



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

3 Questions

1. Who's in the room?

3 Questions

1. Who's in the room?
2. How many listings will you take this year?

3 Questions

1. Who's in the room?
2. How many listings will you take this year?
3. Are you open to the opportunity of adding 5, 10 even 20 MORE listings in 2025?



?

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

Jimmy
MACKIN



Janet **MILLER**



**Thank Our
Partners!**

THE LISTING EDGE

Powered By

PalmAgent

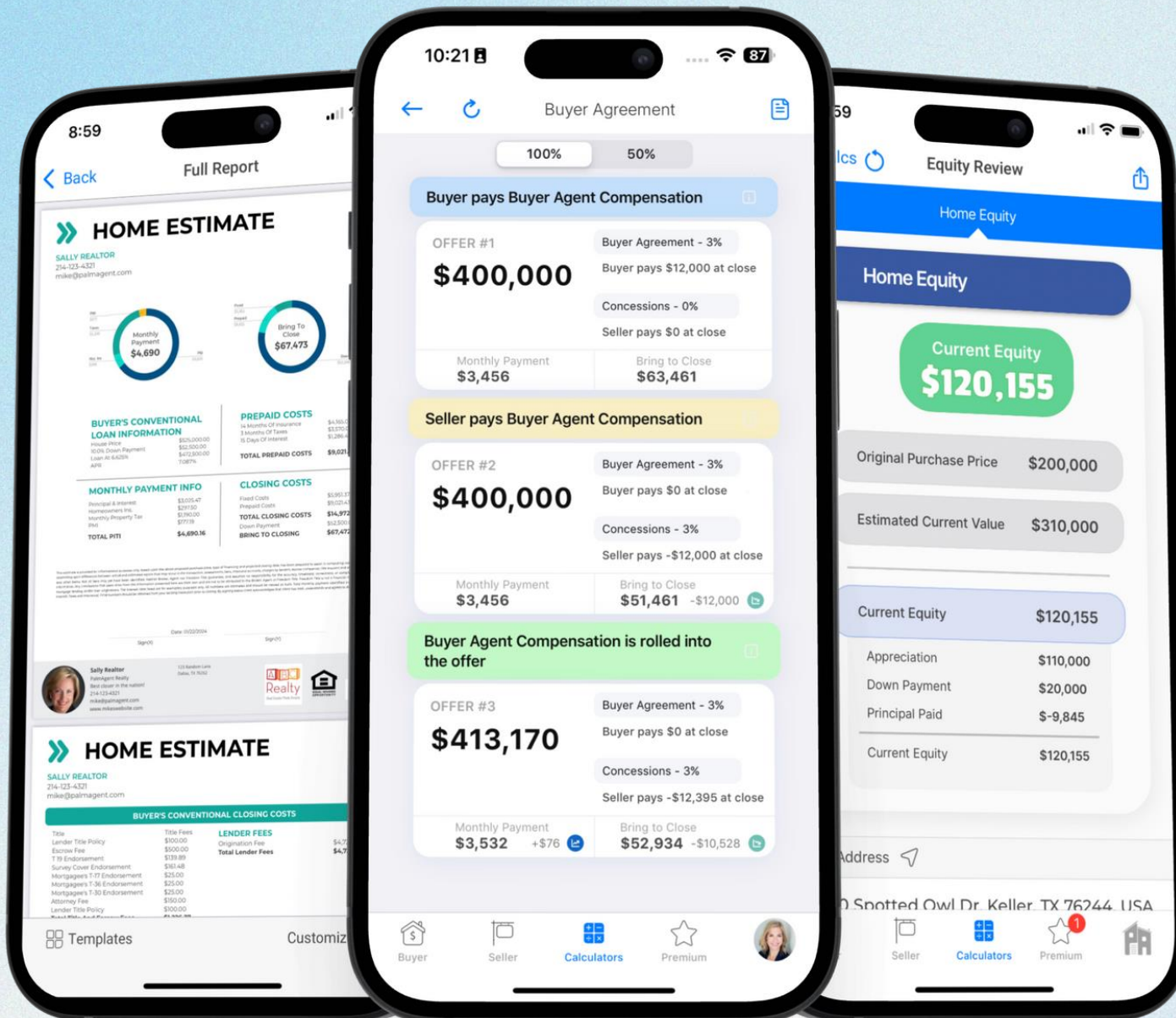
Real Estate's #1 Closing Cost
App



Toronto EDGE
Scan to Download



ChicagoAgent

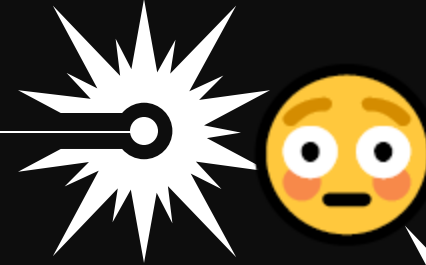




**“Can 2025, be one
of my best years **ever**?”**

Headwinds in 2025!!!!

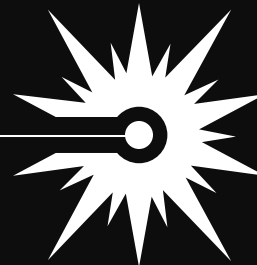
AN ELECTION YEAR



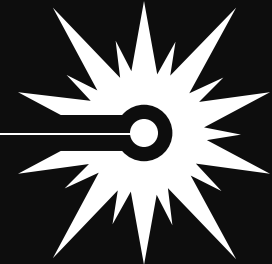
RATE CUTS



PENT UP DEMAND



TARIFF NEGOTIATIONS





Q: “Will This Time,
Require a **Different**
Version of Me?”

**"2025 is the year
of... Personal
Responsibility."**



“Less Effort, More Results!”

Am I 

Coachable?

0. "If I was **YOUR**
coach... & you
wanted more
listings, I'd ask
you..."

Do I Run a Business
or is this a Hobby?



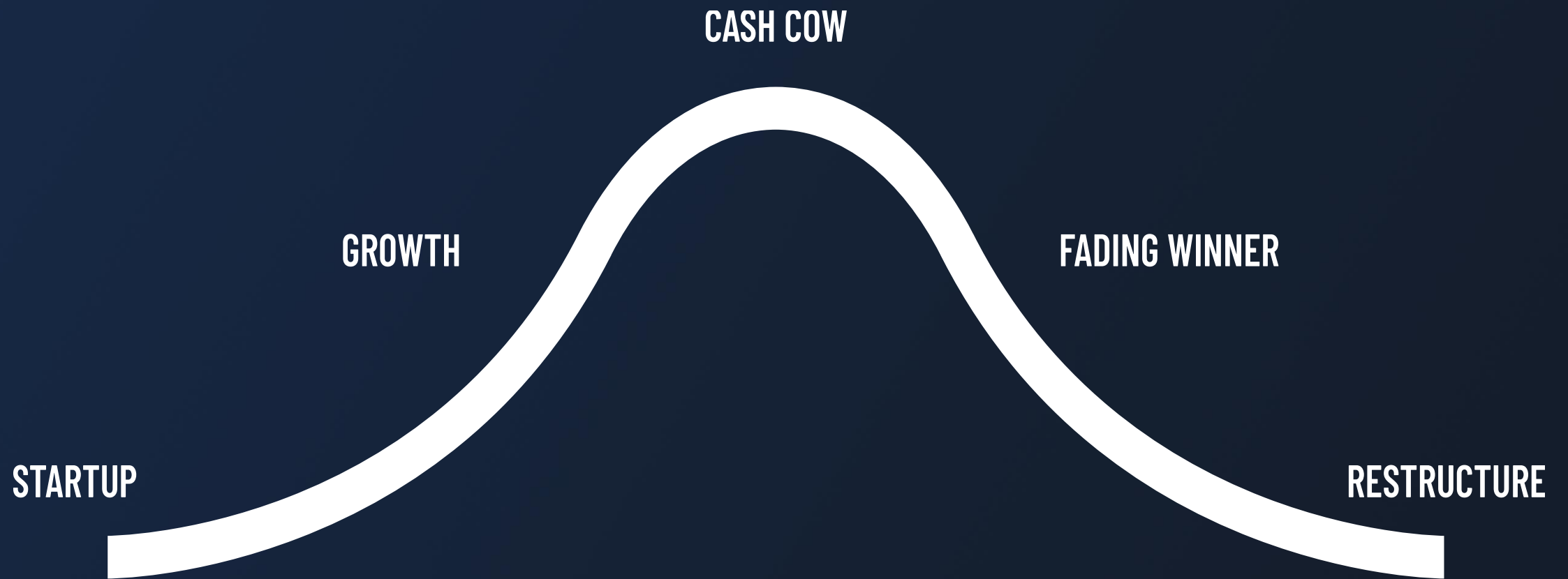
The **Purpose of a Business** is to...

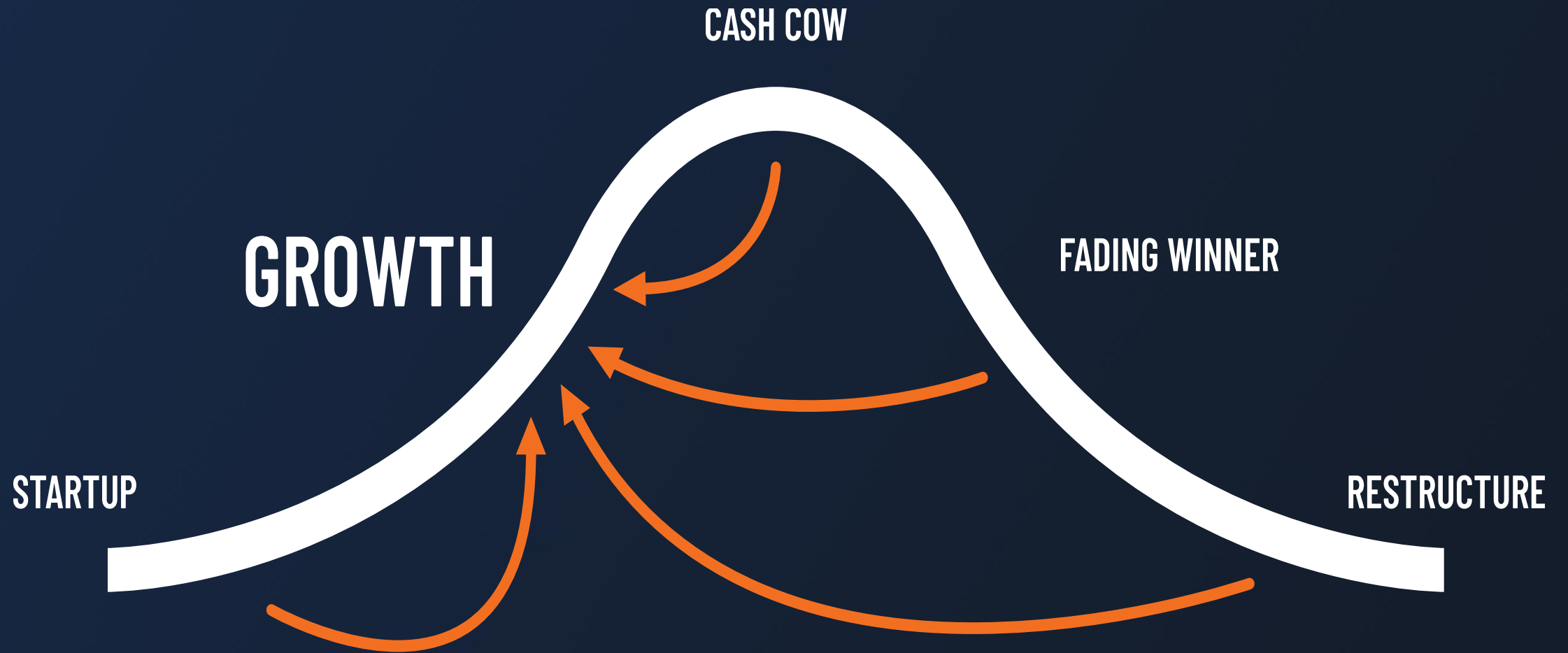
- 1. Attract Clients**
- 2. Service Clients**
- 3. Earn a Profit**

Business or Hobby?



1. "If I was **YOUR**
coach... & you
wanted more
listings, I'd ask..."

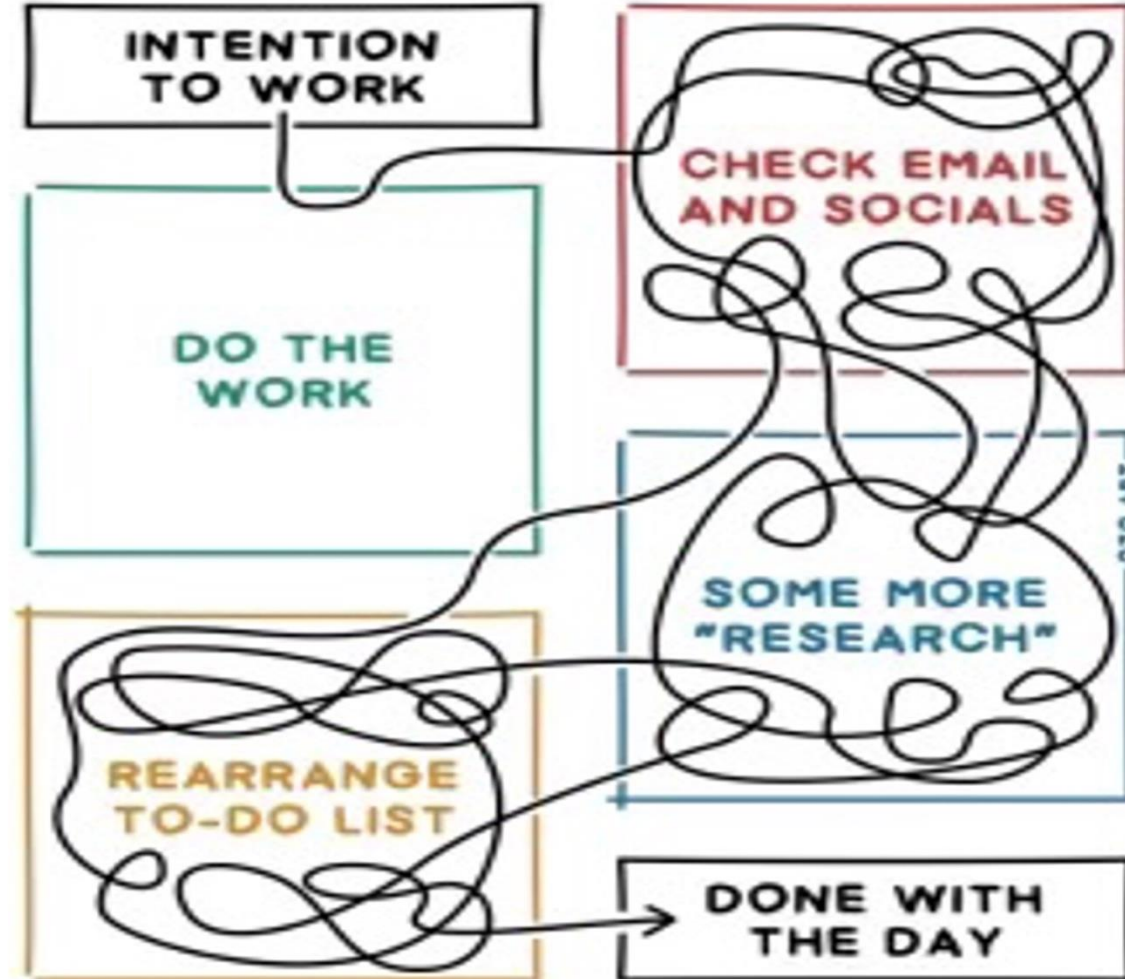




**“You don’t have a Growth
Problem,
you might have a
Prioritization Problem!”**

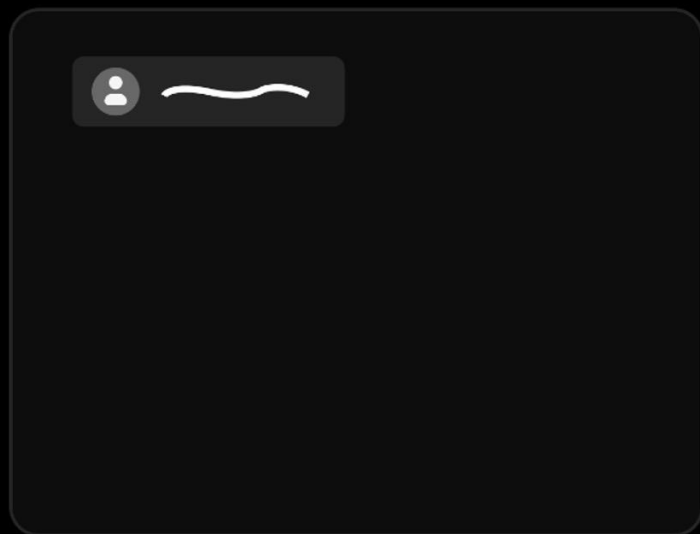
***“If Marketing & Follow
Up’s NOT in my
Schedule (my ethos)
Am I Really Running a Business?”***

• “What stops **ME** from
Marketing
Consistently?”



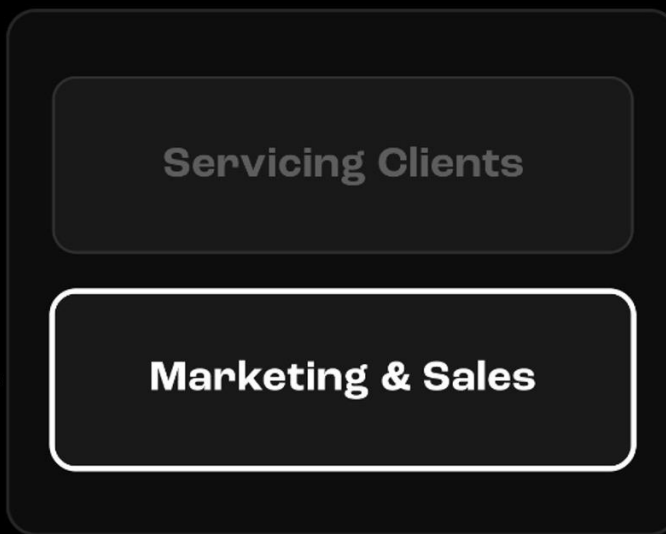
IF

Your pipeline is empty



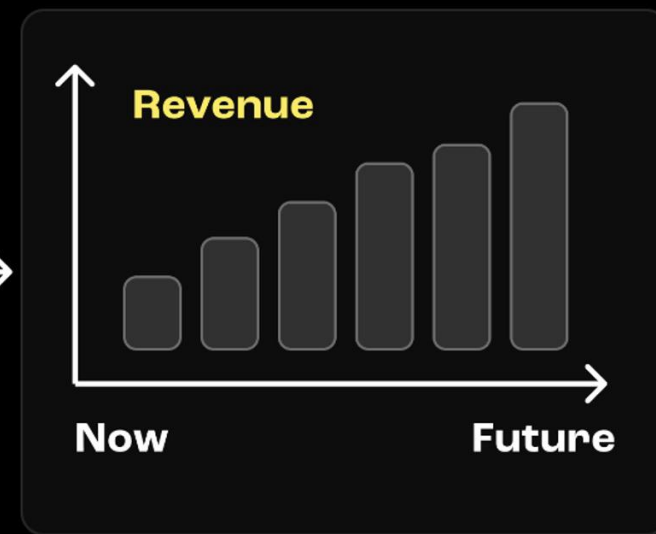
Then

You are putting all effort in



Revenue

Which results in



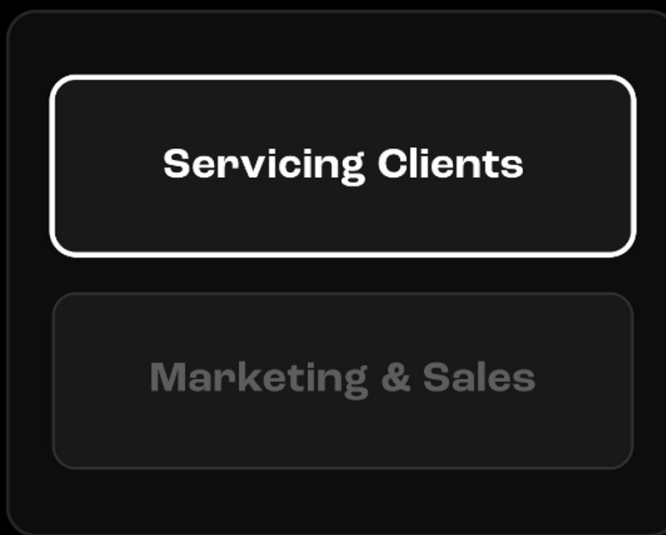
IF

Your pipeline is full



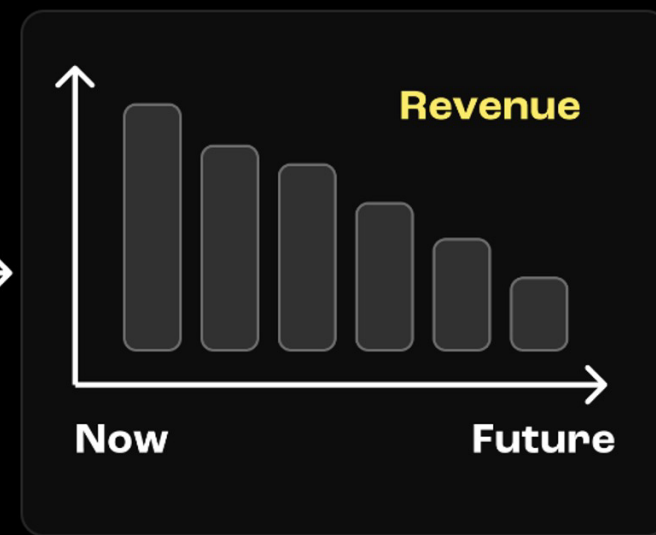
Then

You are putting all effort in

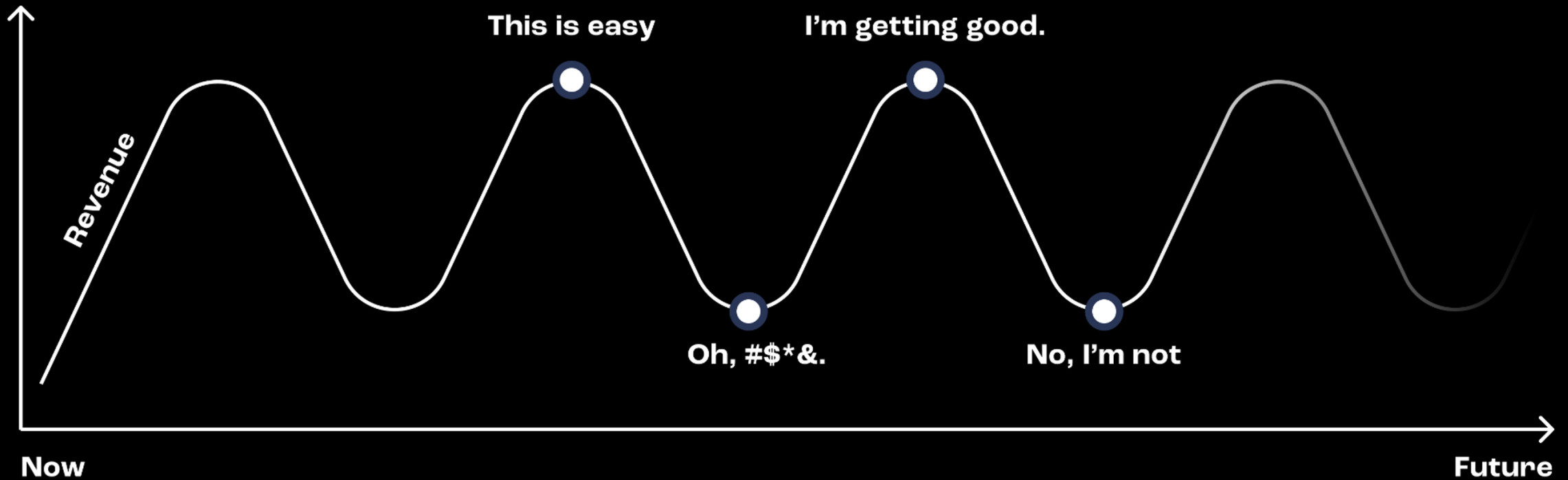


Revenue

Which results in



Vicious Cycle



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







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

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

**“You don’t have a Listing
Attraction Problem,
you have a Confidence
Problem!”**

5 “must have” Confidences!

1. Marketing Confidence 
2. Appointment Setting Confidence 
3. “Winning it” Confidence 
4. Follow Up (list or ) Confidence 
5. Servicing them Confidence 

Which Confidence
do I most need to
Level Up?

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

**“Prioritize Proven
Listing Attraction
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 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. RMCR 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.

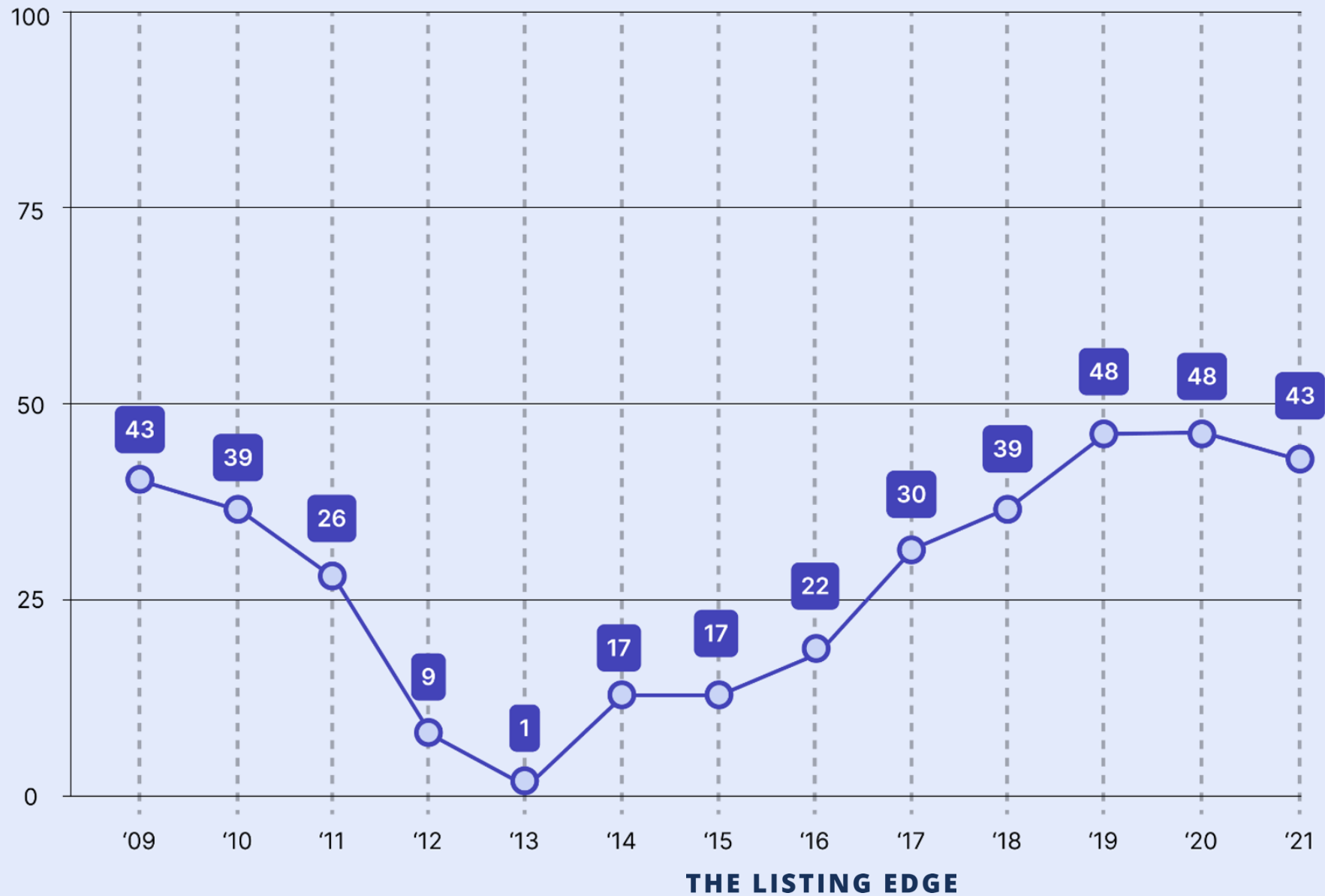
5,700
mailed.
1952 scans.
37 full
form fills.
1.89%

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



**We'd Acknowledge the
Competitive Landscape.**

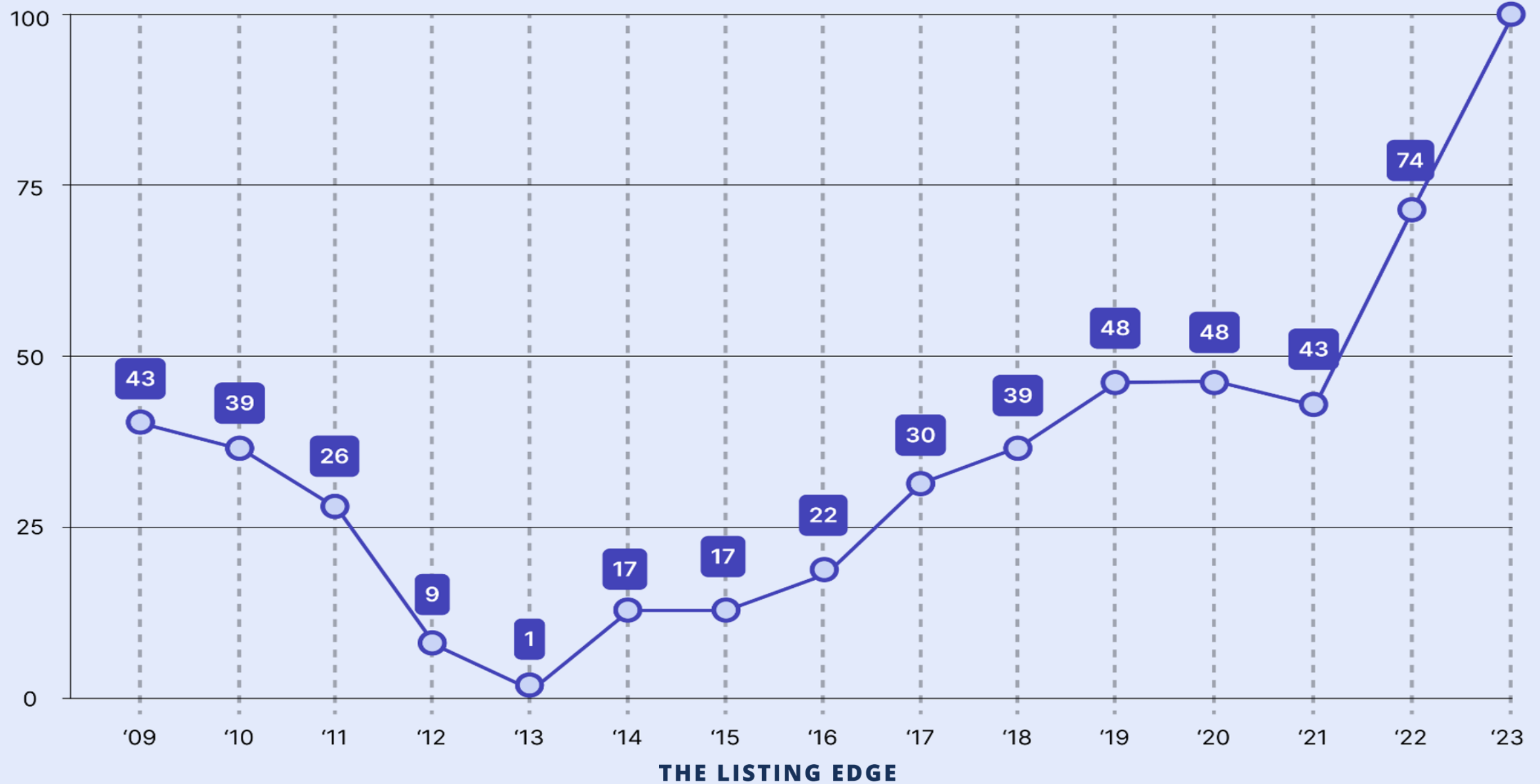
Competition Index Trend (2009-2024)



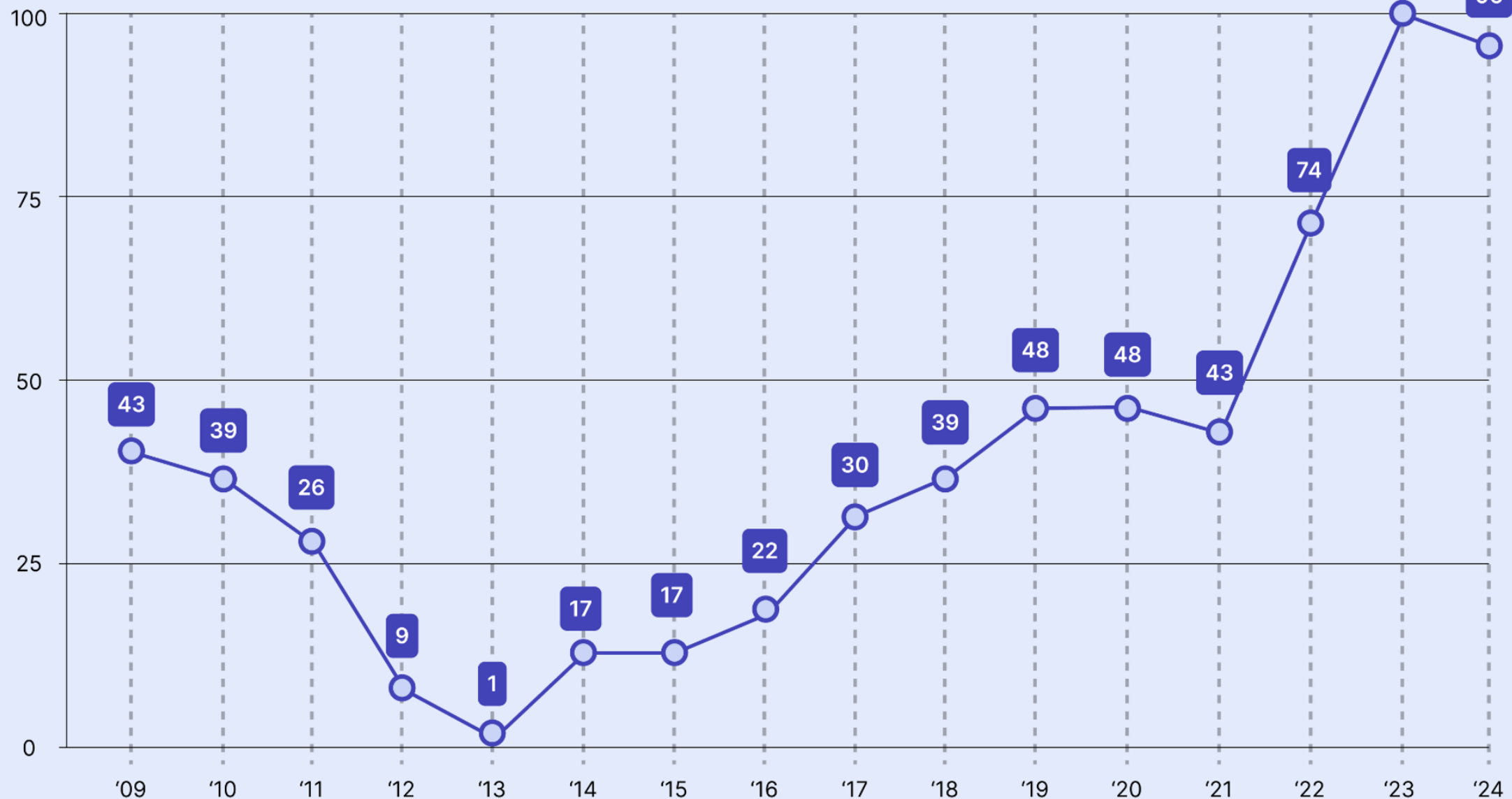
Competition Index Trend (2009-2024)



Competition Index Trend (2009-2024)



Competition Index Trend (2009-2024)





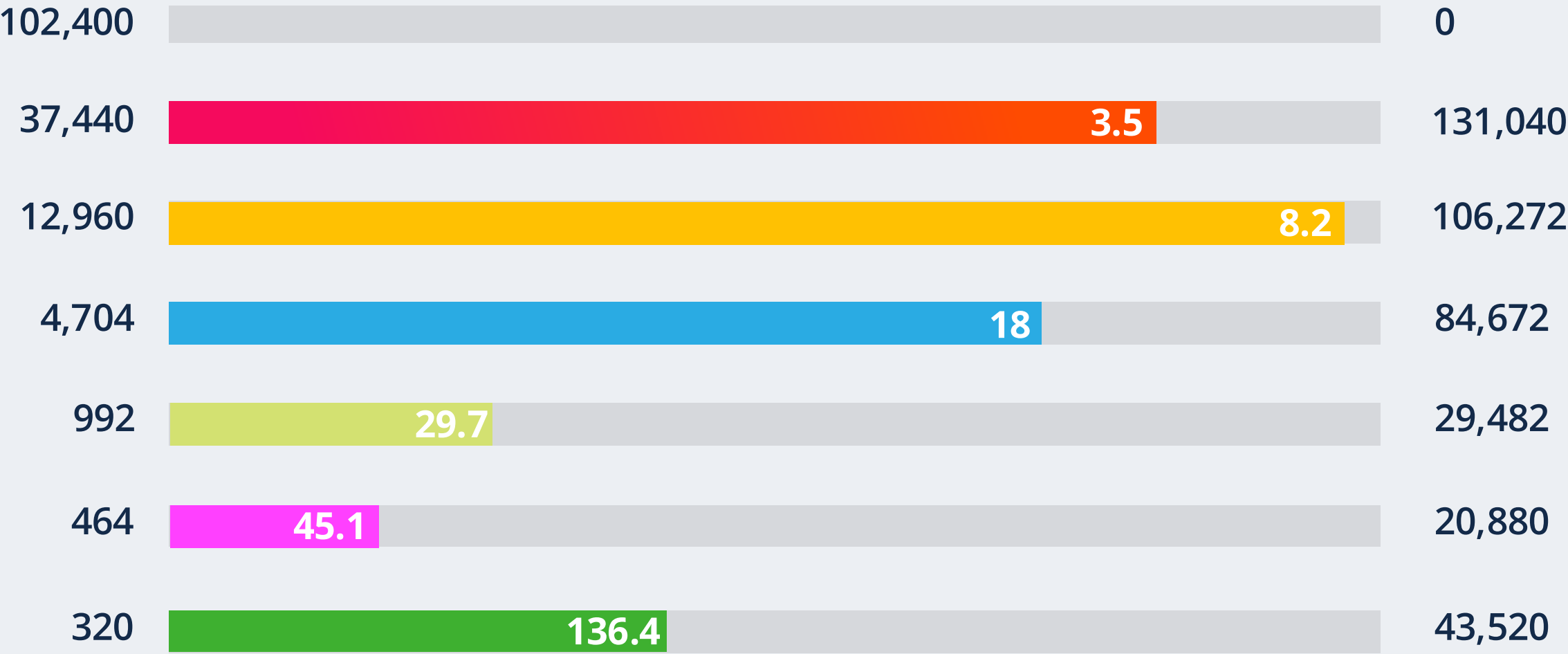
?

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



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

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

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




6% sell annually!

**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!



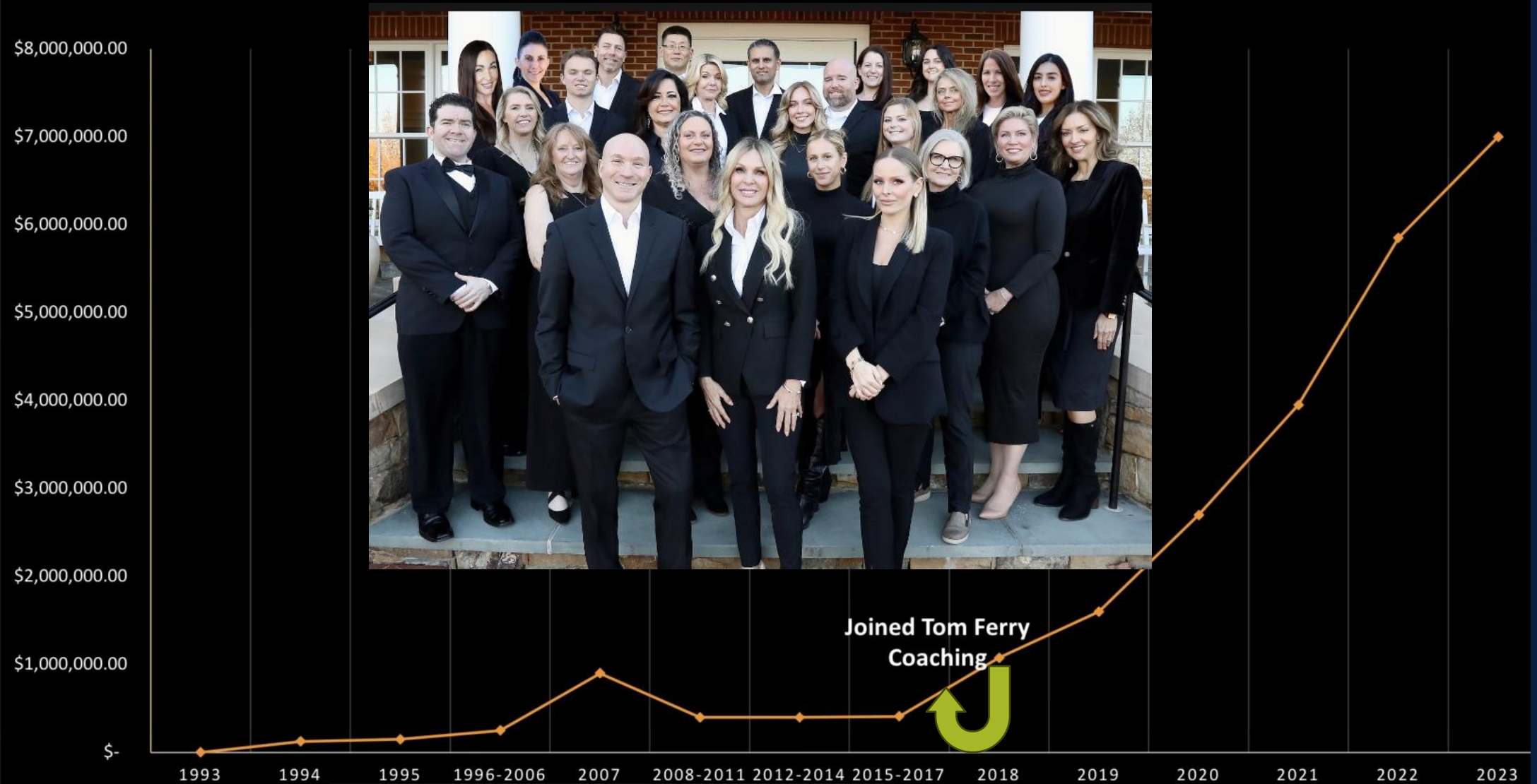
Carolyn YOUNG

**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

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

- **My Past Clients & Sphere**
- **Geographic Farming**
- **Holding Mega & Neighbors Only Houses**
- **Doing Direct Mail – “I have a buyer” with a QR code**
- **Arbitrage Sellers sites**
- **Social Content that Generates Sellers**

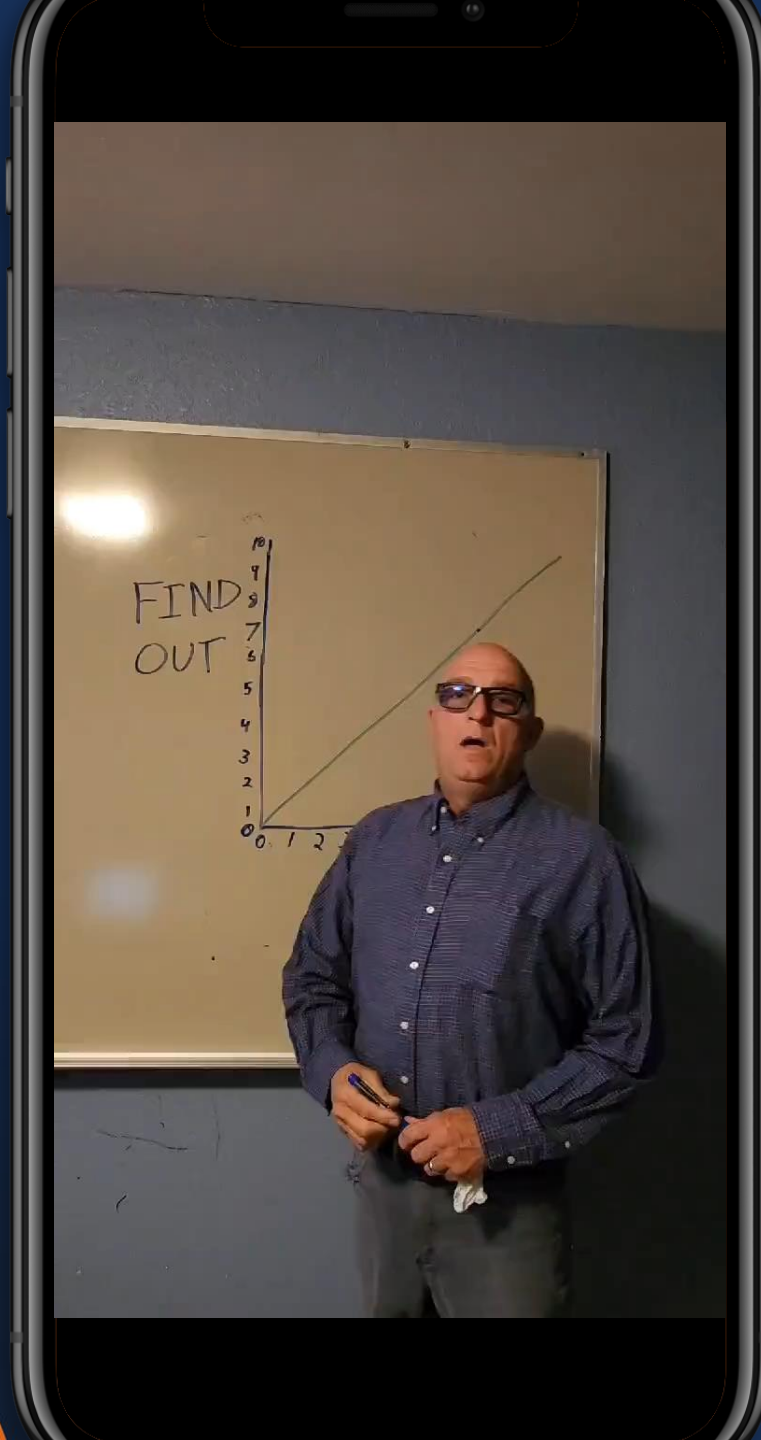
- **Doing Niche Farming**
- **Circle Dialing / Door Knocking Around Recent Sales**
- **Agent-to-Agent Referrals**
- **Google Advertising PPC/GLSA**
- **Marketing to NOO / Investors**
- **Join Networking Groups**
- **Expired Listings**

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**

What will I
Add/Adjust?





 TomFerry.

How to Find Out What Works?

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

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! 🎯**

Break

THE LISTING EDGE

Jimmy MACKIN



**What will I
commit to?**



**Can you make \$100k
in 100 days?**



**What if I did
this 2 to 3
times a year?**



Limited to
First 30 New
Members

100K
100DAYS

In the last 100 days, 2,424 agents generated
\$8,920,000,000 in volume &
\$223,000,000 in commissions.

This is **in addition** to your personal coaching time!

NEW GROUPS STARTING MARCH 2025!

See my team to get involved!



**Join me for
Lunch!**

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



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%
Total	4416	91	2.1%	419	18%



**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)

Seller: Let’s pencil in a time to **start the pre-selling strategy session...** (1/2 the time frame) so... (month), Beginning of the week or end? Morning? Afternoon? Okay... How’s (exact time)?

Great I’ll email you a calendar invite... (pause). Sent. (name) if ANYTHING comes up... just text me... in the meantime... I’ll start working on something YOU’RE gonna LOVE for our strategy session okay?



Lunch

THE LISTING EDGE

Janet **MILLER**



**What will I
commit to?**

8. "If I was **YOUR**
coach... & you
wanted more
listings, I'd ask
you..."



**“Interested or
Committed?”**

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

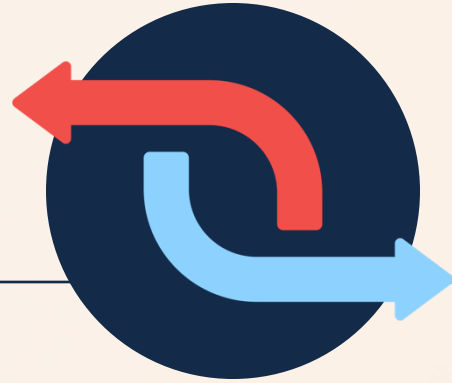
Self explanatory. Their
knowledge is their financial
ceiling. IYKYK

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?"**

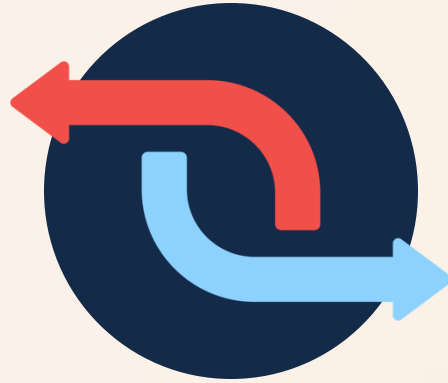
1

DECISIVENESS



**What is the
opposite of
decisiveness?**

Helplessness



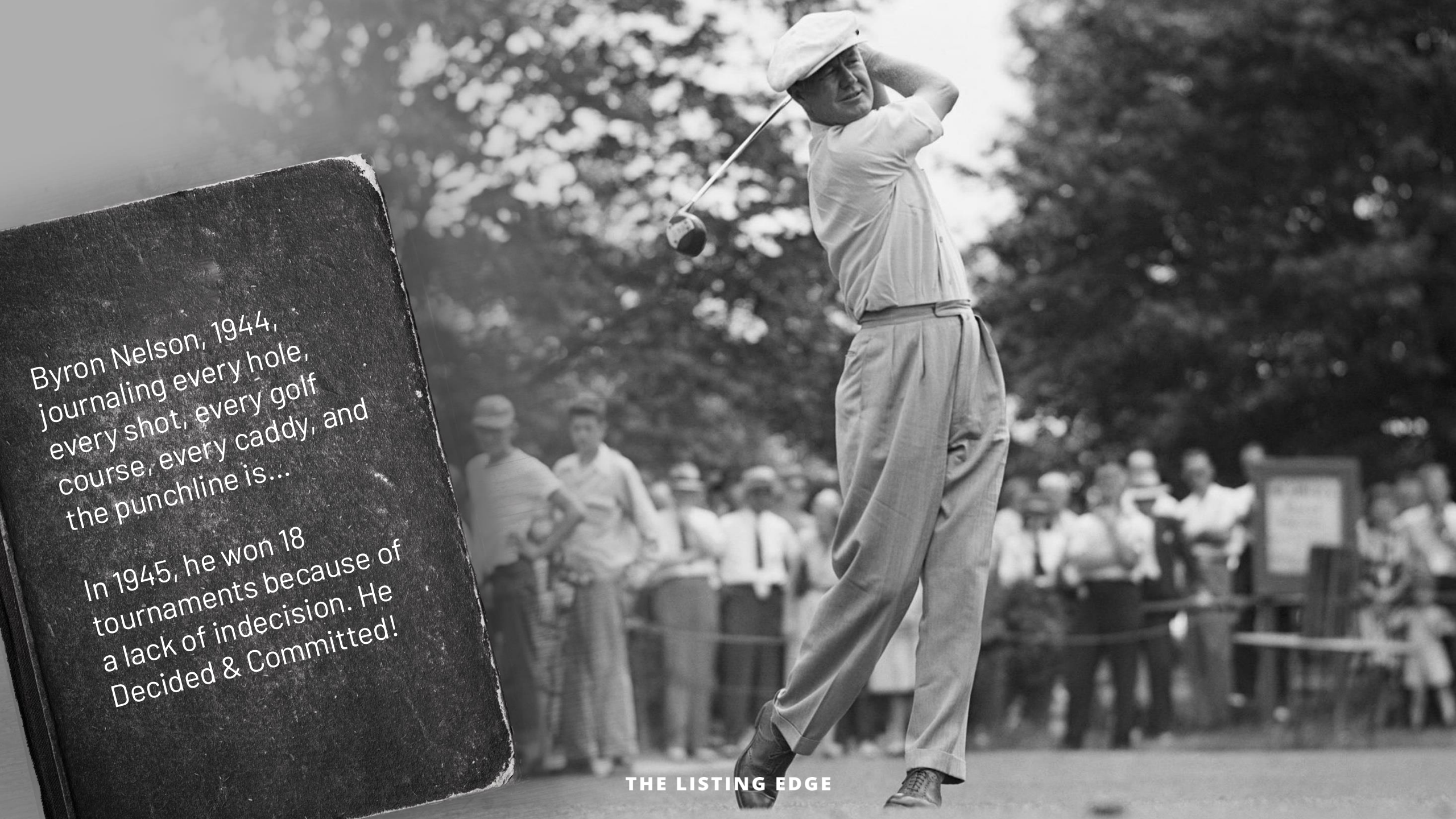
Has there ever been a time when you waited to long to make a decision?

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



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


They make decisions, FASTER!

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

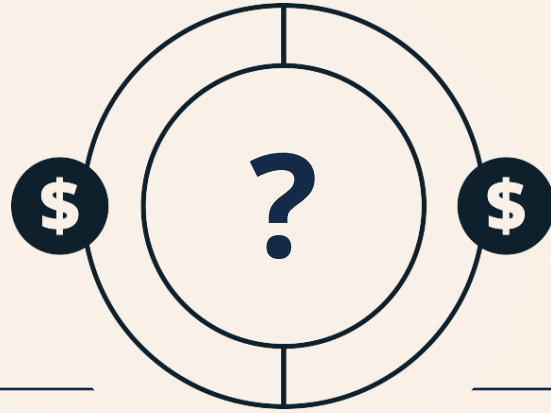
-  **2** What has to be eliminated?

-  **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?”

9. "If I was **YOUR**
coach... & you
wanted more
listings, I'd ask
you..."



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

Biggest Expenses

2. Taxes  1/2

1. My Delta    
(everyone pays)

Why Don't YOU Really Play Full Out?



The Addiction to...

OPINIONS OF OTHERS



THE LISTING EDGE

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?**



THE LISTING EDGE

Biggest Expenses

2. Taxes  1/2

1. My Delta    
(everyone pays)



My goals before coaching, you know,

Trish Gore

SCOTTSDALE, AZ

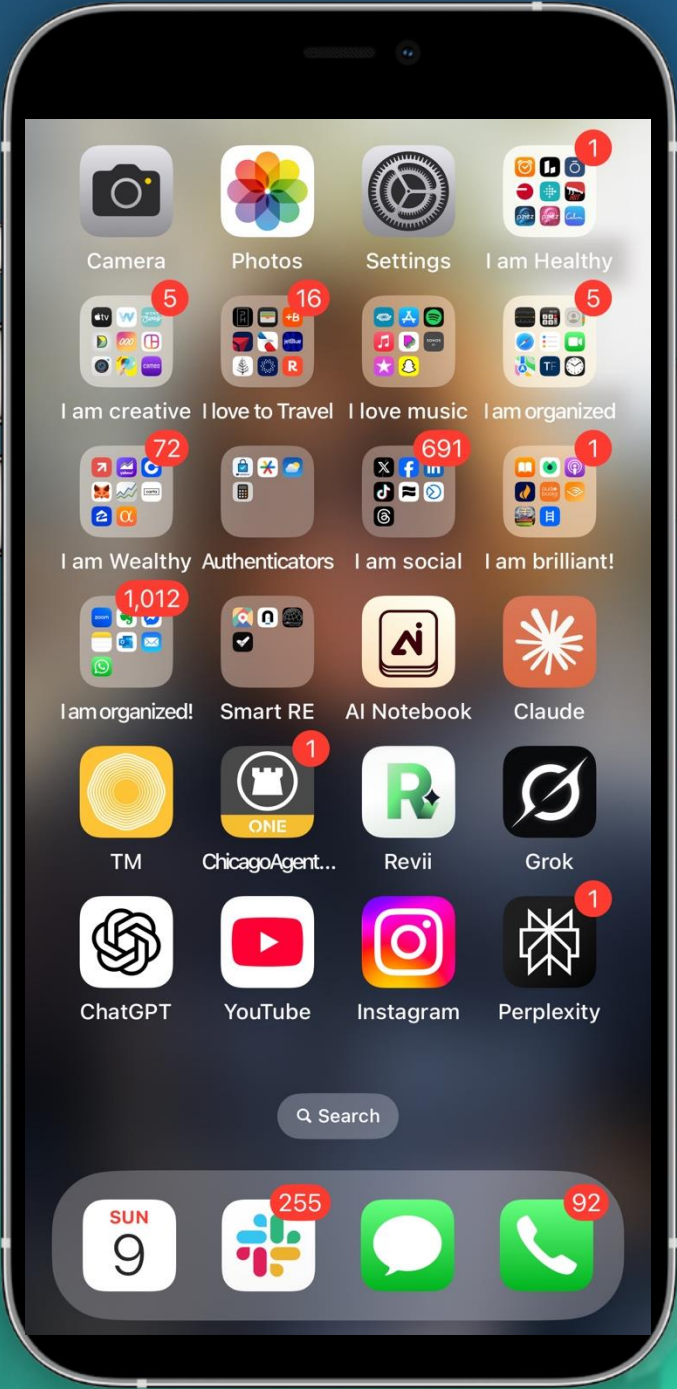
ELITE+ Coaching

Break

THE LISTING EDGE

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

**“We’re at the
intersection of
‘business as usual’
and “Ai or Die!”**



Q:

How are you
using AI?

November 13, 2024

Does AI Improve Doctors' Diagnoses? Study Finds Out

The median diagnostic accuracy for the docs using Chat GPT Plus was 76.3% while the results for the physicians using conventional approaches was 73.7% The Chat GPT group members reached their diagnoses slightly more quickly overall – 519 seconds compared with 565 seconds.

The researchers were surprised at how well Chat GPT Plus alone performed, with a median diagnostic accuracy of more than 92% They say this may reflect the prompts used in the study, suggesting that physicians likely will benefit from training on how to use prompts effectively. Alternately, they say, healthcare organizations could purchase predefined prompts to implement in clinical workflow and documentation.



November 13, 2024

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Ai MARKETING MACHINE

- 1 Role-play practice using **AI voice modes**: ChatGPT, Grok, Revii
- 2 “**Agentic AI**” automates tasks & streamlines **content creation**
- 3 **Generative AI search** powers deep, multistep online research
- 4 Effortlessly code emails and websites using **Claude AI**
- 5 Create any-topic, generative podcasts with **NotebookLM**

Revii™



**14-day
free trial**





- Push-to-Talk Roleplay
- Local Market Info & Content Creation
- The Autonomous Agent: Complete Automation Features
- Tom AI Chat: Real Estate's Most Advanced AI Chatbot

Ai MARKETING MACHINE



ADVANCED
VOICE MODE



"AGENTIC"
AUTOMATION



SOCIAL
LISTENING



GENERATIVE
SEARCH



INTERACTIVE
WEB DESIGN



GENERATIVE
PODCASTING

Q:

What do **sellers**
always ask?

Market News

Revii AI leverages advanced AI technology to bring you the latest real estate news and market trends from a variety of sources. Simply ask follow-up questions and receive clear, direct answers, making your search for information effortless and efficient.

How's the Toronto real estate market?

Sources

Real estate
prices in...

<https://ww...>

ULI Toronto:
Annual Trends...

<https://urba...>

Toronto owners
struggle to sel...

<https://ww...>

Toronto's
Housing Mark...

<https://ww...>

Toronto Under
Construction...

<https://pod...>

Toronto Real Estate Market Overview

The Toronto real estate market is currently experiencing a slowdown, with home sales declining and prices remaining flat. Several factors are driving this trend, including:

- **Economic uncertainty:** The ongoing economic uncertainty, fueled by the U.S.'s latest tariff threats on Canada, is causing buyers to be cautious.
- **Interest rates:** Although interest rates are expected to decrease, they are still relatively high, making borrowing more expensive for homebuyers.
- **Limited supply:** The supply of homes available for sale is increasing, but it remains limited, particularly in the condo segment.
- **Affordability crisis:** The affordability crisis in Toronto is worsening, with the costs of buying and renting reaching unsustainable levels for many Canadians.

Market Trends

Some key trends in the Tor

Type your message...



- **Purpose-built rental housing:** This sector has solid fundamentals and a long-term outlook,

Follow-up questions

What affects housing prices in
Toronto now



How does real estate impact local
economies



Will mortgage rates decrease soon
nationally



Can home values increase despite
economic uncertainty



Do mortgage rates impact home
buying decisions



Generate Content Based on Provided Information

Social Media

Video Script

Email

Blog Post

Talking Points

Others

Ai MARKETING MACHINE

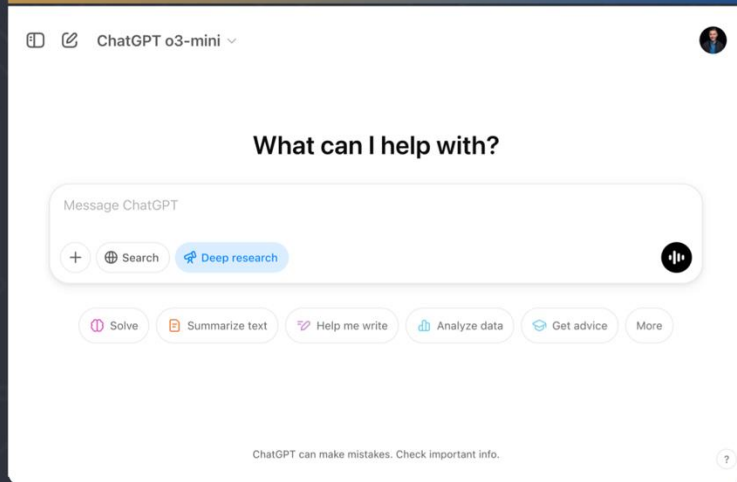
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DEEP RESEARCH

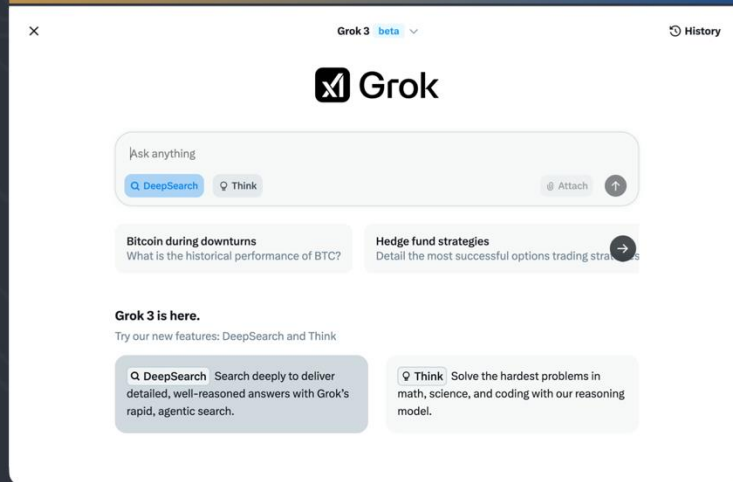
Multi-step research that autonomously searches the web, analyzes sources, and synthesizes a well-cited report.

Ai MARKETING MACHINE

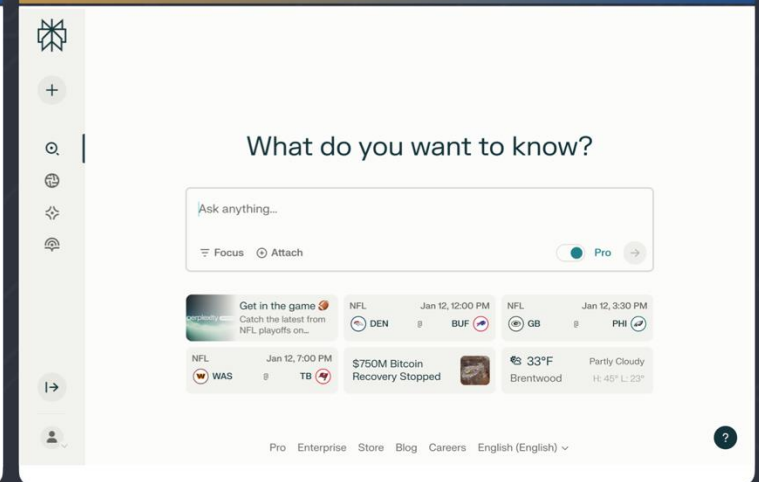
CHATGPT



GROK/X.AI



PERPLEXITY



Q Completed

2m 29s · 232 Sources

- ✓ Thinking
- ✓ **Researching real estate agents**
- ✓ Exploring agent rankings
- ✓ Considering marketing strategies
- ✓ Evaluating top agents

Researching real estate agents

- The request is to find the top three Toronto real estate agents, ranked by sales volume and homes sold.
- I'm considering whether "individual" means agents working alone or just individual people, including those with teams.
- It looks like I need to check if they operate independently or with a team, so it's about individual agents, team or not.
- I'm thinking realtor.ca might have data or rankings for Toronto agents, given it's managed by CREA.

Q Searching for "top real estate agents in Toronto"

10 results found

- 📄 **TOP REAL ESTATE AGENTS IN TORONTO - Top Agent Magazine** [topagentmagazine.com](#)
- 🏠 **Website Unavailable** [propertyspark.com](#)
- 📈 **Best TORONTO REAL ESTATE AGENTS. Top Rated Reviews, Feb 2025** [rate-my-agent.com](#)
- 🌐 **The 13 Best Real Estate Agents in Toronto [2025]** [thebesttoronto.com](#)
- 🏠 **Toronto, ON REALTOR® Real Estate Agent Reviews | RankMyAgent.com** [rankmyagent.com](#)

See more (5)


🌐 Browsing results

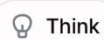
- Just found interesting results from TheBestToronto.com, listing 13 top agents in Toronto from 2025, which fits the current year.

 152 web pages

How can Grok help?



 DeepSearch



Grok 3





jpanatana 5 min. ago

+ Space / Using Realtor.ca (and other sites) and other real...

... Share



Using Realtor.ca (and other sites) and other real estate platforms, identify the top three individual real estate agents in Toronto, ranked separately by total sales volume and number of homes sold. Clarify if each agent operates independently or on/with a team. Highlight their most effective digital marketing strategies that directly contribute to attracting clients and closing sales. Provide actionable insights to help me enhance my own marketing approach as a Toronto-based REALTOR®

Deep Research

53 sources

Top 100 Canada
(Individual, Residential) -...
news.remax

Property for Sale in
Toronto, Ontario -...
realtor

TOP REAL ESTATE
AGENTS IN TORONTO -...
topagentmagazine

FX B R MSN h WISE
+50 sources

Perplexity

Top Toronto Real Estate Agents: Sales Performance and Digital Marketing Strategies

The Toronto real estate market remains one of North America's most competitive, with 60,000+ licensed agents vying for dominance in a city that recorded 121,000 property transactions in 2021 alone ⁵. Through comprehensive analysis of RE/MAX performance rankings ¹, Realtor.ca transaction patterns ² ⁶, and industry-specific publications ³ ⁵, this report identifies the current top-performing individual agents while decoding the digital marketing strategies that fuel their success.



Ask follow-up

Deep Research



PRO Generate Image



Ai MARKETING MACHINE

- 1 Role-play practice using **AI voice modes**: ChatGPT, Grok, Revii
- 2 “**Agentic AI**” automates tasks & streamlines **content creation**
- 3 **Generative AI search** powers deep, multistep online research
- 4 Effortlessly code emails and websites using **Claude AI**
- 5 Create any-topic, generative podcasts with **NotebookLM**



FRANKLIN REAL ESTATE MARKET UPDATE

February 2025 Analysis

Dear {{First_Name}},

Market Insight: Quick-Selling Homes Command Higher Prices

Homes in Franklin that sold within 7 days received 99.3% of their asking price, compared to just 97% for homes that stayed on the market longer than 30 days. This compelling 2.3% difference represents over \$22,000 on the median home sale price of \$935,000. With 37% of homes selling in less than a week, strategic pricing and proper preparation can make a significant difference in your bottom line.

FEBRUARY MARKET OVERVIEW

MEDIAN SALES PRICE

\$935,000

AVERAGE DAYS ON MARKET

43

HOMES SOLD

126

AVG. PRICE PER SQ.FT.

\$373

Code

Settings

Comments

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <meta name="viewport" content="width=device-width, initial-scale=1.0">
6   <title>Franklin Real Estate Market Update - February 2025</title>
7   <link href="https://fonts.googleapis.com/css2?family=Space+Grotesk:wght@400;700&family=
  Archivo:wght@300;400&display=swap" rel="stylesheet">
8   <style>
9     /* Reset styles */
10    * {
11      margin: 0;
12      padding: 0;
13      box-sizing: border-box;
14    }
15
16    body {
17      color: #2D323C;
18      line-height: 1.6;
19      background-color: #F9F9F9;
20      font-family: 'Archivo', Arial, sans-serif;
21      font-weight: 300;
22    }
23
24    .container {
25      max-width: 600px;
26      margin: 0 auto;
27      padding: 20px;
28      background-color: #FFFFFF;
29    }
30
31    .header {
```

Save

Content Studio



Feedback

Claude

Interactive Real Estate Market Update

Share

☆

3

🗨️

MLS Data

CSV ⓘ

JP

Assume the role of a masterful graphic artist and expert in interactive infographic design. Your task is to create an HTML email newsletter based exclusively on the data in the attached spreadsheet. Do not alter, fabricate, or infer any information beyond what is provided. The spreadsheet contains a list of homes in Franklin, Tennessee, categorized by Closed (sold), Expired (unsold during the listing period), and Withdrawn (removed from the market by the seller). This email newsletter will serve as a Real Estate Market Update, presenting key trends through expertly designed charts, graphs, and interactive visual elements to inform and engage homeowners. Use the date range in the data to generate a relevant title that accurately reflects the time period covered.

I'll create an expertly designed HTML email newsletter based on the Franklin real estate market data. Let me first analyze the data to understand the key trends and insights.

Analyzing

```
}  
});  
console.log("Listing statuses count:", listingStatuses);  
  
// Analyze closed properties  
const closedProperties =
```

JP

Reply to Claude...

Claude 3.7 Sonnet

Choose style

Franklin Real Estate Market Update - February 2025

Preview

Code

×

FRANKLIN REAL ESTATE MARKET
UPDATE

February 2025 Analysis

Dear {{First_Name}},

Market Insight: Quick-Selling Homes Command
Higher Prices

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FEBRUARY MARKET OVERVIEW

MEDIAN SALES PRICE

\$935,000

AVERAGE DAYS ON MARKET

43

📄

📥

Publish

Ai MARKETING MACHINE

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- 4 Effortlessly code emails and websites using **Claude AI**
- 5 Create any-topic, generative podcasts with **NotebookLM**



Sources



+ Add source

Select all sources



Franklin TN Real Estate Market Trends & ...



Franklin, TN 2021 Real Estate Market Ap...



Franklin, TN Real Estate Market Prices, T...



Grok Social Analysis



Market Update



Source Attribution



Chat



Franklin Market Update

6 sources

Real estate trends and market analyses in Franklin, TN, are the focus of these sources. They provide insight from different real estate entities, encompassing market appreciation, housing trends, and price forecasts. Sentiments from consumers and real estate agents regarding the market dynamics, including luxury aspirations and affordability concerns, are revealed in these sources. Moreover, recent data on home values, sales volume, and property characteristics in Franklin are presented. Lastly, these sources provide the perspective of Jason Pantana, a realtor in Franklin, as he prepares a market update for his clients.

Save to note



Add note

Audio Overview

Briefing doc

Start typing...

6 sources



How have Franklin's home values, inventory, and market dynamics shifted recently?



Studio



Audio Overview



Franklin Market Update



00:00 / 20:01

Interactive mode **BETA**

Notes



+ Add note

Study guide

Briefing doc

FAQ

Timeline



Saved notes will appear here

Save a chat message to create a new note, or click Add note above.

NotebookLM can be inaccurate; please double check its responses.

Ai MARKETING MACHINE

- 1 **Market update:** Feed NotebookLM your market report data: video, email copy, whatever.
- 2 **Grok (X.ai):** Research hot/emerging topics on X to make your NotebookLM podcast current.
- 3 **Prompt it:** Tell NotebookLM how you want the podcast to run and flow – topics to prioritize.
- 4 **Send it out:** Send out the fully-customized, AI-generated podcast to your database!

GENERATIVE Ai

×MORE

×FASTER

×BETTER



**“We’re at the inner
section of “business as
usual” and “Ai or Die!”**



Welcome To Ai Marketing Academy

Here, you'll find all your training materials conveniently organized

Enrolled



SESSIONS

AiM Sessions

Access Content

Enrolled



RESOURCES

AiM Resources

Access Content

Enrolled



ESSENTIALS

AiM Essentials

Access Content



Ai MARKETING ACADEMY



SAVE 50%
CHECKOUT CODE:

JP50

QUESTIONS? 

INFO@JASONPANTANA.COM

**What will I
commit to?**

5 “must have” Confidences!

1. Marketing Confidence 
2. Appointment Setting Confidence 
3. Confidence in To Sell It 
4. Confidence to Follow Up (list or ☐) 
5. Confidence w/ Longer DOM 



**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?

5/5/4

What are you committed to in the next 12 weeks?

HEALTH

- ✓ Get your bloodwork done
- ✓ Lose (x) pounds
- ✓ Exercise X times
- ✓ 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)
- ✓ **(x) Listing appts!**
- ✓ 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 / 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 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 live email Slack until closing Caption vault Listing Coordinator Hire



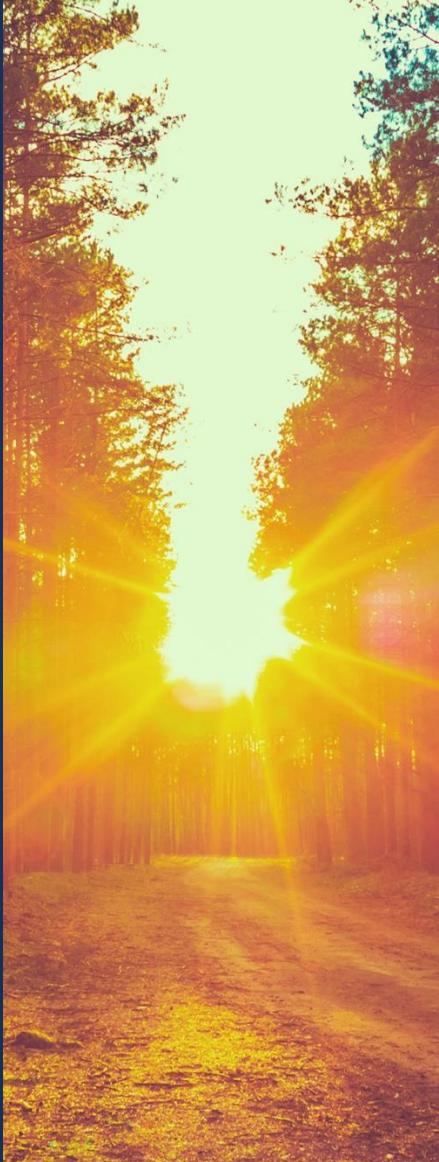
Jamie McMartin

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

Tom

THE LISTING EDGE





Reimagine My Schedule

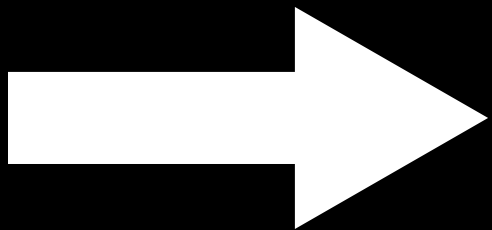
- 1. A morning routine that fires you up!** – *(capture on social)*
 - Exercise
 - Mindset – Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)!** – *(capture on social)*
- 3. Business morning routine**
 - Daily hot sheets – *(capture on social – “Did you know?”)*
 - Role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



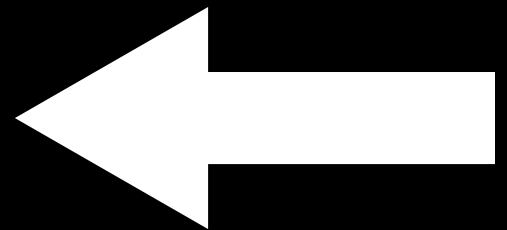
"Move it Forward" Meetings

- 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 2 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?**

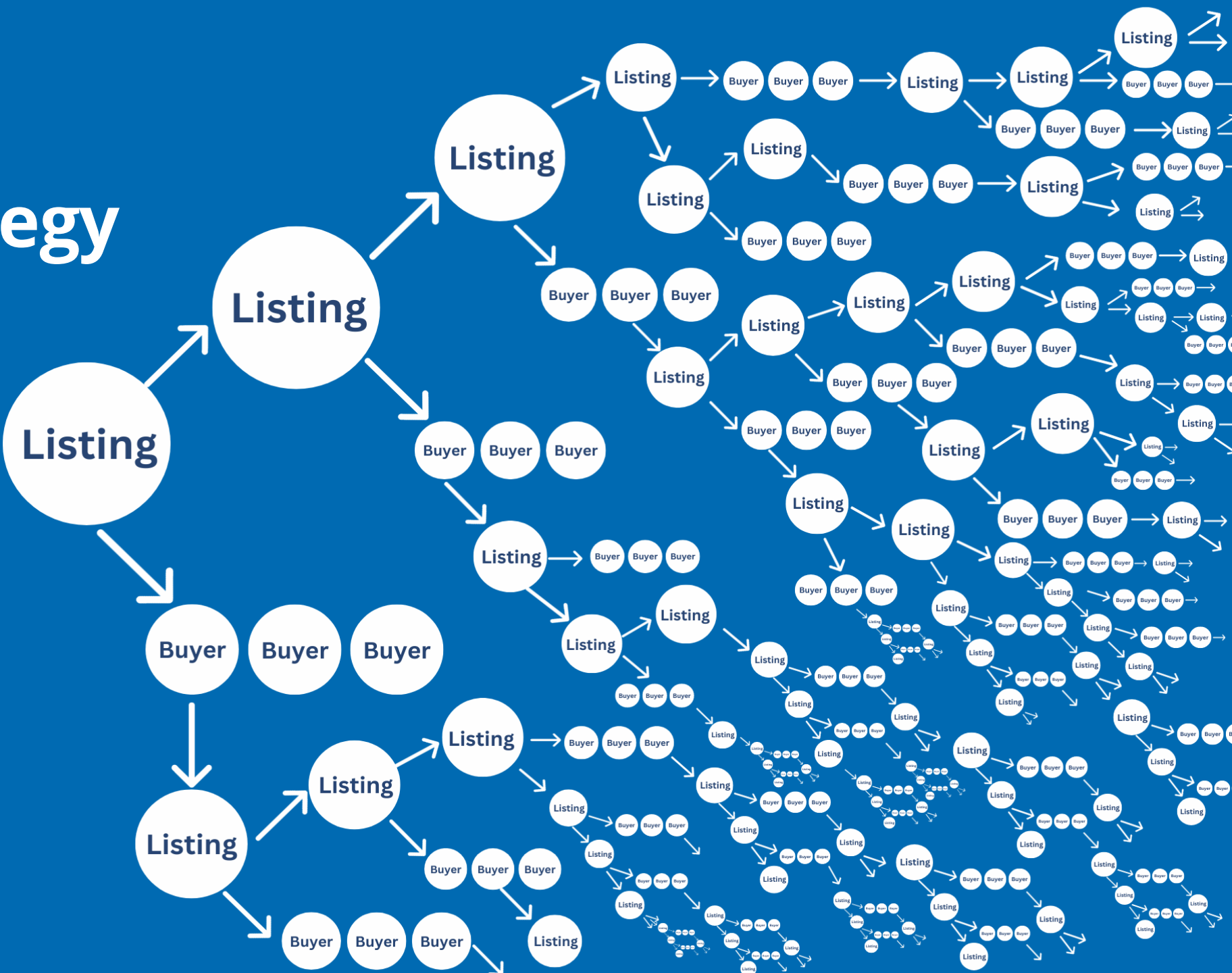




thank
you

THE LISTING EDGE

The Viral Listing Strategy



How to create incredible video testimonials w/ 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?)



The background of the slide is a light blue map of a city street grid. In the upper right corner, there is a large, thin orange circle. A thin orange horizontal line spans the width of the slide, positioned just above the main text.

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%
Total	4416	91	2.1%	419	18%



**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?

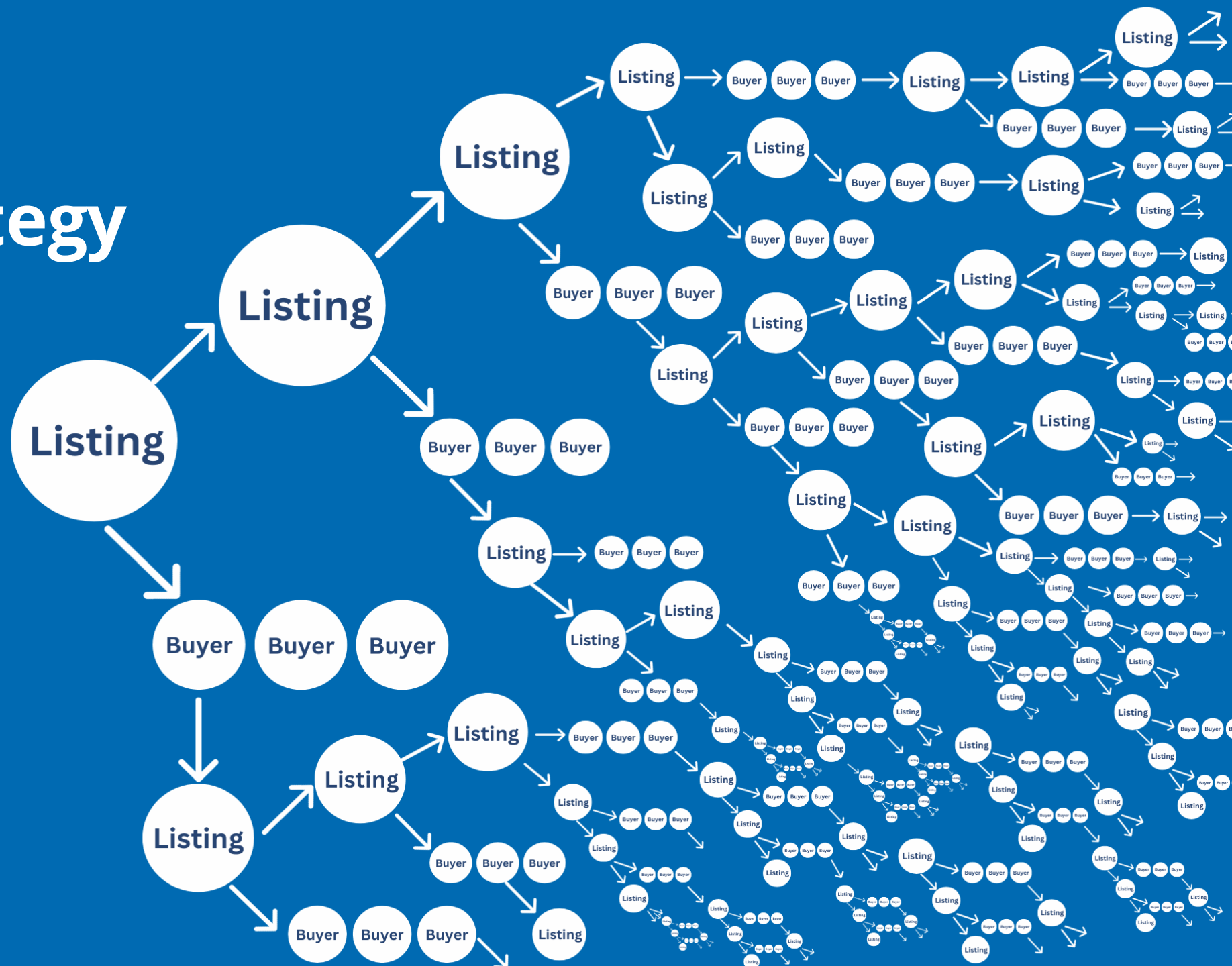
Stop Following Up, “Checking In” & Chasing

I bet you're a lot like me... and you work from a calendar... OR... “the fact that we're both busy people...”

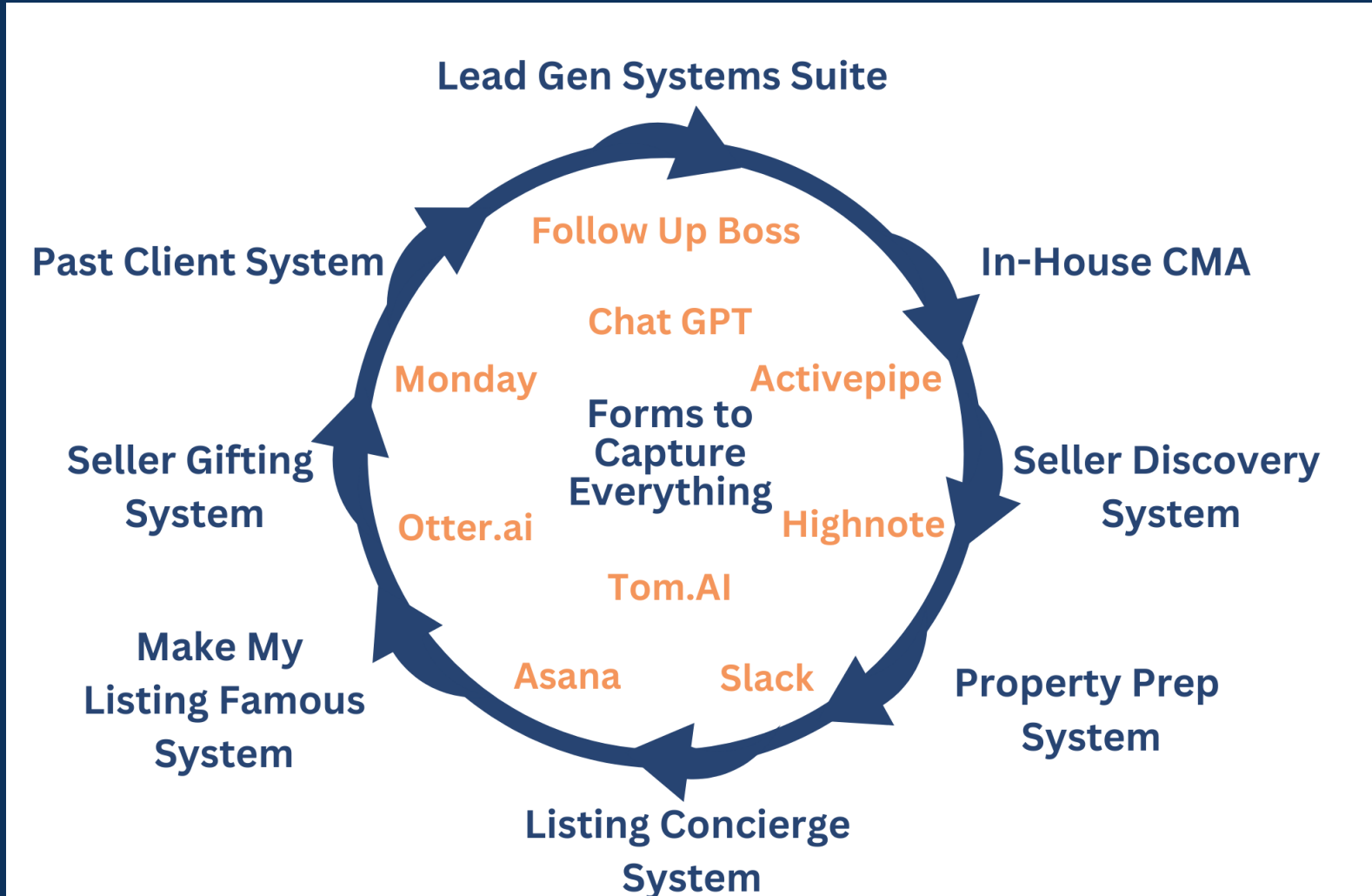
Since you guys want to start the process in (time frame)

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



BUILD YOUR LISTING FLYWHEEL



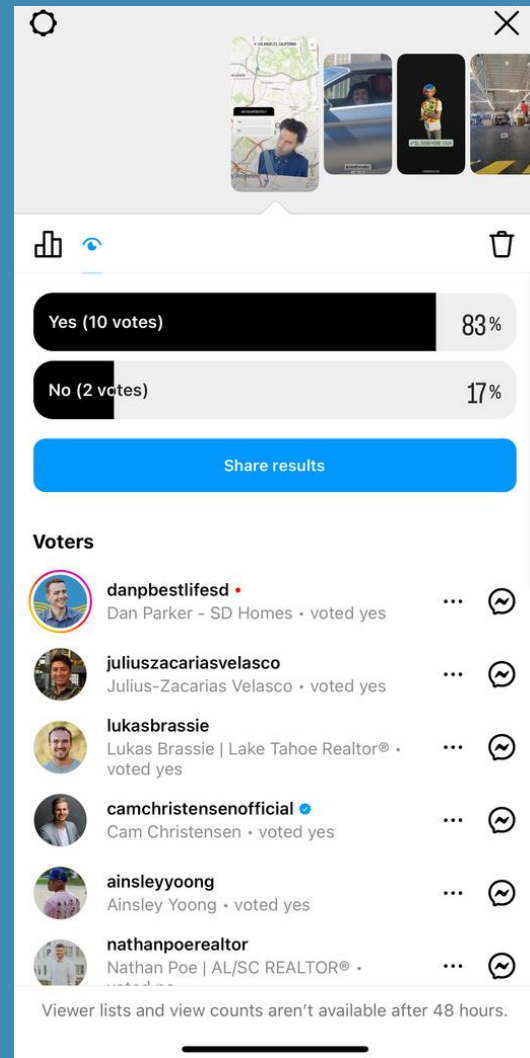
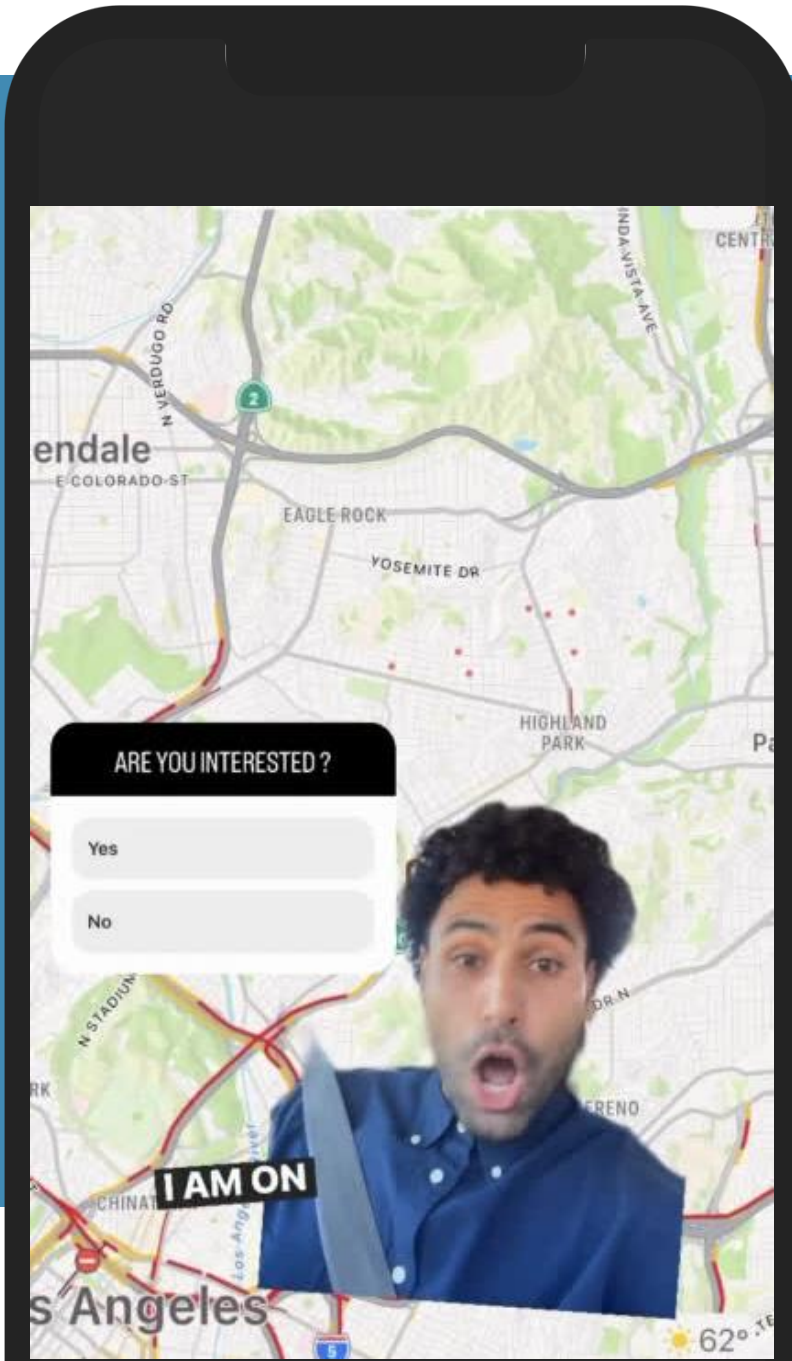
How do I turn **one** into **2** listings?

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 white arrow points from this hand to a red hand on the right, which has the index and middle fingers pointing up, representing 'two' listings. A white speech bubble with a black border 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...**



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!



PRESORTED
STANDARD
US POSTAGE
PAID
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

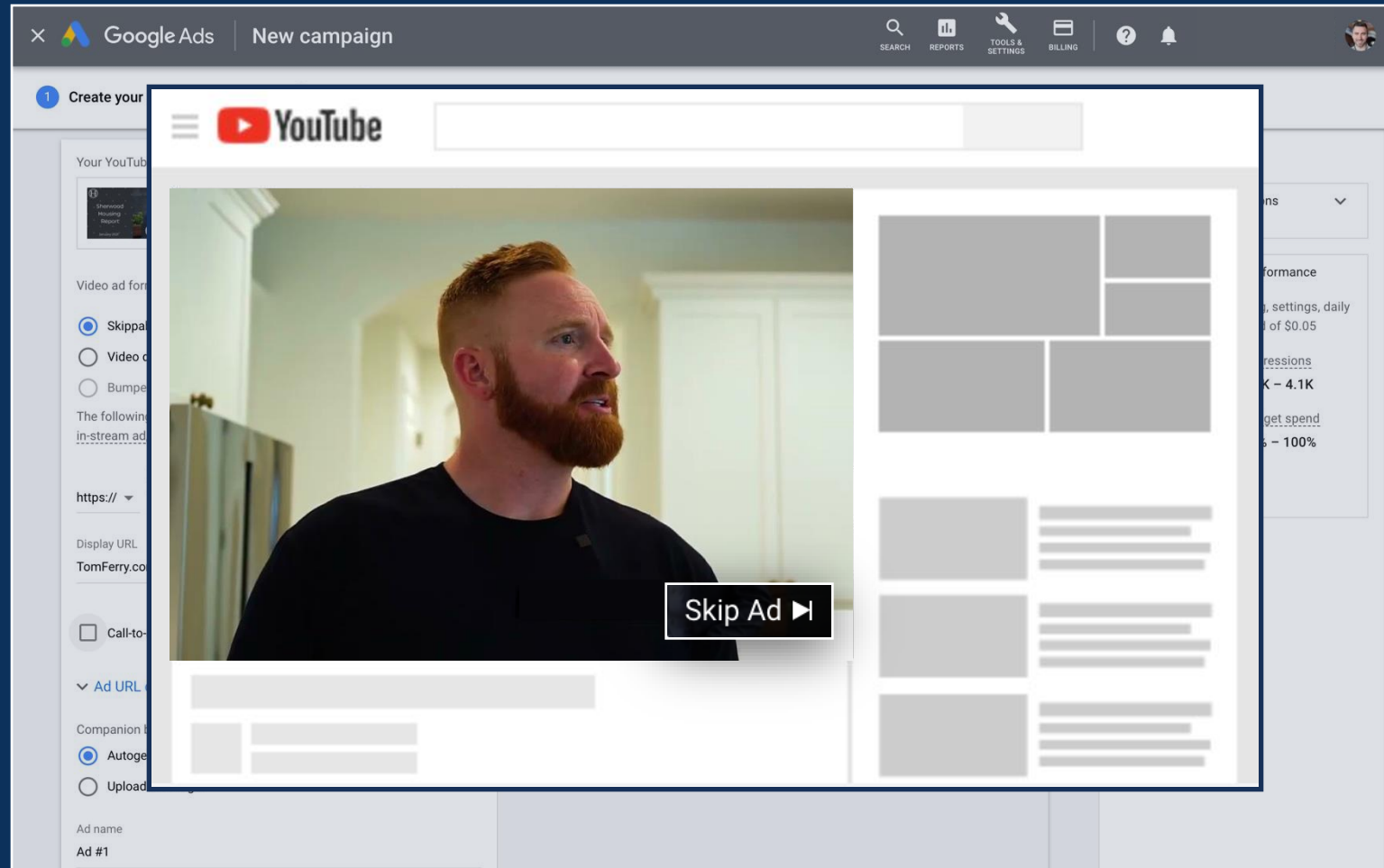
Address



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