

TomFerry ROADMAP

#### Tag Tom on your social posts



@TomFerry

@Ferryintl

#FerryIntl #TomFerry



# Thank our partners.



#### **Great Brands & Products**

realtor.com<sup>®</sup> mosaik. DEALMACHINE ... CINC Follow Up Boss



### My Background

- 100k sales calls from 19 to 22 yrs old
- 70k+ hours coaching sessions
  - 200+ coaches w/ clients in 29 counties
- Personally trained over 600k agents
- Was early on social w/ 1mil+ followers
- Obsessed with learning & action





#### Outcomes:

- Attract & Win More Listings!
- Get into "the right" action!
- Learn from Top Agents!
- **Enhance your Buyer Consultations!**
- Get Organized & Prioritized!
- **Have Fun!**



# Why Are You Here?



### "What have I learned after 3 decades & 70,000 hours of coaching?"

#### All Great Businesses have Six things in common...

- 1. Great Mindset!
- 2. Great Brand!
- 3. Great Product! (Listings/Service)
- 4. Great Marketing!
- 5. Great People!
- 6. A Great Operating System!





### Vanessa REILLY

O ATLANTA, GA
DOMO REALTY

GCI 3 Years Total: **2.8M**Volume 3 Years Total: **\$95.1M**Units 3 Years Total: **169** 





### Frank HEREDA

**O** MYRTLE BEACH, SC



HEREDA TEAM





## Jenny SMITH

**Q** CARTERSVILLE, GA

**JENNY SMITH & ASSOCIATES** 

GCI 3 Years Total: 3M

Volume 3 Years Total: \$109.6M

Units 3 Years Total: 373





## Jimmy MACKIN

ListingLeads.com

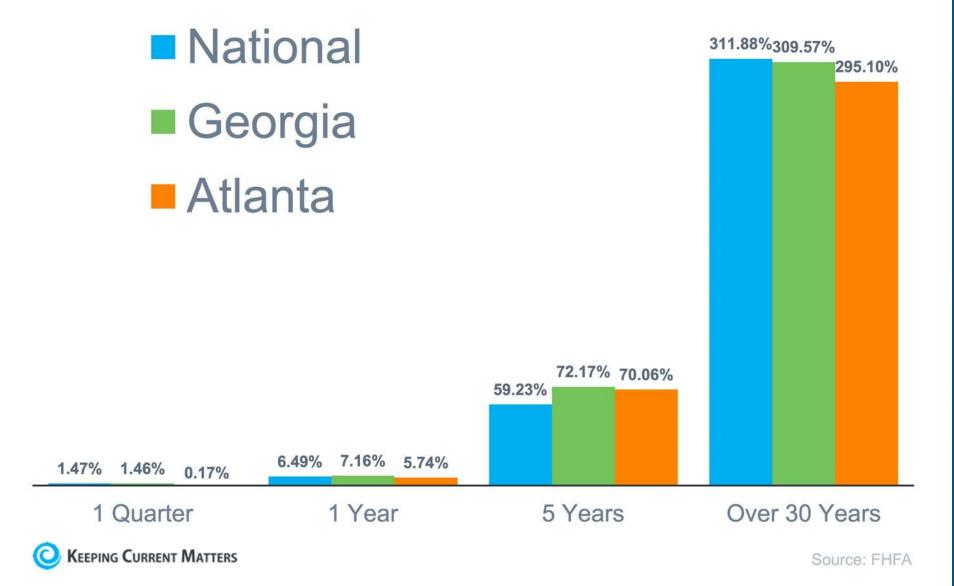


# How's the Market?



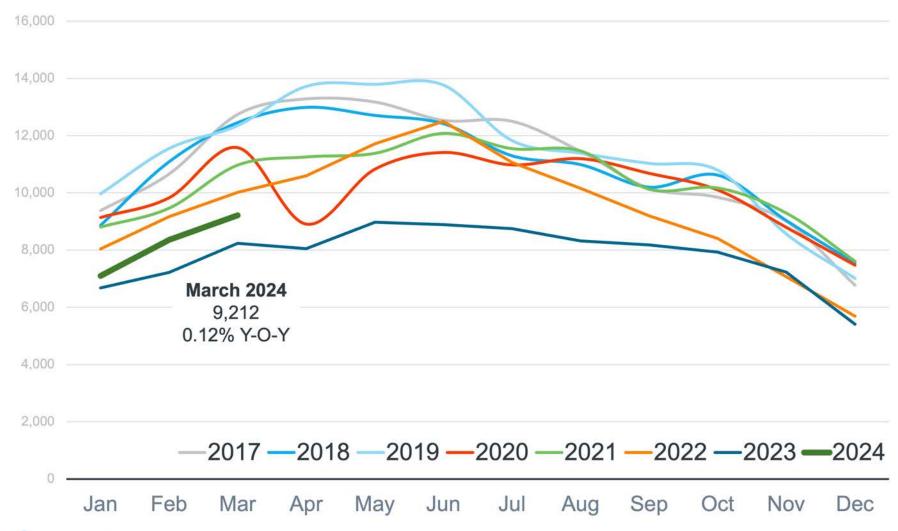
#### **House Prices**

Q4 2023



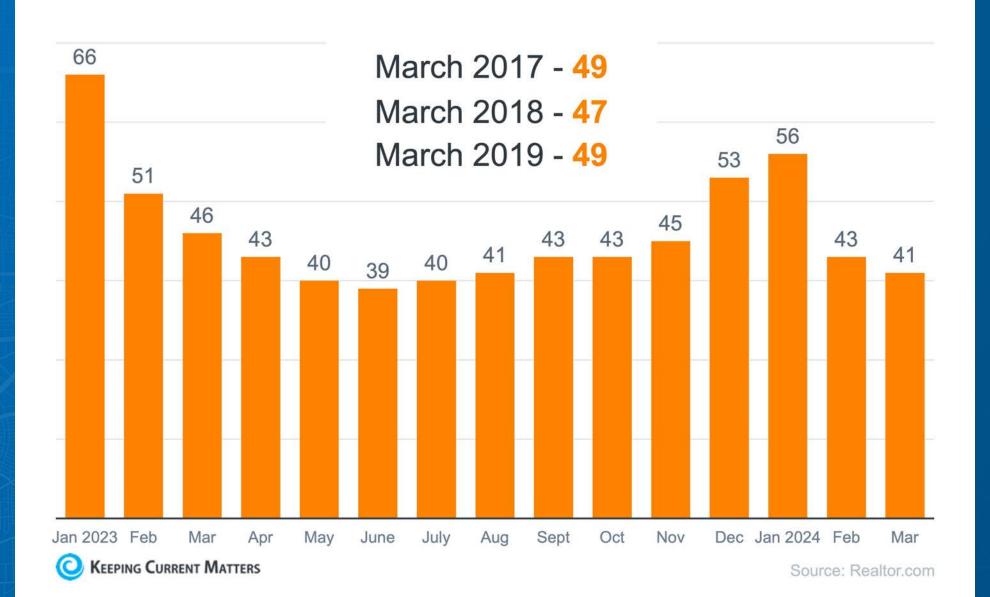
#### **New Listings Compared to Previous Years**

Monthly Counts in Thousands, Atlanta



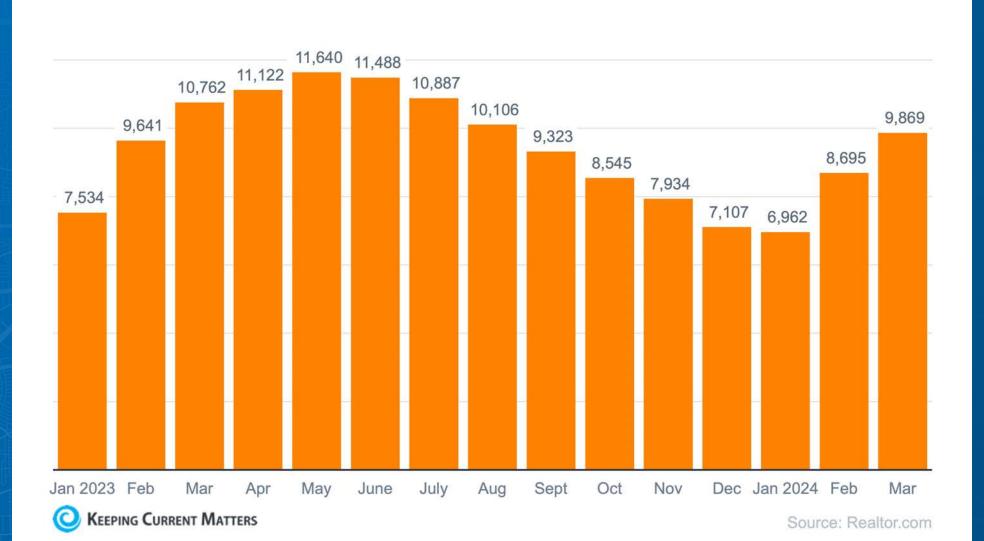


#### **Atlanta: Median Days on the Market**



#### **Atlanta: Pending Listing Count**

Since Jan 2023



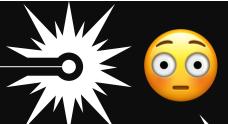
# Here's the Challenge(s) to overcome!



#### Four converging forces impacting 2024

AN ELECTION YEAR RATE CUTS?













## 10% of consumers, questioning your professional fees!



#### Co-Broke Offered to Buyers' Agents Other commissions may be or have been negotiated elsewhere between the parties

Available

© Sarah Perkins 2024 Source: ARMLS

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% Co-Broke Offered	# of Listings	Week over week change	% of Listings
2.5	9218	1	56.44%
3	4881		29.88%
2	1154	1	7.07%
2.25	472	1	2.89%
2.75	249		1.52%
0	116	1	0.71%
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5	10	-	0.06%
1.75	7	•	0.04%
3.25	3	-	0.02%

Based on Active & Coming Soon Listings as of 3/13/2024
162 listings with no offer of compensation listed

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2.5	3346		58.75%
3	1572		27.60%
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2.75	107		1.88%
4	57		1.00%
0	42		0.74%
1	14		0.25%
1.5	12		0.21%
3.5	10		0.18%
5	6		0.11%
0.5	1		0.02%
1.75	1		0.02%

Based on Closed Sales from 2/18/2024 to 3/16/2024 56 listings with no offer of compensation listed

% Co-broke offered rounded to the nearest 0.25%, limited to listings with a percentage co-broke offer only, 94% of listings

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Available

C Sarah Perkins 2024 Source: ARMLS

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	USEU

% Co-Broke Offered	# of Listings	Week over week change	% of Listings
2.5	9347	-	56.67%
3	4779		28.98%
2	1291	1	7.83%
2.25	503	-	3.05%
2.75	224	-	1.36%
0	136	1	0.82%
4	69		0.42%
1	47	-	0.28%
1.5	40	-	0.24%
3.5	32	-	0.19%
5	8	-	0.05%
1.75	6	-	0.04%
3.25	3	-	0.02%

Based on Active & Coming Soon Listings as of 4/3/2024 180 listings with no offer of compensation listed

% Co-Broke Offered	# Week over % week of Listings change of Listings	5
2.5	3458 🐥 58.54%	
3	1624 🔷 27.49%	
2	387 🎓 6.55%	
2.25	198 🎓 3.35%	
2.75	115 🔷 1.95%	
0	43 🌼 0.73%	
4	40 🐥 0.68%	
1	14 🔷 0.24%	
3.5	13 🌼 0.22%	
1.5	8 🖊 0.14%	
5	6 0.10%	
0.5	1 0.02%	

Based on Closed Sales from 3/3/2024 to 3/30/2024 54 listings with no offer of compensation listed

% Co-broke offered rounded to the nearest 0.25%, limited to listings with a percentage co-broke offer only, 94% of listings

0 and 2% co broke increasing

@kristijencks

# Here's the Challenge(s) to overcome!



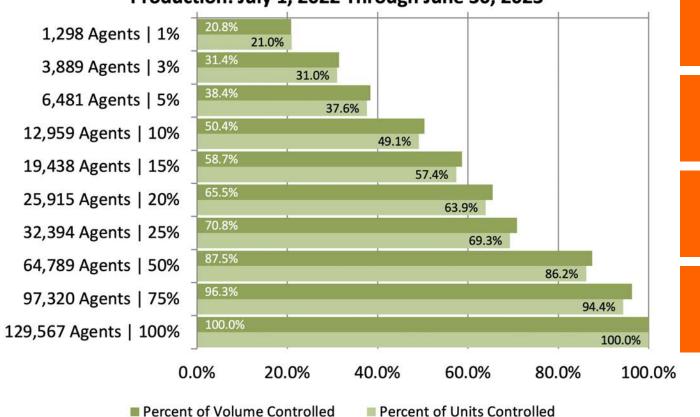
## 49% of agents sold either 1 home or none at all in the past year: CFA

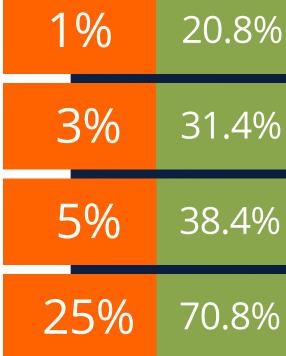
Agent 'glut' means part-timers are now the majority, leading to 'widespread incompetence and pressure to maintain high commission rates,' according to the Consumer Federation of America



#### 5 Large MLS's by Listings Sold Data

Cumulative Percentile Share of Listings Closed Residential Volume and Units Controlled by Producing Member Agents of Selected US MLS Systems Production: July 1, 2022 Through June 30, 2023









#### It's the Real Estate Hunger Games...

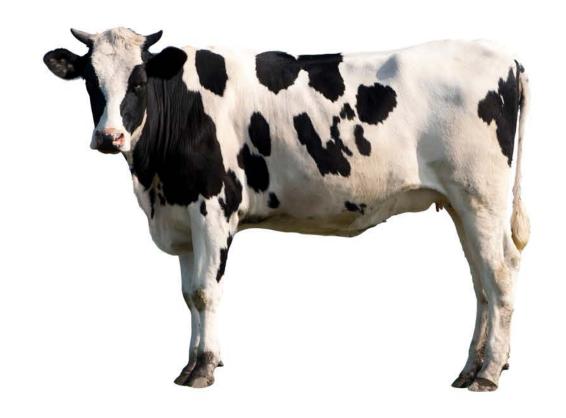






## What's the difference between a BISON vs a COW?







# We just surveyed 11,000 agents

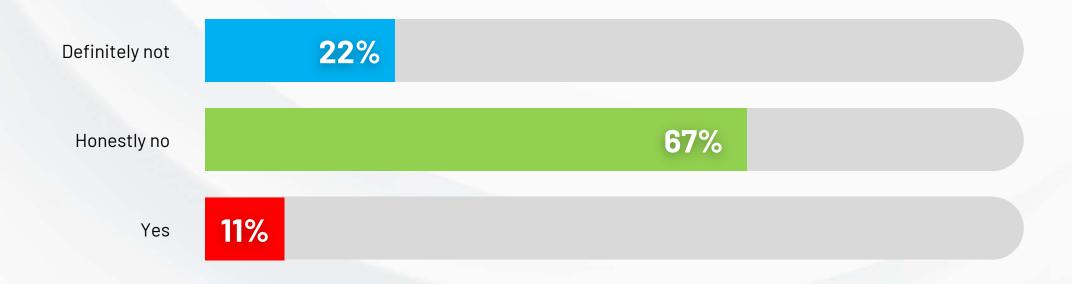


#### MARKETING?



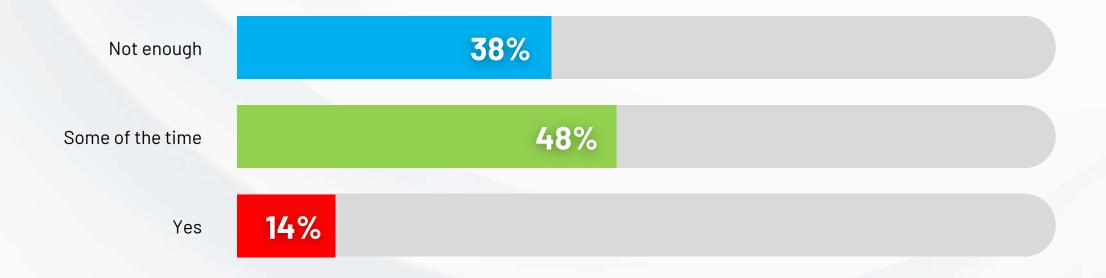


#### PROSPECTING



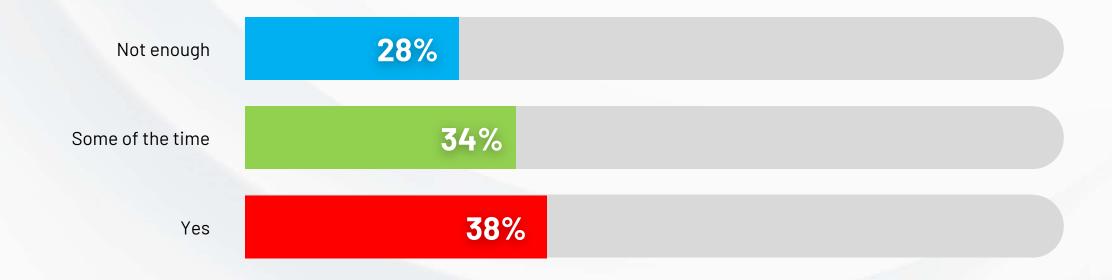


#### SCHEDULING





#### FOLLOW UP?





# Q: of doing more business in this market?

Q: Could I be more...



# "Focused!"



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# What's the MOST under utilized marketable asset and agent has?



## Listings!

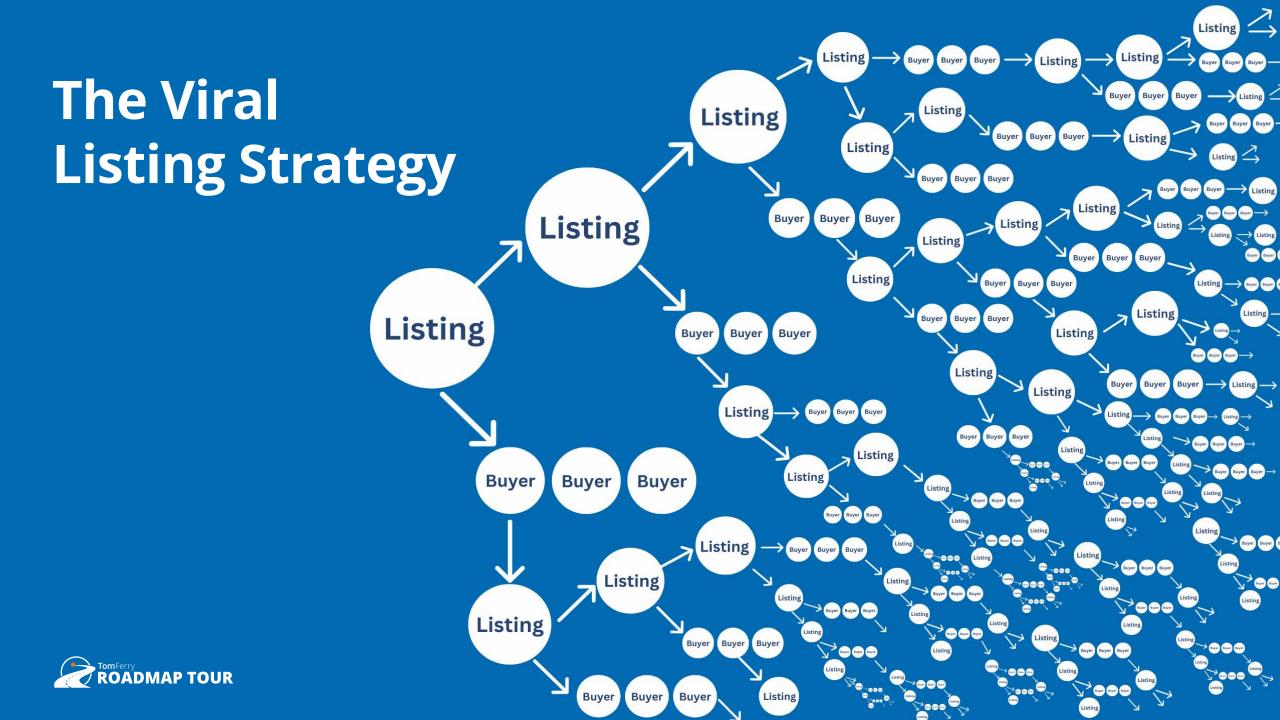
- 1. How many ways do you market, to create more listings from each listing?
- 2. When was the last time you took the time to Reimagine how you market your listings to generate MORE!?



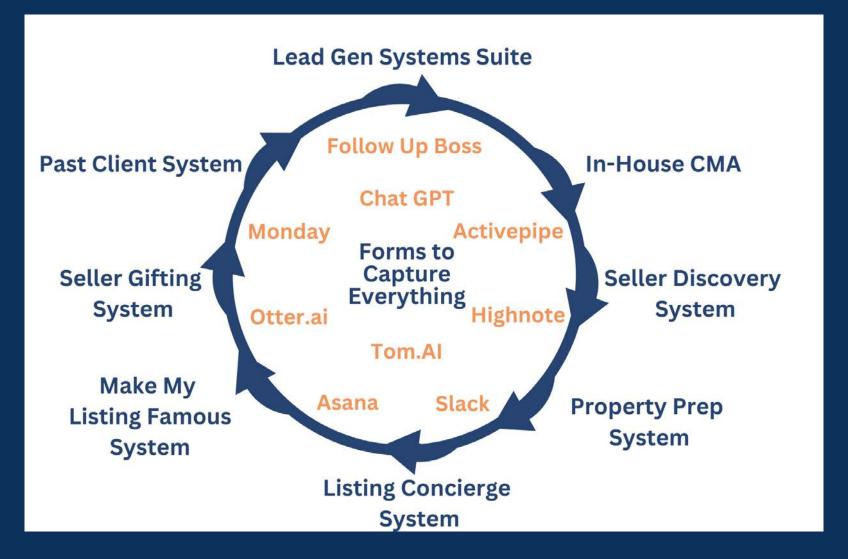


# MORE Listings, From my Listings?





#### **BUILD YOUR LISTING FLYWHEEL**





## Great Marketing in Like Lasagna



Its all about the "layers"



## How do I turn one into 2 listings?

1. Email your whole data base before your next listing appointment "I'm about to go meet with another potential seller..."



#### Listings



000

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.

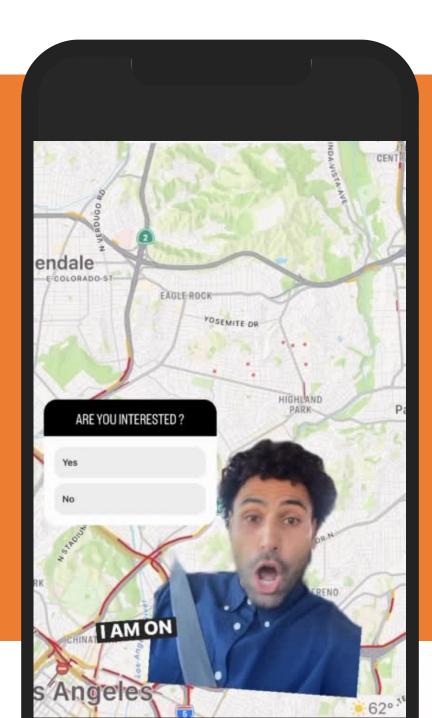
What I can tell you is that homes like this typically sell above ask in just a few days If you already know that you'll want the details, reply with "VIP."

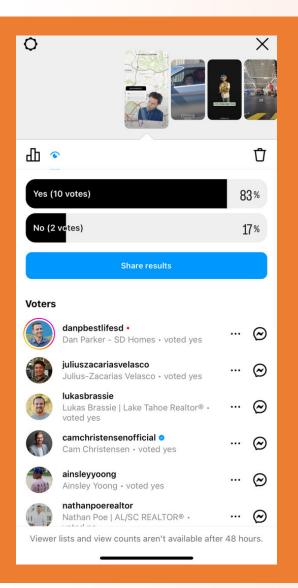
I'll add you to my VIP list, and send you more information as soon as I can.



Tell them what happens next







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

## How do I 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 posts "How many buyers will write an offer on this home?" and "Guess what this sold for?" with prizes.
- 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!



#### CONTRACTOR PROPOSALS

- » Bulk Item Removal
- » Design/Staging
- » Pre-listing termite inspection
- » Grout cleaning and paint touch up

**WEEK** 

#### SELLER PREPARATION

- » Minor Repairs Made
- » Grout cleaning and painting
- » Removal of all personal belongings
- » Light cosmetic upgrades

WEEK

#### DESIGN PROJECT+ PRE-MARKETING

- » Fully stage to show like a model home
- » Initiate coming soon marketing campaign

**WEEK** 

#### 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









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.



#### 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









## How do I turn one into 2 listings?

- 8. Invite all neighbors to your next "Home Selling Seminar".
- 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?



# Creates Curiosity!





# Did you hear about your neighbor?

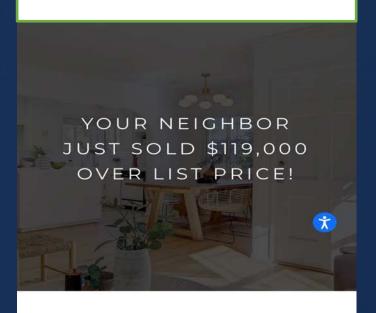


5,700 mailed. 1952 scans. 37 full form fills. 1.89%



# The MONEY is in the Landing Page!





#### HERE'S THE STORY...



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

a stephanieyounger.com







#### 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 ev. 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

77

Offers

8

Days on Market

\$1,418,429

Sold Price



\$1,189



Price Sold Per Sq Ft

a stephanieyounger.com — Private

#### 48,673

Total Media Views

### DO YOU HAVE A SIMILAR GOAL?

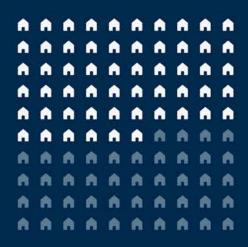
Let's chat.

Name	
Email	
Email *	
Phone	
Phone	
Address	
Address	•

stephanieyounger.com — Private







56% of your neighbors did this.

Are they crazy?



Let me guess: You've been considering selling but haven't yet made the move because you're locked into a fantastic interest rate.

You might be surprised to learn that 56% of homes sold in Auburn, NH, in the last 6 months featured an interest rate lower than 3.5%.

In the last 30 days, I've spoken with 12 clients contemplating selling, and the #1 thing holding them back? You guessed it—their interest rate.

It feels like they're hostages to their mortgage payment

So, what does this all mean?

If the only thing you like about your home is the interest rate, it might worth having a quick call - my personal cell is 617-921-5263

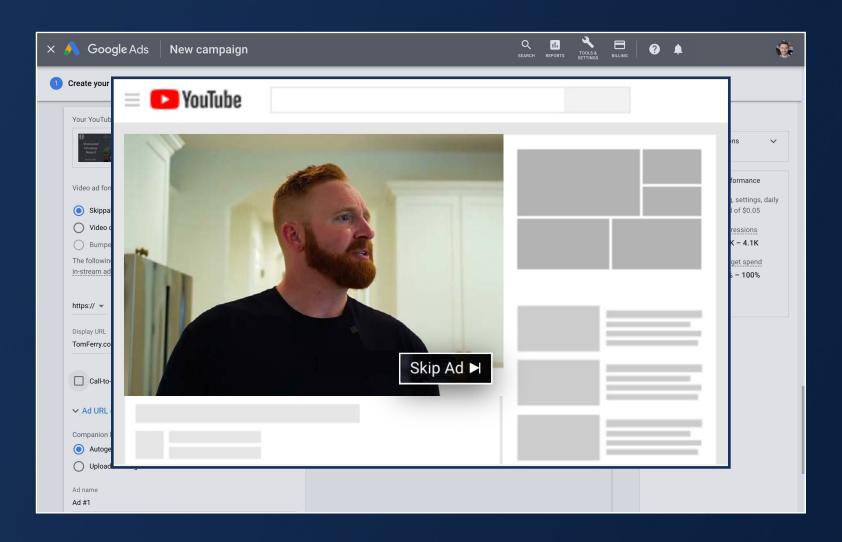
I look forward to hearing from you, Jimmy Mackin



3% Campaign



## **YouTube Commercials**







## How do I turn one into 2 listings?

- 8. Invite all neighbors to your next "Home Selling seminar".
- 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
- 11. Circle dial around recent listings sold. "Did you hear about your neighbor?"
- 12. Social/display ads. YouTube ads about the story of selling the home
- 13. Call every FSBO/Expired near by "Did you see what happened to 1272 Banana street?"



The Viral Listing Listing Listing **Listing Strategy** Listing Listing Buyer Listing Buyer Listing Listing Buyer Buyer Listing Listing Buyer Listing Listing Buyer Buyer Listing Listing Listing Listing Buyer Buyer **Buyer** Listing Listing Listing Buyer



# What will ladd?





# Q: How many <u>clients</u> & <u>sphere</u> vs prospects in my database?



# From Life **Events**







Homeowners ask about the market, But what they really want to know...

"Is my equity safe?"

"Appreciation or depreciation?"

& "How will this market effect my future plans?"





# "What happens if I DON'T deliver value with everyone I know?"



### Listen Up!

How many people do you know (neighbors, relatives, friends, acquaintances, people you know from your kids' school, your church, etc.) who are real estate agents?

15%

None

34%

1-5

29%

6-10

17% 11-20 **4%**21 or more



## Dialogues for SOI/Referrals

Proactive Communication for your best clients and referral partners:

TEXT: "Hey, do you have 2 minutes for a business conversation?"

CALL: So, what have you heard about the recent news from the NAR settlement?



## Dialogues for SOI/Referrals

"Have you read up on the new changes.. and agreements.. for buying a home in 2024?

What would be the best time for us to sit down... get clear on everything you want from your new home and then I can share the new changes in agreements... When would you like to get started?"



Want the easiest way to deliver value and elegantly discover who's considering making a move?





# How Much Equity Did You Gain?



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How much equity did you gain in 2023?

I'm setting aside a few hours this week to put together home equity reports for my clients.

These reports are more comprehensive and accurate than what you'd get from an online tool.

Can I send you one for your home?

Let me know!

Happy New Year, Jimmy



## **PalmAgent**

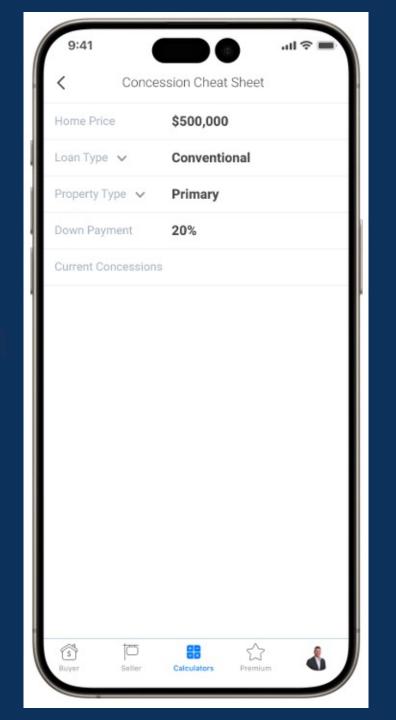
Real Estate's #1 Closing Cost App







@the.mangin.team



#### SELLER CONCESSION CHEAT SHEET

#### Listing Price \$500,000

Loan Type	Property Type	Contribution Type	Down Payment	MAX Seller Contribution
Conventional	Primary & Secondary Home	Closing Costs, Prepaid items, & Discount Points	Less than 10% — 10-25% — More Than 25%	\$15,000 3% \$30,000 6% \$45,000 9%
Conventional	Investment	Closing Costs, Prepaid items, & Discount Points	15% or more	\$10,000 2%
FHA	Primary	Closing Costs, Prepaid items, & Discount Points	3.5% or more	\$30,000 6%
VA	Primary	Closing costs, prepaids, and up to 2 discount points Funding fee, additional discount points, and debt payoff	N/A	→ Unlimited → \$20,000 4%
USDA*	Primary	Closing Costs, Prepaid items, & Discount Points	N/A	\$30,000 6%

\*All numbers are estimates only. Please obtain final number prior to closing.



**Lori Spence** Spence Realty

lori@spencerealty.com www.spencerealty.com TREC#: 653311 NMLS#: 52-0021 Corporate DRE#: 475631 License#: 321171

2331 Magnolia Drive Los Angeles, CA 90021







#### PalmAgent ONE Y Net at Close PalmAgent ONE ~ \$234,698 Bring to Close Monthly Payment \$675,000.00 Sales Price \$389,500.00 Balance \$4,414.43 Prorated Tax Owed \$46,387.23 Closing Costs \$234,698.34 Net at Close \$59,500.00 \$3,607.76 \$1,348.67 \$337.17 Detailed Closing Costs > Paid taxes to escrow? Options V Add Address V Detailed Closing Costs > \$675,000 Add Address S @kristijencks

## **PalmAgent**

Real Estate's #1 Closing Cost App



Atlanta Roadmap

#### Name Your Price



000

Subject Line: Name your price

Hi Jimmy,

Could you finish this sentence for me?

"If I could sell my house for \_\_\_\_\_\_, I would list my home this fall. I can't wait to hear your answer ......



Would you sell before (X) date?



000

Subject Line: Before April 15<sup>th</sup>?

Hi (name), This may not be for you, but if I could sell you home for 7 to 10% more than your Zillow zestimate, would you sell before April 15th?

If you're interested, lets connect,

Tom Ferry Your Agent



000

Subject Line: An offer you can't refuse?

Ask a Question That Starts the Conversation

If a buyer offered you more than 15% above your Zestimate, would you sell?







# What are you thinking?





# What am I Committed to?







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## ?

## How are you Differentiating Yourself?







## "Those without a BRAND, compete on PRICE."



#### My Brand Is

My face, it's me My words, my stories My tone, how it makes people feel My reviews/reputation/track record My distribution – where & how often The body of my work – in all mediums It's what my clients say about you (W.O.M.A.N)







## PHIL GERDES

SOCIAL

#### MATT CURTIS

BILLBOARDS

#### SHANNON GILLETTE

TELEVISION

#### MAUREEN FOLAN

MAILERS

#### KRIS WEAVER

RADIO ADS

#### KEN POZEK

VIDEO





## "Your Brand gets Enhanced (+/-) by your Associations"





### Vincent KESSEL

**Q** JUPITER/PALM BEACH AREA, FL



KESSELLUXELIFESTYLES

2022

Invested: \$38,089.44

RDC Volume: \$11,217,188

RDC GCI: \$281,104

2023

Invested: \$49,043.36

RDC Volume: \$22,210,000

RDC GCI: \$572,600



## realtor.com®



## ?

## How else can l Differentiate Myself?











#### Answer this about your Brand...

"What am I FIRST in our market to do"

"We're the ONLY (x) to (y)"

"We are the most (x) in (city/community)"



### Samples...

#### "We're the FIRST to offer a Guaranteed Sale"

## "I'm the ONLY agent to Pay For Your Pre-Selling Home Improvement"

## "We are the most REVIEWED Team in North-West Houston"



#### Its the tale of the two











# What am I committed to regarding my Brand?

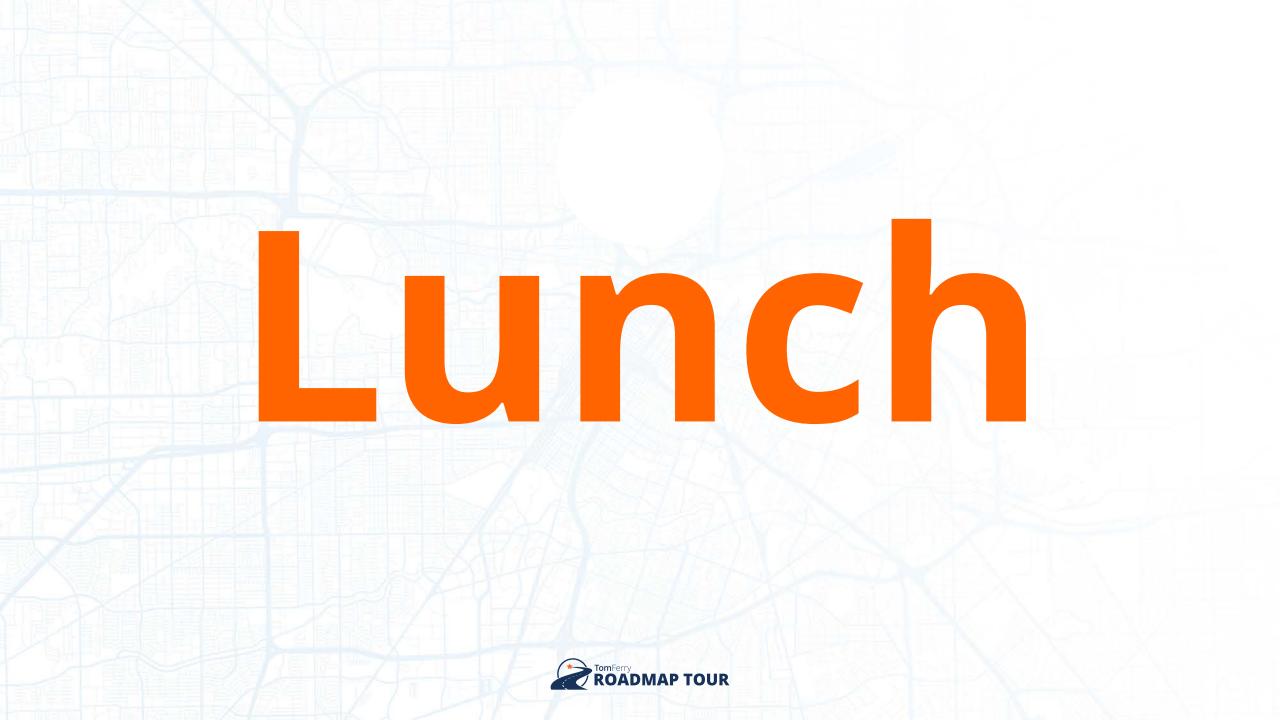




The biggest risk is NOT taking any risk. In a world that's changing quickly, the only strategy that's guaranteed to fail is NOT taking risks.

(Mark Zuckerberg)





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ListingLeads.com



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## Agents' Roles are Changing

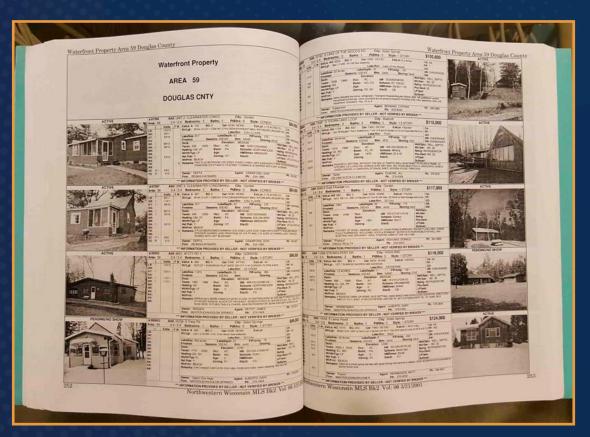


# "The only thing that's constant is change"

10M

#### PREDECESSOR

#### SUCCESSOR





#### PREDECESSOR

#### 1 Thomas Guide 1 Los Angeles and Orange Counties Street Guide and Directory Now Including **ZIP Codes & Boundaries** ■ 1.129 New Streets ■ Updated Annually ■ Over 5,030 Square Miles Covered ■ NEW - School Listing in Points of Interest Index ■ Companion to the Thomas Guide DigitalEdition" DETAIL WAY COVERIGE NAMES IN TRALES

#### SUCCESSOR





#### PREDECESSOR



#### SUCCESSOR





## What did you do during the pandemic?



### DDay +62

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© Sarah Perkins 2024 Source: ARMLS

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1	14		0.25%	
1.5	12		0.21%	
3.5	10		0.18%	
5	6		0.11%	
0.5	1		0.02%	
1.75	1		0.02%	

Based on Closed Sales from 2/18/2024 to 3/16/2024 56 listings with no offer of compensation listed

% Co-broke offered rounded to the nearest 0.25%, limited to listings with a percentage co-broke offer only, 94% of listings









### It's now a prerequisite: Agents & Teams must Know, **Show & Demonstrate Their** Value to Earn a Fee



# Do I have discounters to high value brokerages in my market?



### We're now applying for the job to represent buyers in their home purchase.

- Explain the agency, contracts, listing side, buy side, title, escrow and attorneys regarding settlement.
- Articulate the value you deliver to your buying client.
- Share your supporting members of the transaction.
- Share the agreement options & how you get paid a fee for your services.



#### In 2018 I shared...

"Smart agents & teams will begin educating & marketing their "PROCESSES" that emphasize how to make buying "easier", "more convenient", less stressful", "protecting their interests", even "safer"... FIRST!



# How much do I Prepare for a Listing Appointment?

#### Know, Show & Demonstrate!

There's been a lot of talk about what agents do when representing buyers in their home purchase...

I take my business... and helping you succeed... very seriously. So I took the time.. to list out the first of 90 ways.. I help my clients identify, negotiate and ultimately successfully close on their new home... can I share?"



Courtesy of The Svelling Group

## BRAND & LAMINATE





- 1. Schedule Time to Meet for a Strategy Session
- 2. Prepare Guide & Educational Presentation
- 3. Meet and Discuss Goals and Non-Negotiables
- 4. Explain Agency Relationships
- 5. Discuss Different Types of Financing Options
- 6. Help Find a Mortgage Lender
- 7. Obtain Pre-Approval Letter from Lender
- 8. Provide Resources to Research crime in neighborhoods, school ratings, etc.
- 9. Provide Overview of Current Market Conditions
- 10. Explain Company's Value



- 11. Discuss Earnest Money Deposits
- 12. Explain Home Inspection Process
- 13. Educate About Local Neighborhoods
- 14. Discuss Foreclosures & Short Sales
- 15. Gather Needs & Wants of Next Home
- 16. Explain School Districts Effect on Home Values
- 17. Explain Recording Devices During Showings
- 18. Learn All Goals & Make A Plan
- 19. Create Internal File for Records
- 20. Send Homes Within Their Criteria



- 21. Start Showing Homes as Requested
- 22. Schedule & Organize All Showings
- 23. Gather Showing Instructions for Each Listing
- 24. Send Showing Schedule
- 25. Show Up Early and Prepare First Showing
- 26. Look for Possible Repair Issues While Showing
- 27. Gather Feedback After Each Showing
- 28. Update When New Homes Hit the Market
- 29. Share Knowledge & Insight About Homes
- 30. Guide Through Emotional Journey



- 31. Listen & Learn at Each Showing
- 32. Keep Records of All Showings
- 33. Update Listing Agents with Feedback
- 34. Discuss Homeowner's Associations
- 35. Estimate Expected Utility Usage Costs
- 36. Confirm Water Source and Status
- 37. Discuss Transferable Warranties
- 38. Explain Property Appraisal Process
- 39. Discuss Multiple Offer Situations
- 40. Create Practice Offer to Help Prepare



- 41. Provide Updated Housing Market Data
- 42. Inform Showing Activity Weekly
- 43. Update on Any Price Drops
- 44. Discuss MLS Data at Showings
- 45. Find the Right Home
- 46. Determine Property Inclusions & Exclusions
- 47. Prepare Sales Contract When Ready
- 48. Educate on Sales Contract Options
- 49. Determine Need for Lead-Based Paint Disclosure
- 50. Explain Home Warranty Options



- 51. Update Pre-Approval Letter with Each New Offer
- 52. Discuss Loan Objection Deadlines
- 53. Choose a Closing Date
- 54. Verify Listing Data Is Correct
- 55. Review Comps to Determine Value
- 56. Prepare & Submit Offer to Listing Agent
- 57. Negotiate Offer with Listing Agent
- 58. Execute A Sales Contract & Disclosures
- 59. Once Under Contract, Send to Escrow Company
- 60. Coordinate Earnest Money Wire Transfer



- 61. Deliver Copies to Mortgage Lender
- 62. Obtain Copy of Sellers Disclosures
- 63. Deliver Copies of Contract/Addendum
- 64. Obtain A Copy of HOA Bylaws
- 65. Keep Track of Copies for Office File
- 66. Coordinate Inspections
- 67. Meet Home Inspector at The Property
- 68. Review Home Inspection
- 69. Negotiate Inspection Objections
- 70. Get All Agreed Upon Repair Items in Writing



- 71. Verify any Existing Lease Agreements
- 72. Check in With Lender To Verify Loan Status
- 73. Check on the Appraisal Date
- 74. Negotiate Any Unsatisfactory Appraisals
- 75. Coordinate Closing Times & Location
- 76. Make Sure All Documents Are Fully Signed
- 77. Verify Escrow Company Has Everything Needed
- 78. Reminder to Schedule Utilities Transfer
- 79. Make Sure All Parties Are Notified of Closing Time
- 80. Solve Any Title Problems Before Closing



- 81. Receive and Review Closing Documents
- 82. Review Closing Figures
- 83. Confirm Repairs Have Been Made by Sellers
- 84. Perform Final Walk-Through
- 85. Resolve Any Last-Minute Issues
- 86. Get CDA Signed by Brokerage
- 87. Attend Closing
- 88. Provide Home Warranty Paperwork
- 89. Facilitate Transfer of Keys and Accessories
- 90. Close Out File



# What else could you add to stack the cool or create D.O.S?



## What else would you share to demonstrate your value to clients?

Testimonials from clients
Your sales track record
Your management team

**TFTom**Ferry

#### Know, Show & Demonstrate!

"Are you familiar with the 24 different terms that I'll be negotiating on your behalf? Let's take a minute and review...



#### **24 Terms Negotiation**

- Purchase Price
- Earnest Money Deposit
- NHD Report Fees
- City Transfer Tax
- County Transfer Tax
- Private Transfer Tax
- HOA Transfer Fees
- HOA Prep Fees
- Pest Inspection Report
- Home Inspection Report
- Other Inspection Reports (ie. Roof, Sewer/Septic, Rodent, Defensible Space)



- Home Warranty
- Inspection Contingency
- Appraisal Contingency
- Home Repairs
- Pest Clearance
- Loan Contingency
- Days until Close of Escrow
- Appliances
- Government Requirements
- Notice to Perform
- Liquidated Damages
- Arbitration of Disputes



## What stories will be shared here?

#### Know, Show & Demonstrate!

"I'd love to APPLY for the job of being your REALTOR®...

What questions do you have about what we do, how we get paid?"



#### Know, Show & Demonstrate!

Let's talk about the various ways I could get paid for my services...

I do everything I shared here... and for this I charge (x)% of the purchase price of the home...

The options for my fee's are...

- The home seller has already set aside through a seller concession, my fee.
  - Most listings encourage the sellers to do this...(here's why)
- 2. The seller set aside... less than the fee I charge... and its up to me to negotiate...
- 3. The home seller set aside.. no fee for the buyer agent... and we have to decide how I get paid for the services I provide...
- 4. What questions do you have about these three scenarios?



## How will I improve upon all of this?



## If you're the cheapests

... people don't expect you to be the BEST.

### If you're the dest

... people don't expect you to be the CHEAPEST.



#### What should I begin tracking

- Buyers, not currently under an agreement?
- Vs. Buyers under agreement, at what %?
  - New(er) seller objections?
- Listing professional service fee's & seller concessions?



## Questions?





# Am I 100% certain, I will win more business, in THIS market?





## BICE a K





#### Frank HEREDA

**O** MYRTLE BEACH, SC



HEREDA TEAM



#### All Great Businesses have Six things in common...

- 1. Great Mindset!
- 2. Great Brand!
- 3. Great Product! (Listings/Service)
- 4. Great Marketing!
- 5. Great People!
- 6. Great Operating System!



# Oo I believe I'm capable Q: of doing more business?

Q: How will 2024 be different?



#### Interested

#### Committed?

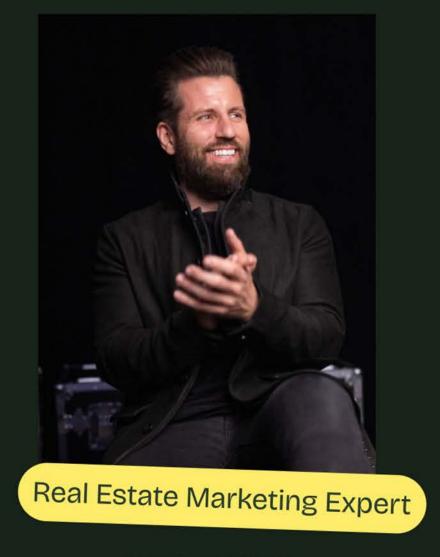




#1 coach in Real Estate



100k in 100 Days



TOM FERRY JIMMY MACKIN

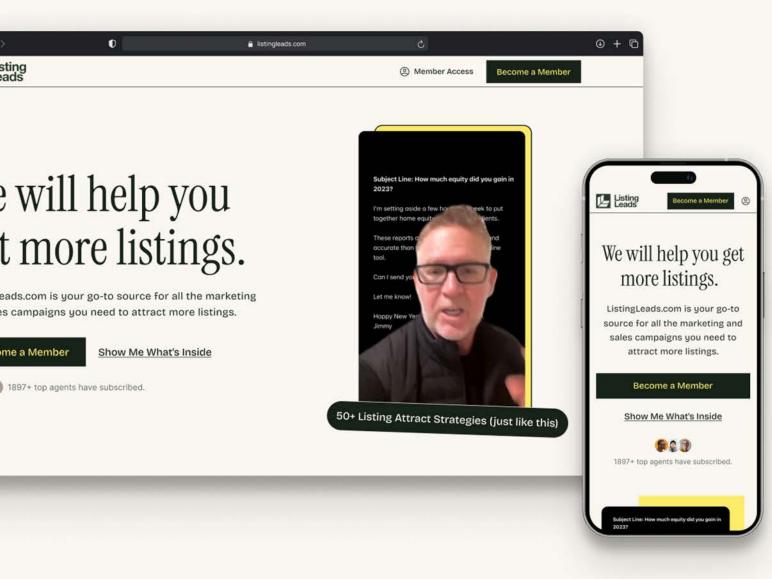


2,394
Agents

7,404
Listings

10,837
Buyers





### What's included in Listing Leads

You'll get instant access to the best listing attraction









with new drops every month.





#### Equity Update New Year Email

Subject: How much equity did you gain in 2023?

I'm setting aside a few hours this week to put together home equity reports for my clients.

These reports are more comprehensive and accurate than what you'd get from an online tool.

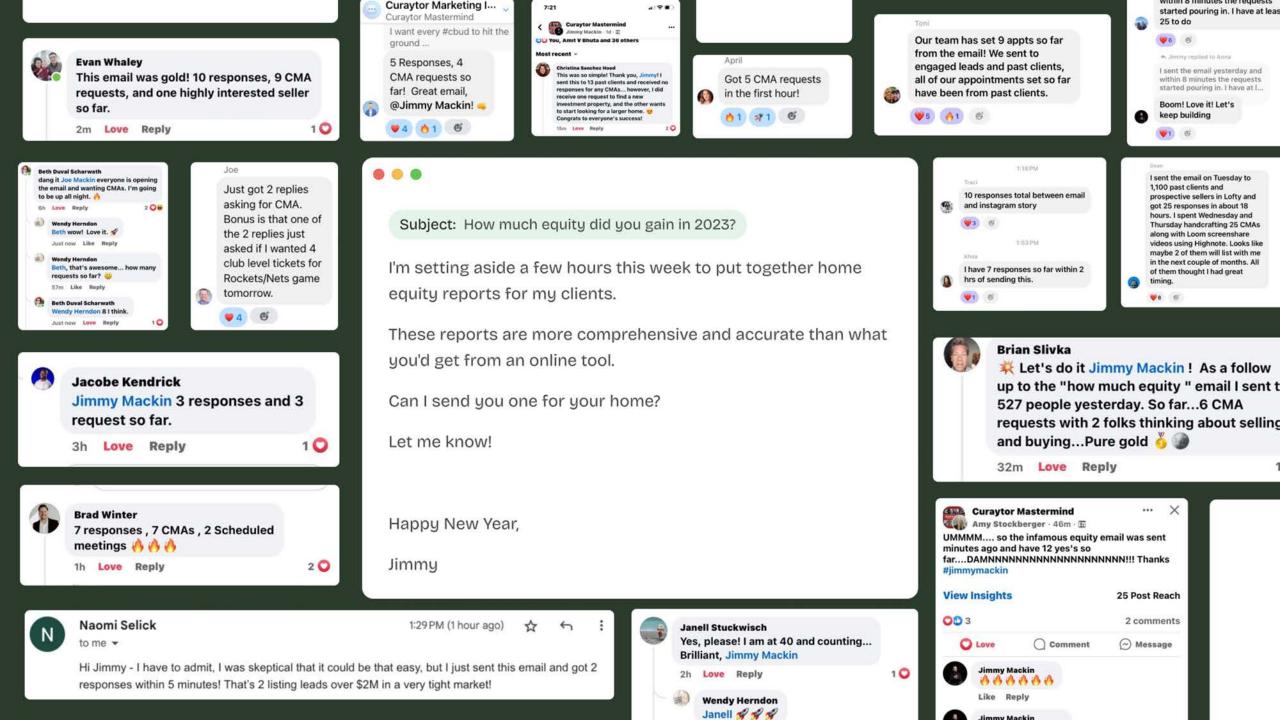
Can I send you one for your home?

Let me know!

Happy New Year,

Jimmy





Step 1

Go to https://listingleads.com

Step 2

Create an Account and Choose Your Plan

Step 3

Get Access to 50+ Listing attraction campaigns with new ones added every month





Win More Listings!





# How can we install more structure to the business?

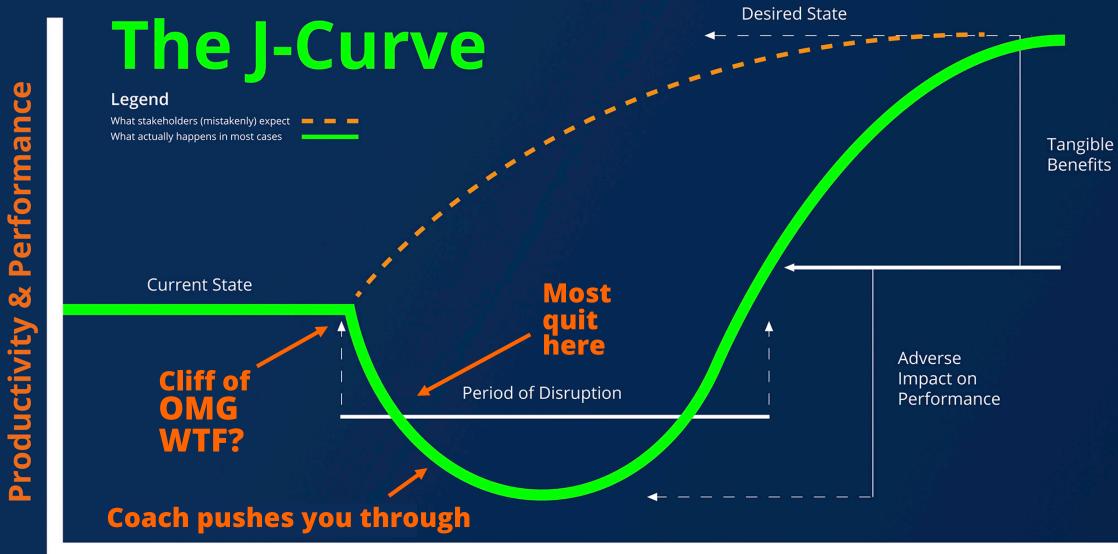






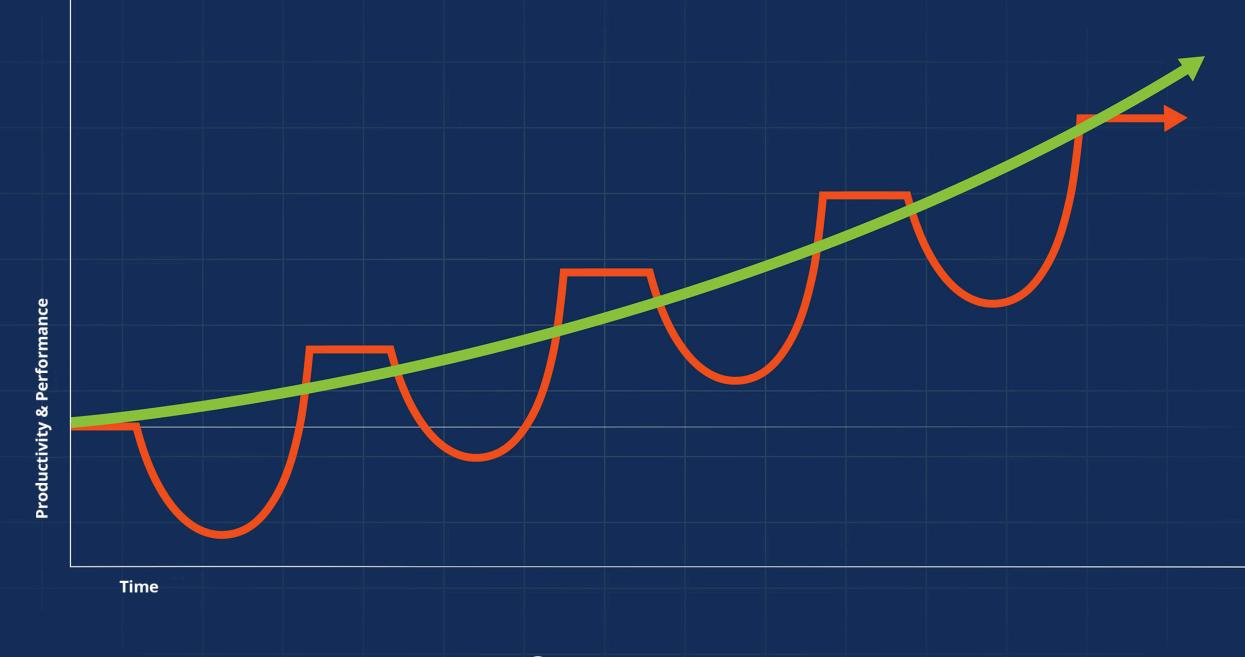
### Do YOU struggle to follow through consistently?

O: Do YOU start & stop projects, marketing or prospecting?













### 5 Things





### What are My Top 3 Personal Goals for Q2?

Relationships?
Health?
Spirit?
Savings?
Contribution?



"Remember, if it's not in my schedule, it doesn't get done!"





#### 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)



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



What are your 3 most important goals for the quarter?

#### Get It Up & Visual!



#### 1 PROFITABILITY +0 35% - LIST 500 PROPERTIES - ADD 48 AGENTS

SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
· 411 units, 170 M volume, · 17 carversian by 5%	Scale for 10 new agents/month     streamline training platform     operationalize conversion	2 transactions for every listing     1% conversion of database     50 classed deals from social media	· +24 legacy agents	
Conversion Tracking System Trainval - Lessans Trainval - Video Support Lead Rotation Management Mentor Trainving Establish Tles Vicual for boiling Trainving System Hive 15A Train 16A	Trainual - Orbitaling 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 Pacs ISA System(c) Action Plan-Buyer Under Contract Action Plan-Seiler Under Contract Agent Checkist / Task Perminders Cincle Dial Google Pencus	Action Plans butbaste Study Sciller Nutritive SE SW New Construction NE New Construction NE New Construction NE New Construction NE New Construction New Constr	_ calls per day _ interviews per week G1 event	5150 - CTE Tracking System petervals Legacy pool Leaders 2026 Budget List to Lose process refinement supra lougn pick up client og live email stack until closing Caption vault Listing Coordinator Hire

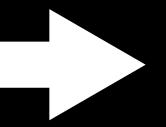


Jamie McMartin

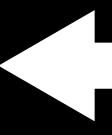
Celler - Listings Live.
Seller - Under Centract
Bager - Bayer guarantee.
Bayer - Lasting of lames
Bayer - Classing table.

#### When we

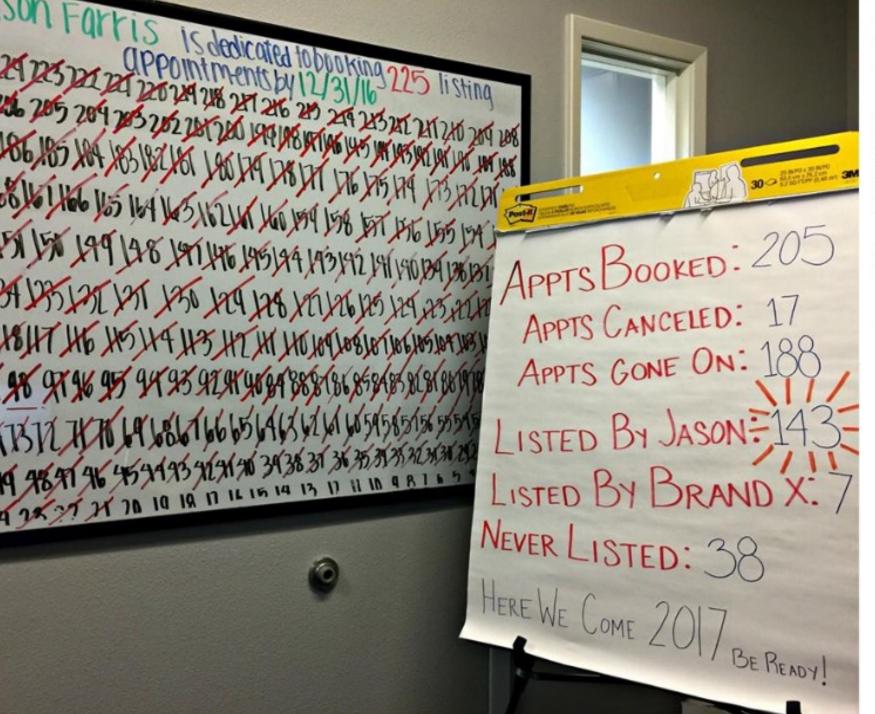
#### MEASURE PERFORMANCE,



Performance Improves









Follow · January 6 · I

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.

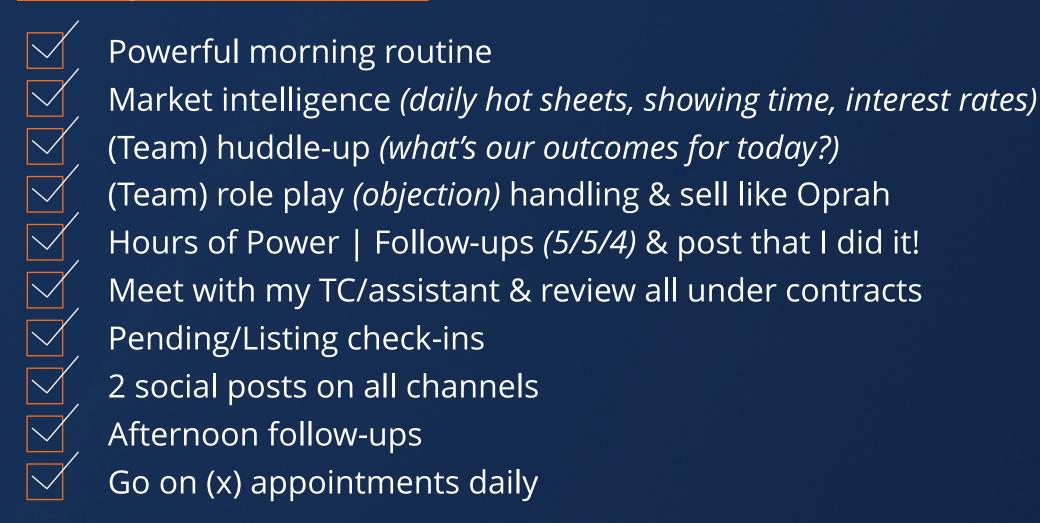
I am over flowing with gratitude! Big thanks to Steve, Tom and the entire TF community.

Like Comment



### The 3 most important checklists

#### **Daily Checklist**



#### Weekly Checklist

- Film 1 to 2 shows
- Study competition
- Review my #'s (week, month, year)
- Coaching sessions
- Powerful skill development
- Team meeting
- Review projects (Do/Doing/Done)
- Project "do" time (working on my business)

- All seller's follow-up
- Manage / execute marketing plan
- Book (x) appointments
- List (y) homes
- Sell (z) homes
- Close (a) houses
- Preview properties for clients
- Virtual / open house / mega open house prep

#### **Monthly Checklist**



Be the CEO, review everything in my business!



Review plan to actuals (with my manager/coach)



Budget review (with my manager/coach)



Set aside (X%) for taxes



Set aside (Y%) for investment



Review next month / quarter marketing campaigns



Review the monthly results & action plans for next!



## For things to change

Things have to change



# What am I Committed to?







Save the date!

Dallas, TX **August 27-29, 2024** 



tomferry.com/SUMMIT



