



TOM FERRY'S

SPEAKER BUREAU



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Client Success Spotlight: Stories That Inspire Change

My Why



Tom Langan



- October 2016 Shelter to Rehab in S.C. - Partying Since 2014
- Last 5 Years Addict 4 Months Rehab - 2 Months Sober Before R.E.
- Feb. 2019: 1st Day - 11 Deals That Year
- 2020: 40 Units & Started Coaching In October 2020
- Male or Female Coach?
 - "It doesn't matter, but I respond well to blunt people who don't sugar coat things, or beat around the bush."
- 2021: Close 60 Units, & To This Day, Hasn't Gone A Month Without A Closin
- Wanted Consistency, Cash Flow, & Reliability

- Last Quarter of 2022: Bad Mindset & Worst Quarter
- 2023: Started To Get Back To Aggressive & Added Texting w/ Property Radar
- 40 By Year End w/ Texting & Had Best Year Ever On Volume w/ Relapse
- Rehab 1 Month - 8 Closings From Momentum Of Prospecting!!
- 4 Million In Properties To List In 2024
- On Track For Best Year Of Career This Year!!!
- Team To Help, Family Taken Care Of, & Able To Support Him



● The Process-Automate/Eliminate/Delegate

- Absentee Owners
- Market Recovery
- Move Ups (texts work best)
- Down Sizers (calls work best)
- People Who Have Mortgage Over 4% (good replies)
- Looking for a Number or get in the Door



"Good morning {lead_first_name}, this is Tom Langan w/ XYZ Group. We have a few buyers looking for a home in your area that we can't find homes for. Just out of curiosity, for the right price, would you be willing to sell {lead_address}?"



Tom Langan: Scripts

- When someone says “yes” or any type of “maybe”... organize it with a hashtag “#maybeseller”. This makes them immediately get tagged in a way that he can pull the list up when he needs to. He currently has 300 maybe sellers, and they get called every month. Call, text, voicemail.
- Anyone who doesn’t reply gets the same exact text every quarter. It’s easy... copy, paste, send, next lead. He tested it, and got 300 done in less than 50 minutes. There are leads that he’s sent the same text to 5 times since last January, and didn’t reply until now, they are ready to list.



Tom Langan: Scripts

- Chris Voss & Phil Jones Language
 - Texting gives time to think, mirror last three words said
 - **EXAMPLE:** We are getting ready to list. -> Ready to list?
 - Anyone who doesn't reply gets the same exact text every quarter. It's easy... copy, paste, send, next lead. He tested it, and got 300 done in less than 50 minutes. There are leads that he's sent the same text to 5 times since last January, and didn't reply until now, they are ready to list.
 - Mess Around, Play Around, & ABT



● Tom Langan: Google Business Profile (GBP)

- Google Business Profile (GBP) Has Has Lots Of Attention From Calling/Texting
- With The Calling/Texting... Uploads 5 Geotagged Photos A Day & Has 50 Reviews
- After A Year Of Consistency, Jan 2024 Had A....
 - 300% Growth In Profile Views
 - 895% Growth In Search Results That Show His GBP



By The Numbers

- \$6,060 (spent)
 - \$400/Month (goes down longer you go)
- GCI: \$196,807
 - January 10th, 2023 - April 11th, 2024 (little over a year)
- 32 x On Investment
- Average Commission: 2.87%
- 19 Closed & Pending YTD (closing by end of April) From Property Radar



By the Numbers

- 26,000 numbers pulled
- 300-600 texts a day 5 days a week
- After texting everyone we realized that 9,000 were usable

Michelle Zelsman





● Reaching Dreams By Efficiency/Elimination

- When Michelle Came To Me, She Was Doing Mostly Relo & Spending \$250K In Fees For Her Business
- Challenge Given: Replace Relo w/ Something Else
- Chosen: Database & Luxury
- Her Following Year, She Was Down To \$60K In Fees
- Present Day - \$0



● Limiting Beliefs & Reaching Dreams

- “How Many Doors Do You Own?” – Cash Flow Your Life
- Her Limiting Belief: Owning Rentals Was Only For Others, Not Her
 - We Shifted That Mindset & Now She Has A Passive Income

Michelle Zelsman & Costa Rica



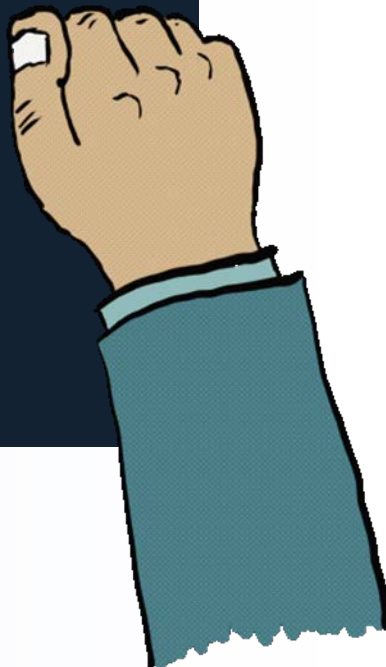


Costa Rica

- But Why Costa Rica?
- She Felt Clock Ticking As She Was Getting Older
- Needed Money & Specifically Cash To Buy Property
- Now: She Spends 3 Months A Year In Costa Rica and 2 more properties



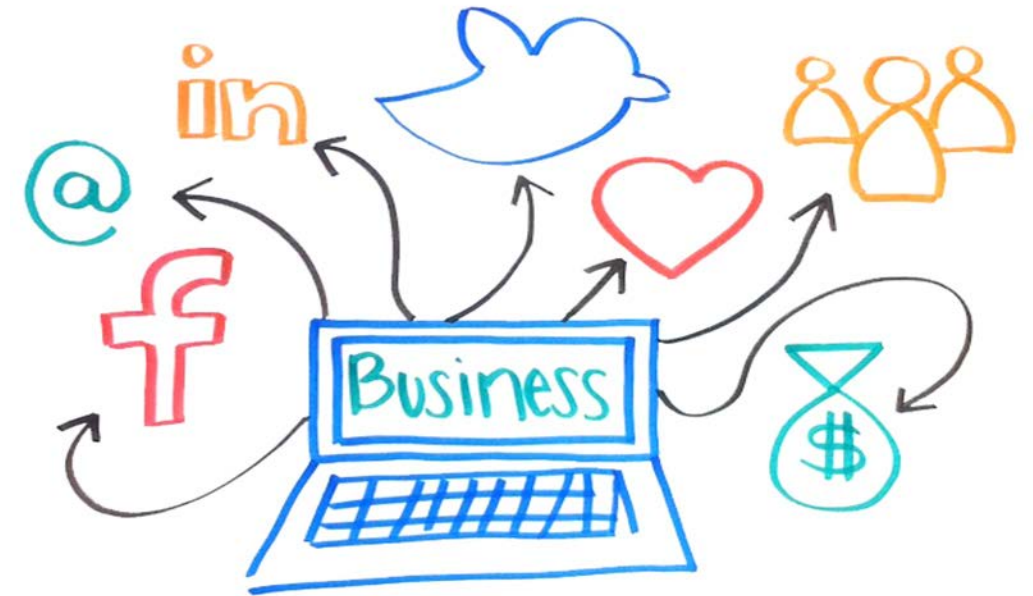
Opportunity Is Knocking!!!





Opportunity

- Golden Handoff
- Long Term Gratification
- YouTube: Easier, More Fun, Clients Find You
- Disruption Means Opportunity!





What Will It Take?

