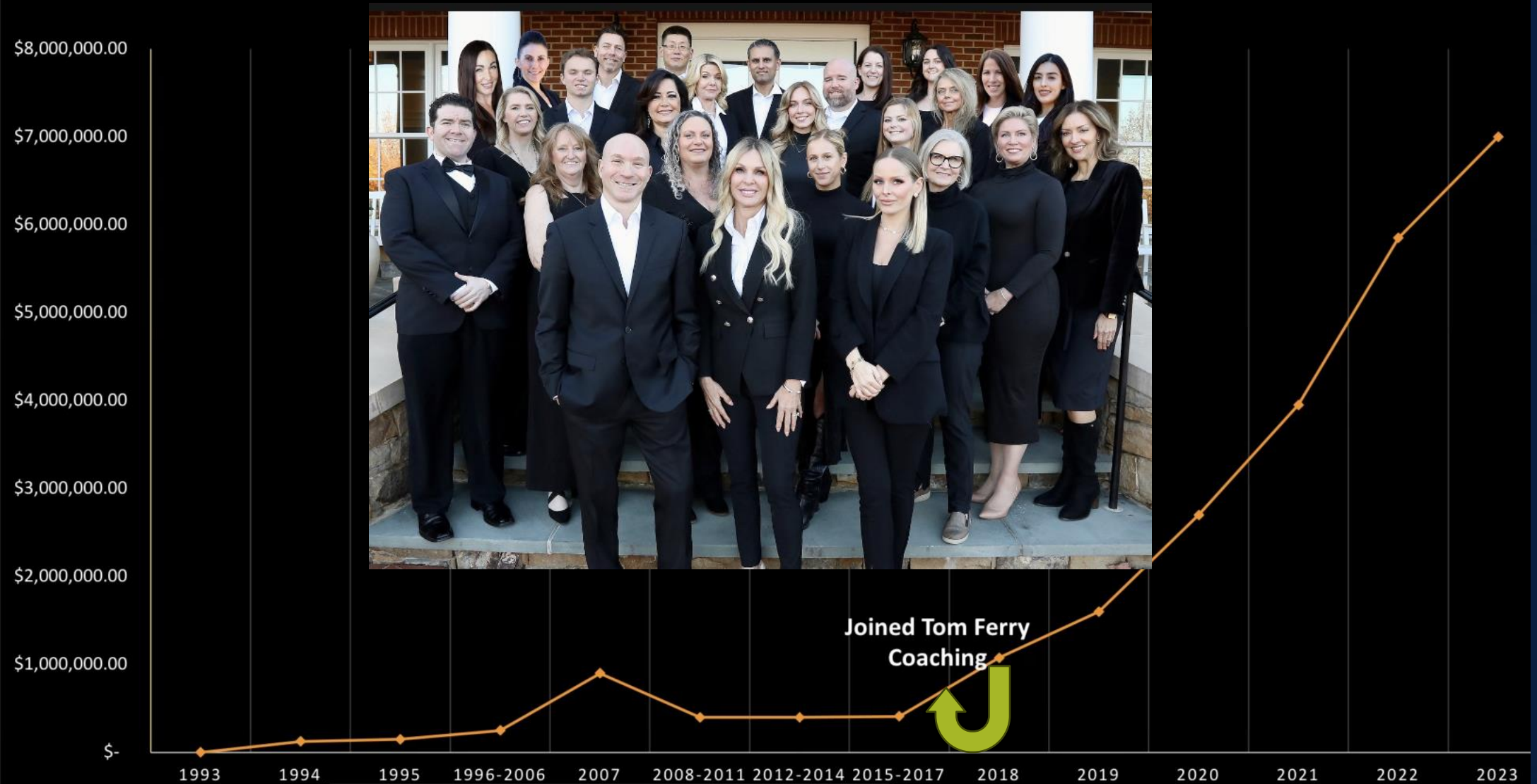
# Carolyn YOUNG

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

**THE LISTING EDGE**



## TOTAL GCI 1993 TO 2023

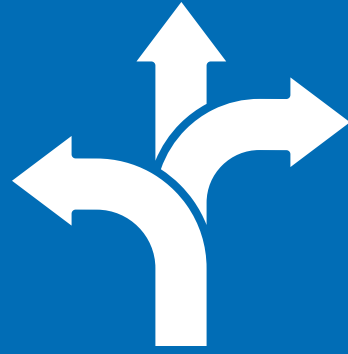


THE LISTING EDGE



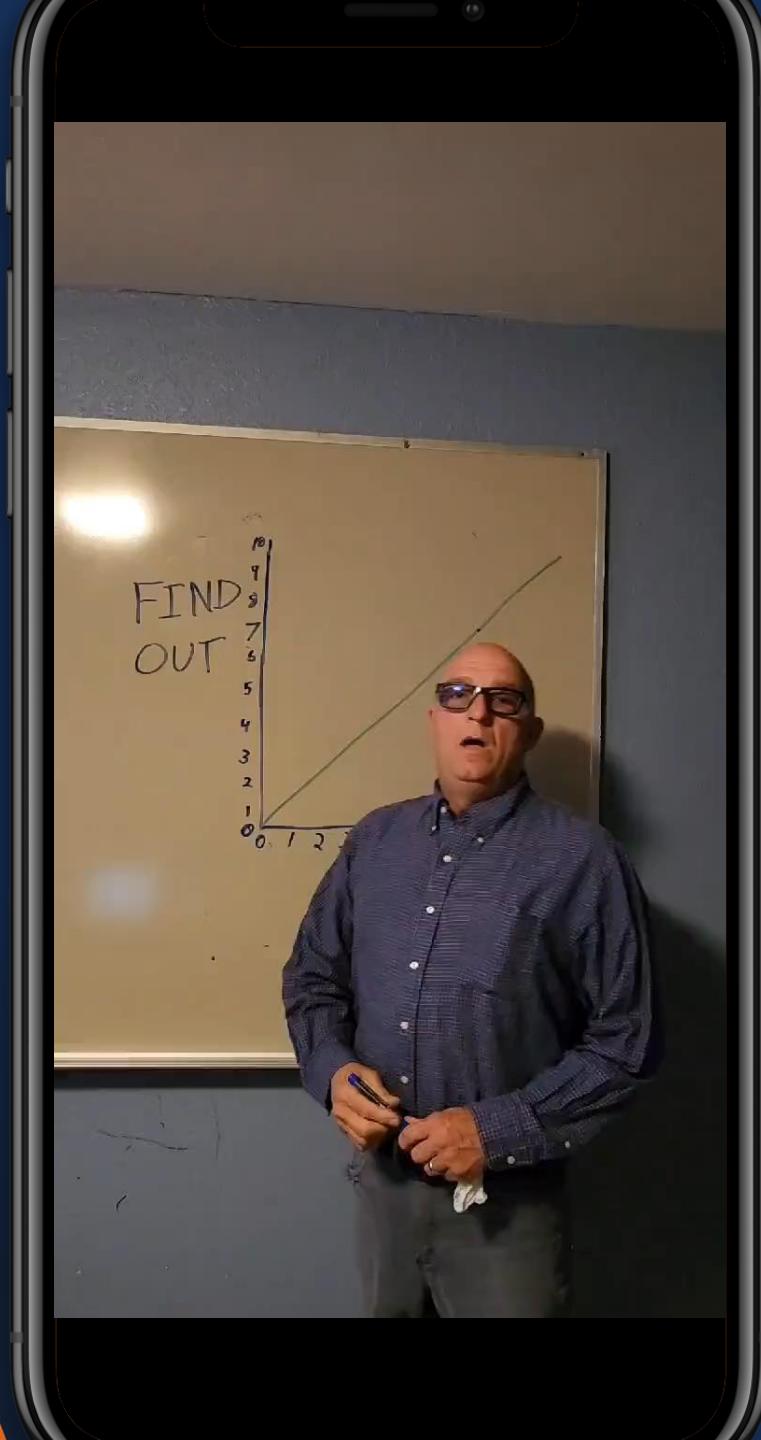
Decide and

Fully Commit



**Q: What are my 3  
Listing Attraction  
Priorities?**





TF TomFerry.

## How to Find Out What Works?

# 3. **Focus** & Cut Distractions!





?

**“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**



Actions Express Priority.

We are what we repeatedly do.

NOT what we express to the world.

What we actually do."

---

**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... & you  
wanted more  
listings...**

**What will I Decide  
& commit to?**

# Break

THE LISTING EDGE

# David CHILDERS



**What will I  
commit to?**



# Lourdes **MAESTRS**





# How's Your Mindset?



**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?"**

# 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

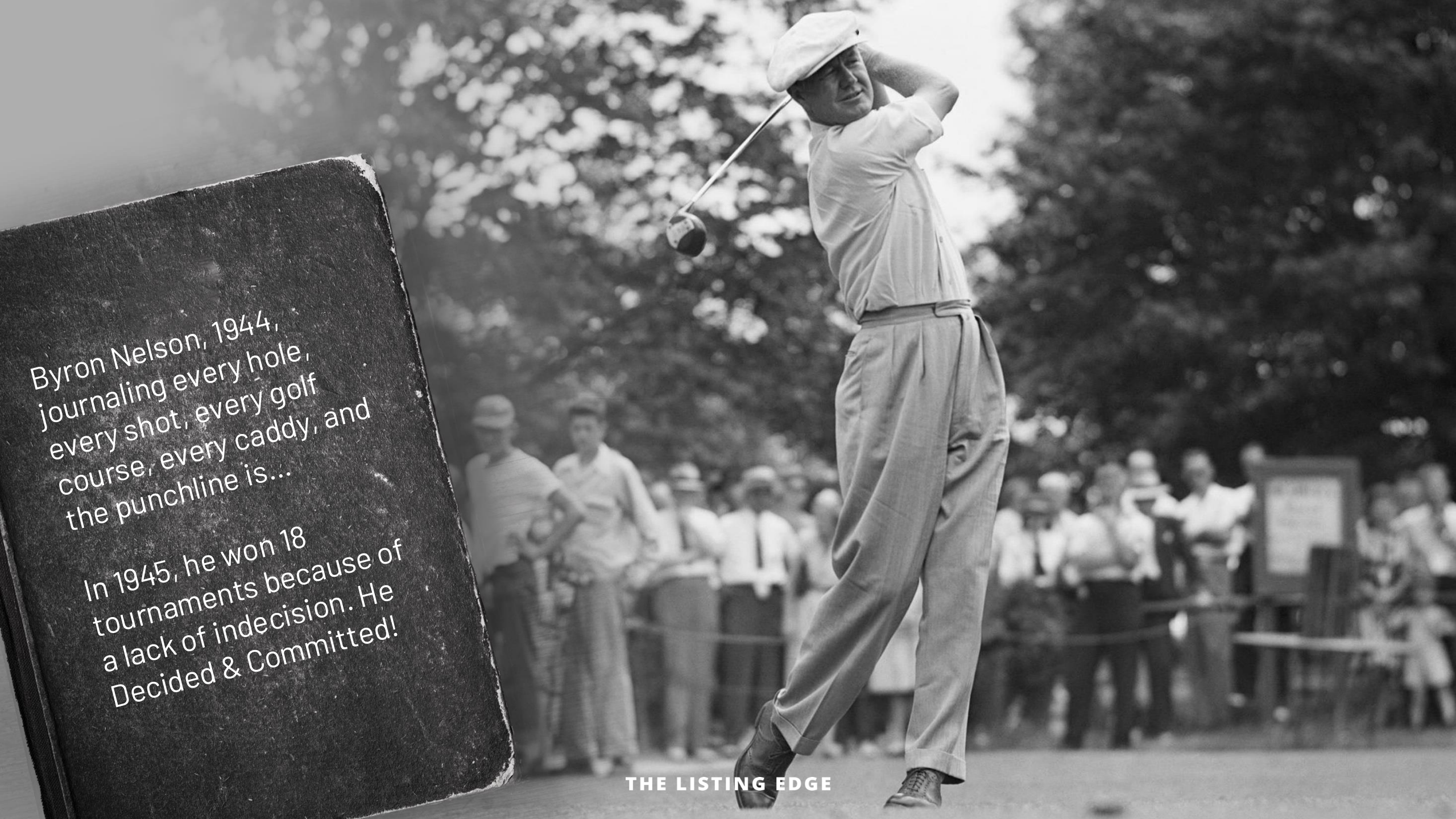
## **The Know-it-All's**

Self explanatory. Their  
knowledge is their financial  
ceiling. IYKYK

1

# DECISIVENESS





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

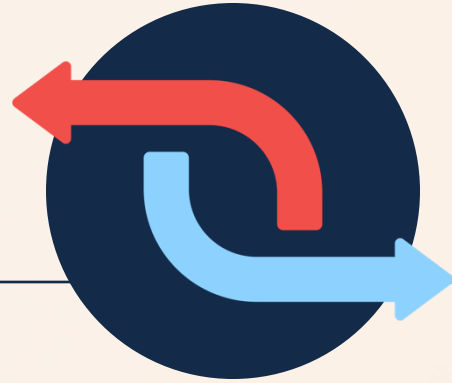
In 1945, he won 18  
tournaments because of  
a lack of indecision. He  
Decided & Committed!



Decide and

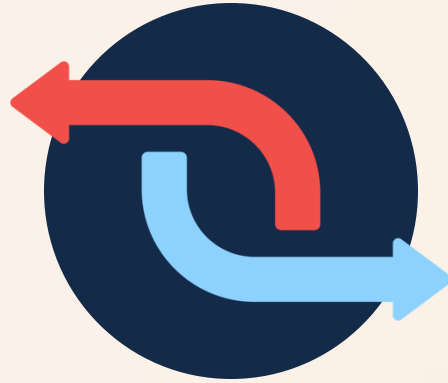
Fully Commit





**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



# Jimmy MACKIN





**What will I  
commit to?**



# 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?



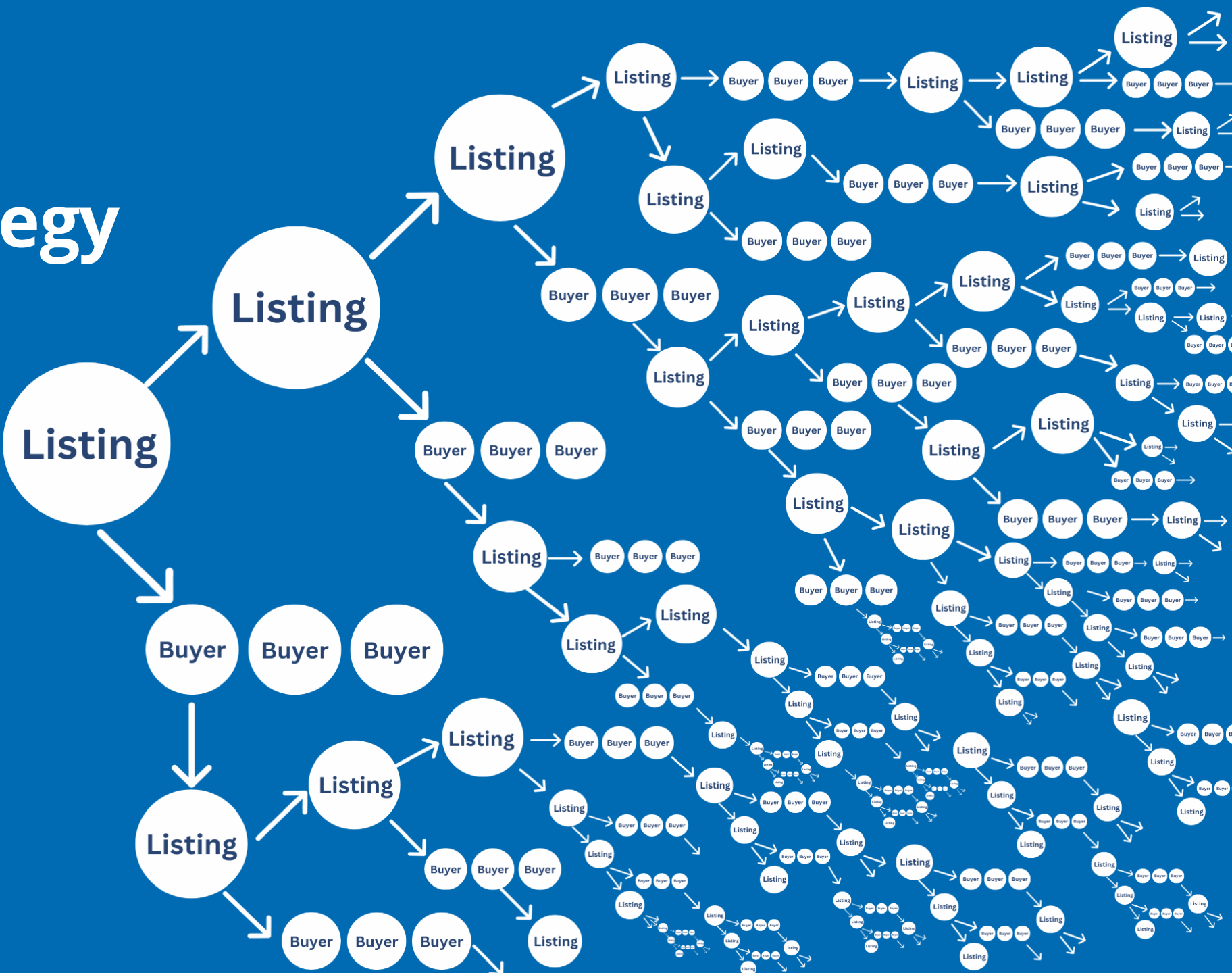
# Stop Following Up, “Checking In” & Chasing

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



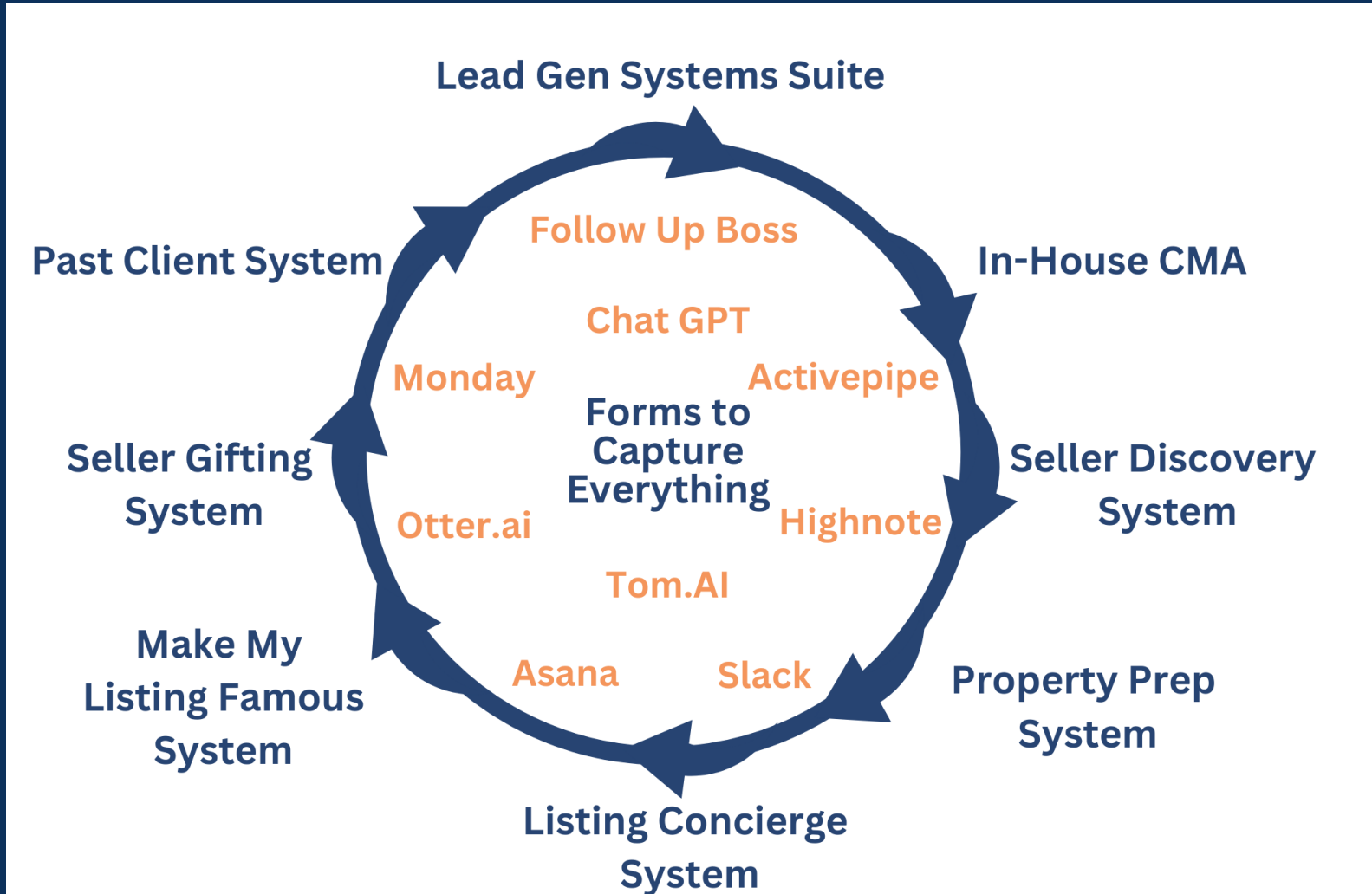
## How to create incredible video testimonials with clients?

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?)

# BUILD YOUR LISTING FLYWHEEL



# How do I turn one into 2 listings?

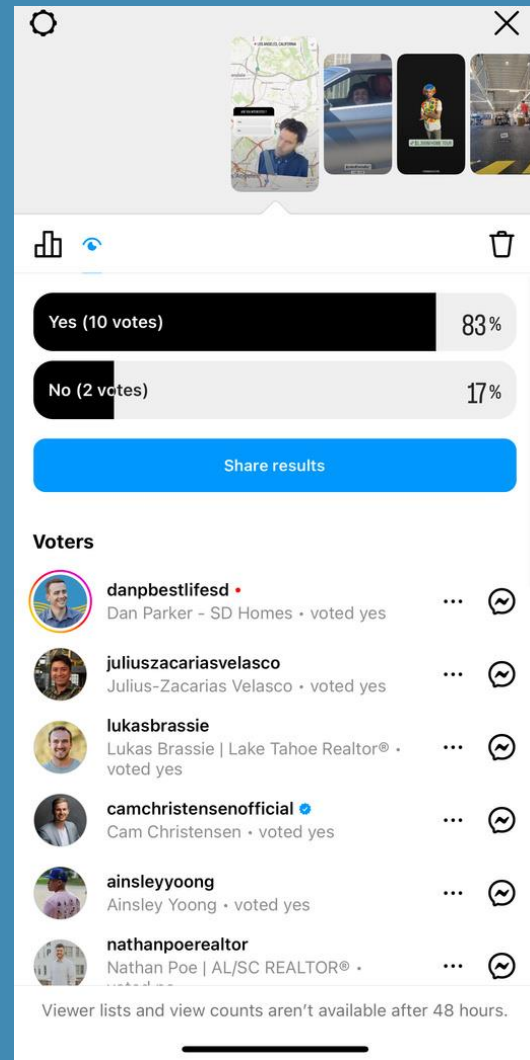
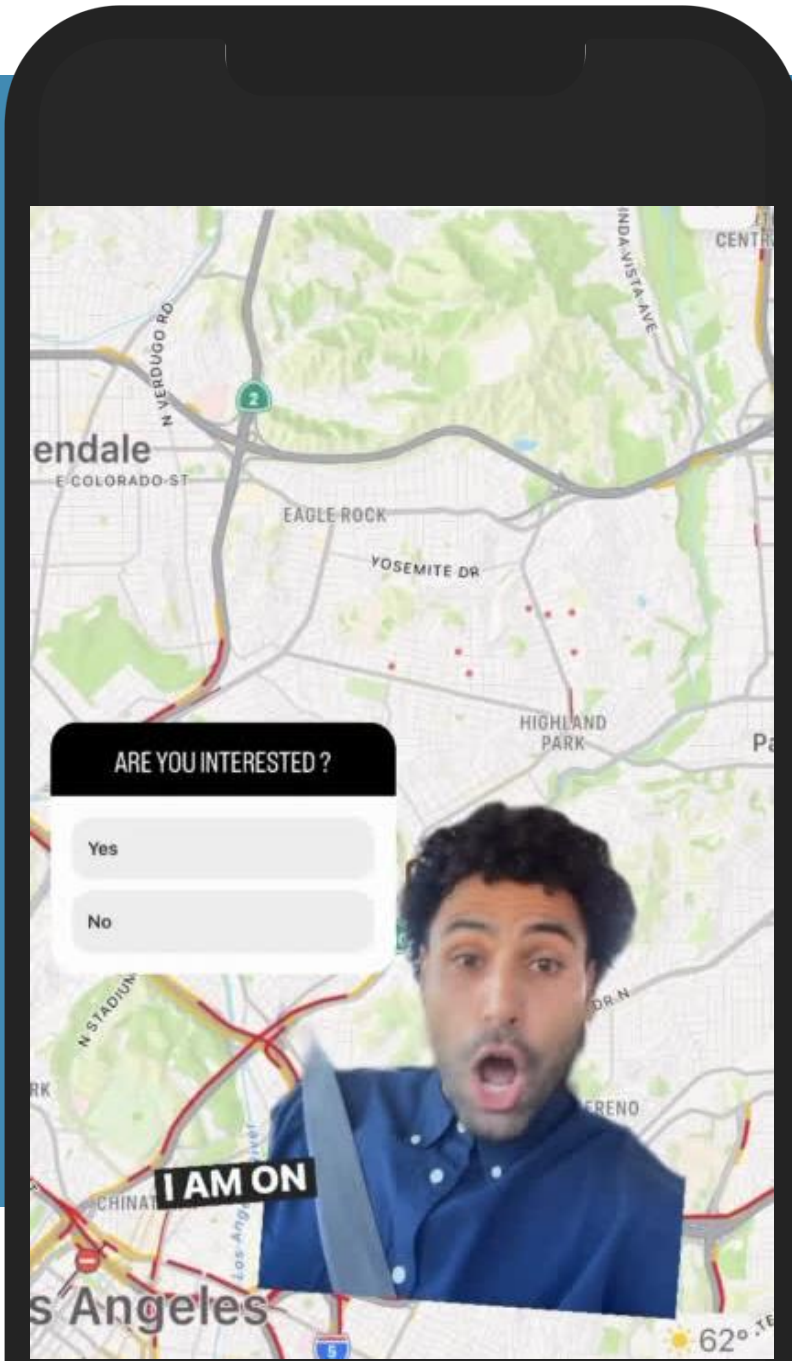
Let your data base know before your next listing

---



The diagram illustrates a process flow. On the left, a green hand is shown with the index finger pointing up, representing 'one' listing. A horizontal arrow points from this hand to a red hand on the right, which is shown with the index and middle fingers pointing up, representing 'two' listings. A speech bubble is positioned above the arrow, containing the text: "I'm about to go meet with another potential seller..."

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



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





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

# 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...**



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[www.robertmackgroup.com](http://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!



PRESORTED  
STANDARD  
US POSTAGE  
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REAL MARKETING

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

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

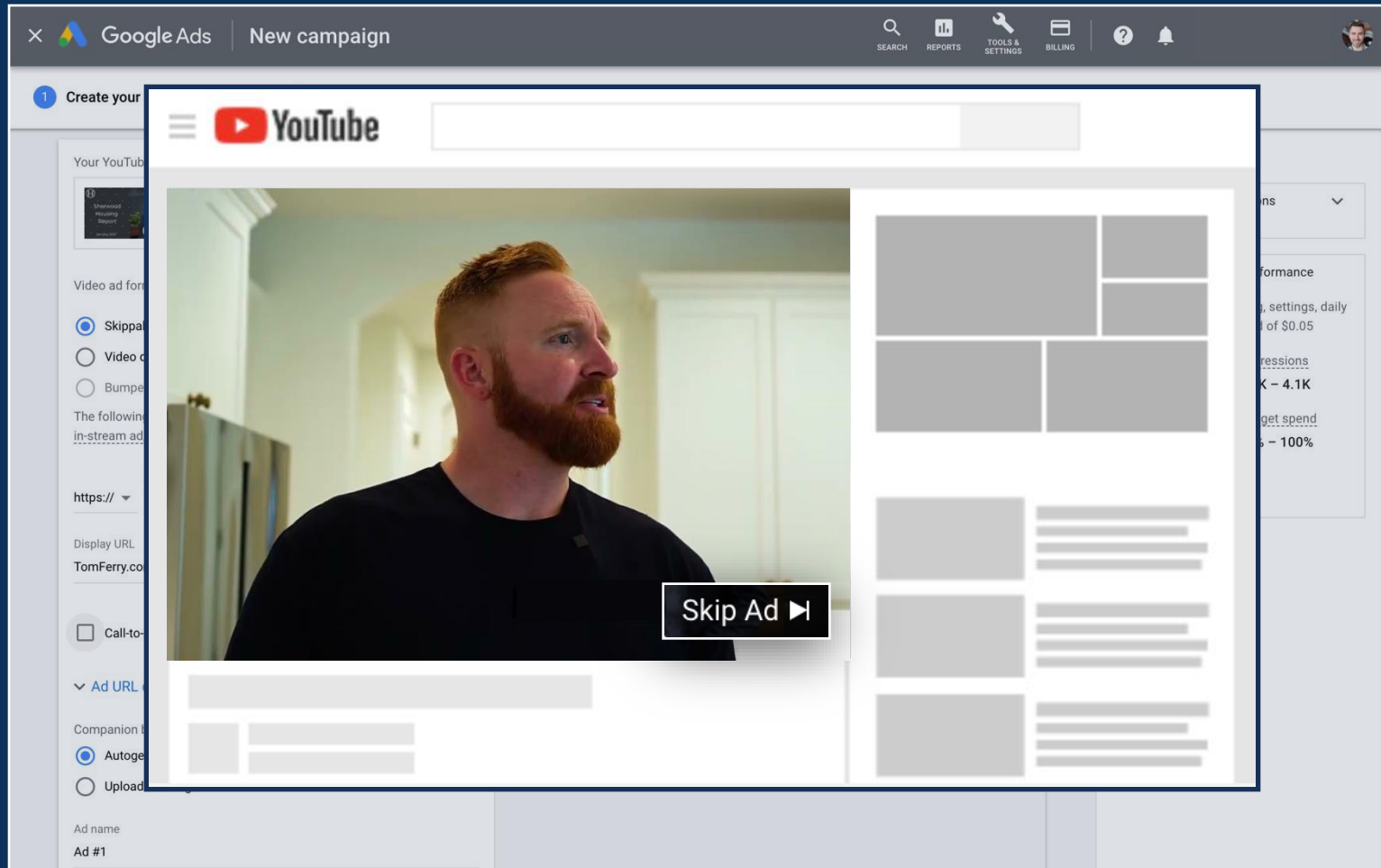
Address



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

# YouTube Commercials



THE LISTING EDGE





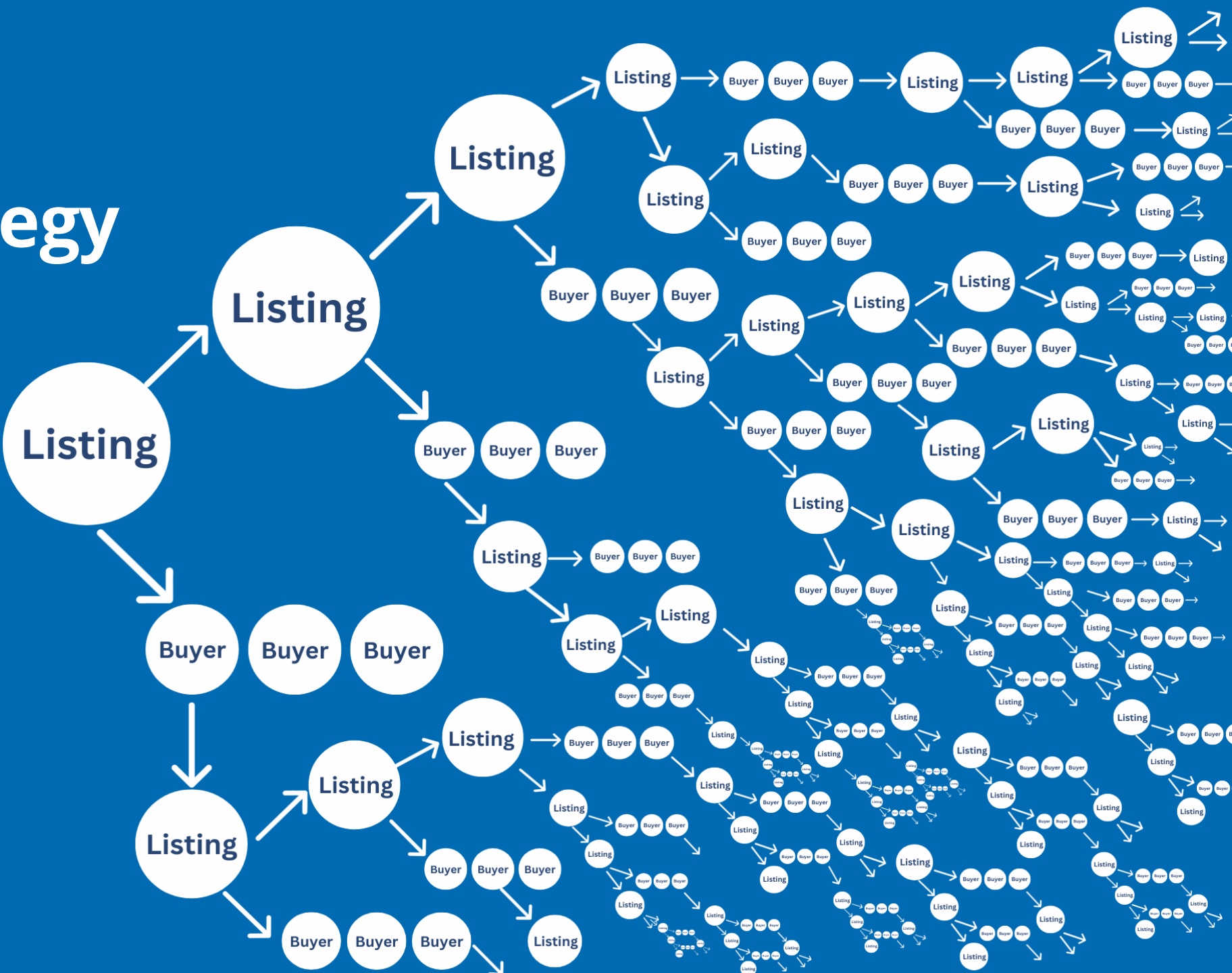
***SHANE BURGMAN***



**THE LISTING EDGE**

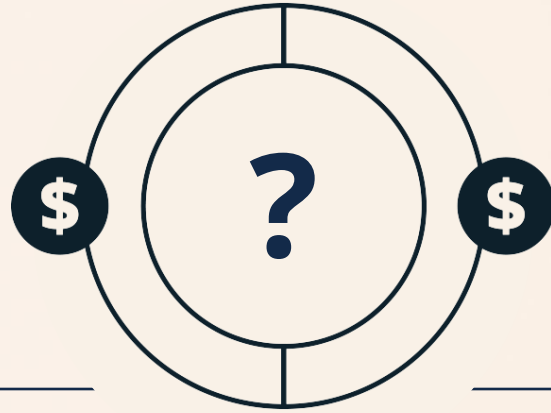


# The Viral Listing Strategy





**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



# Jason PANTANA



5/5/4



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



# 4 Things

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## 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 12 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"> <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 (Doris) / Mentor Listing collateral</div> <div>Community Pages</div> <div>Cisco Ave Grand Lakes Rhythm Bridgeway Cane Island Old Kary 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

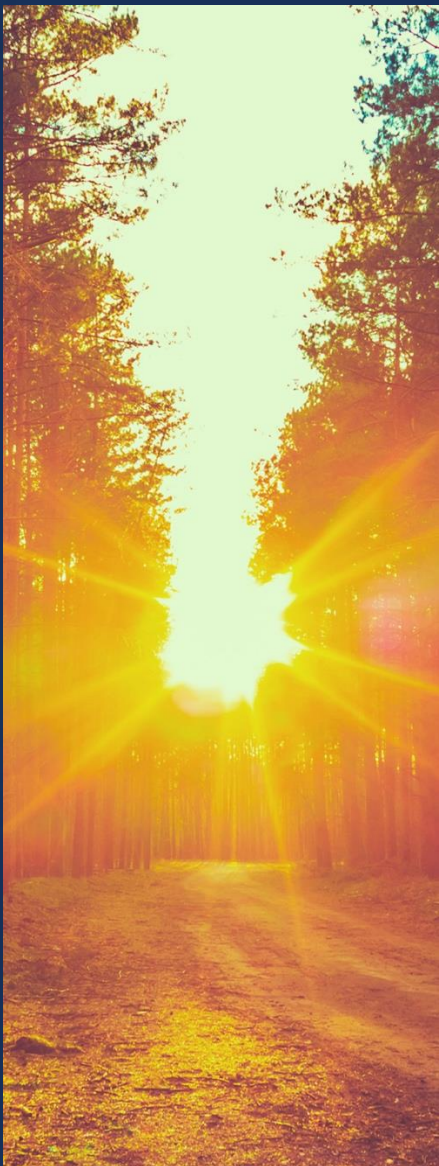
“Remember, if it’s not  
in my schedule,  
**it doesn’t get done!**”

Tom

THE LISTING EDGE







# Reimagine My Schedule

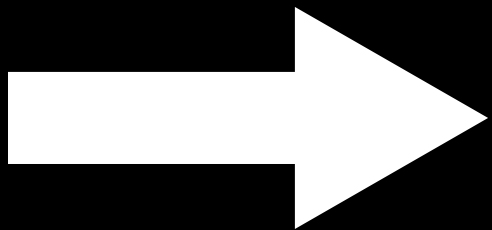
- 1. A morning routine that fires you up!** – *(capture on social)*
  - Exercise
  - Mindset – Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)!** – *(capture on social)*
- 3. Business morning routine**
  - Daily hot sheets – *(capture on social – “Did you know?”)*
 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



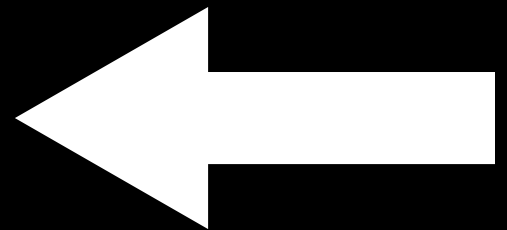
## ***"Move it Forward" Meetings***

- 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 will I  
commit to?**

# Why Don't I Really Play Full Out?





What stops me from  
operating at  
MY LEVEL 10?



The Addiction to...

# OPINIONS OF OTHERS





The Addiction to...

# DRAMA



THE LISTING EDGE



The Addiction to...

# THE PAST

THE LISTING EDGE



The Addiction to...

# WORRY





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



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thank  
you

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