



**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

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# Who's in the Room?

# OUTCOMES!



**CLARITY.**



**ACCELERATE OUR RESULTS.**



**LIST MORE HOMES IN 2025.**



**PRUNE BEFORE WE ADD.**



**SHARPEN THE EDGE.**



Janet  
**MILLER**

Jimmy  
**MACKIN**

Kristi  
**JENCKS**



**Thank Our  
Partners!**

THE LISTING EDGE



# *Thank You to Our Sponsors*



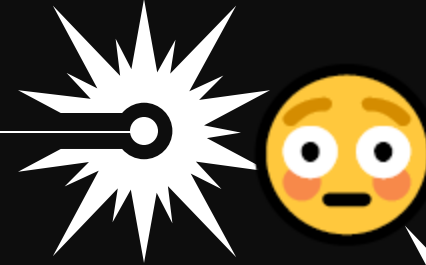
# **Why** Are You Here?

THE LISTING EDGE



# Headwinds in 2025!!!!

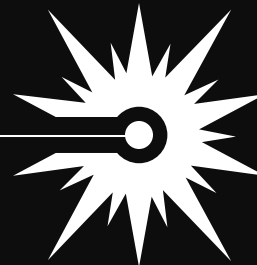
AN ELECTION YEAR



RATE CUTS



PENT UP DEMAND



LACK OF INVENTORY





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



**Q: What Are My Most  
Important Business  
Goal in 2025?**

---

# AGENTS JOIN US FOR 10 REASONS

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1. More Listings
2. More Referrals
3. Better Marketing
4. Improve Skills
5. Bigger Brand
6. Improve Profit
7. Scale Themselves
8. More Time
9. Expand Community
10. More **REVENUE!**



---

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



---

# Am I open minded?



Professionals



2024 ELITE RETREAT

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



# 1. Focus!

---

**What distracts me?**

**What Do I need to Prune?**

**How often do you attempt  
multi-tasking?**

---

# Who Can Count?

# PITFALLS of TASK SWITCHING:

**50%**

**More  
Errors!**

**40%**

**Less  
Effective!**



**DISTRACTION-FREE  
ACTION SOLVES  
EVERYTHING!**

---

**FOCUS ON YOUR 2025 GOALS**



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

**The “greats” know  
the pattern.**

# The **pattern** is

1. Get Appointments
2. Go on Appointments
3. Sign Contracts
4. Repeat

**Meaningful, valuable, personal conversations**



**Lead to discussions of the next move**



**Leads to appointments**



**Creating listings/sales**



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

**THE LISTING EDGE**

# **2. Prioritize Marketing!**

# Why do MOST Businesses Fail?

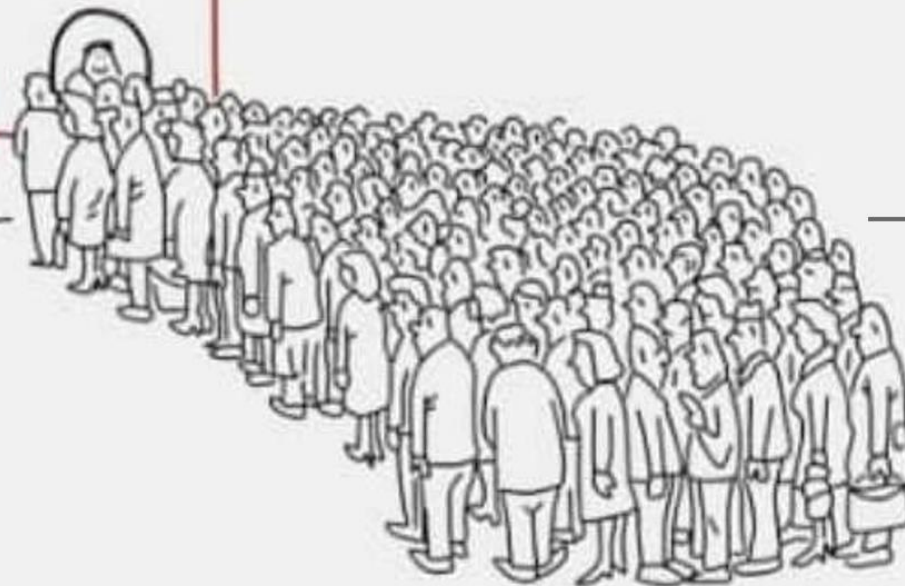
**1. Poor Cash Flow Management**

**2. Lack of Sales & Marketing**

**MARKETING  
NOW**

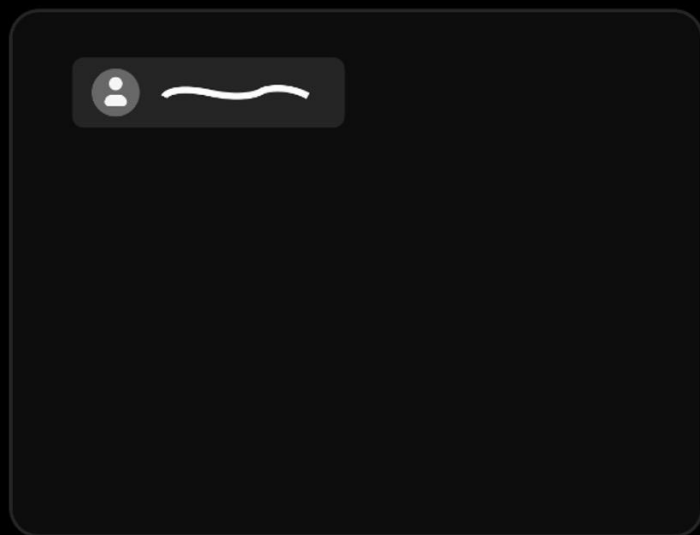


**I'LL DO  
MARKETING  
LATER**



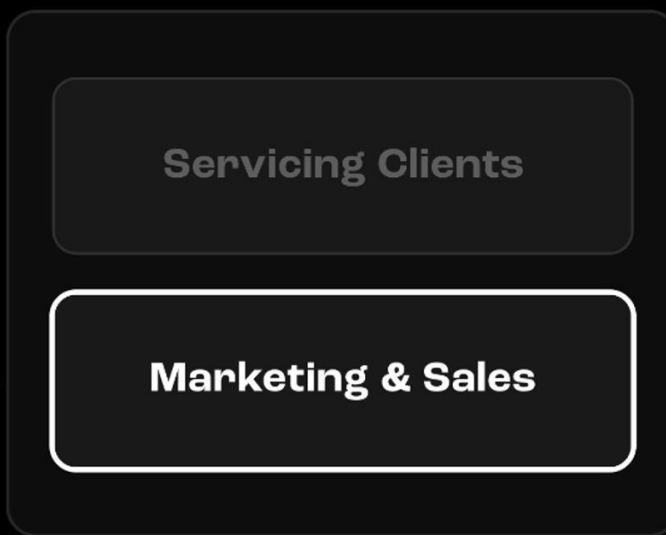
**IF**

Your pipeline is empty



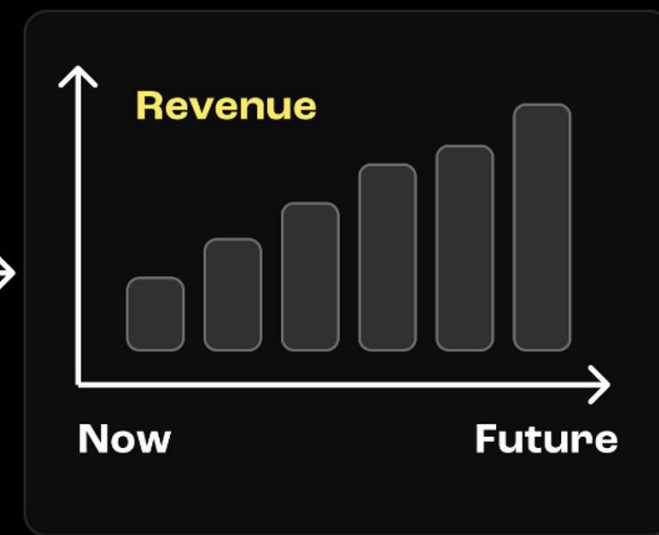
**Then**

You are putting all effort in



**Revenue**

Which results in



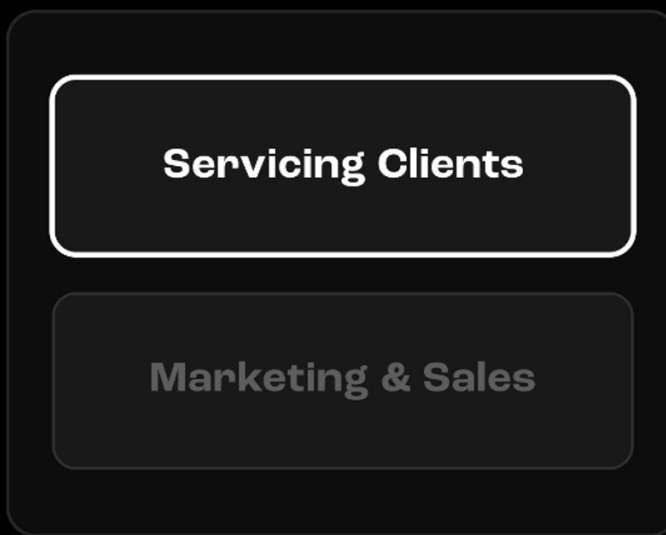
# IF

Your pipeline is full



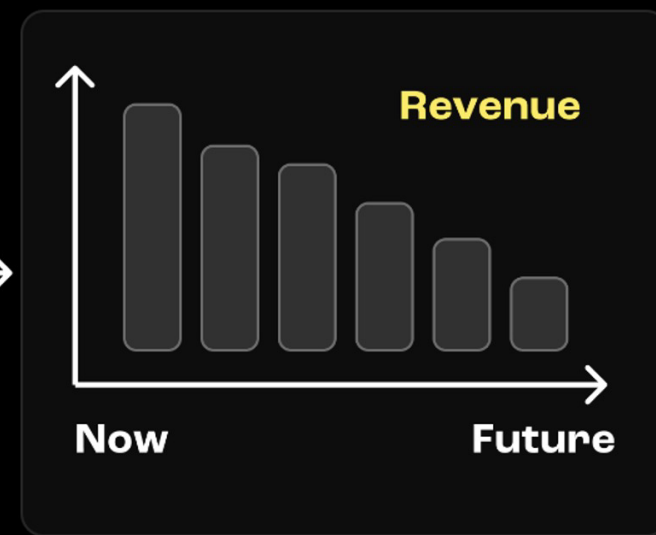
# Then

You are putting all effort in

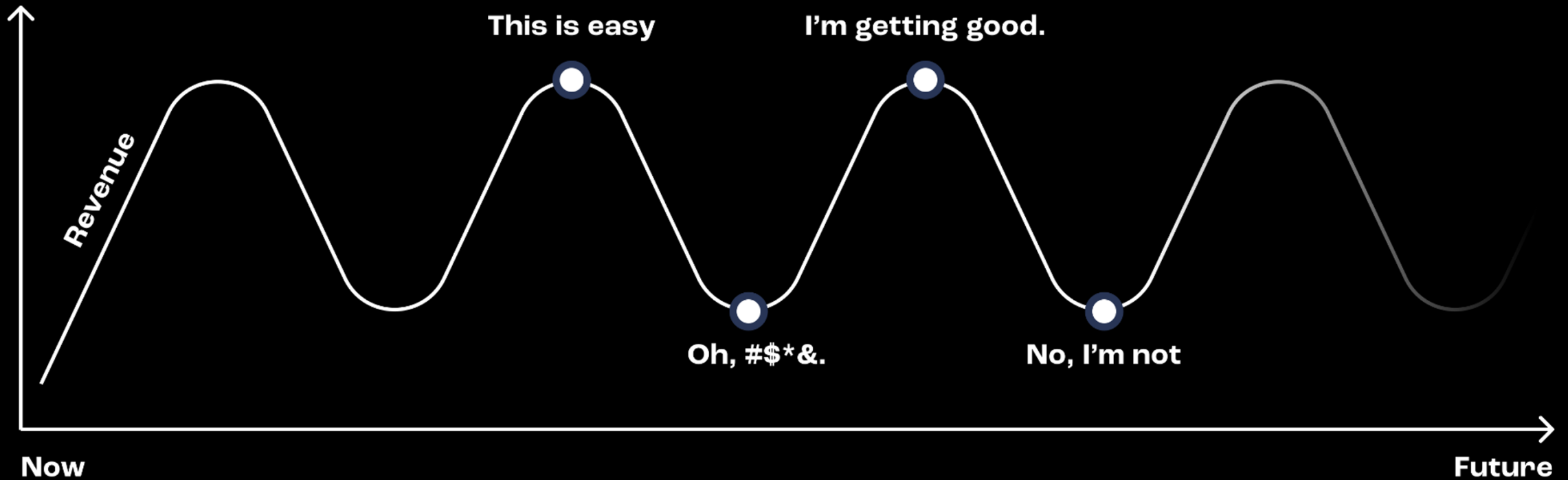


# Revenue

Which results in



# Vicious Cycle





# PRIORITIZE REVENUE



Is there **BAD** vs  
**GREAT** Marketing?

A man with a beard and a shaved head is lying on his side on a dark couch, smiling at the camera. He is shirtless and wearing dark shorts. The background is a lush, tropical jungle scene with various plants and a large, 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. 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**

ListingLeads.com

5+ Proven Listing  
Attraction Marketing  
Campaigns

THE LISTING EDGE



# What's my New/Improved 2025 Listing Source?

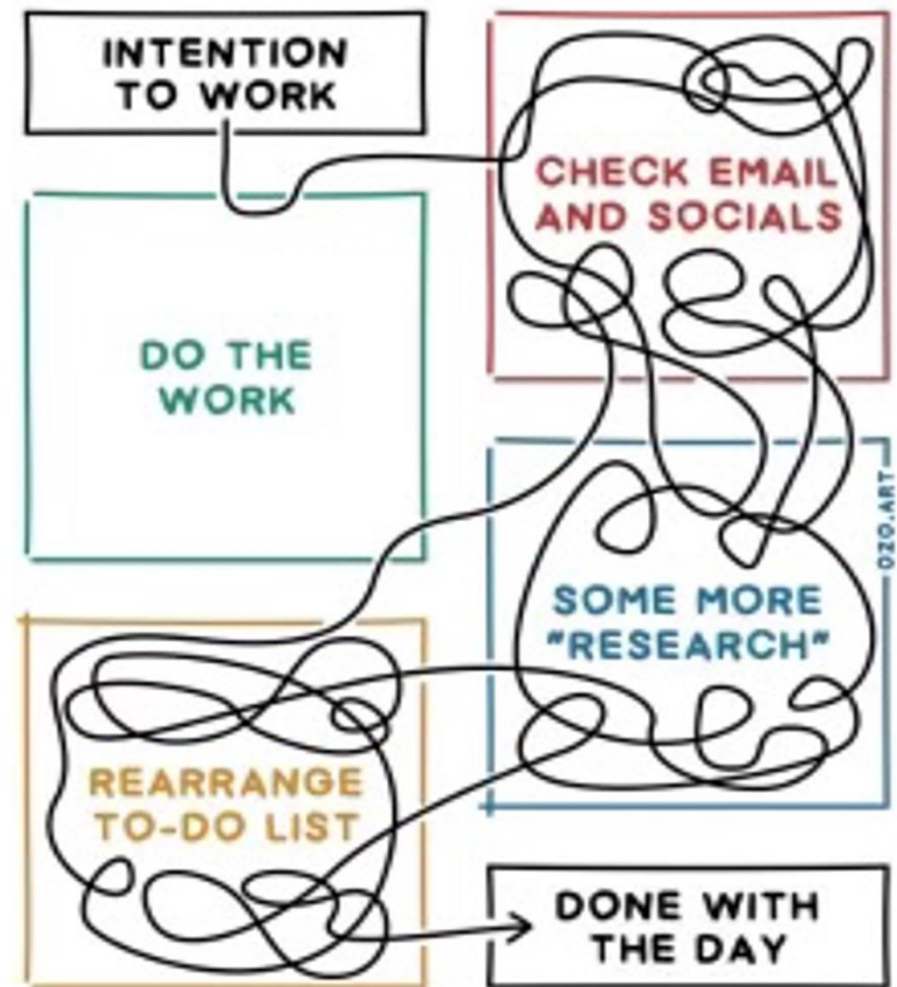
- Past Clients & Sphere
- Social Content & Educational Video Content
- Geographic Farming
- Mega & Open Houses
- Direct Mail – I have a buyer letters, QR codes mailers
- Helping Luxury Expireds

- Niche Farming (Boomers w/ no mortgage)
- Circle Dialing / Door Knocking Around Recent Sales
- Agent to Agent Referrals
- Google Advertising PPC / GLSA
- Marketing to NOO / Investors
- Asking every “who do you know that’s had thoughts of moving?”



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





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

# PRIORITIZE REVENUE



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

# 4 Types of **Real Estate Agents**

## **Dabblers**

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

## **The Committed**

Has a “growth mindset.”  
Capable of more. Open-minded and willing to work.

## **The Wingers**

They “wing” everything;  
operates from memory.  
Everything takes too long

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

Self explanatory. Their  
knowledge is their financial  
ceiling. IYKYK

# Two types of Committed agents...

# Kaleb MONROE

24 years old, 86 sales in 2024, own 16 rental properties



Houston, TX



kaleb@thekmteam.com



kalebrmonroe

Homes sold: **86**

GCI: **\$591,115**

Volume: **\$22,613,065**

THE LISTING EDGE





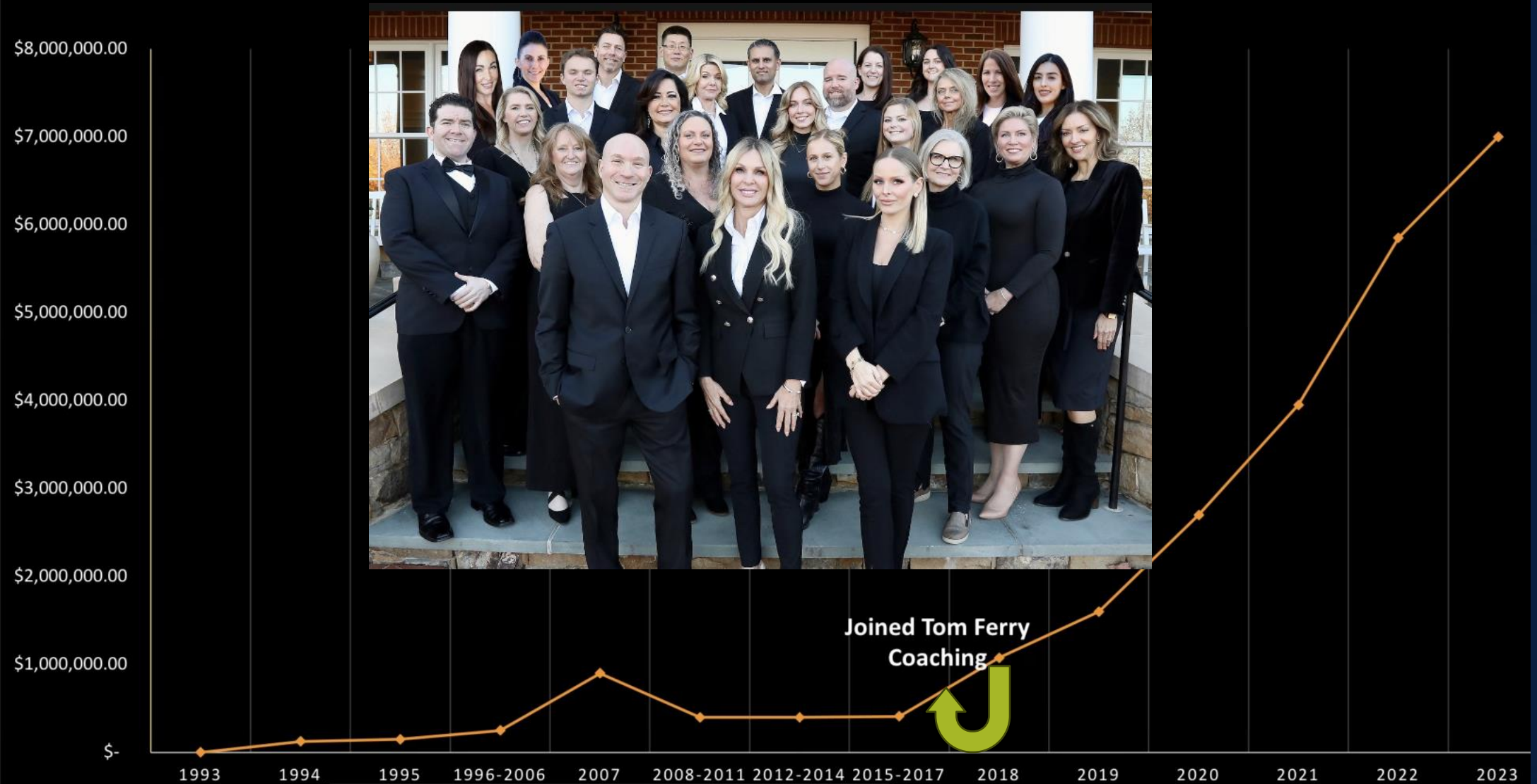
# Carolyn YOUNG

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

**THE LISTING EDGE**



## TOTAL GCI 1993 TO 2023



THE LISTING EDGE

# 4 Types of **Real Estate Agents**

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

**THE LISTING EDGE**

# **3. Close the gap on the 6%**

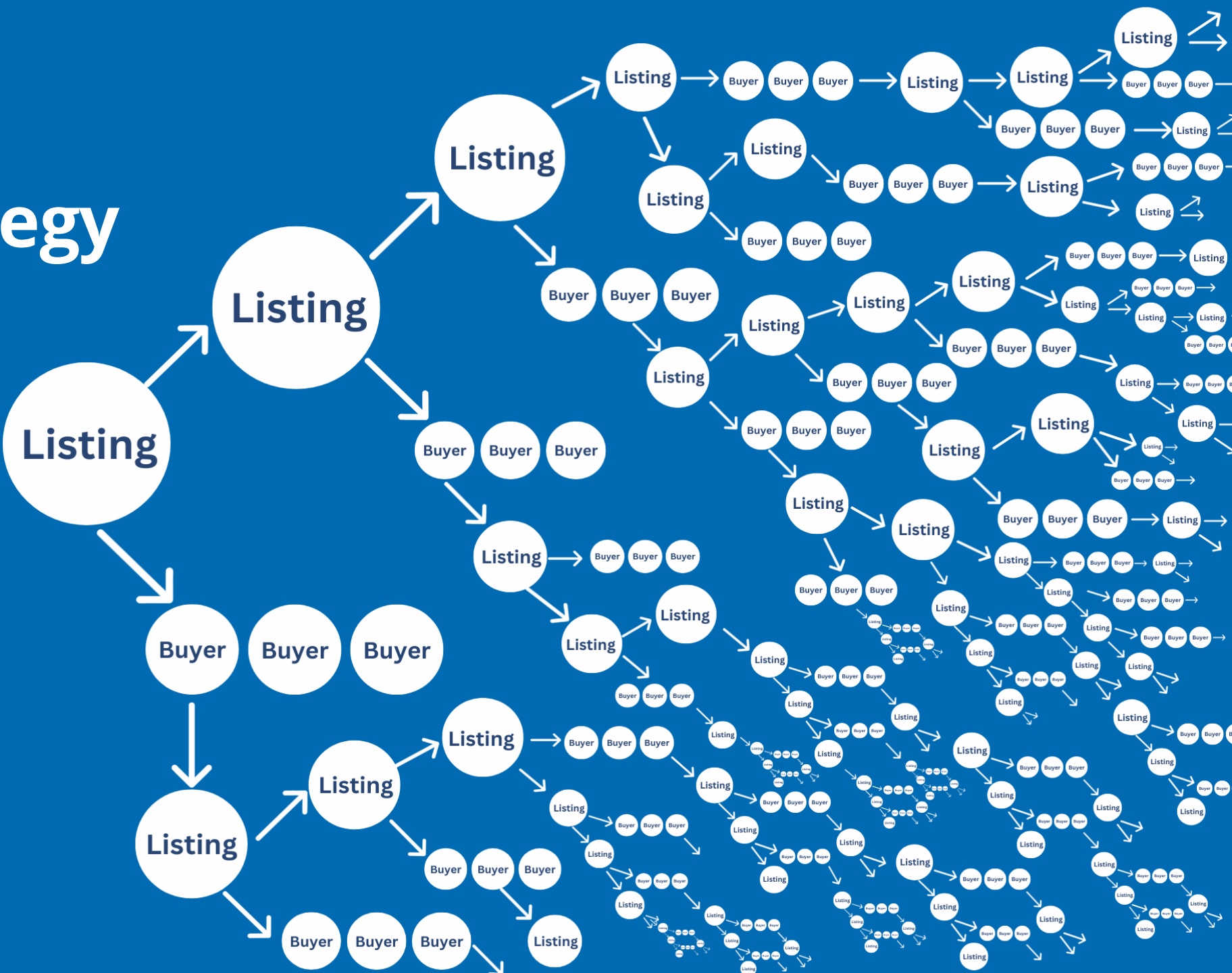


# **WHAT'S YOUR MOST PROFITABLE TRANSACTION?**

**THE LISTING EDGE**



# The Viral Listing Strategy







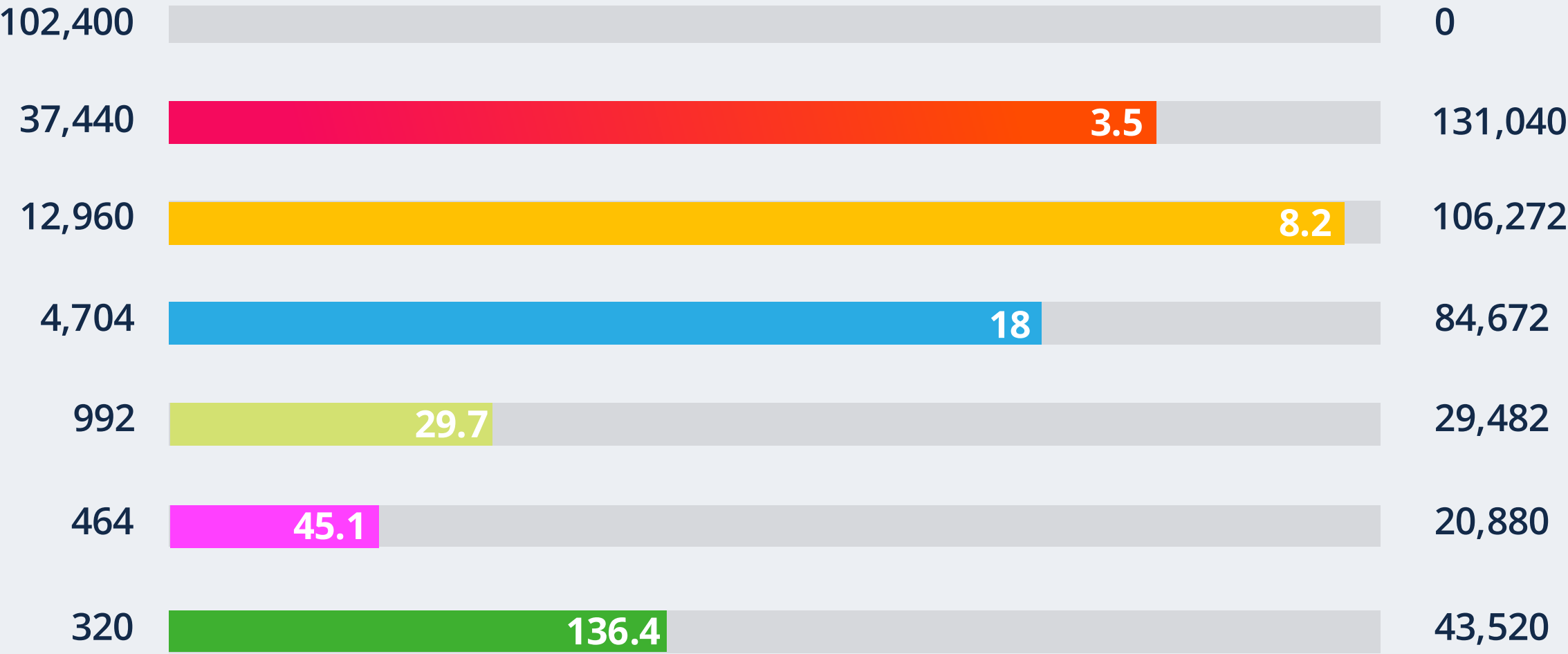
?

**Who Listed/Sold all  
Listings in 2024?**



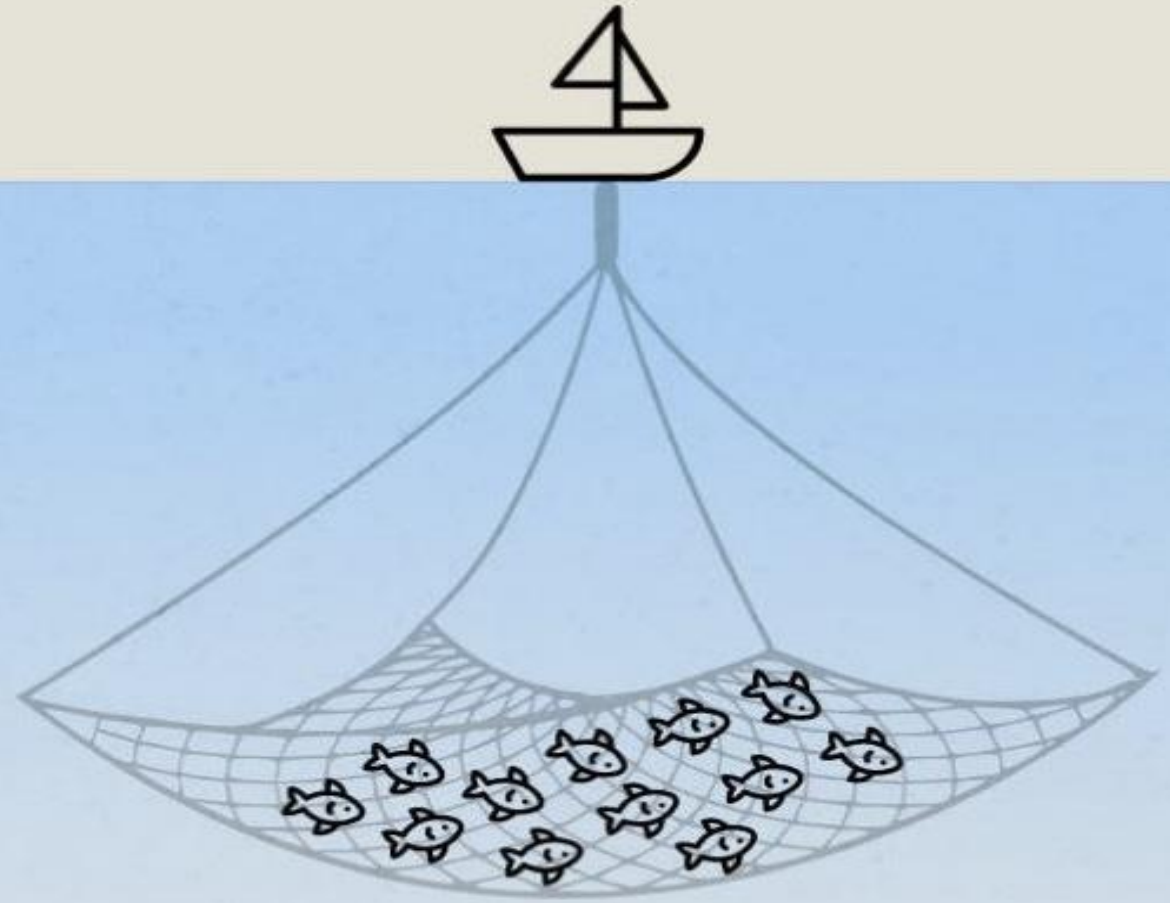
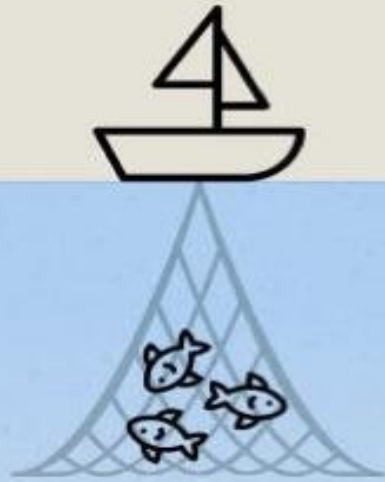
# OF AGENTS

# OF LISTINGS SOLD



\*National Listing Sold Data by Agents 2024

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






“Fish where the fish are.”

**But there's a  
Problem.**

## The Tom Ferry & Revaluate Database Case Study

**8 Agents/Teams 500,000 Database Contacts...**

### Missing Information

-  **1. Mailing addresses: 250K**
-  **2. Email addresses: 125K**
-  **3. Phone numbers: 70K**

## The Tom Ferry & Revaluate Database Case Study

# What the audit revealed...

Listings sold in your database, by other agents\*...

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

## The Tom Ferry & Revaluate Database Case Study

# Let's be clear

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



# **3. We Must Close the Gap on the 6%**



Decide and

Fully Commit

# PRIORITIZE REVENUE



# Break

THE LISTING EDGE

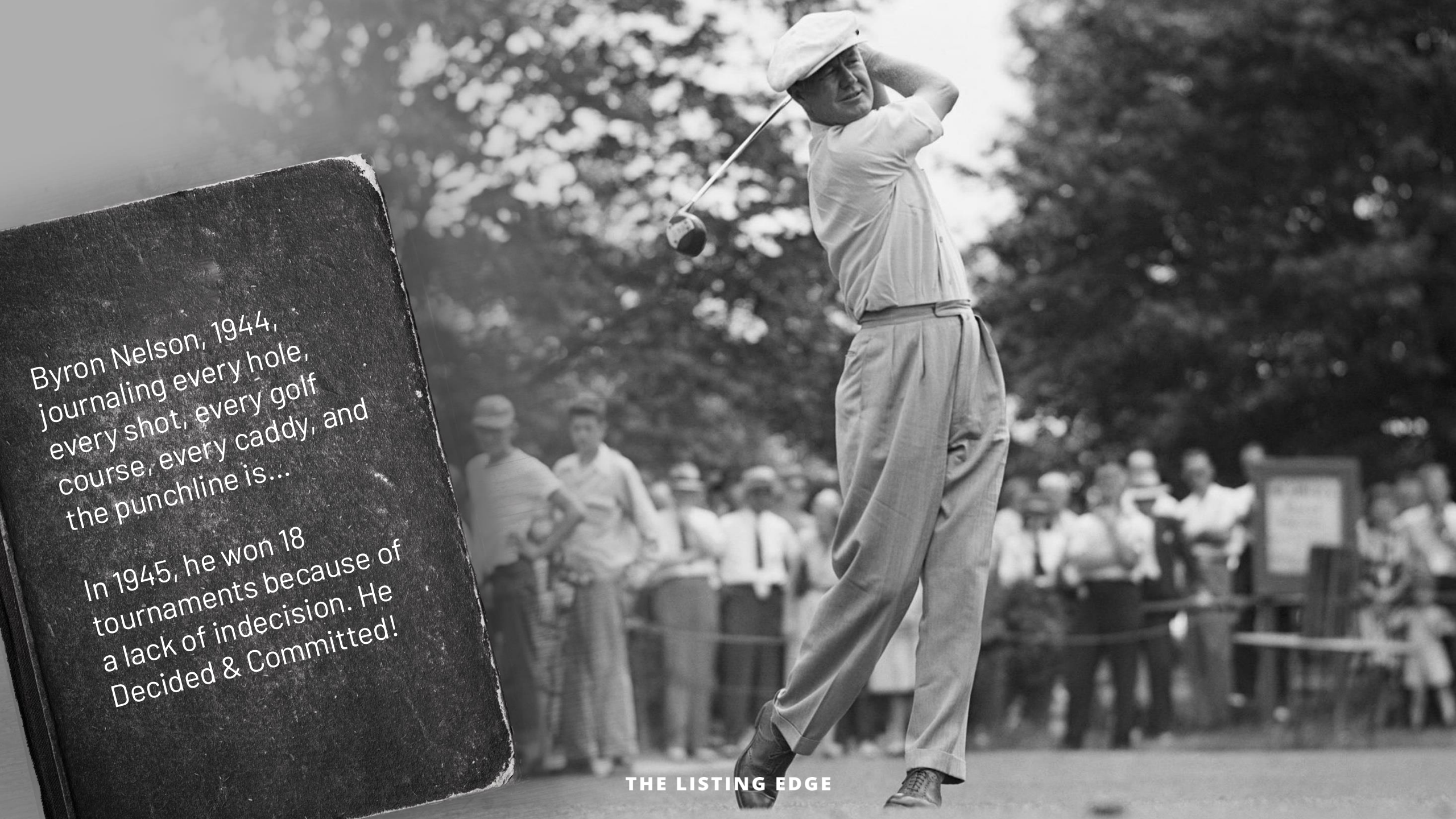
# Jimmy MACKIN





# How's Your Mindset?





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**

---

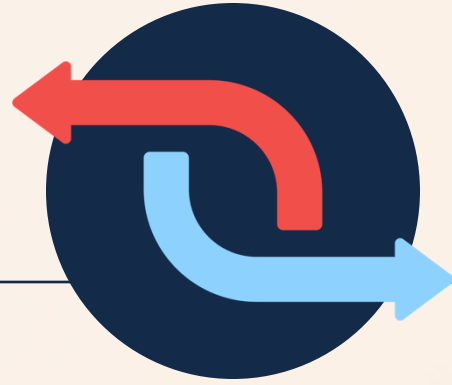


What's  
"THE"  
question I  
get asked  
the most?

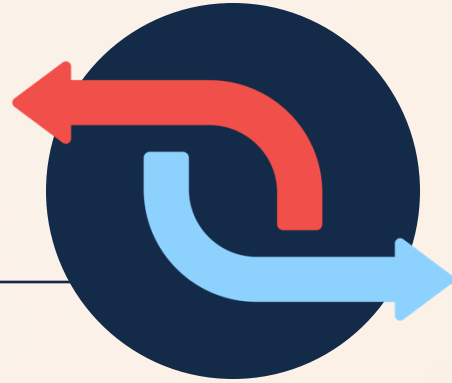
**"After 70,000  
hours of coaching,  
what is it that  
separates,  
BAD from AVERAGE,  
GOOD from GREAT,  
GREAT from  
EXTRAORDINARY?"**

1

# DECISIVENESS



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

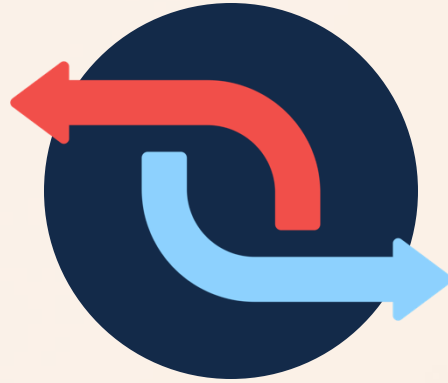


**What is the  
opposite of  
decisiveness?**

# Helplessness



Too Many Open  
Loops or  
Unanswered  
Questions.  
**Kills Momentum!**



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

**Have you ever missed an opportunity because you couldn't make a decision?**


**Has a client of yours ever lost, because they couldn't make a decision?**

1


# DECISIVENESS




# They make decisions, FASTER!

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


---

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


---

-  **3** What has to be added?

---

-  **4** What has to be delegated?

---

-  **5** What has to be “parked”, to deal with later, “Not right now?”

---



**DECIDE and**  
**FULLY COMMIT**

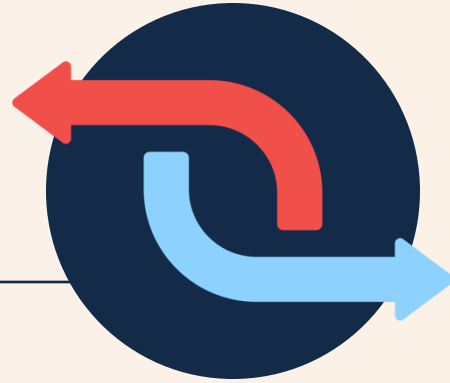
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2

# ZONE OF GREATNESS

ELITE RETREAT 2025



**Where do I shine?  
Where do I Make it rain?  
What do I do, but someone  
else could do it faster,  
better, cheaper?**



# IF WORKING WITH CLIENTS

**Is my Zone of Greatness...**

**How much more would I earn if it was ALL I did?**

3

# MY REFERENCE GROUP

# THREE BIGGEST EXPENSES

3. Taxes 💰<sup>1</sup>/<sub>2</sub>

2. My Delta 💰💰💰💰

1. Regret 🗑️ 🤬 😞 😟 🤢 💩





**DECIDE and**  
**FULLY COMMIT**

---



# Lunch

THE LISTING EDGE

# Janet **MILLER**





# Kristi JENCKS



# How do I turn one into 3 listings?

Email your whole data base before your next listing

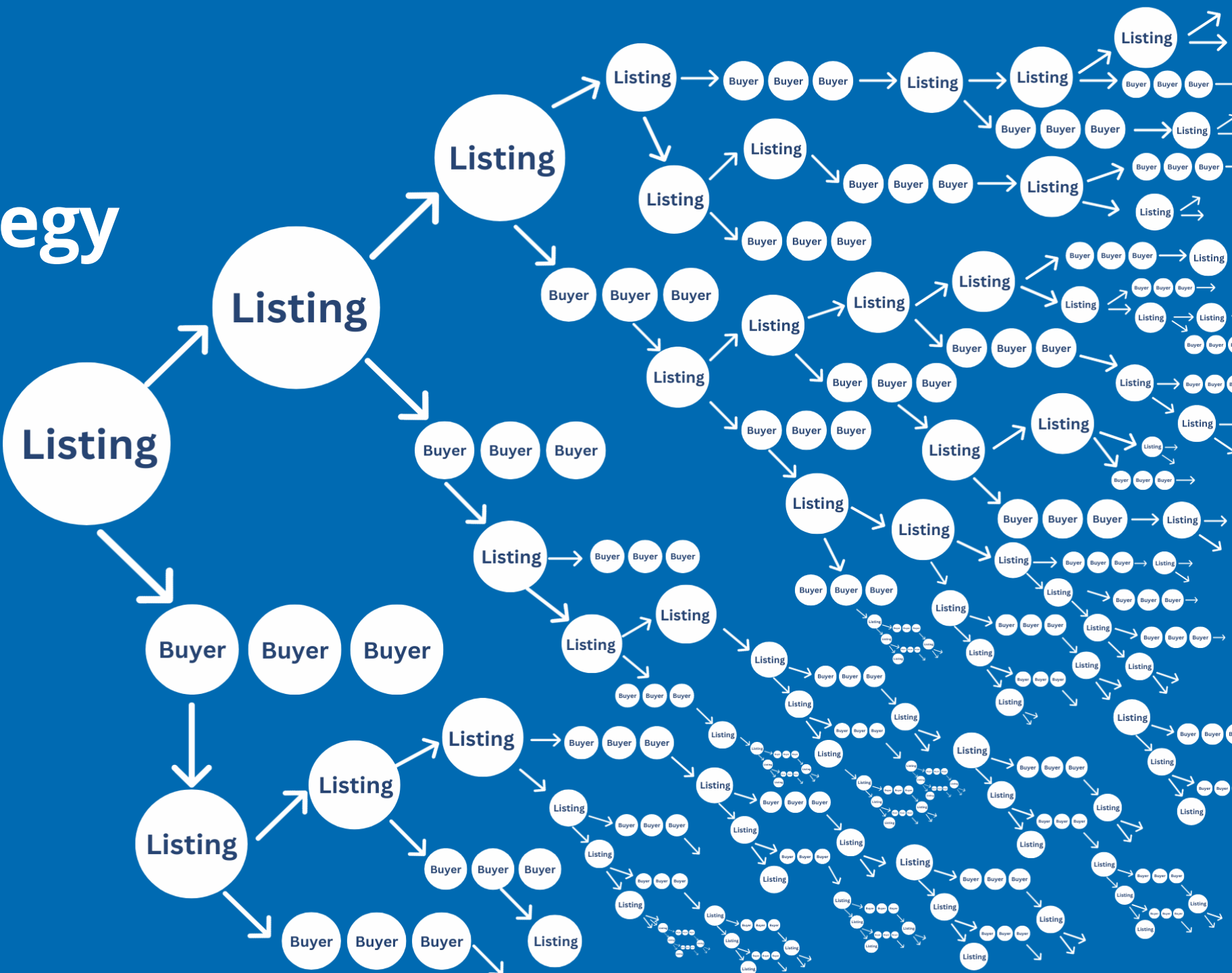
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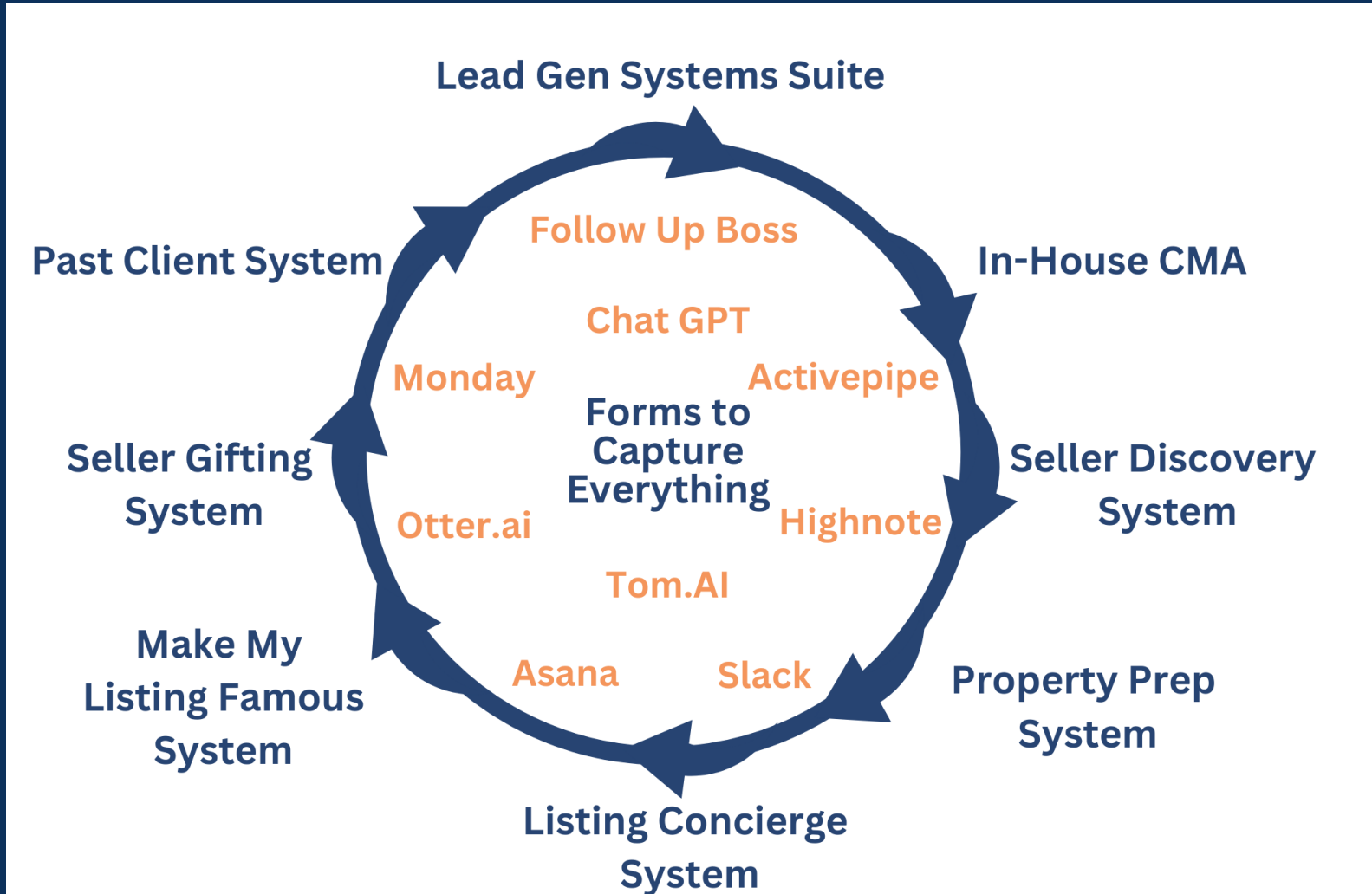
The diagram illustrates a process flow. On the left, a green hand is shown with the index finger pointing up, representing the number '1'. A horizontal white arrow points from this hand to the right. On the right, a red hand is shown with the index, middle, and ring fingers pointing up, representing the number '3'. A white 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..."

# The Viral Listing Strategy



# BUILD YOUR LISTING FLYWHEEL





# How do I turn one into 3 listings?

Email your whole data base before your next listing

---



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



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

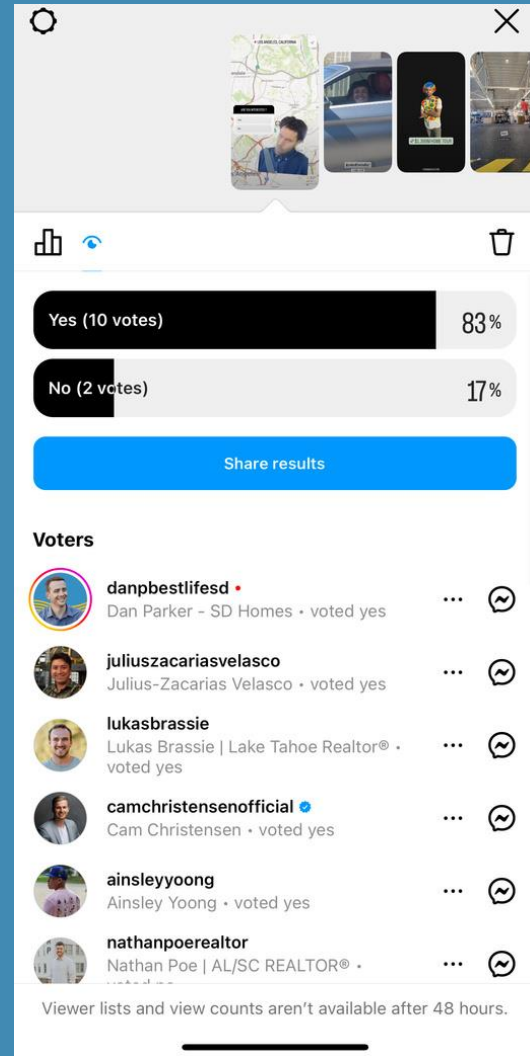
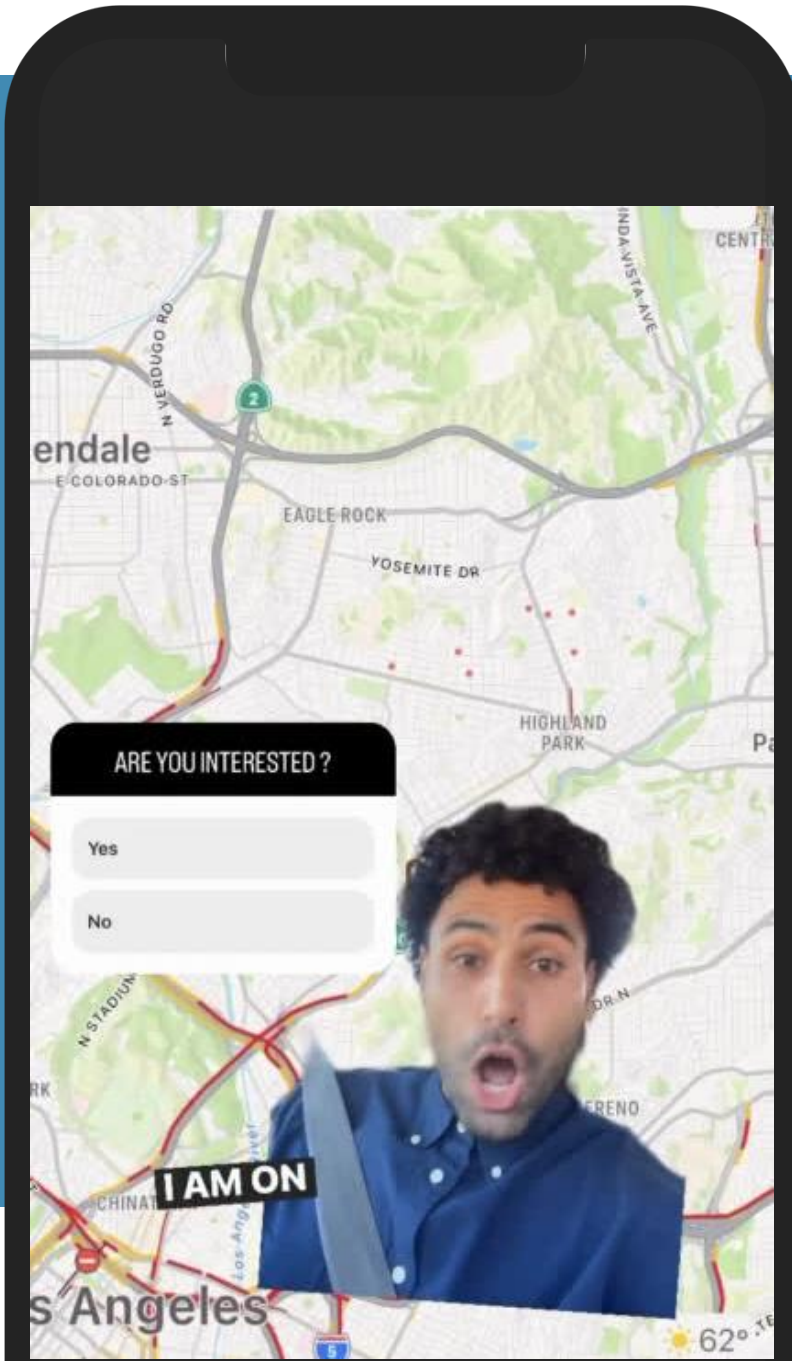
I can't share too much yet, but I'm about to meet up with a potential seller who's thinking about listing their home.

What I can tell you is that homes like this typically sell above ask in just a few days  
If you already know that you'll want the details, reply with "VIP."

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



Tell them what  
happens next



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

# Attention: Turn one into 2 listings?

1. Email your whole data base before your next listing appointment "I'm not sure if this is for you..."
2. Throw a Neighbors Only Open House!
3. Mail a "first time on the market in (x) years" mailer
4. If the properties "HOT" host a 5 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](mailto:robertm@robertmackgroup.com)

[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  
PAID  
REAL MARKETING

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





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

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



## HERE'S THE STORY...

### YOUR NEIGHBOR CALLED US...

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



AA stephanieyounger.com



## HERE'S THE STORY...

### YOUR NEIGHBOR CALLED US...

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

### WE GOT TO WORK

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



### 0% FINANCING

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

### A BUZZWORTHY LAUNCH

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



### MULTIPLE OFFERS

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

stephanieyounger.com — Private

### MASTERFUL NEGOTIATION

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

### FAST & EFFICIENT ESCROW

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

### SUCCESSFUL CLOSE

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



8429 REGIS WA'

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



stephanieyounger.com — Private

8429 REGIS WAY

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

\$119,000

Over The Asking Price

11

Offers



8

Days on Market

\$1,418,429

Sold Price



\$1,189

Price Sold Per Sq Ft



🔒 stephanieyounger.com — Private

48,673

Total Media Views

DO YOU HAVE A  
SIMILAR GOAL?

*Let's chat.*



Name

Name

Email

Email \*

Phone

Phone

Address

Address



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

🔒 stephanieyounger.com — Private

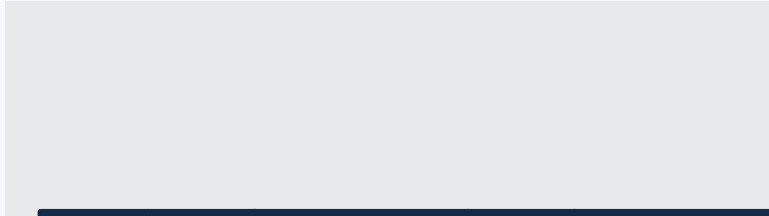


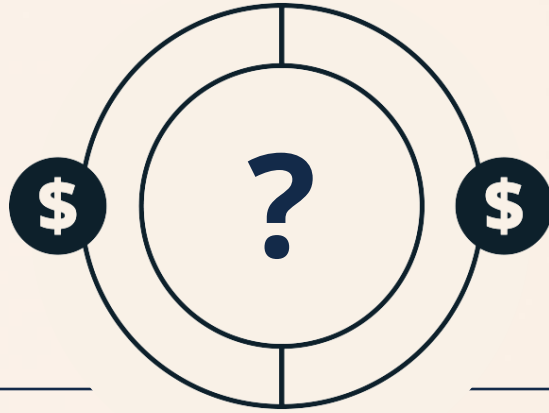
# **STEPHANIE** Younger

---

**@Compass  
Los Angeles**



**What's my REAL Potential**  
**Income = \$** 



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

# TWO BIGGEST EXPENSES

2. Taxes 💰<sup>1/2</sup>

1. The Knowledge GAP 💰💰💰💰





**DECIDE and**  
**FULLY COMMIT**

---

# Break

THE LISTING EDGE

# Kristi JENCKS





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



# 4 Things

THE LISTING EDGE





## What are my personal goals for the next 90 days?

Relationships?

Health?

Spirit?

Savings?

Contribution?



What are your **3 most important** goals for the quarter?



# What are you committed to in the next 16 weeks?

## HEALTH

- ✓ Get your bloodwork done
- ✓ Commit to losing weight
- ✓ Exercise
- ✓ Kill alcohol
- ✓ Daily meditation/  
Kill stress

## FINANCE

- ✓ Cut dumb spending
- ✓ Create a P&L
- ✓ Have ChatGPT analyze it (redacted)
- ✓ Post your pre-tax profit goal everywhere

## BUSINESS

- ✓ Improve your skills (revision)
- ✓ Improve your innovation (AiM)
- ✓ More appointments, more listings repeat (listing leads)
- ✓ Improve your communication skills

# Get It Up & Visual!

THE LISTING EDGE



# ↑ PROFITABILITY to 35% - LIST 500 PROPERTIES - ADD 48 AGENTS

SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
<ul style="list-style-type: none"> <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 focused Training (Doris) / Mentor Listing collateral</div> <div>Community Pages</div> <div>Casa del Grand Lakes Rhythm Bridgewater Cane Island Old Mary Cinn. SW CASA CREEK</div> <div>Other</div> <div>Seller - Listings Live Seller - Under Contract Buyer - Buyer guarantee Buyer - Looking at homes Buyer - Closing table</div>	<div>calls per day</div> <div>interviews per week</div> <div>Q1 event</div>	SISU → CTE Tracking System Referrals Legacy Pod Leaders 2023 Budget List to close process refinement supra/sign pick-up client on line email Slack until closing Caption vault Listing Coordinator Hire



Jamie McMartin

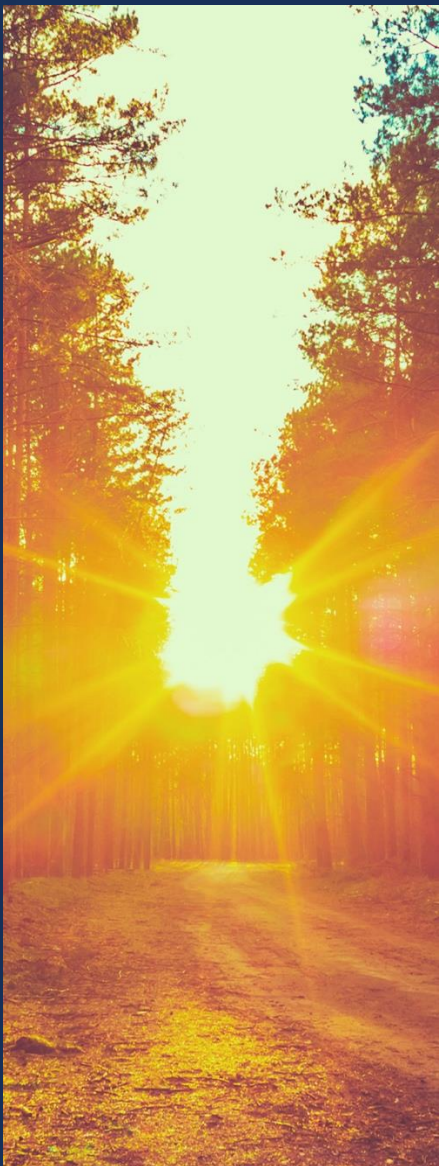


“Remember, if it’s not  
in my schedule,  
**it doesn’t get done!**”

Tom

THE LISTING EDGE





# Reimagine My Schedule

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

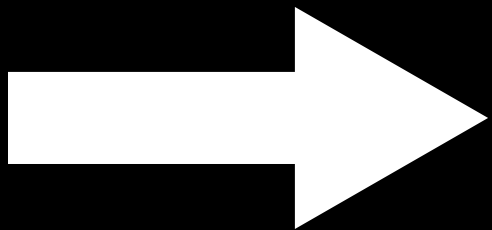




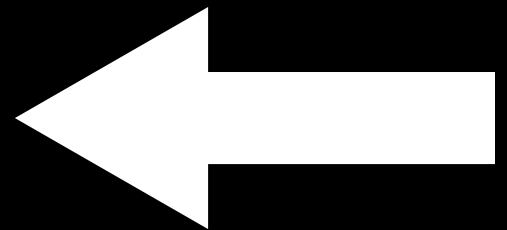
## ***"Move it Forward" Meetings***

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

**When we**  
**MEASURE PERFORMANCE,**



Performance Improves







Jason Farris ▶ TFYC Core+ Private Group

Follow · January 6 ·

I was asked to post my final numbers from my 2016 individual listing appointment goal board here in this group (previously posted in Elite group) - I hope it inspires you. I'm excited for the new year because now I truly know what is possible.

I am over flowing with gratitude! Big thanks to Steve, Tom and the entire TF community.

Like Comment



# The 3 most **important** checklists



# Daily Checklist

- ☐ Powerful morning routine
- ☐ Market intelligence (*daily hot sheets, showing time, interest rates*)
- ☐ (Team) huddle-up (*what's our outcomes for today?*)
- ☐ (Team) role play (*objection*) handling & Role play with **REVii**
- ☐ Hours of Power | Follow-ups (5/5/4) & post that I did it!
- ☐ Meet with my TC/assistant & review all under contracts
- ☐ Pending/Listing check-ins
- ☐ 2 social posts on all channels
- ☐ Afternoon follow-ups
- ☐ Go on (x) appointments daily

# Weekly Checklist

- |  |  |
|--|--|
| <input type="checkbox"/> Film 1 to 2 shows                                   | <input type="checkbox"/> All seller's follow-up                      |
| <input type="checkbox"/> Study competition                                   | <input type="checkbox"/> Manage / execute marketing plan             |
| <input type="checkbox"/> Review my #'s (week, month, year)                   | <input type="checkbox"/> Book (x) appointments                       |
| <input type="checkbox"/> Coaching sessions                                   | <input type="checkbox"/> List (y) homes                              |
| <input type="checkbox"/> Powerful skill development                          | <input type="checkbox"/> Sell (z) homes                              |
| <input type="checkbox"/> Team meeting  | <input type="checkbox"/> Close (a) houses                            |
| <input type="checkbox"/> Review projects ( <i>Do/Doing/Done</i> )            | <input type="checkbox"/> Preview properties for clients              |
| <input type="checkbox"/> Project "do" time ( <i>working on my business</i> ) | <input type="checkbox"/> Virtual / open house / mega open house prep |

**What am I  
Committed to?**

**Thank your  
title partner!**

THE LISTING EDGE



thank  
you

THE LISTING EDGE















