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Be. Do. Have.

How to thrive in 2025

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Areas of Expertise: Systems, Scaling, Time Management, Agent Productivity, Leadership and Culture.





WHY AGENTS FAIL



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The 3 agents



Hope

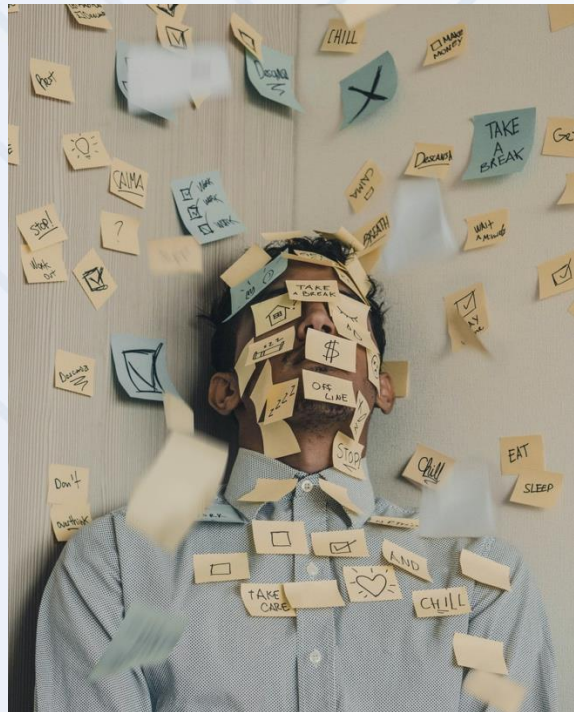
Waiting for the phone to ring
Hoping her friends and family need to move this year

Hope is not a strategy



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The 3 agents



B.O.B. = Busy. Overwhelmed. Burnt out.
 Reacts to every "gotta minute"
 Profitable ???
 Cancels on friends and family
 No taking care of himself

Bob



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The 3 agents

Miles ahead of everyone else.

He is very clear on the goals for his business and

- ✓ Personal bucket list
- ✓ People he needs
- ✓ Processes to follow
- ✓ Profitability of his business
- ✓ Prioritize his time
- ✓ The result: He is healthy, wealthy, happy, growing



Miles



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The 3 agents



Hope



Bob



Miles



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WHAT SELLERS ARE THINKING



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NAR PROFILE OF HOME BUYERS AND SELLERS 2024

**Would you work with
your real estate
agent **again or**
recommend to
others?**



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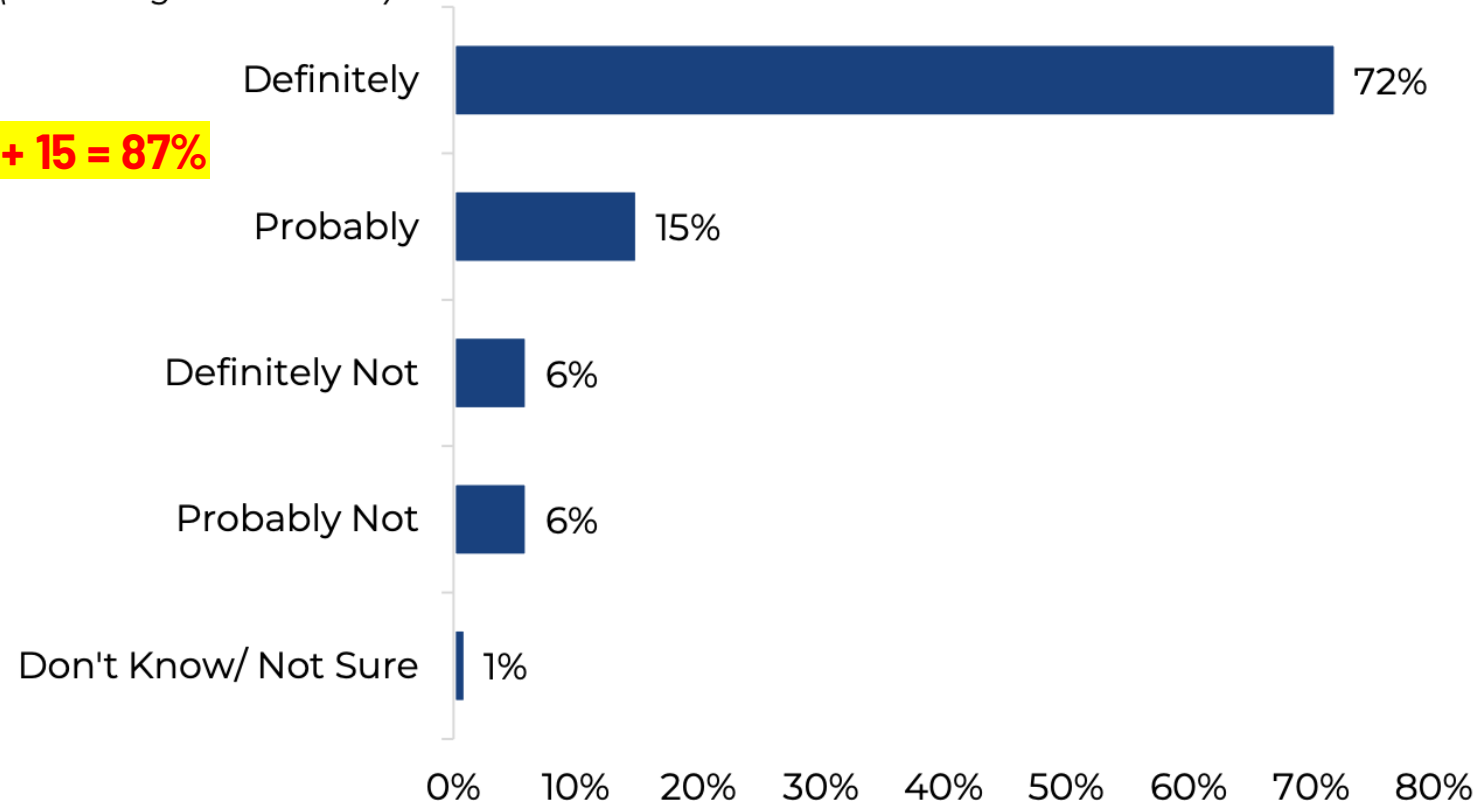


Exhibit 7-9 Would Seller Use Real Estate Agent Again or Recommend to Others

(Percentage Distribution)



72 + 15 = 87%



National Association of REALTORS® | 2024 Profile of Home Buyers and Sellers



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NAR PROFILE OF HOME BUYERS + SELLERS 2024

**How many agents did
you contact before
you picked the agent
to work with to sell
your home?**



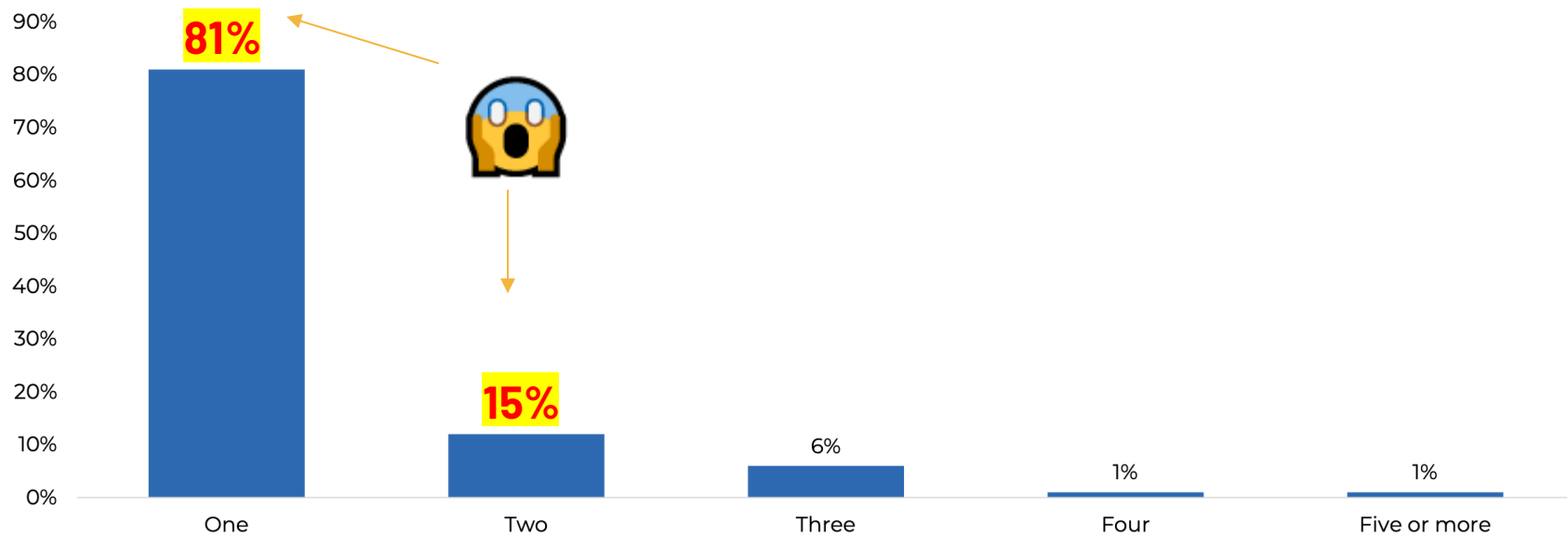
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Chapter 7: Home Selling and Real Estate Professionals

Eighty-one percent of recent sellers contacted only one agent before finding the right agent they worked with to sell their home, consistent with data from last year.

Exhibit 7-3 Number of Agents Contacted Before Selecting One To Assist With Sale of Home
(Percentage Distribution)



National Association of REALTORS® | 2024 Profile of Home Buyers and Sellers



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NAR PROFILE OF HOME BUYERS AND SELLERS 2024

How did you find the agent you worked with to sell your home?



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Chapter 7: Home Selling and Real Estate Professionals

Sixty-six percent of recent sellers used an agent that was referred to them or used an agent they had worked with in the past to buy or sell a home.

Exhibit 7-2 Method Used To Find Real Estate Agent

(Percentage Distribution)

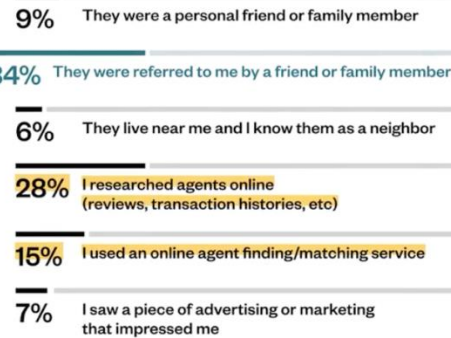


	ALL SELLERS
Referred by (or is) a friend, neighbor or relative	38%
Used agent previously to buy or sell a home	28%



1000WATT

How did you choose the real estate agent who helped you sell your home?



**1000Watt's
Research,**



jasonpantana

Original audio



This graph (courtesy of 1000watt marketing agency) shows the top 6 ways home sellers find and choose their listing agents. 1000watt has effectively outlined where you should focus your time and energy to attract and win more listings.

I mentioned earlier this week that, per NAR, 81% of sellers go with the first agent they talk to. This highlights two key points. First, the importance of being that first call—this chart shows you where sellers are finding you, mostly through relationships and research. Second, 1000watt's data explains why sellers often don't bother talking with other agents: they either already know you (relationship), or they've vetted and compared you to others in advance (research).

If your marketing isn't A. Reminding your database contacts to think of you for referrals, and B. Positioning you to win in online research—whether through reviews, agent directories like HomeLight, or other platforms—you're definitely missing opportunities.

If this post resonates, please pass it along to your closest peers 🙏

(P.S. If you're looking for some of the best market insights and data in real estate, make sure to check out @1000watt_agency)

#realtorsoftinstagram #realestatemarketing #realtormarketing
#realestatemarketingtips #realestatecoach
#realestatecoaching #tomferry

29 w



Liked by tomferry and 265 others

16 August 2024



Add a comment...

Post



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Most important lead sources: Spend your time here!

- 1 Past Clients
- 2 Referrals from Past Clients
- 3 Sphere
- 4 Referrals from Sphere
- 5 Digital Footprint



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THE BE-DO-HAVE FORMULA



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HAVE

- 🏆 Biz: Annual Goals + Vision
- 🏆 Life: Annual Goals + Vision
- 🏆 1 year + 3 year



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DO

- ✓ Decisions + Outcomes
- ✓ 90 Day Plans



HAVE

- 🏆 Biz: Annual Goals + Vision
- 🏆 Life: Annual Goals + Vision
- 🏆 1 year + 3 year



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BE

- 🐮 Bullish Execution
- 🐮 Every DAY no matter what
- 🐮 Every WEEK no matter what
- 🐮 Every MONTH no matter what



DO

- ✅ Decisions + Outcomes
- ✅ 90 Day Plans



HAVE

- 🏆 Biz: Annual Goals + Vision
- 🏆 Life: Annual Goals + Vision
- 🏆 1 year + 3 year



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54 listing appointments
= 27 active listings [50%]
= 24 listings sold [90%]



EVERY DAY, NO MATTER WHAT



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Every day: The essential ingredients



Power up your day with a morning routine, power down with an evening routine, and every day do this

1. Track yesterday's performance
2. Study the market
3. Generate appointments
4. Go on appointments and get contracts signed
5. Build your brand



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Power Up [Morning Routine]

- ☀️ *Sky before screen, and no caffeine*
- ☀️ Cardio
- ☀️ Affirmations + gratitude list
- ☀️ Feed your brain with knowledge
- ☀️ Read your Quarterly Plan
- ☀️ Visualize the day



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Power Down [Evening Routine]

- 🍷 Prepare for tomorrow
- 🍷 Debrief on affirmations
- 🍷 The K.I.S.S. questions
- 🍷 Meditate
- 🍷 Sleep



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Debrief on your day






 KEEP / INCREASE

 STOP

 START



Mornings for myself [In office]

-  Track yesterday's performance
-  Study the market
-  Role play and scripts
-  Generate appointments by prospecting and marketing activities
-  Huddles, admin work late am



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Afternoons with others [Out of office]

- 👥 Equity Reviews
- 👥 Consultations
- 👥 Property tours
- 👥 Coffee meetings
- 👥 Create content, build your brand



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Health and happiness

Friends and family time

Work IN the business

Work ON the business

Flex time, do nothing!

WED	THU	FRI
19	20	21
Good Morning ☀️ 🇩🇪 6 – 7:30am	Good Morning ☀️ 🇩🇪 6 – 7:30am	Good Morning ☀️ 🇩🇪 6 – 7:30am
🔍 Breakfast, 7:45am	🔍 Breakfast, 7:45am	🔍 Breakfast, 7:45am
📊 Market, Pipeline Review 8:30 – 9:15am	📊 Market, Pipeline Review 8:30 – 9:15am	📊 Market, Pipeline Review 8:30 – 9:15am
🗣️ Scripts and Roleplay, 9:30am	🗣️ Scripts and Roleplay, 9:30am	🗣️ Scripts and Roleplay, 9:30am
📅 Generate Appointments 10 – 11am	📅 Generate Appointments 10 – 11am	📅 Generate Appointments 10 – 11am
👥 Team Huddle, 11:15am	👥 Team Huddle, 11:15am	👥 Team Huddle, 11:15am
👥 Admin Huddle, 12pm	👥 Admin Huddle, 12pm	👥 Admin Huddle, 12pm
🍷 Lunch + Walk 12:45 – 1:30pm	🍷 Lunch + Walk 12:45 – 1:30pm	🍷 Lunch + Walk 12:45 – 1:30pm
👤 CEO Time 1:45 – 2:30pm	👤 CEO Time 1:45 – 2:30pm	👤 CEO Time 1:45 – 2:30pm
☕ Coffee/Consults/Showings 3 – 3:45pm	☕ Coffee/Consults/Showings 3 – 3:45pm	☕ Coffee/Consults/Showings 3 – 3:45pm
☕ Coffee/Consults/Showings 4 – 4:45pm	☕ Coffee/Consults/Showings 4 – 4:45pm	☕ Coffee/Consults/Showings 4 – 4:45pm
☕ Coffee/Consults/Showings 5 – 5:45pm	☕ Coffee/Consults/Showings 5 – 5:45pm	☕ Coffee/Consults/Showings 5 – 5:45pm
📋 Daily Debrief, 6pm	📋 Daily Debrief, 6pm	📋 Daily Debrief, 6pm
🔋 Refuel 6:45 – 8pm	🔋 Refuel 6:45 – 8pm	🔋 Refuel 6:45 – 8pm
🐿️ Squirrel Time 8:15 – 9:45pm	🐿️ Squirrel Time 8:15 – 9:45pm	🐿️ Squirrel Time 8:15 – 9:45pm
🌙 Prepare for tomorrow, 10pm	🌙 Prepare for tomorrow, 10pm	🌙 Prepare for tomorrow, 10pm
💤 Sleep 10:30pm – 6am	💤 Sleep 10:30pm – 6am	💤 Sleep 10:30pm – 6am



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EVERY WEEK, NO MATTER WHAT



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Plan your week: [7-day plan]

- 1 Review Thinking of Selling tracker
- 1 Set consultation targets for the week
- 1 Confirm actions align with lead sources
- 1 Review your calendar, 2 weeks ahead



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Work ON the business [CEO Time]

- ☕ Read annual plan
- ☕ Work on quarterly projects
- ☕ Weekly Seller Report Cards
- ☕ Content Planning
- ☕ Weekly Scorecard Review



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Weekly Scorecard

🌟 Total Reviews

💰 Closed Volume

💰 Closed Units

💰 Closed Revenue

💰 Pending Volume

💰 Pending Units

💰 Pending Revenue

🏢 Profit \$, %

🏠 Active Listings

🏠 Active Listing Volume

🏠 Listings Sold YTD

🏠 Active Listings YTD

🏠 Listing Appointments YTD

% Conversion Active to Sold

% Conversion Appointments to Active





EVERY QUARTER, NO MATTER WHAT



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Audit your schedule every 90 days

- ⌚ Part of your Quarterly Planning
- ⌚ Personal commitments change
- ⌚ Business needs change
- ⌚ Sunrise and sunset
- ⌚ Set a 2-hour time block to do this - the last week of March, June, Sept, Dec



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When are you not working?

- 🍍 Personal Travel
- 🍍 Business Events
- 🍍 Taking care of your health
- 🍍 Taking care of your happiness
- 🍍 Time with family
- 🍍 Time with friends
- 🍍 Morning Routine
- 🍍 Evening Routine



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When are you working?



Arrive at the office



Morning workday



Afternoon workday



Leave the office



Plan Your Week



CEO Time



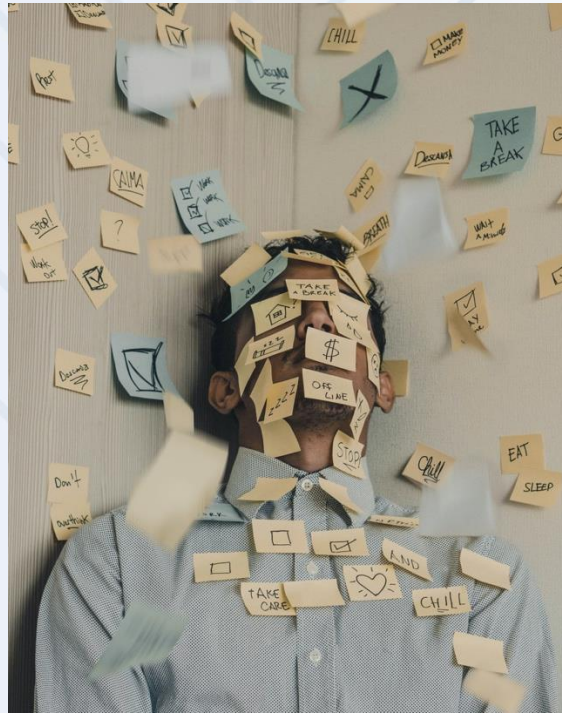
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It's Dec 31st, 2025 ...



Hope



Bob



Miles



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Visualize the future.
Align your actions.
Document your journey.

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COACH