







TF TomFerry™

# #1 COACH

in Real Estate Training

SP 200  
2025  
\*\*\*\*\*

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



# Who's in the Room?



# How's Your Mindset?

ELITE RETREAT 2025

# Outcomes!



**CLARITY.**



**ACCELERATE OUR RESULTS.**



**ACHIEVE OUR “REAL GOALS”.**



**PRUNE – THEN ADD.**



**SHARPEN THE EDGE.**

# A Framework for Listening & Concentration

**Great Businesses** have a lot in common...

- 1. Great Brand**
- 2. Great Product**
- 3. Great Fly-Wheel**
- 4. Great Presentations**
- 5. Great Innovation Engine**
- 6. Great Team**
- 7. Great Operating System**

**Where do I  
need to Listen &  
Concentrate?**

**Did you know...**  
**The average seminar  
attendee retains less  
than 10% of what  
they hear?**



**Terri Sjodin**  
**Presentations**



**Rory Vaden**  
**Brand Builder**



# Mr. Ai

(aka "the Professor")



# Jimmy Mackin

(Hair & Marketing)



Am I  
open-minded?



“

for more

I'm committed

I'm built

o

.



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



**“What would have to be  
‘TRUE’ for 2025 to **BYE**?”**



?

# List Out 3

## **"Truths"**



**“What are My Most Important Business Goals in 2025?”**

---

# What's Possible When I Crush my Goals?

Health?

Relationships?

Friends?

Spirit?

Contribution?

Wealth?

Fun?

Travel?

Community?

Knowledge?

---

# What are you committed to in 2025?

- **Revenue = \$**

- **Transactions = #**

- **Volume = \$**

- **Profit = \$**

# Life Rewards the Specific Ask!

& Punishes Vague People!



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



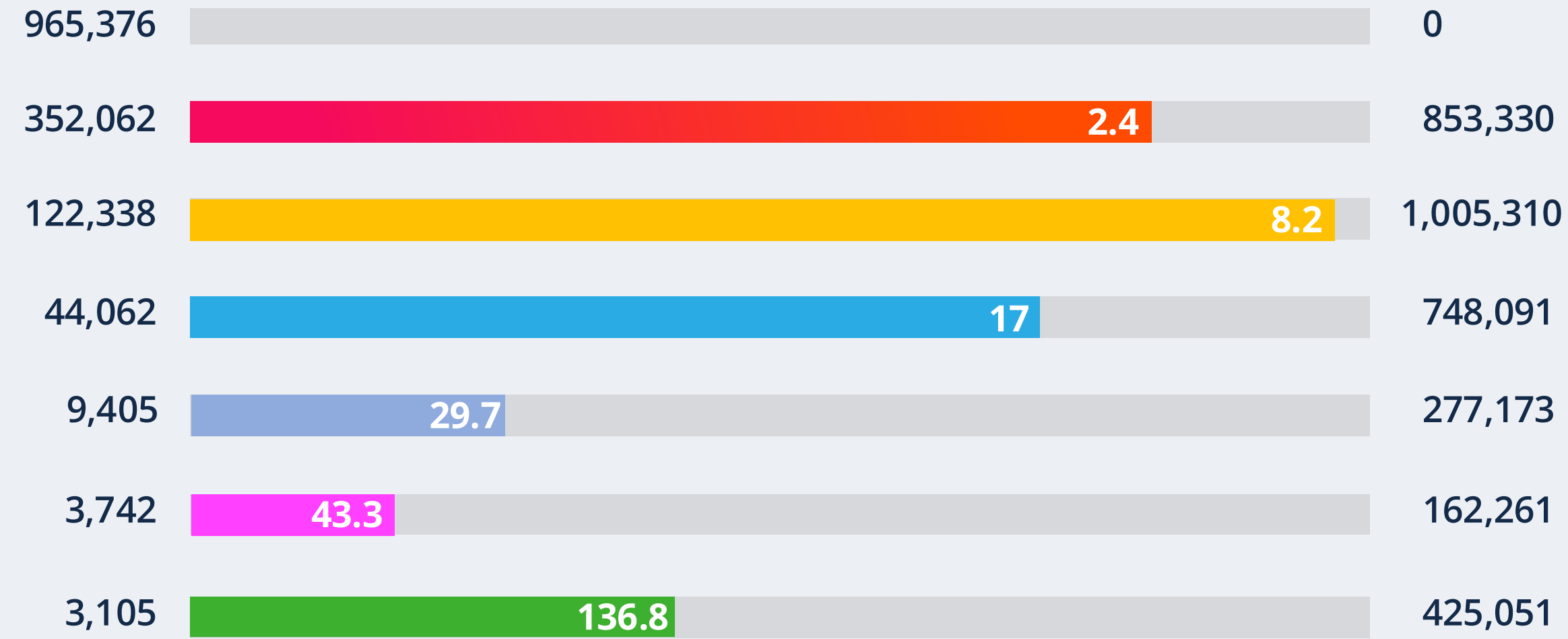
?

# Who Listed/Sold all Listings in 2024?

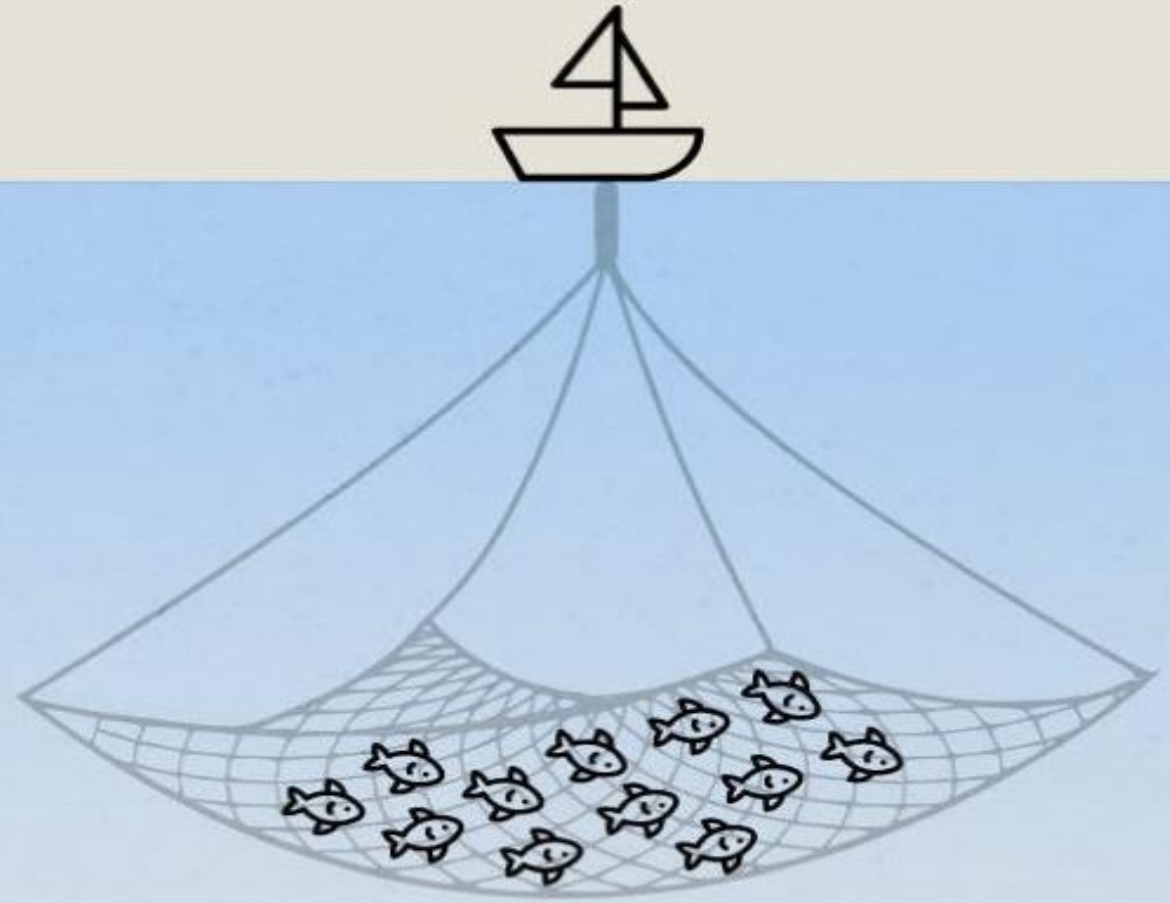
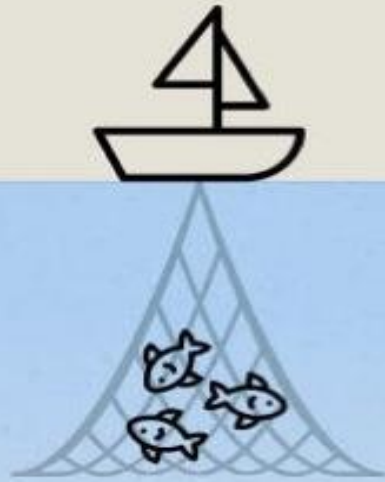
How Many Did I List & Sell?

# OF AGENTS

# OF LISTINGS SOLD




\*National Listing Sold Data by Agents 2024



“Fish where the fish are.”

# What's My Commitment for 2025?

# Forecast for 2025 (\*2,817)

- 140,850 closed Transactions!
  - 27 Listing Sold 
  - 23 Buyers sales 
- \$115,097,704,335 in Volume (\$40mil)
  - We Would 6<sup>th</sup> in the US
- \$3,096,128,246 in GCI (\$1mil+)

What has to be true...



**1. Will they be available?**

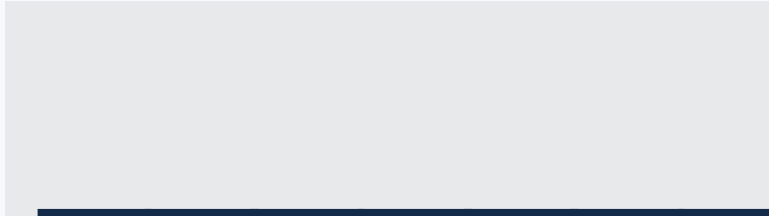


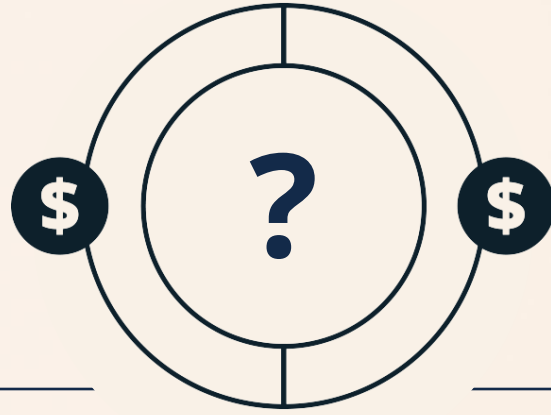
**2. Am I capable of it?**



**3. Will it be worth the effort?**



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



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

# Three Biggest Expenses

3. Taxes 💰½

2. My Delta 💰💰💰💰

1. Regret ☐ 🤬 😞 😟 🤢 💩



?

**“What are the **leading indicators** of your success?”**

**(the cause of your effect)**



***“Work Harder?”***



?

**“What ARE the **leading indicators** of MY success?”**

**(the cause of your effect)**



---

# The Formula is

1. **Get Appointments**
2. **Go on Appointments**
3. **Signed Contracts**
4. **Repeat**

“

Actions Express Priority.

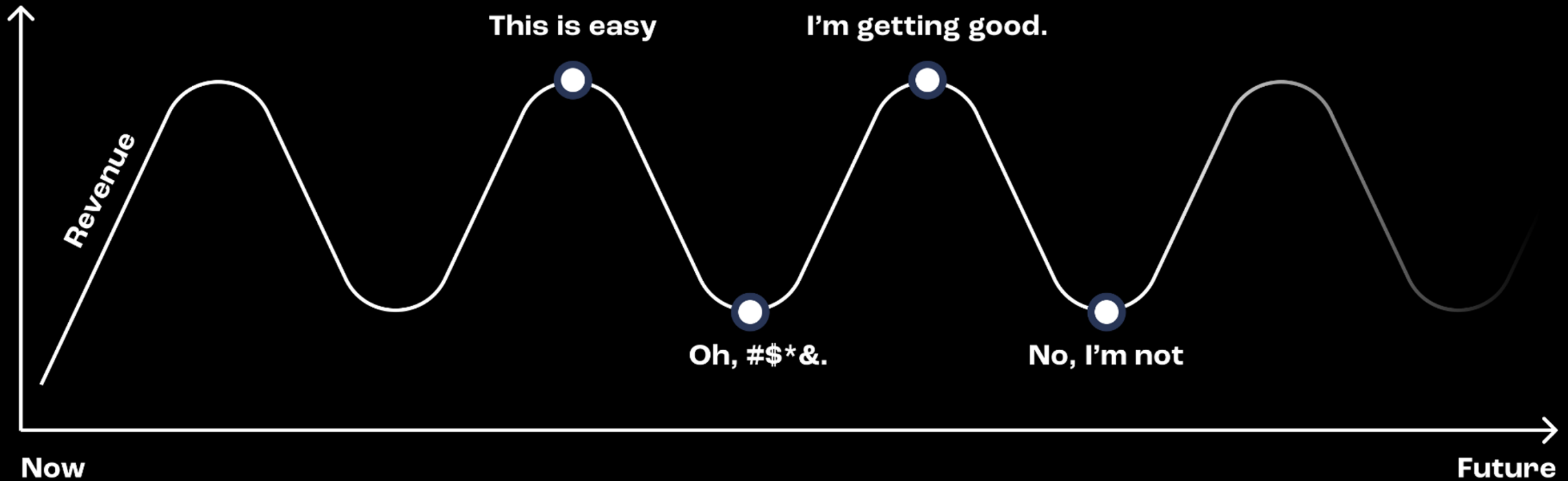
NOT what we express to the world.

”



—

# Vicious Cycle





What has to be *DIFFERENT*  
for 2025 to be **BYE?**

---

# What **Stops** Us?

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# **My Beliefs**

## Three Beliefs...



**1. It's there for the taking!**



**2. I'm capable of doing it!**



**3. It will be worth the effort!**

---

# The Formula is

1. **Get Appointments**
2. **Go on Appointments**
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4. **Repeat**

---

**What IF you  
made a 16-WEEK  
COMMITTMENT?**



**"Today's**

**the**

**DAY!"**



---

# Who Can Count?

# TASK SWITCHING:

**50%**

**More  
Errors!**

**40%**

**Less  
Effective!**

**DISTRACTION-FREE  
ACTION SOLVES  
!**



---

**What Do I need to Prune?**

**What Can I No Longer  
Afford to Do?**

---

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

**(Subtracting is more powerful than adding)**

---

# List Out 3 “Differences”

(**Subtracting** is more powerful than adding)



**What's my  
10%?**

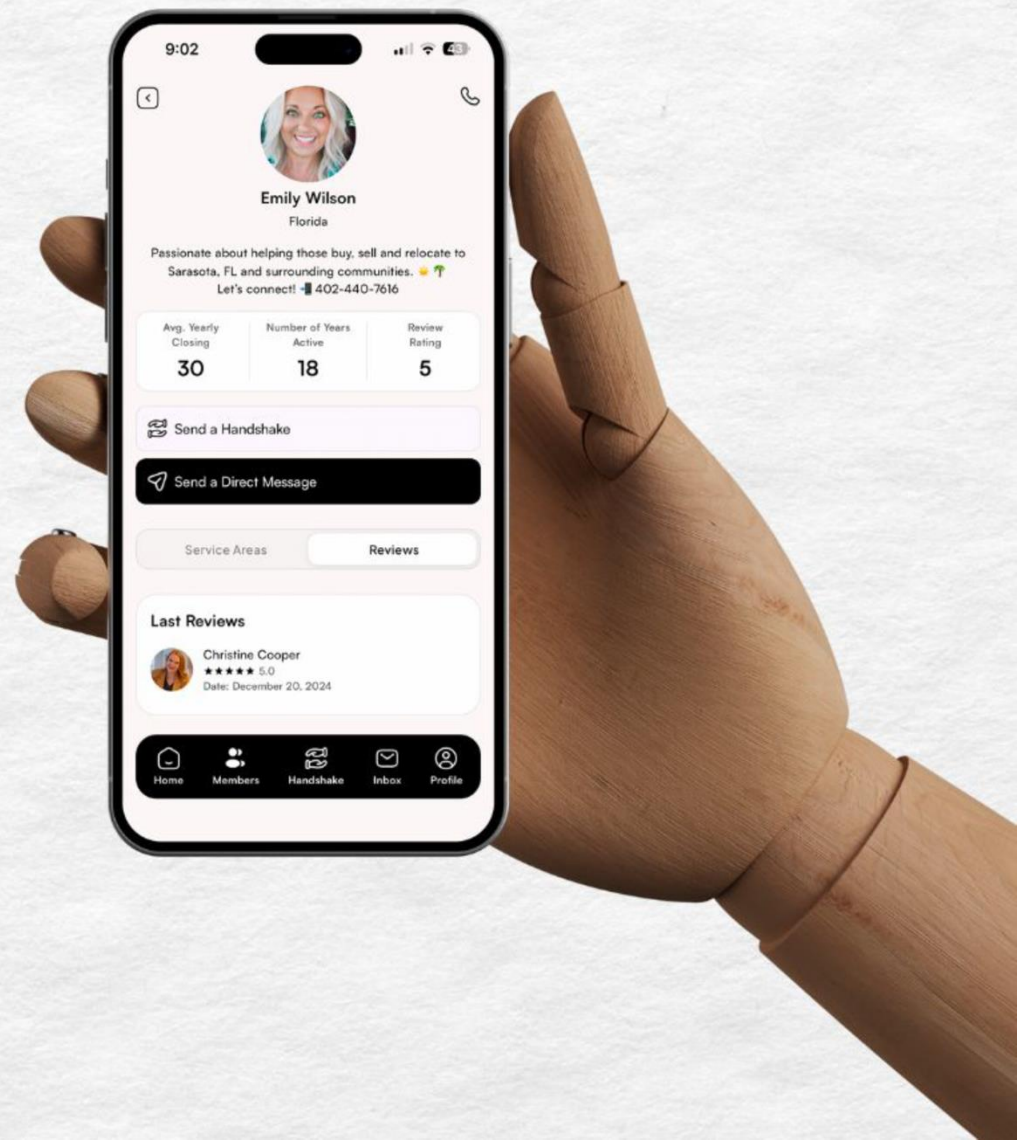
**What's the take  
away?**

# 2025 BYE - Recommendations

- ❖ Get your blood work done (**GPT it**)
- ❖ Get your **body composition** done (👉)
- ❖ Clean up your database and **KNOW** who is most likely to sell in the next 6 months. (**Chris@revalue.com**)
- ❖ Claim your spot on **Handshake** (💰)



Join Beta Today  
2,400 Requests & Counting



---

***I have something  
for you...***

Pat Gust Tasker 🏆 All-star contributor  
Tom Ai! Love it



**Jimmy Mackin**

November 4, 2024 · 🌐

One of the new clients I received from Summit specifically told me, "No offence, I joined coaching for access to Tom.ai".

## What's the one AI tool you can't live without?

Andy Neal 🏆 All-star contributor  
Tom AI 100%

Jimmy Mackin [Author](#) 🏆 All-star contributor  
Love it! Favorite feature?

Andy Neal 🏆 All-star contributor  
MLS data, so powerful

Kim Devlin 🏆 All-star contributor

I did the same thing but used TOM AI. In addition to providing basic metrics like days on market and average sale price, it offered more detailed insights, such as what size homes are selling faster than others and that older properties taking longer to sell. I used Chat GPT to create the script from the TOM AI market insight.

Carin Cox Miller 🏆 Top contributor  
I am using TomAI to write my FaQ's and updates

Paige Whitney  
[Tom.ai](#)!! Role playing is fun and helpful with the scorecard and then tips on how you can improve!

Andy Neal 🏆 All-star contributor  
Tom AI 100%

TomAI<sup>+</sup><sub>TM</sub>



ilum



Revii<sup>TM</sup>





It's access to **Coaching**



**It's access to Training**



It's access to Masterminding



**It's access to Content Creation**



**It's access to Market News**



Revii™

It's access to **Role-Play**

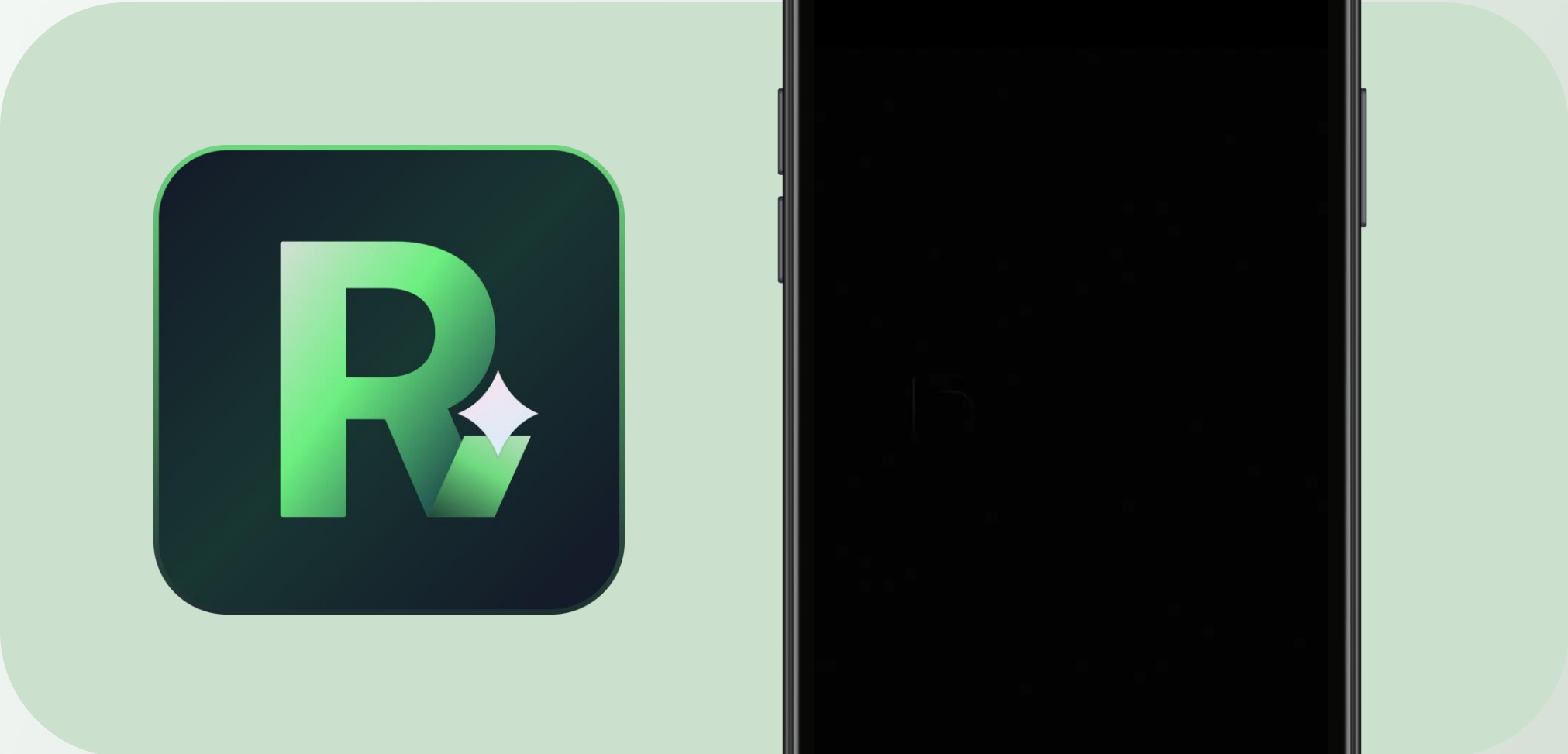


**It's access to Eco Referrals**



It's access to **Ai Agent/Admin**

Revii™



Revii<sup>TM</sup>



Welcome to



## Reimagined Home Page



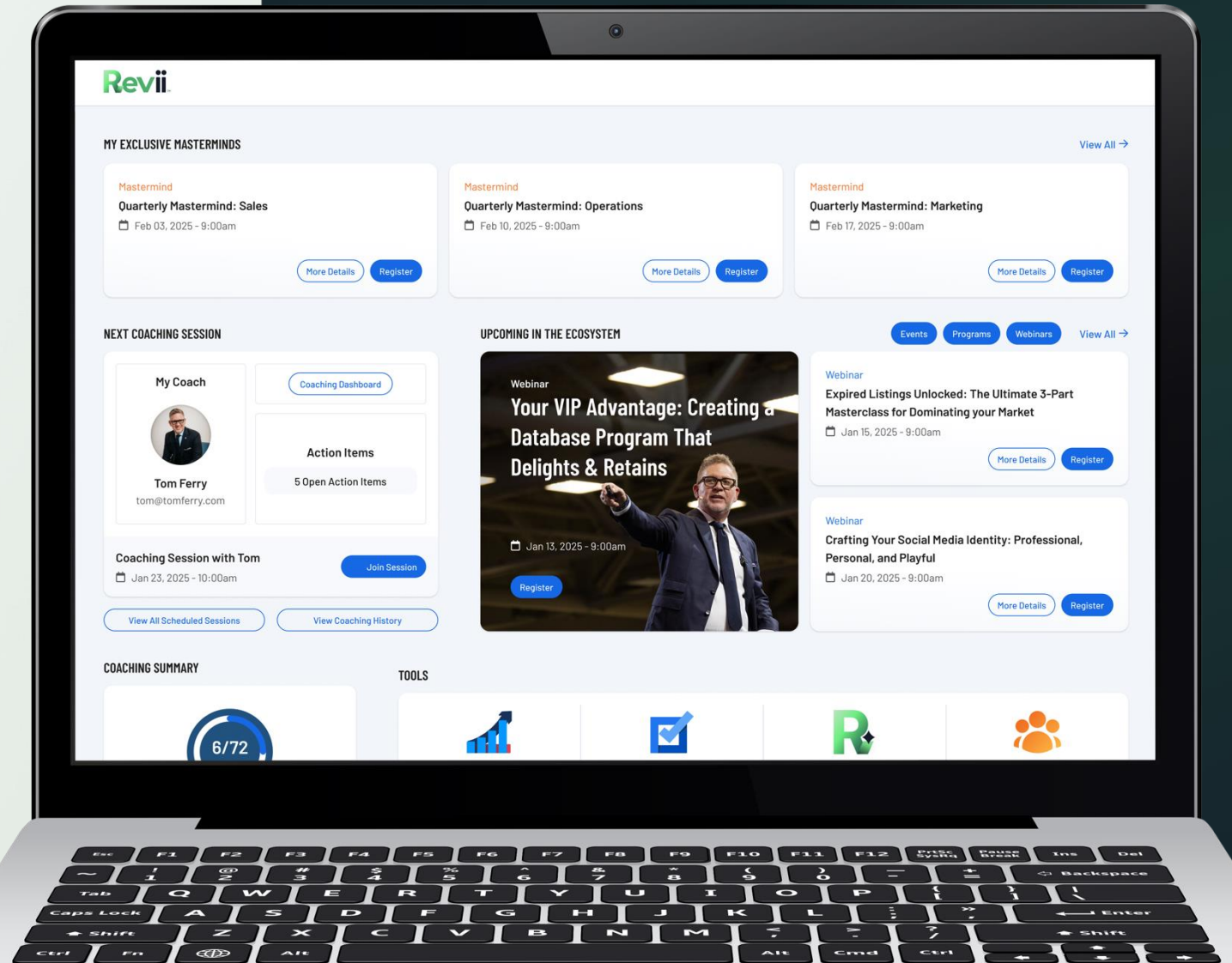
Easy to navigate



Think less – do more



Revii Ai – at your fingertips





## One Calendar for Everything



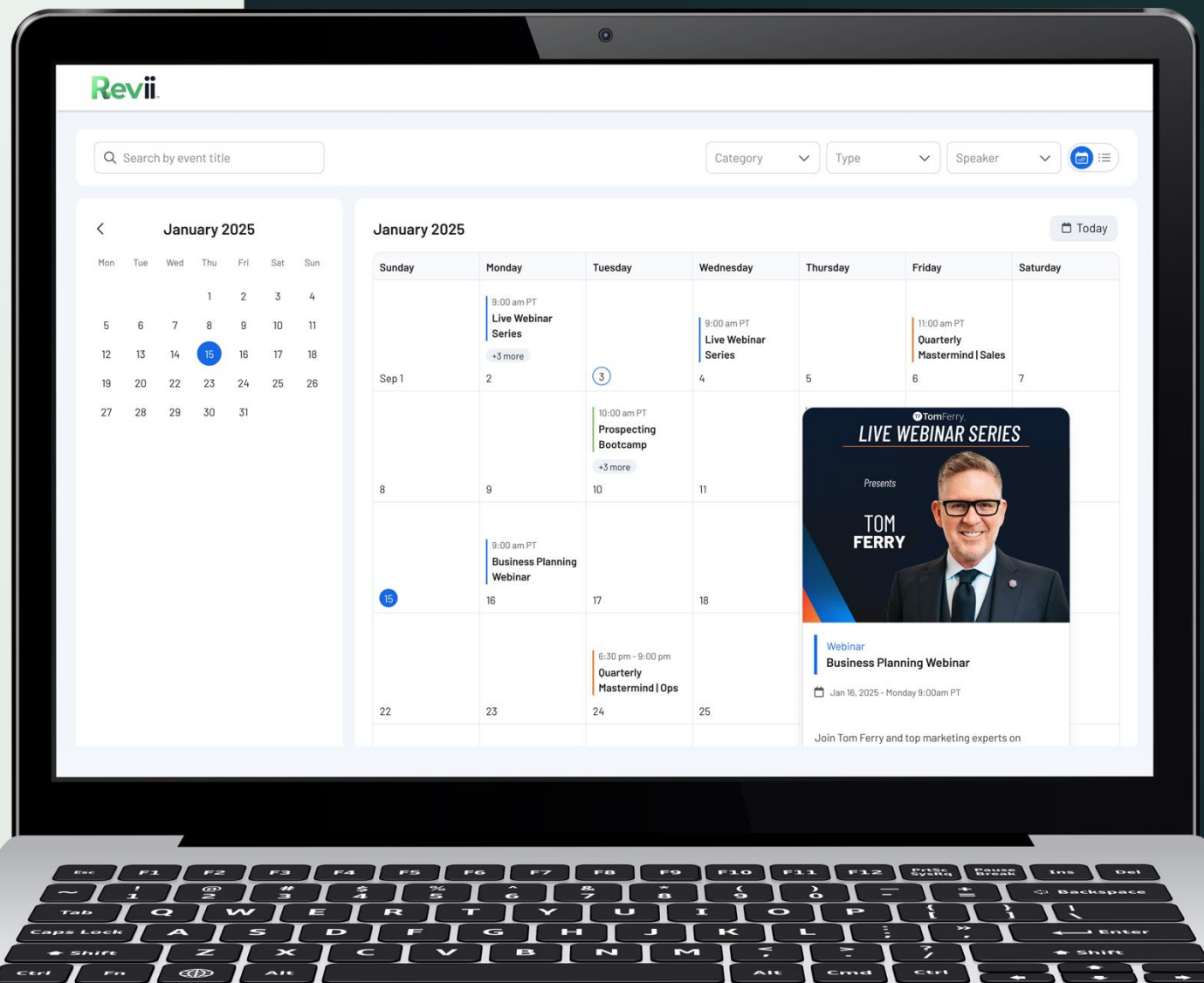
Plan powerfully



Our content on *your* time



Enhanced ecosystem connection







It's access to **Coaching**



It's access to **Training**



It's access to **Masterminding**



**It's access to Content Creation**



**It's access to Market News**

Revii™

It's access to **Role-Play**



**It's access to Eco Referrals**



It's access to **Ai Agent/Admin**

**Welcome to**

**Revii**  TM

**Where do I  
need to Listen, Learn  
& Concentrate?**

**Great Businesses** have a lot in common...

- 1. A Great Brand - Rory Vaden**
- 2. A Great Product – More Listings/Breakouts**
- 3. A Great Fly-Wheel – Jimmy Mackin**
- 4. A Great Communicator(s) – Terri Sjodin**
- 5. A Great Innovation Engine – Jason Pantana**
- 6. A Great Team - Breakouts**
- 7. A Great Operating System - Breakouts**

# Outcomes!



**CLARITY.**



**ACCELERATE OUR RESULTS.**



**ACHIEVE OUR “REAL GOALS”.**



**PRUNE – THEN ADD**



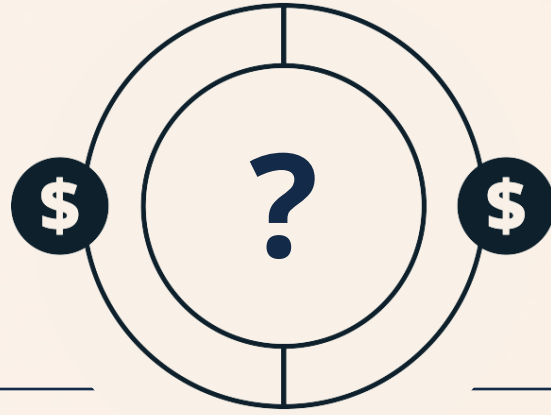
**SHARPEN THE EDGE.**

The background is a solid light orange color. It is decorated with several stylized, light-colored leaf patterns that have fine, parallel lines representing veins. These leaves are positioned around the edges of the frame. In the bottom-left corner, there is a solid orange triangle pointing towards the center of the image.

**Quick Break!**



Questions?



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

---

*What's the **Insight**?*

**“A DIFFERENT  
VERSION of Me!”**



---

**What's my 16-week  
commitment?**



# ELITE 20 RETREAT 25

## Day Two

**Great Businesses** have a lot in common...

- 1. A Great Brand**
- 2. A Great Product**
- 3. A Great Fly-Wheel**
- 4. A Great Communicator(s)**
- 5. A Great Innovation Engine**
- 6. A Great Team**
- 7. A Great Operating System**



**What's my  
10%?**

# ELITE 20 RETREAT 26



1/13/26-1/14/26 | San Diego, CA

# Intimate Mastermind Experience

Tom's Private  
**MASTERMIND**

TF TomFerry™



2 opportunities – Dallas, TX  
**Thursday, March 27**  
**Tuesday, April 1**

**ELITE ONLY** Pricing: **\$6,500**  
(limited to 30 members)





Questions?



# How's Your Mindset?

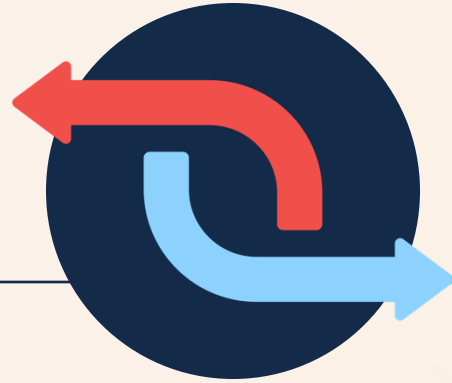
ELITE RETREAT 2025

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?**




“How do you  
feel about clients  
who can’t make  
a decision?”




**Most successful people aren't that smart.** They make decisions faster. They take some risks. They work a lot. **That's it.**


# They make decisions, FASTER!

-  **1** What they 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?”

---



**DECISIONS = POWER**

**Indecision = Helplessness**



2

# ZONE OF GREATNESS

ELITE RETREAT 2025

**my ZONE OF GREATNESS is**

**what would happen      I spent more time there?**



What they want?

---



*What has to be eliminated?*

---



What has to be added?

---



*What has to be delegated?*

---



What has to be “parked”, to deal with later, “Not Right Now?”



## **REMEMBER:**


**You can't be upset at the results you're not getting from the actions you're not taking.**



**DECISIONS =**  
**POWER**

3

# REFERENCE GROUP



“My income is a result of  
the five people I take  
direction from!”

Tom



**Can I be more intentional  
about my peer group?**

4

**ACTION SOLVES  
EVERYTHING!**

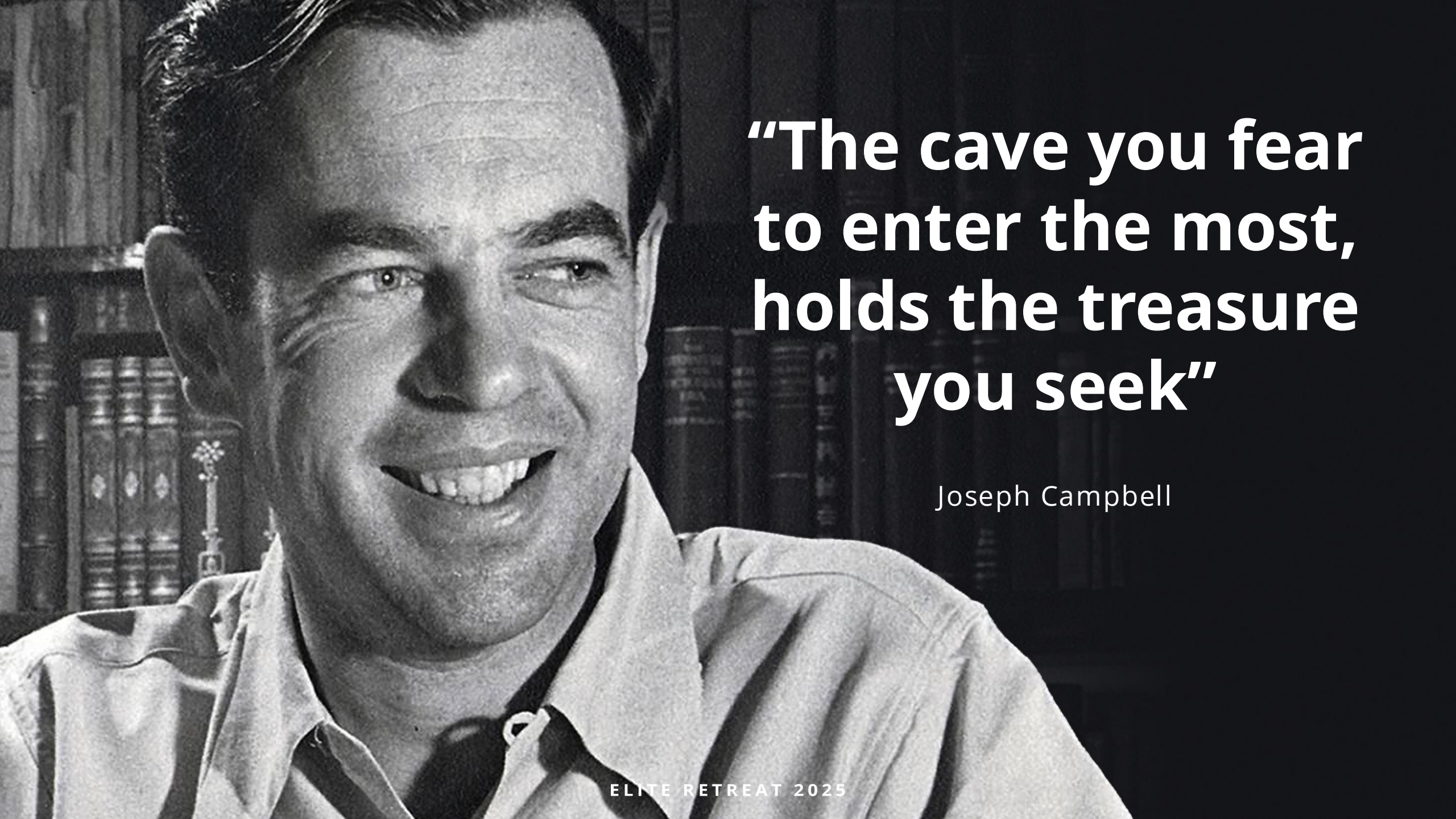
An orange triangle is located in the bottom-left corner of the image.

**ABSORBS**



**Put your body in motion and  
the mind will follow.**

*(Stop listening to your feelings)*



**“The cave you fear  
to enter the most,  
holds the treasure  
you seek”**

Joseph Campbell

TF



ELITE RETREAT 2025



**“The Game of Sales,  
Generating Consistent  
Appointments.”**

5

# GUARDRAILS

# **What Additional Guardrails do I Need to Fully Optimize 2025?**



	<b>DECISIVENESS</b>	<b>1 - 10</b>
	<b>ZONE OF GREATNESS</b>	<b>1 - 10</b>
	<b>REFERENCE GROUP</b>	<b>1 - 10</b>
	<b>ACTION</b>	<b>1 - 10</b>
	<b>GUARDRAILS</b>	<b>1 - 10</b>

**What I'm**  

---

**NOT CHANGING,**  

---

**I'm choosing!**

**WHAT  
ARE YOU  
THINKING?**









# Let's talk Positioning...

You have three options/choices

## 1. The SUBORDINATE

—————→ (Lower rank) *"hey..."*

## 2. THE PEER

—————→ (Eye to eye) *"you & I both know"*

## 3. THE AUTHORITY

—————→ (Neo) *"I know Kung Fu"*

# Let's talk Positioning...

I've been selling homes for \_\_\_\_\_ years...  
and I've completed approximately \_\_\_\_\_  
transactions... with over \_\_\_\_\_ clients... including  
(*notables*)... Are you open minded to hear (*Share*)...

---

# The intersection between **MARKETING & psychology**

The most persuasive marketing tools

1. **FOMO.**
2. **SCARCITY.**
3. **UNIQUENESS “the only...”**
4. **PROOF OF RESULTS.**
5. **AUTHORITY, BE UNDENIABLE.**

---

# The 12 Most Persuasive Words...

---

- |                   |                      |
|-------------------|----------------------|
| 1. <b>You</b>     | 7. <b>Easy</b>       |
| 2. <b>Money</b>   | 8. <b>Safety</b>     |
| 3. <b>Save</b>    | 9. <b>Love</b>       |
| 4. <b>New</b>     | 10. <b>Discovery</b> |
| 5. <b>Results</b> | 11. <b>Proven</b>    |
| 6. <b>Health</b>  | 12. <b>Guarantee</b> |

---

# Persuasion Through Questions

---

## **If I could (x) would you be willing to (y)?**

- Have you ever wondered if (x)?
- Can you imagine (x)?

## **What if I told you (x)?**

- Isn't it true that (x)?
- Have you ever thought about (x)?

## **Did you ever consider (x)?**

- Picture this scenario (xyz)
- Is it possible that (x)?
- Would it surprise you if (x)?
- Do you believe that (x)?

- Could you envision (x)?
- Is it not a fact that (x)?
- Have you taken a moment to reflect on (x)?
- Can you recall a time when (x)?

## **Did you ever... stop to think... about (x)?**

- How often have you asked yourself (x)?
- Is there any doubt that (x)?
- Have you considered the possibility of (x)?
- Do you truly grasp the significance of (x)?

## **Has there ever been a time when (x)?**

---

# 5 “Hacks” to Book More appointments

---

1. **Time Block – HBR Study 9 to 11am & 4 to 6pm + Sat/Sun morning**
2. **Take on a “relentless” approach to follow up!**
  - “I follow up until they transact or die” (and if they die ☹ find the executor)
3. **Post every Conversation, Send them a**
  - Personal video or
  - Personal note or
  - A text
4. **Use a “Top Prospect List”**
  - Add and subtract weekly! And what ever time frame they give you, cut it by 75%!
5. **Don’t be an average salesperson**
  - “So, what do you think?” 🤔
  - Create 6 to 8 assumptive closes and make them your own.
  - When we get together... When we work together... At our meeting... As your title exec...
  - Play the 7-penny game.

# **For Agents: How to Create 52 Powerful Pieces of Content!**

- ➡ Take your weekly market report?
- ➡ Add X.ai latest news on *(your city)* in real estate.
- ➡ Drop into NotebookLM. Tell it to use the podcast name, “this week in *(your city)* real estate, brought to you by *(your name)* at *(your company)*”
- ➡ Make sure you say it in the opening and elegantly through out the podcast.
- ➡ Hit the button: Convert to a podcast. Email to all clients. Post on your socials.
- ➡ Post on all podcast feeds. Post on YouTube.
- ➡ Your welcome!

---

**Q: “Do My Goals  
Require a **DIFFERENT**  
**VERSION** of Me?”**

**(A Different Version of Yourself)**

**ACTION &  
REVENUE SOLVES**

A large orange triangle is positioned in the bottom-left corner of the slide, pointing towards the center.

---

**“How do we  
Create Consistent  
“Right” Actions?”**

---

## Three Beliefs...

- 1. It's there for the taking!**
- 2. I'm capable of doing it!**
- 3. It will be worth the effort!**

---

# 3 Decisions that Control our Lives

## 1. What has my **FOCUS** right now?

- a. What do I have?
- b. What's missing?
- c. What do I HAVE TO do?

## 2. What do I make that focus **MEAN**?

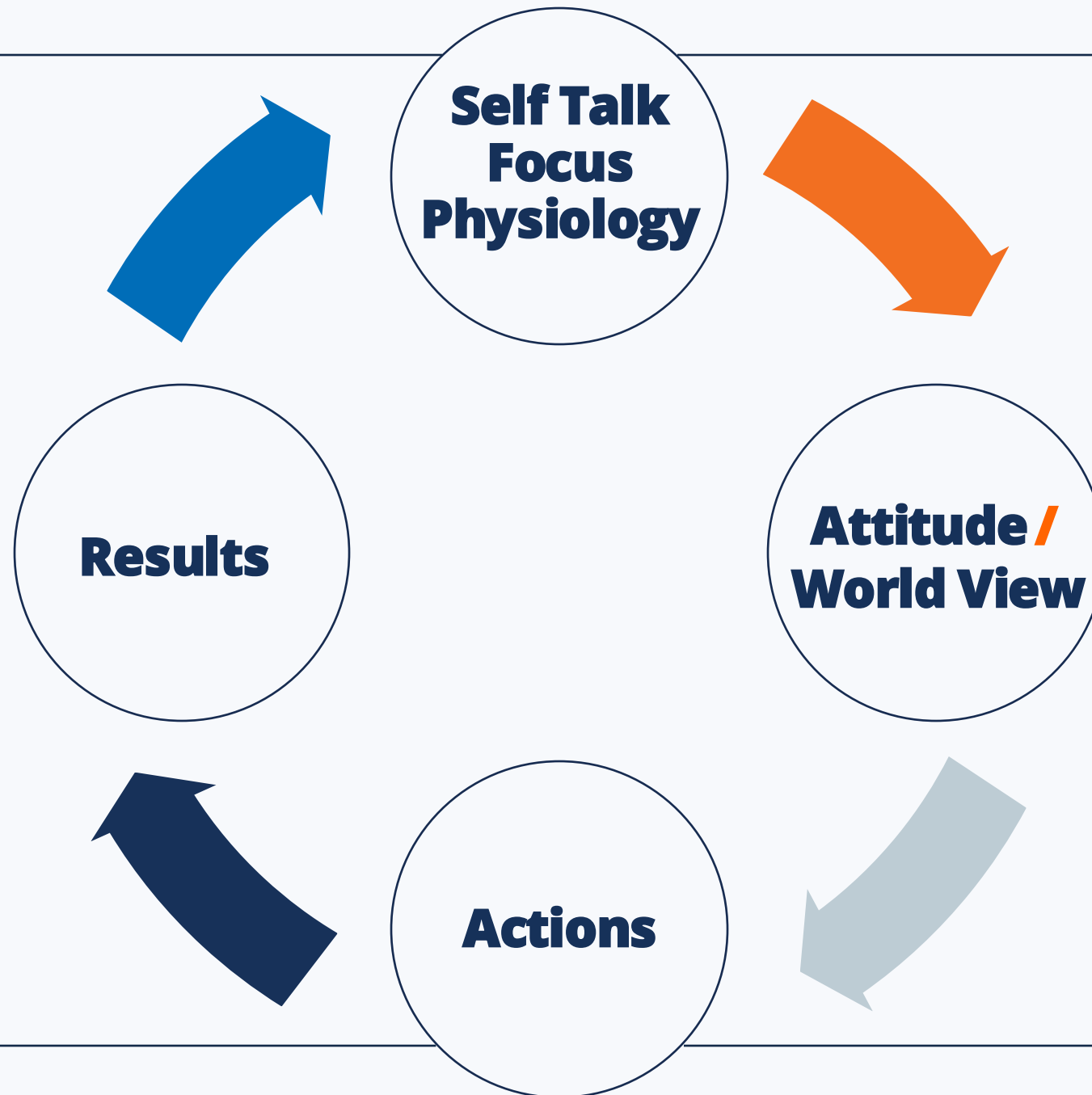
- a. Victim or Victor?

## 3. What will I **DO** about this?

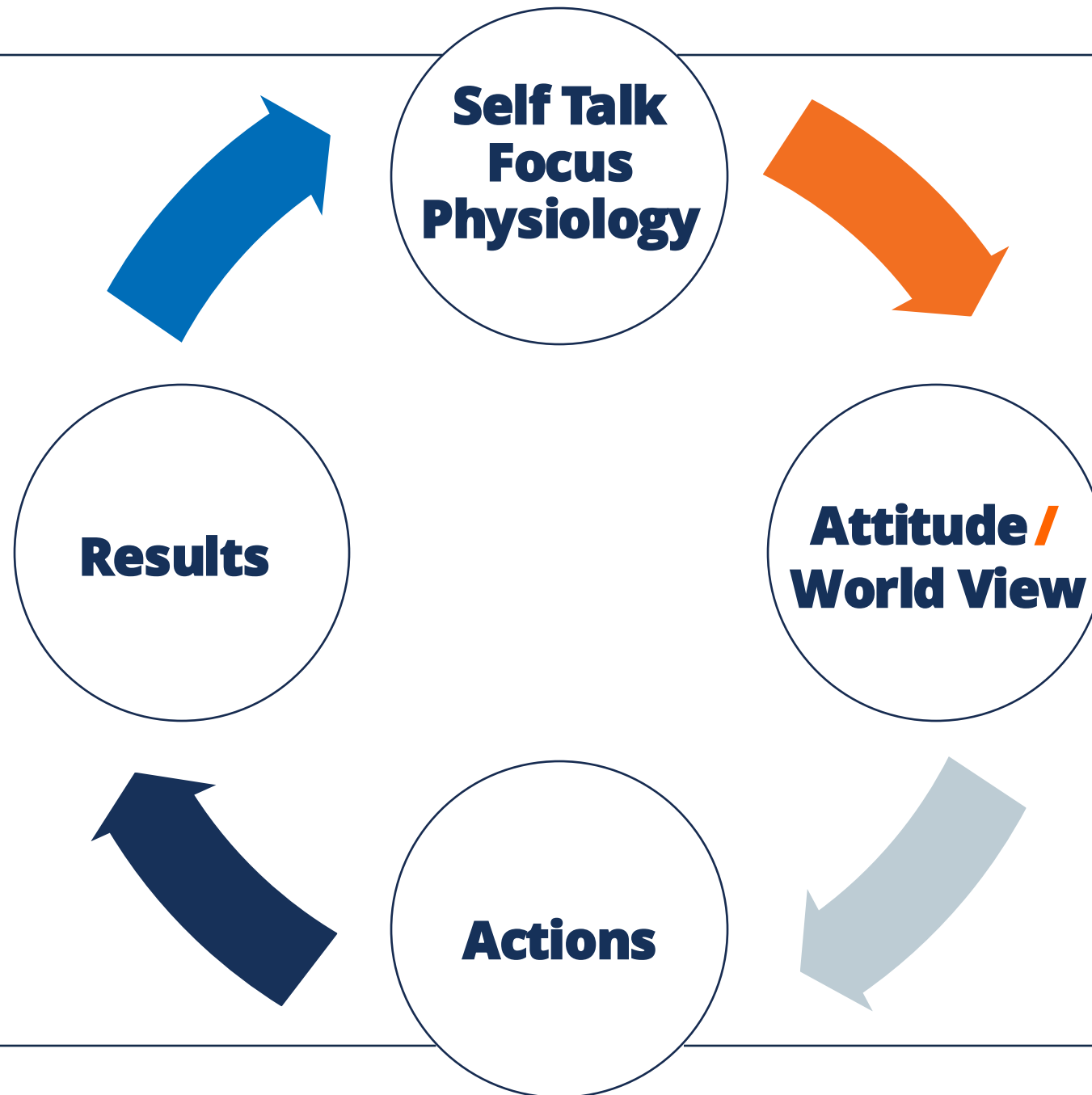
- a. Fight or flight? Attack or avoid?

---

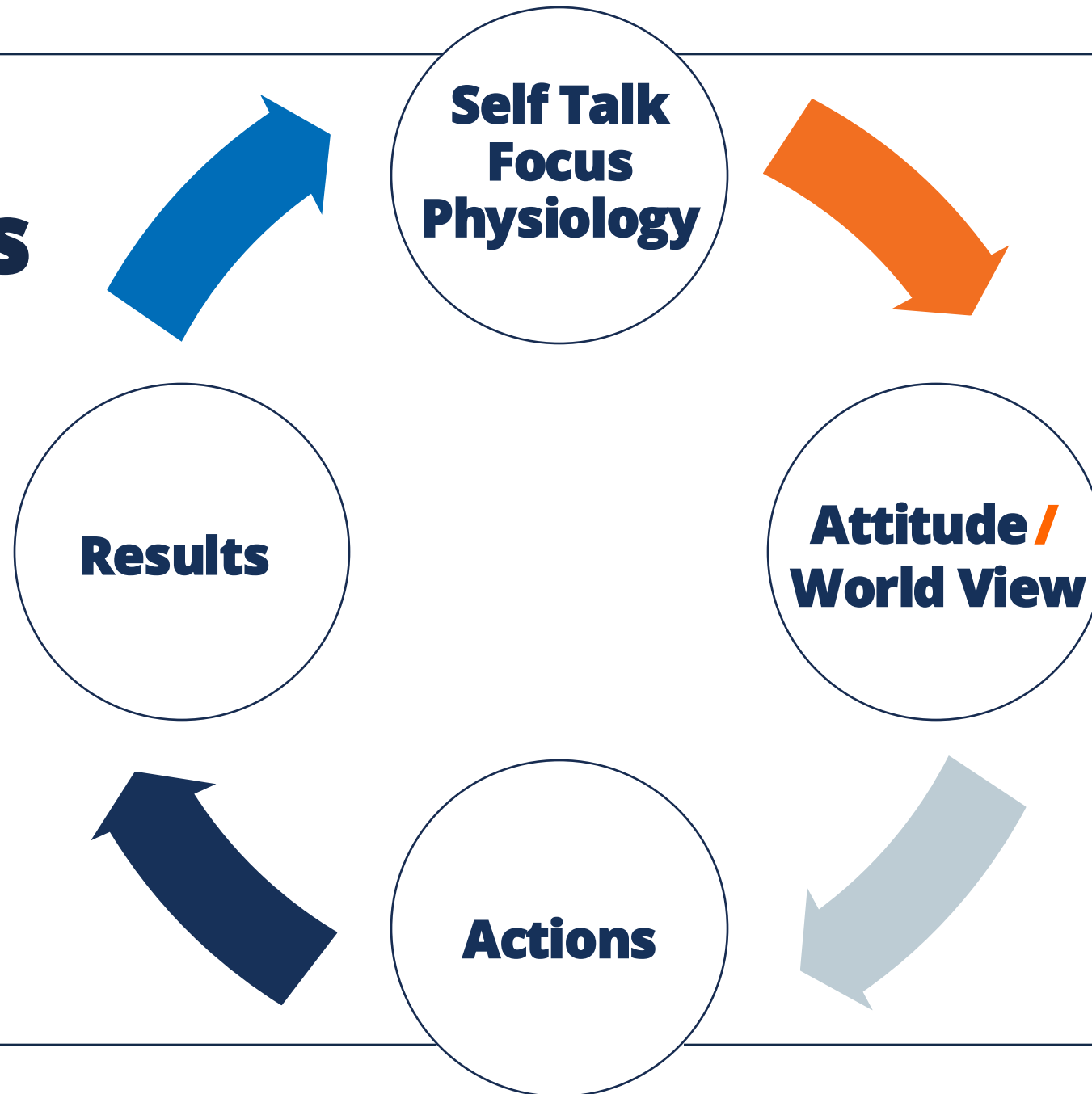
**The "Greats"**  
**Follow Patterns.**







# It's Just Patterns



---

**The "Greats"**  
**Follow Patterns.**

# Self Talk!



---

**“What  
Message / Belief Do I  
Want to Install?”**



***“Today’s the  
DAY!”***

---

## Three Beliefs...

- 1. It's there for the taking!**
- 2. I'm capable of doing it!**
- 3. It will be worth the effort!**

---

**What questions  
should I ask to  
reinforce  
confidence?**

---

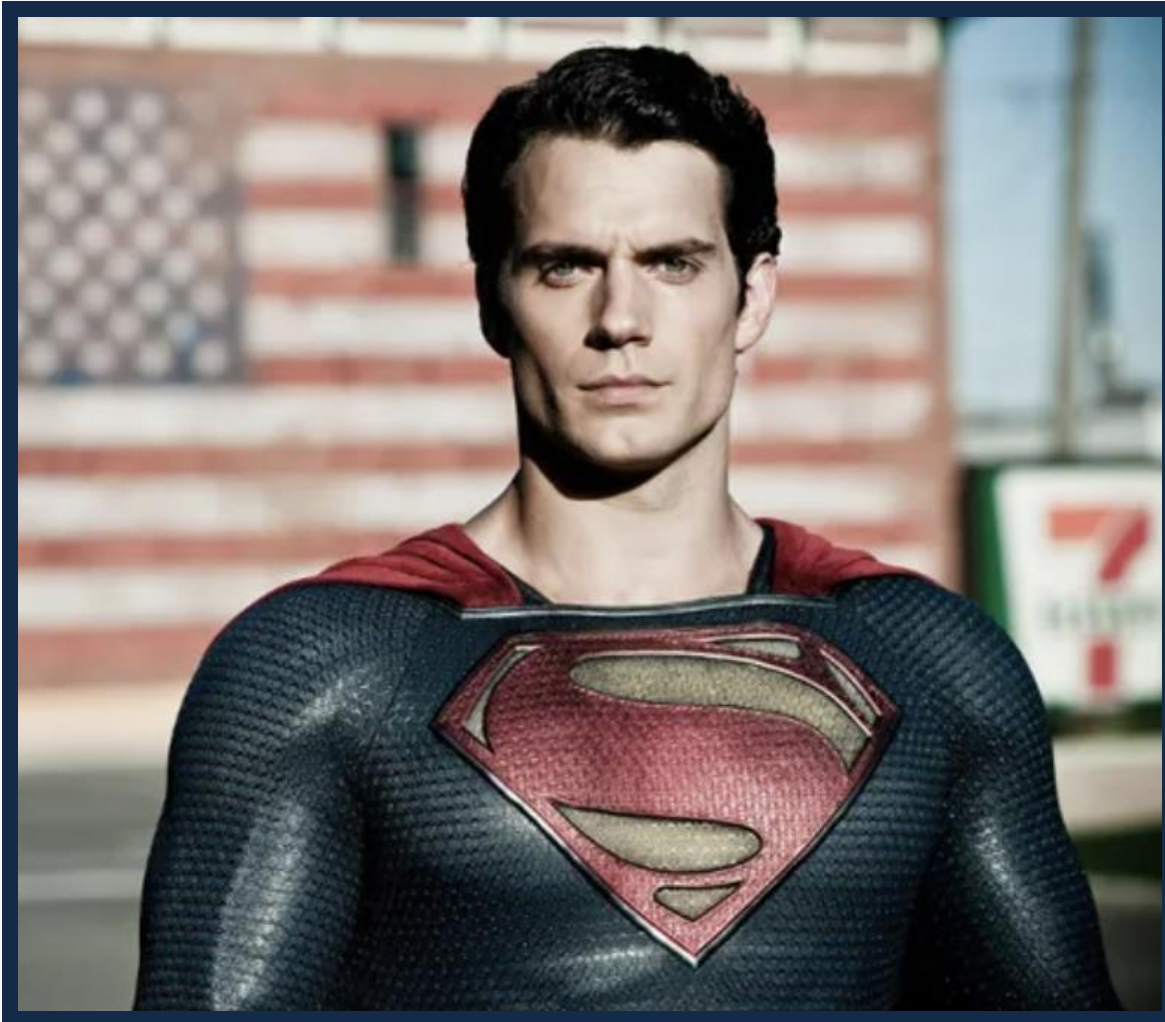
# Power Creation Questions

1. **What do I LOVE about (X)?**
2. **How good am I at (Y)?**
3. **Am I getting better and better each day?**
4. **What am I committed to today?**
5. **What will I do when I get rejected, knocked down?**
6. **Why am I doing this?**
7. **Why am I really doing this?**


---

# What Physiology Empower Me?

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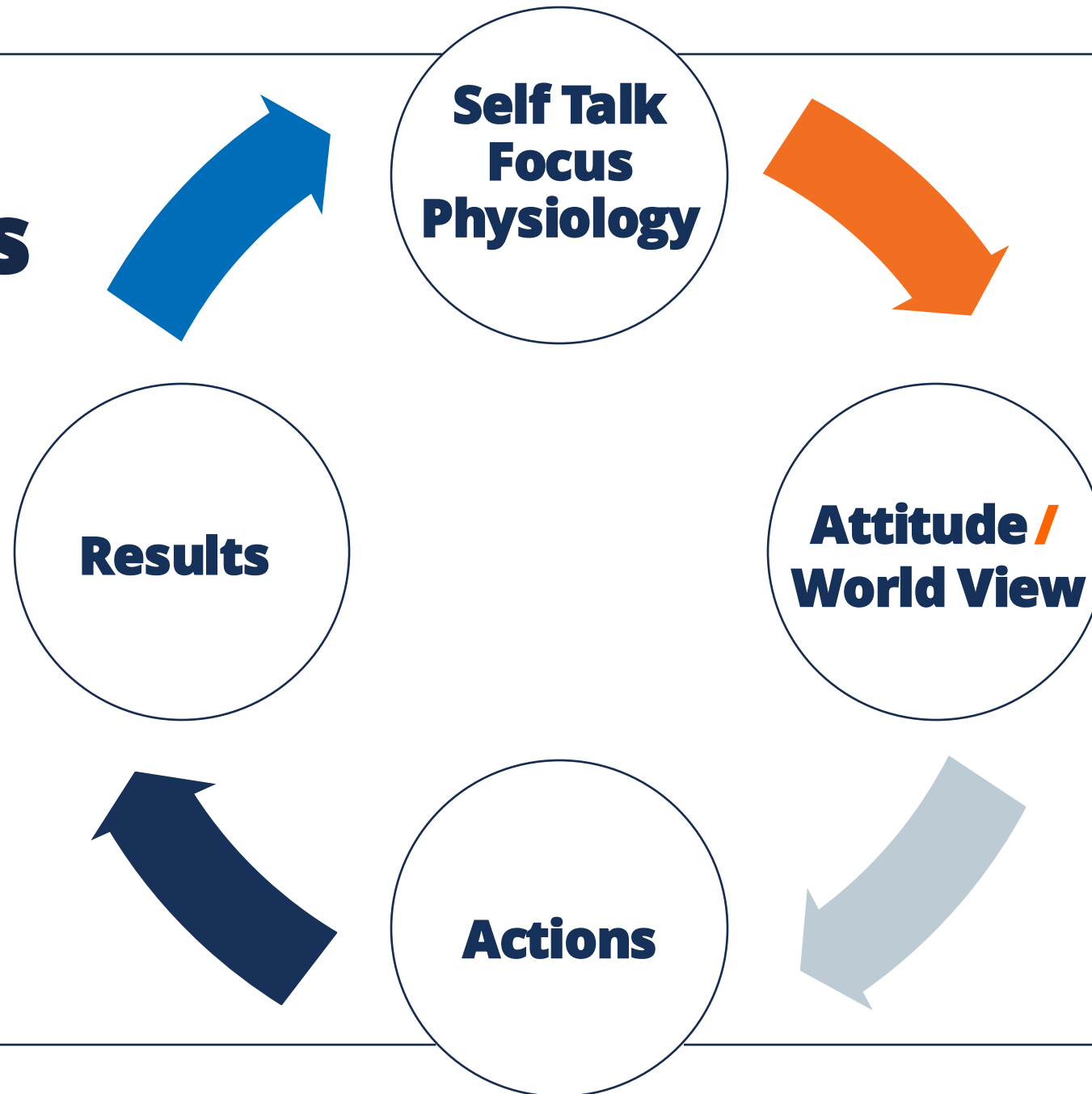


A hand is shown holding a glowing digital interface. The interface displays a complex pattern of binary code (0s and 1s) in red and white, overlaid on a background of system logs. The logs include text such as "TITLE RED HAT ENTERPRISE LINUX", "ROOT (HDD,0)", "KERNEL /vmlinuz-2.6.32-696.6.3.el6.x86\_64", "ANG-EN-US.UTF-8 RD\_LVM LV-OS\_VG/SWAP\_01 LV RD\_NO\_DM ELEVATOR-HOOF", "ADLINE TRANSPARENT\_HUGEPAGE=NEVER DEBUG", and "TITLE RED HAT ENTERPRISE LINUX SERVER (2.6.32-573.11.el6.x86\_64)". The overall aesthetic is futuristic and high-tech.

**“The greatest  
'cheat code'  
is doing  
what the  
average wont!”**

---

# It's Just Patterns





**Share w/ Your  
Buddy**



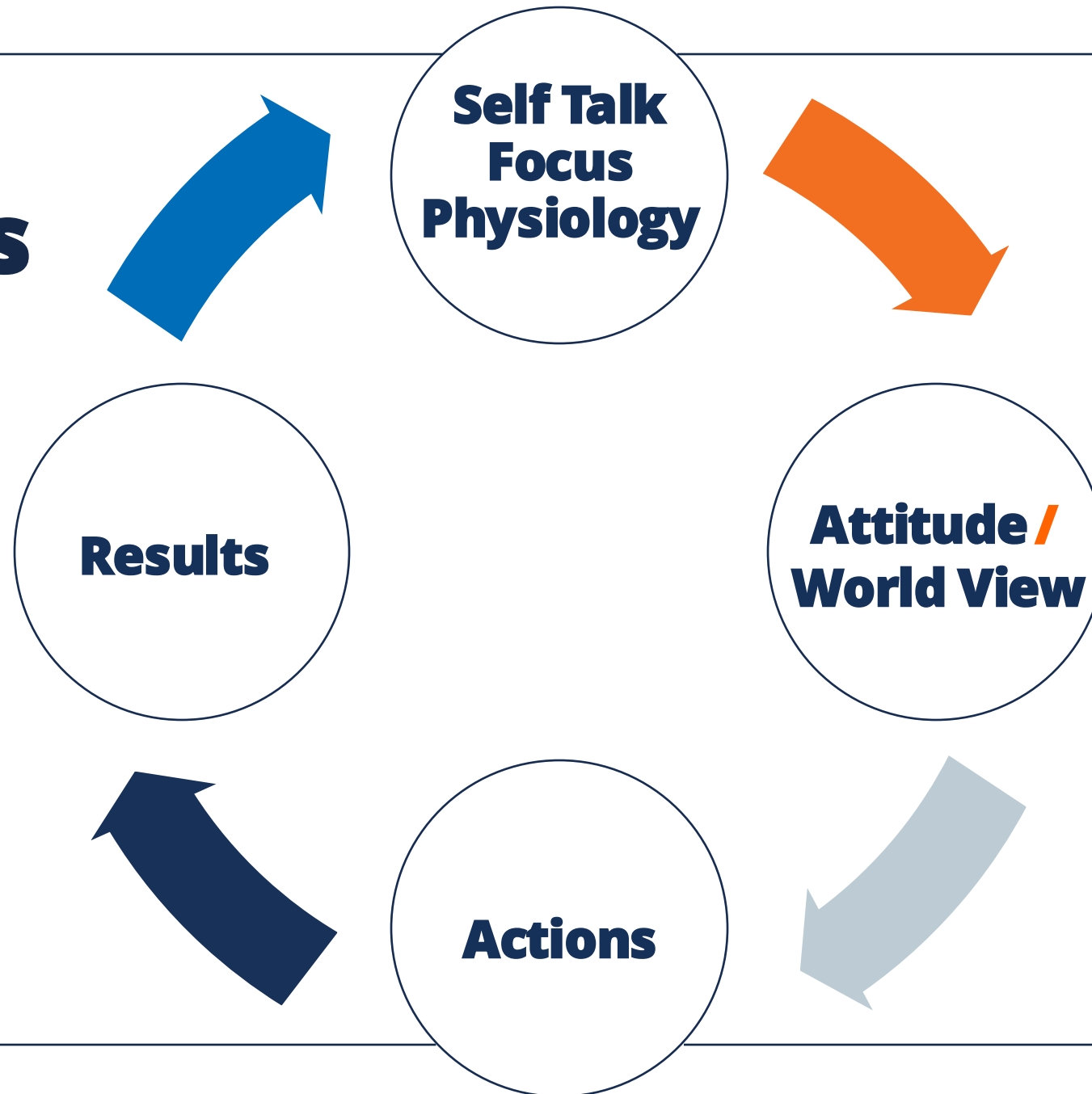
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## Three Beliefs...

- 1. It's there for the taking!**
- 2. I'm capable of doing it!**
- 3. It will be worth the effort!**

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# It's Just Patterns



---

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  - When we get together... When we work together... At our meeting... As your title exec...
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---

**Think Service Call**  
**NOT Sales Call**

---

# What will I add/R&D?



**What are you hearing?**

**What am I making this mean?**

**How will I share this with  
my agents?**

---

## Three Beliefs...

- 1. It's there for the taking!**
- 2. YOU are capable of doing it!**
- 3. It will be worth the effort!**