



THE LISTING EDGE

THE LISTING EDGE

Tag Tom on your social posts



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@Ferryintl

#FerryIntl

#TomFerry



THE LISTING EDGE

Jimmy
MACKIN

David
CHILDERS

Kristi
JENCKS



TomFerry
ROADMAP TOUR

**Thank our
partners!**

**Thank your
Mortgage
Partner!**

THE LISTING EDGE



Rate

Why Are You Here?

THE LISTING EDGE

I'm assuming **YOU** want
to **WIN**
MORE Business!

AGENTS JOIN US FOR 10 REASONS

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!**

PRIORITIZE REVENUE



Three types of agents today...

Kaleb MONROE



Houston, TX



kaleb@thekmteam.com



kalebrmonroe

Homes sold: **86**

GCI: **\$591,115**

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



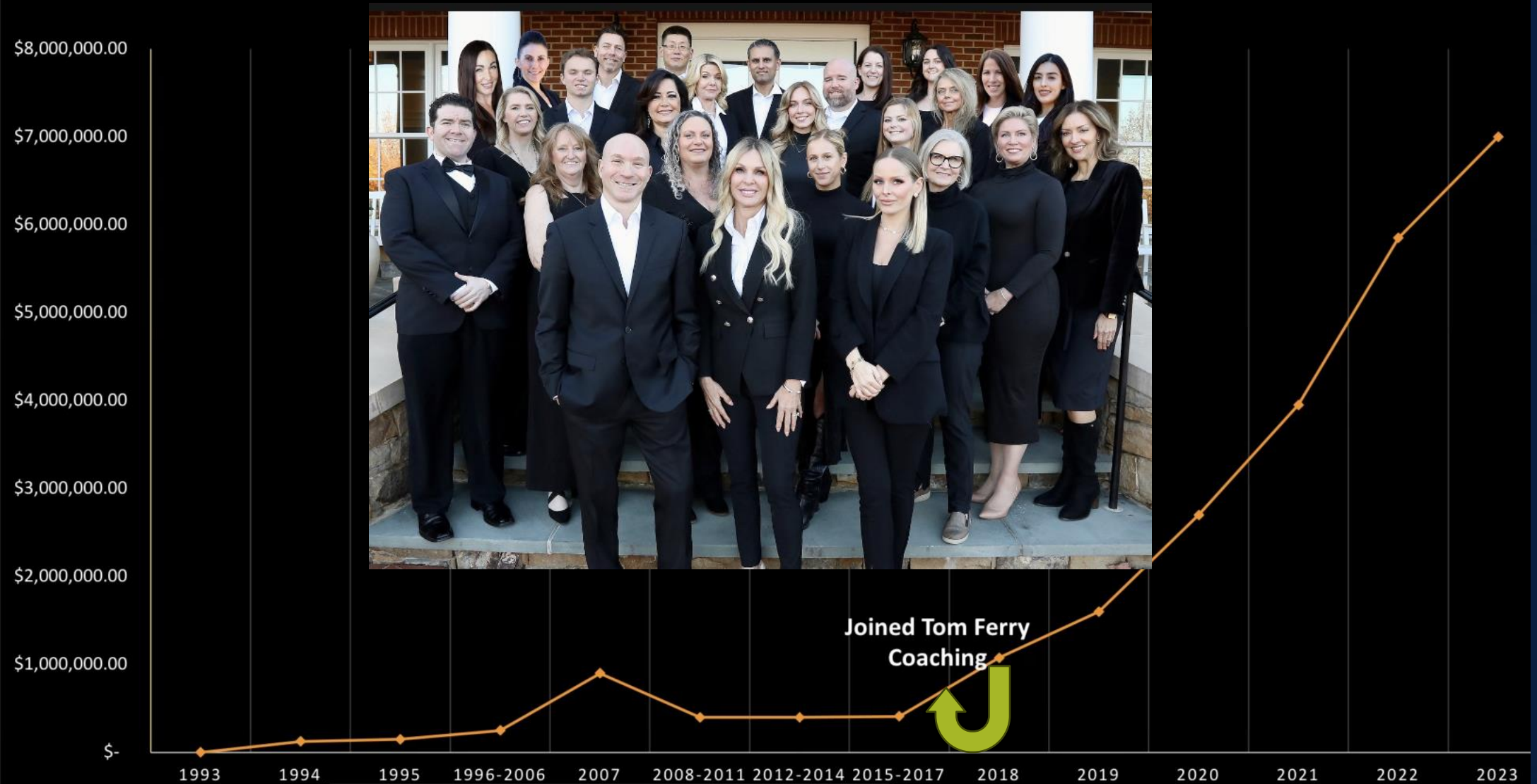
THE LISTING EDGE

Carolyn YOUNG



THE LISTING EDGE

TOTAL GCI 1993 TO 2023



Treasure DAVIS

📍 COLORADO SPRINGS, CO

👜 eXp REALTY

GCI 3 Years Total: **14.3M**

Volume 3 Years Total: **526M**

Units 3 Years Total: **1231**



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

1. *77/22*



Powered By

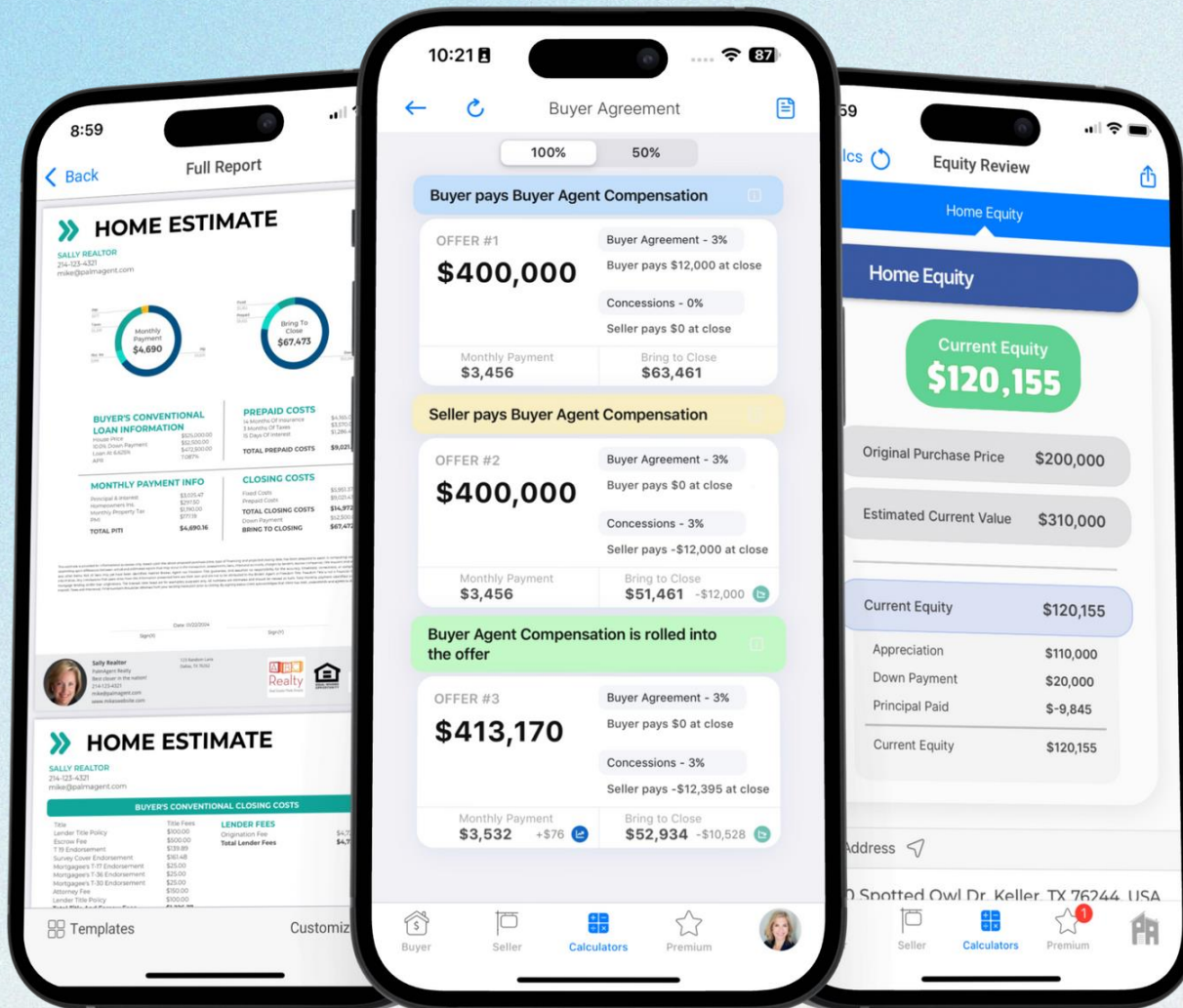
PalmAgent

Real Estate's #1 Closing Cost



Boston Roadmap

Scan to Download



PRIORITIZE REVENUE



**2. Win the weeks,
others lose.**



**There's another
challenge we
see...**

NAR's 179 ACTIVITIES

8%

GENERATES REVENUE



92%

ADMINISTRATIVE TASKS

THE LISTING EDGE

CHECK EMAIL
ORGANIZE CRM
MAINTAIN CLIENT DATABASES
PROOFREAD DOCUMENTS
ORDER SUPPLIES
UPDATE LISTING IN CRM
COMPILE A FORMAL FILE ON PROPERTY
INSTALL ELECTRONIC LOCK BOX
PREPARE PAPERWORK
PREPARE MAILING AND CONTACT LIST
REVIEW CURB APPEAL ASSESSMENT
FILE DOCUMENTS
REVIEW INTERIOR DÉCOR ASSESSMENT
MANAGE CALENDARS
GENERATE MAIL-MERGE LETTERS
DATA ENTRY
REPRINT/SUPPLY BROCHURES AS NEEDED
COORDINATE SHOWINGS

ORGANIZE CRM
CHECK EMAIL
MAINTAIN CLIENT DATABASES
PROOFREAD DOCUMENTS
ORDER SUPPLIES
UPDATE LISTING IN CRM
COMPILE A FORMAL FILE ON PROPERTY
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MANAGE CALENDARS
GENERATE MAIL-MERGE LETTERS
DATA ENTRY
REPRINT/SUPPLY BROCHURES AS NEEDED
COORDINATE SHOWINGS



THE LISTING EDGE

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

A black and white portrait of Haruki Murakami. He is looking directly at the camera with a serious expression. His hands are clasped together in front of his chest, with his fingers interlaced. The lighting is dramatic, with strong shadows on his face and hands.

"You need to prioritize your work. Specifically, how you divide your time and energy.

If you don't, you will lack focus. And your whole life will be out of balance."

Haruki Murakami

PRIORITIZE REVENUE



3. Run a dickens pattern on yourself & team

3. Run a dickens pattern on yourself & team

How do you want to start the year?

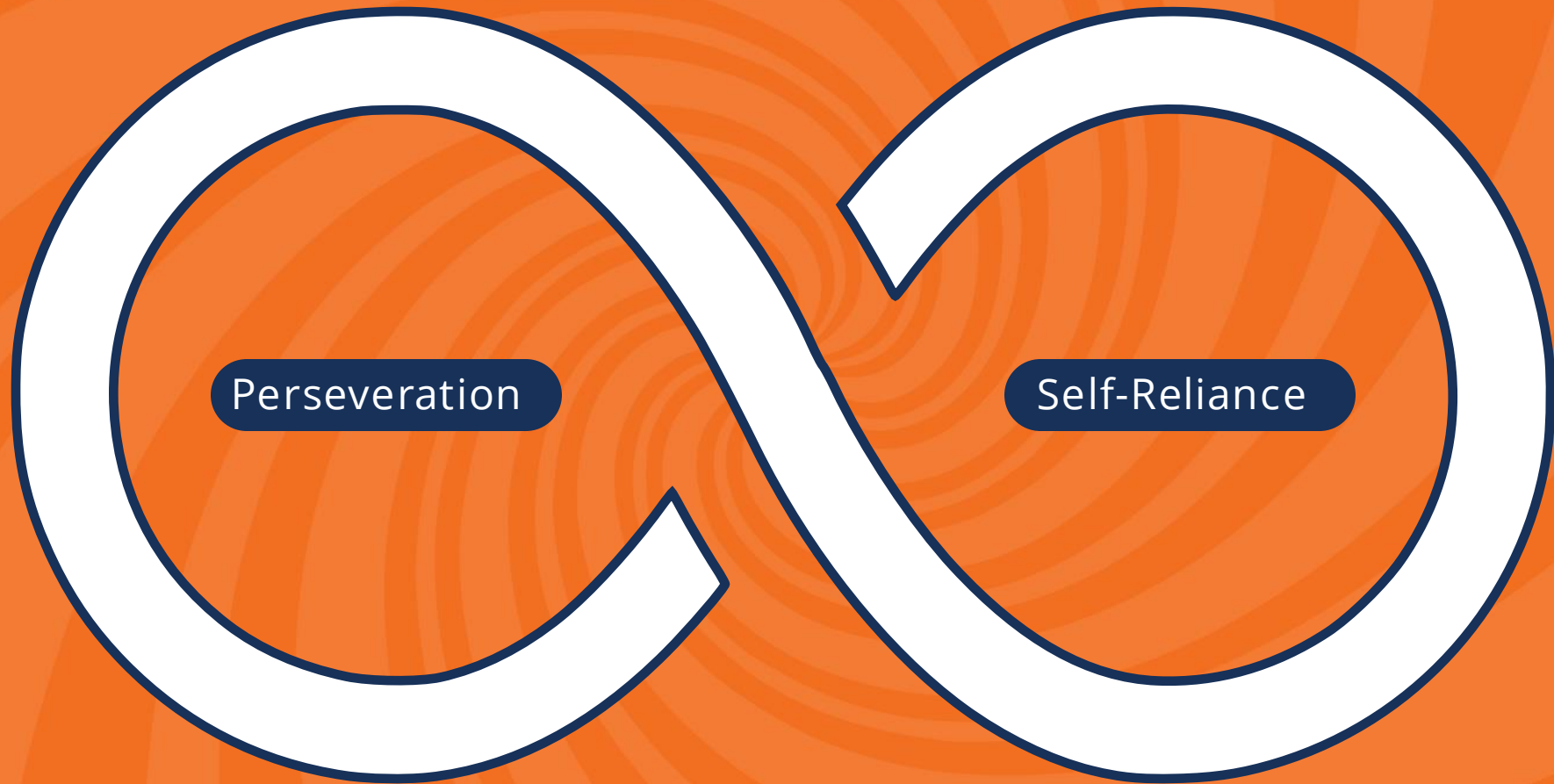
Full of joy, excitement and ambition (because you did the work in Q4) for the new year?

Or...

Full of fear, anxiety, and worry over money. Because you didn't do the work.

It's your call.

Feeling Stuck 📍



4. Close the gap on the 6%

6% From Life Events



Diapers



Death



Diamonds



Divorce



Diplomas



Defaults



D'Relocation



Close The Gap on the 6%



Email Campaigns



Equity Update Email



Email Campaigns

Equity Update Email



Subject: How much equity have you gained in 2024?

Many of my clients have been reaching out because they're considering selling in 2025.

To help, I'm setting aside time this week to prepare updated home value reports.

Can I prepare one for your home?




P.S. I just completed a report for a client who gained \$53,000 in the last 12 months. I think you'll be surprised by your number.

Here's the
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.
2. This is just in the last 12 months.
3. The data shows, for every listing they earned, they lost 3 to 5

Resources:

- 1. ReValuate** – Database score + Contacts integrity.
- 2. ListingLeads.com** – Low cost, uber effective marketing pieces to attract sellers. (**\$99m/**)
- 3. HiFello.com** – automated email/landing pages for larger databases to nurture and identify potentials sellers. (**\$299 to \$799m/**)

Find out how much revenue is hiding in your dead-a-base

Step 1

Audit your CRM



Step 2

Nurture your CRM



**Start with a free
database audit**

PRIORITIZE REVENUE



4. We Must Close the Gap on the 6%

**5. Marketing to
identify the
“sell in 2025 list”
now!**

STOP!

**What are my takeaways?
What actions will I take?**



Don't practice on customers and clients

Scan to try TomAI+ Roleplay

Critical scenarios, leaderboards, instant feedback



<https://roleplay.tomferry.com>

PRIORITIZE REVENUE



**“What’s your biggest
CHALLENGE today?”**

Business is Solving Problems

Safe to say **YOU**
NEED to take

WAY MORE
LISTINGS!



Who's controlling the market?

2,150,011 Listings

Sold Jan to July 2024

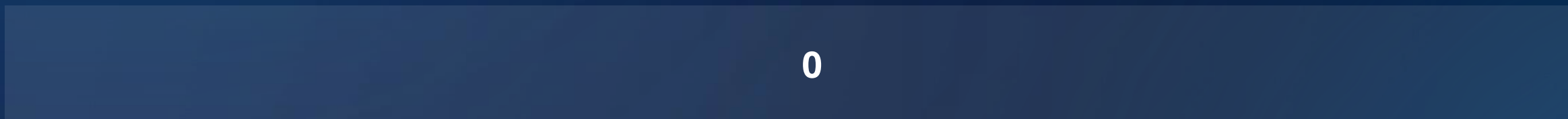
74%

% OF AGENTS



0

OF LISTINGS **SOLD**



Data for the first 7 months of 2024

THE LISTING EDGE

14%

% OF AGENTS

215,534 Agents

1-4

OF LISTINGS SOLD

591,821
Listings **Sold**

Data for the first 7 months of 2024

THE LISTING EDGE

6%

% OF AGENTS



5-10

OF LISTINGS SOLD



Data for the first 7 months of 2024

THE LISTING EDGE

2%

% OF AGENTS



11-20

OF LISTINGS SOLD



Data for the first 7 months of 2024

THE LISTING EDGE

.5%

% OF AGENTS



21-30

OF LISTINGS SOLD



Data for the first 7 months of 2024

THE LISTING EDGE

.17%

% OF AGENTS

2,579 Agents

31-44

OF LISTINGS SOLD

92,935 Listings Sold



Data for the first 7 months of 2024

THE LISTING EDGE

.14%

% OF AGENTS

2,134 Agents

45+

OF LISTINGS SOLD

262,295 Listings Sold



Data for the first 7 months of 2024

THE LISTING EDGE

AGENTS

LISTINGS SOLD

1,111,200



0

215,534



591,821

2.7 per agent

91,117



618,482

6.8 per agent

30,557



431,232

14 per agent

6,255



153,246

24 per agent

2,579



92,935

36 per agent

2,134



262,295

123 per agent

Data for the first 7 months of 2024

THE LISTING EDGE

22.7% of agents and
teams **control 72%**
of the market

Who wants
MORE?

What's the
insight?

**"YOU NEED
to Prioritize
LISTINGS!"**

REVENUE



solves everything



Don't practice on customers and clients

Scan to try TomAI+ Roleplay

Critical scenarios, leaderboards, instant feedback



<https://roleplay.tomferry.com>

Break

THE LISTING EDGE



Jimmy **MACKIN**





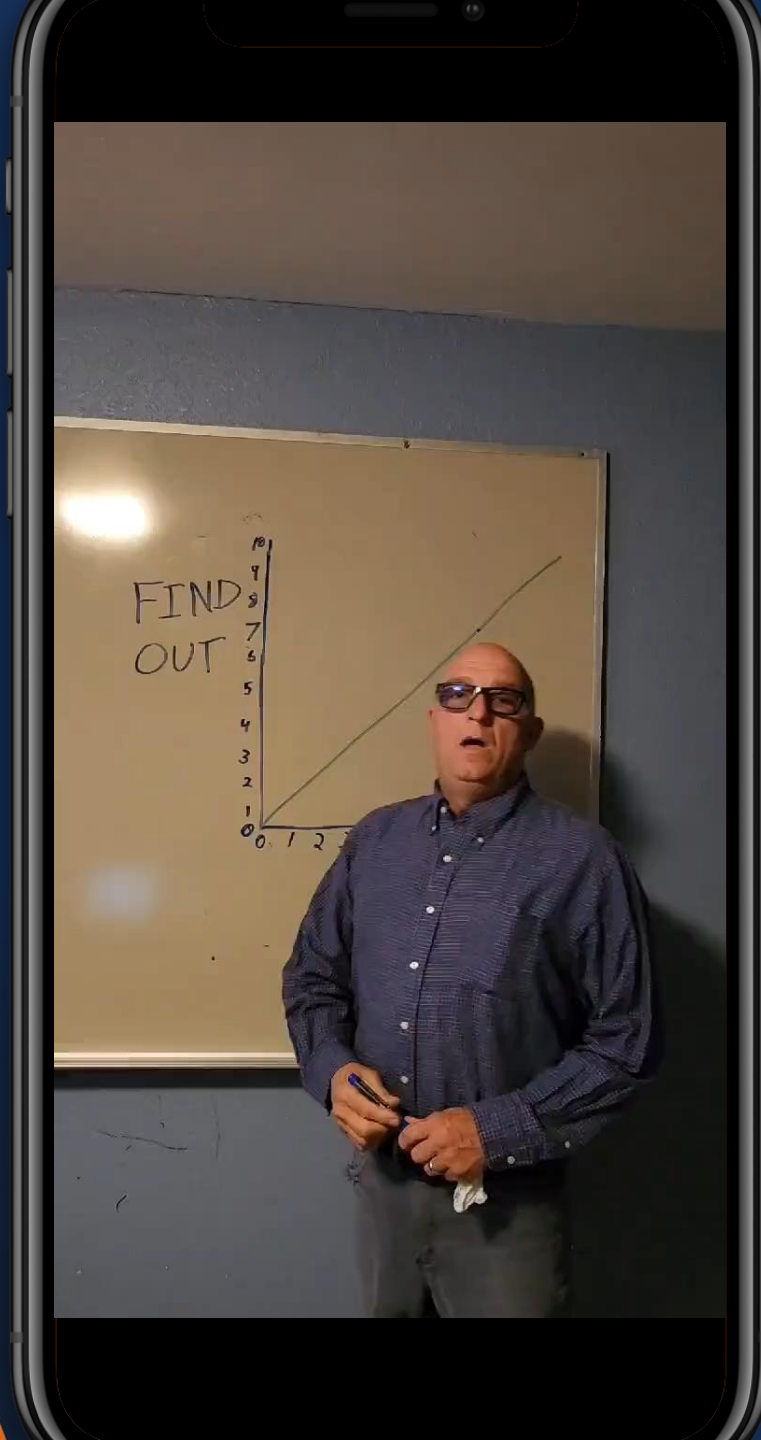
What's the **MOST** under marketed asset by agents?





MORE Listings, from
my Listings, by creating
MORE Attention!

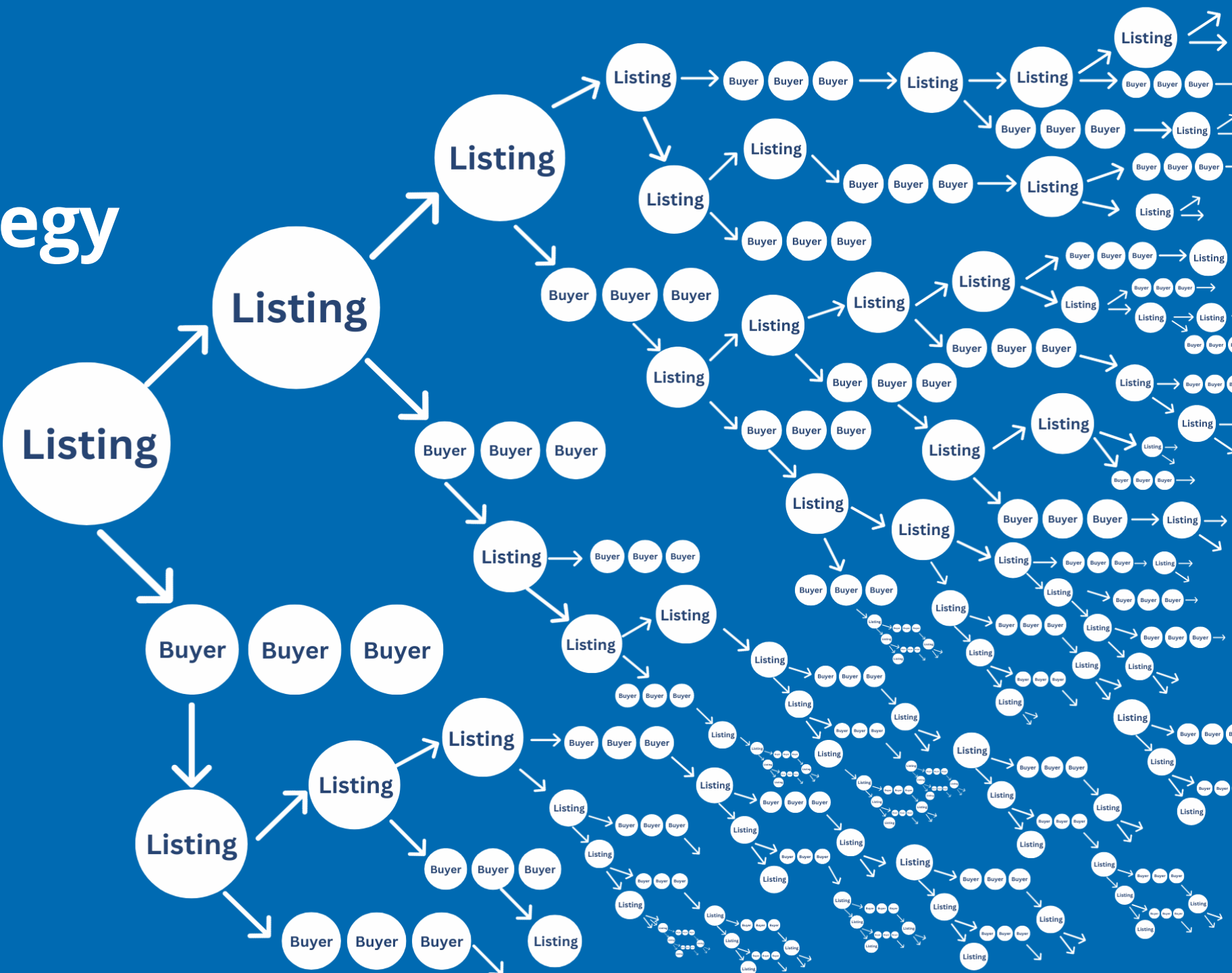
“When was the last time you
took the time to Reimagine how
you market **your listings** to
generate **MORE!?**”



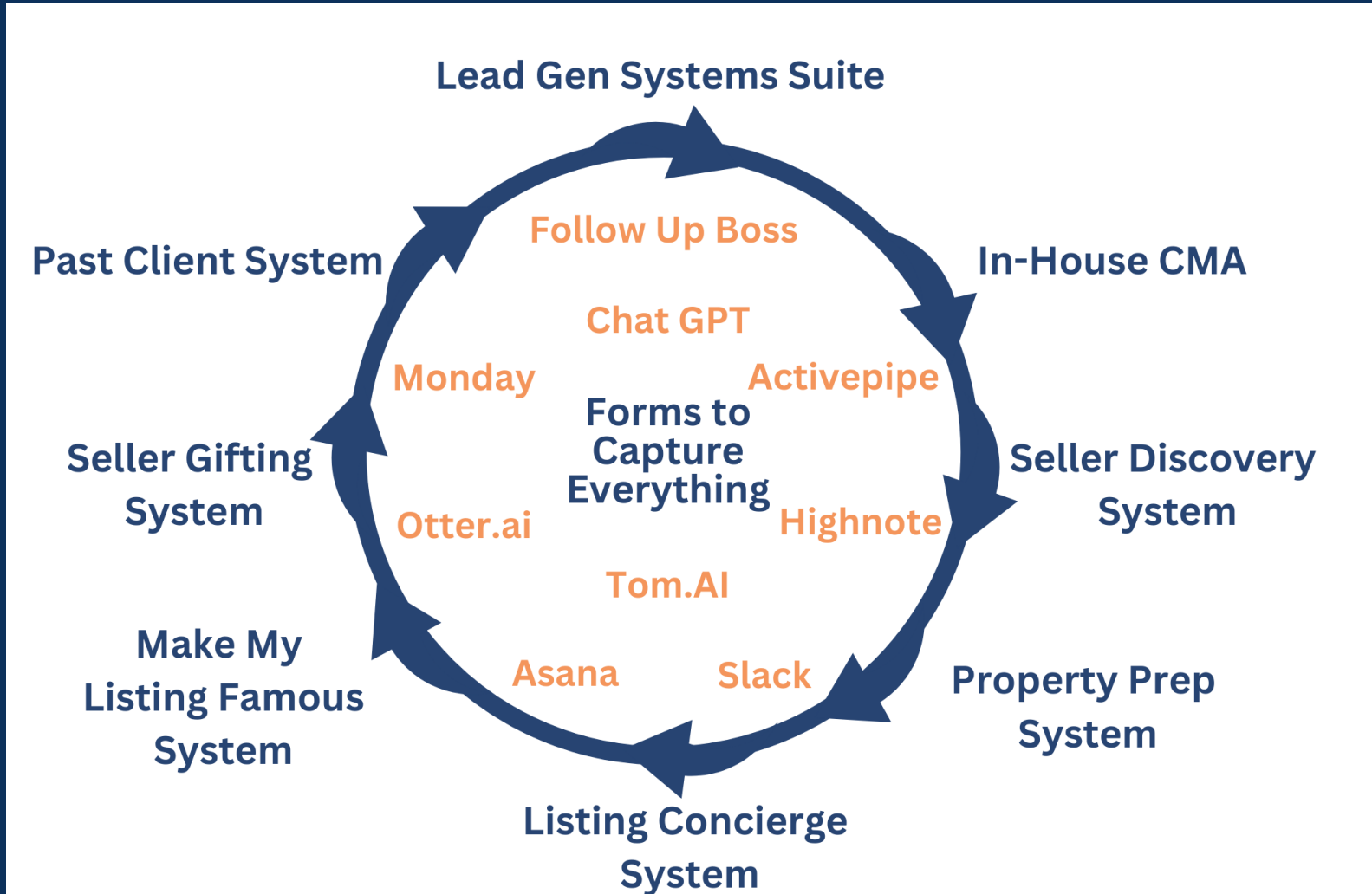
TF TomFerry

How to Find Out What Works?

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..

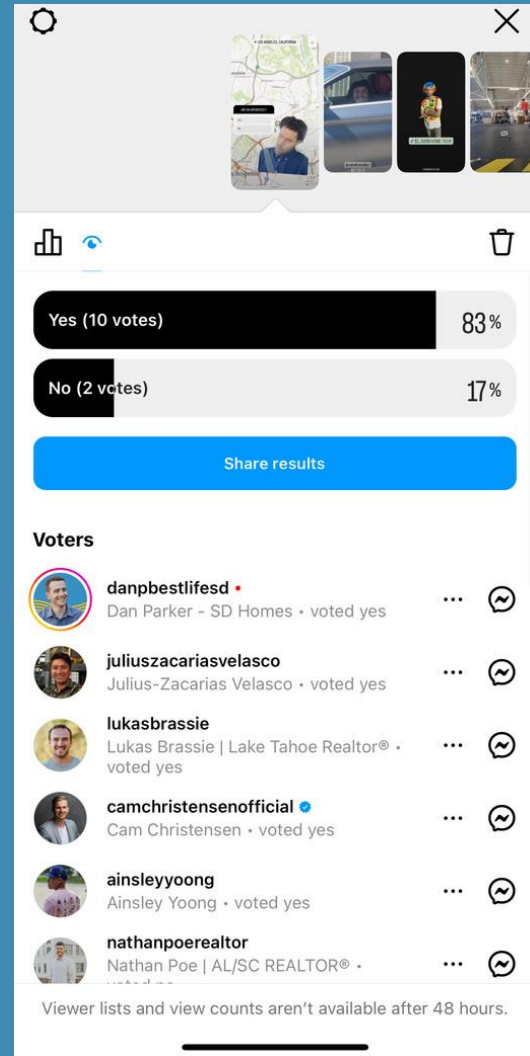
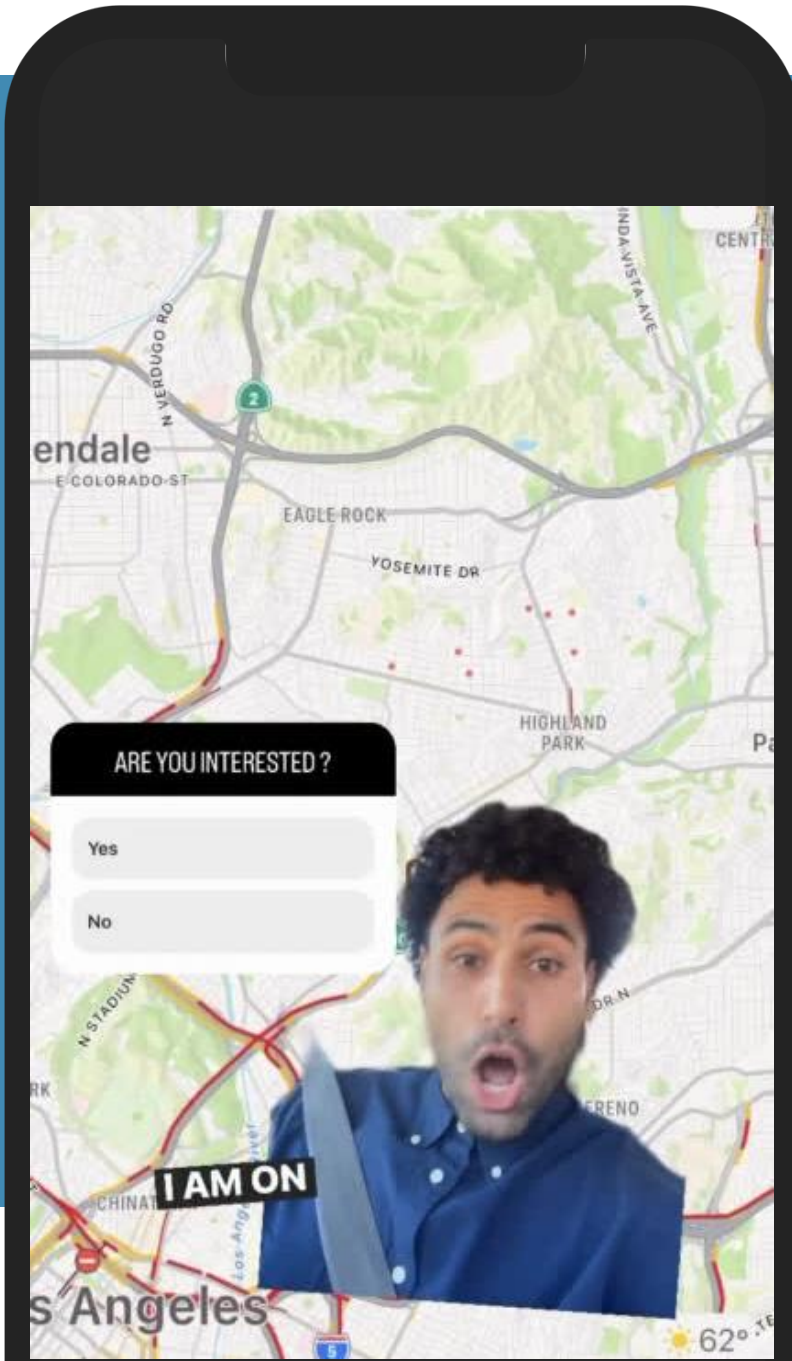
I can't share too much yet, but I'm about to meet up with a potential seller who's thinking about listing their home.

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 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

REVENUE



solves everything

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
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REAL MARKETING

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**Creates
Curiosity!**



Did you
hear about
your neighbor?

Scan here to find out!



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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

Email

Phone

Address



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

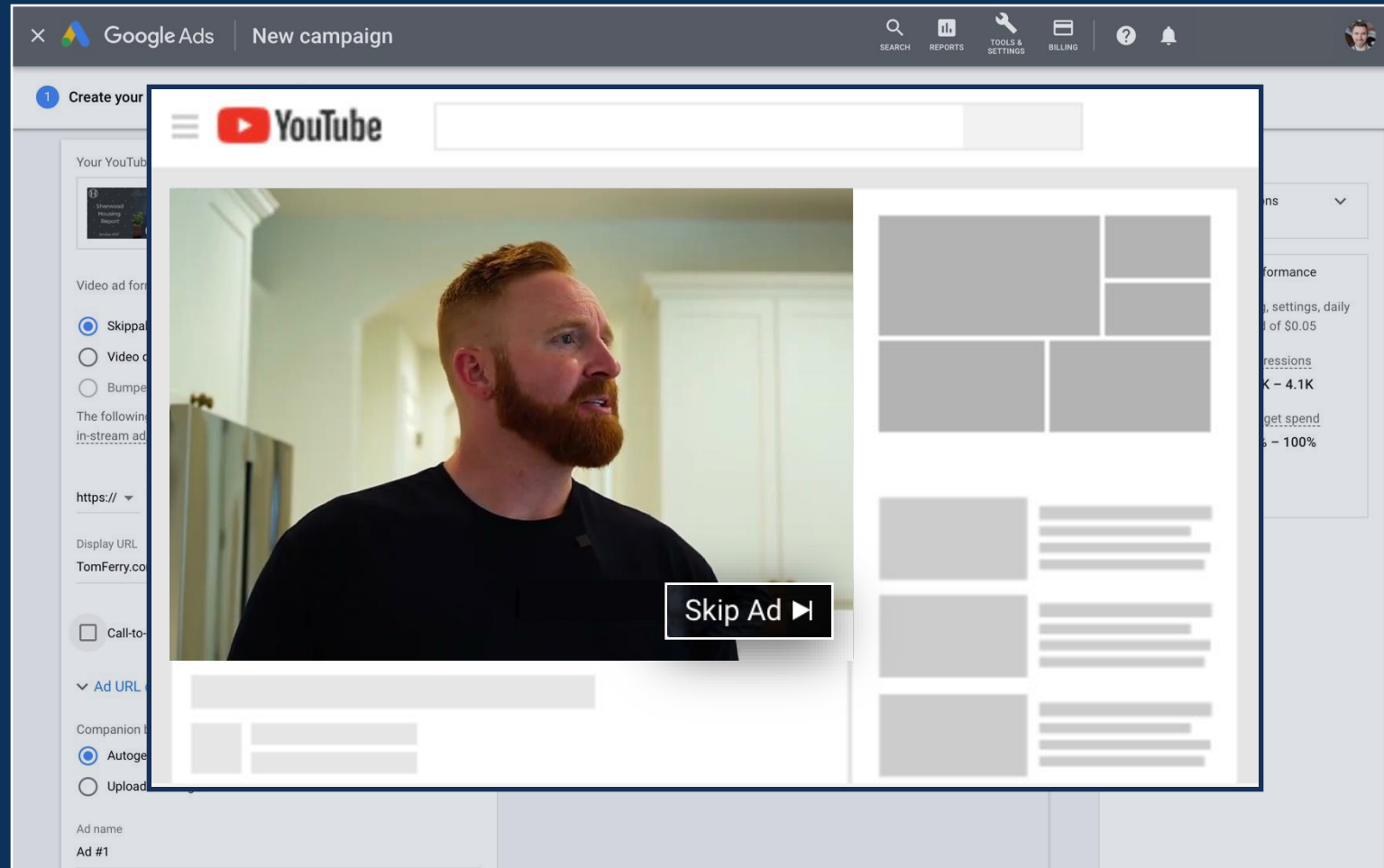
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STEPHANIE Younger

**@Compass
Los Angeles**

YouTube Commercials



THE LISTING EDGE



SHANE BURGMAN

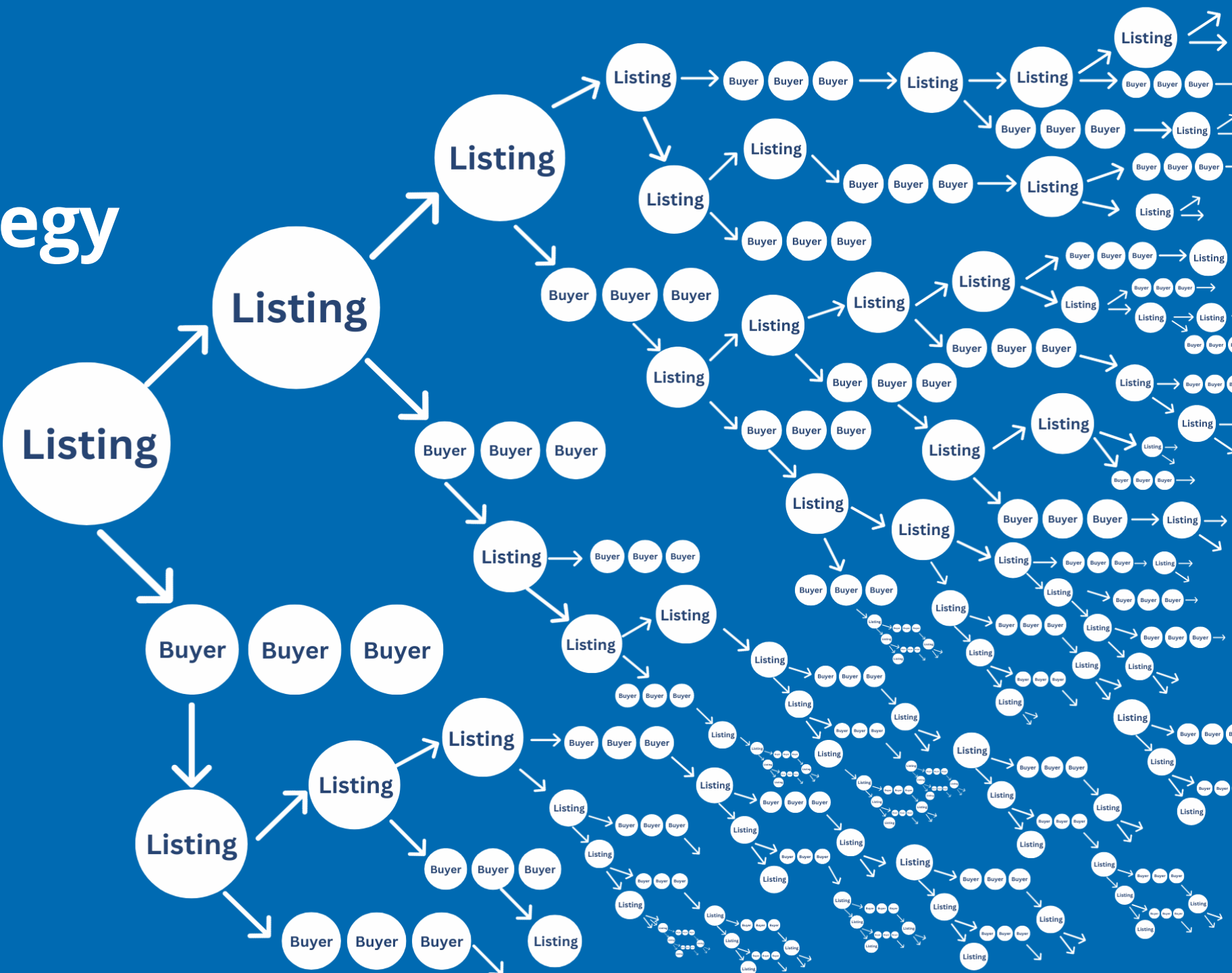


THE LISTING EDGE

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
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 Strategy



REVENUE



solves everything

Akasia Effect

Akasia is the state of acting against your better judgment. it is when you do one thing even though you know you should do something else. Loosely translated, you could say that akasia is procrastination or a lack of self-control.

Akasia is what prevents you from following through on what you set out to do.



Lunch

THE LISTING EDGE



David **CHILDERS**

 **KEEPING CURRENT MATTERS**



Test your roleplaying skills with instant feedback

Compare your performance to other agents

"Roleplay" is just ONE of many TomAI+ features for coaching clients



<https://roleplay.tomferry.com>

REVENUE



solves everything



THE LISTING EDGE

Why Don't I Really Play Full Out?





What stops me from
operating at
MY LEVEL 10?

The Addiction to...

OPINIONS OF OTHERS



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

Break

THE LISTING EDGE

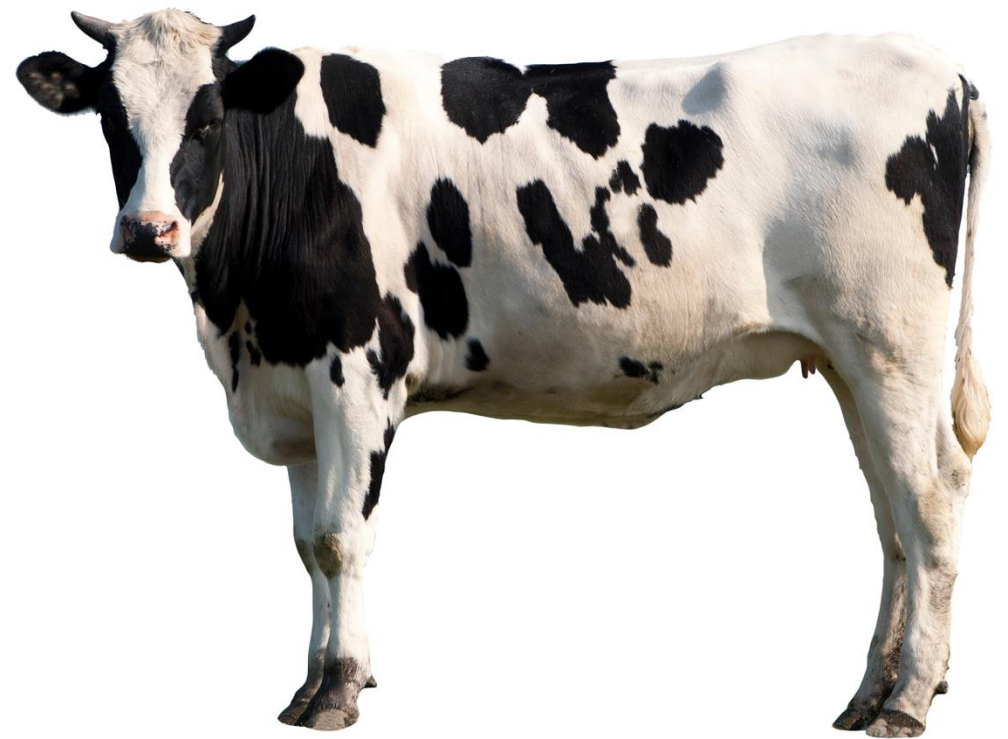


COACH

Kristi
JENCKS



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





THE LISTING EDGE

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?



STOP!

What are you thinking?

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)



THE LISTING EDGE



THE LISTING EDGE

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



**What are you
thinking?**



Don't practice on customers and clients

Scan to try TomAI+ Roleplay

Critical scenarios, leaderboards, instant feedback



<https://roleplay.tomferry.com>



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



5 Things

THE LISTING EDGE



What are my top 3 personal goals for the next 90 days?

Relationships?

Health?

Spirit?

Savings?

Contribution?



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

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/club Support Team Showing Smart Setting seller expectations Se. Julepa Open House What good commercial Languages 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 Kary 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 line email Slack until closing Caption Vault Listing Coordinator Hire



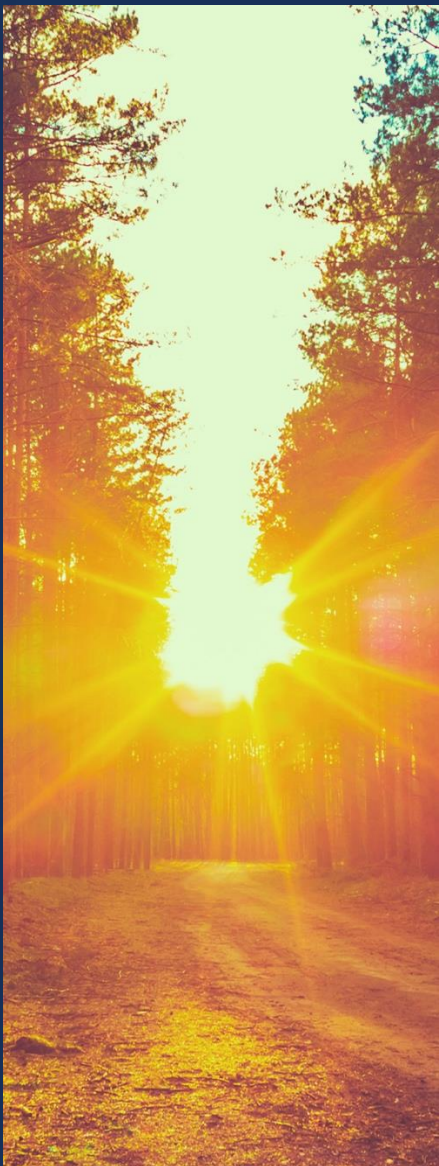
Jamie McMartin

“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

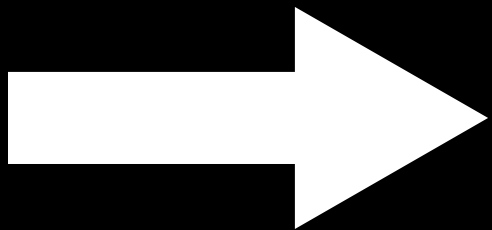
- 1. Weekly Dashboard Review/Commitments**
- 2. Weekly Marketing Meeting**
- 3. Weekly Sales Improvement Meeting**
- 4. A Focused Weekly Coaching Session**

REVENUE

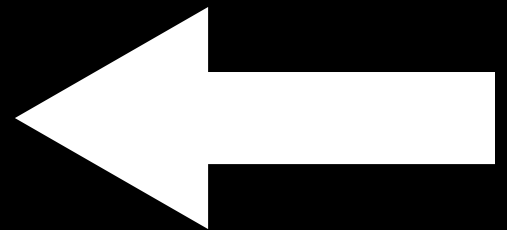


solves everything

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 & sell like Oprah
- ☐ 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 |

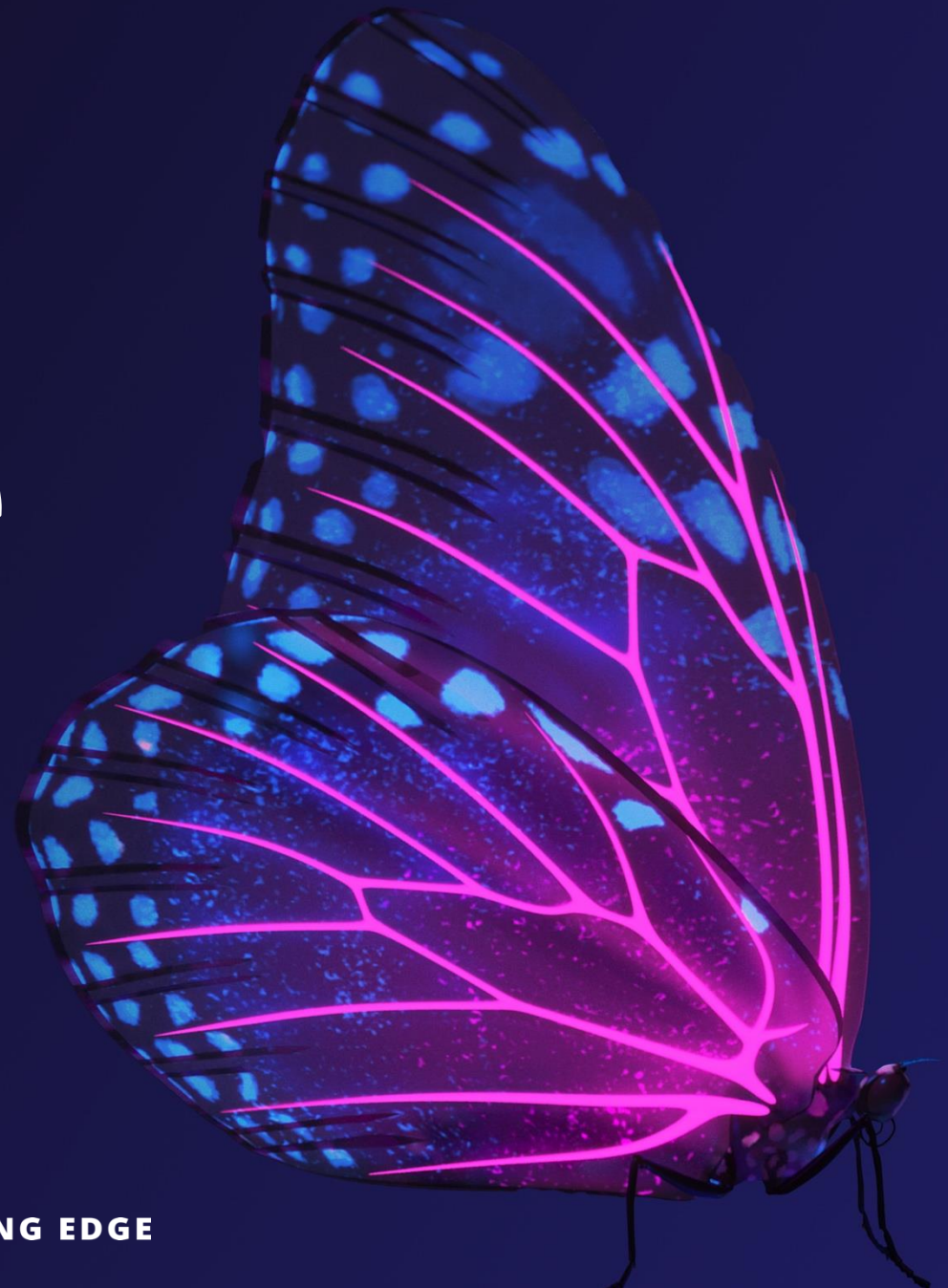
Monthly Checklist

- ☐ 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



THE LISTING EDGE

**What am I
Committed to?**

**Thank your
title partner!**

THE LISTING EDGE



CHICAGO TITLE®



Fidelity National Title



TICOR TITLE®



VALLEY TITLE

Powered By

PalmAgent

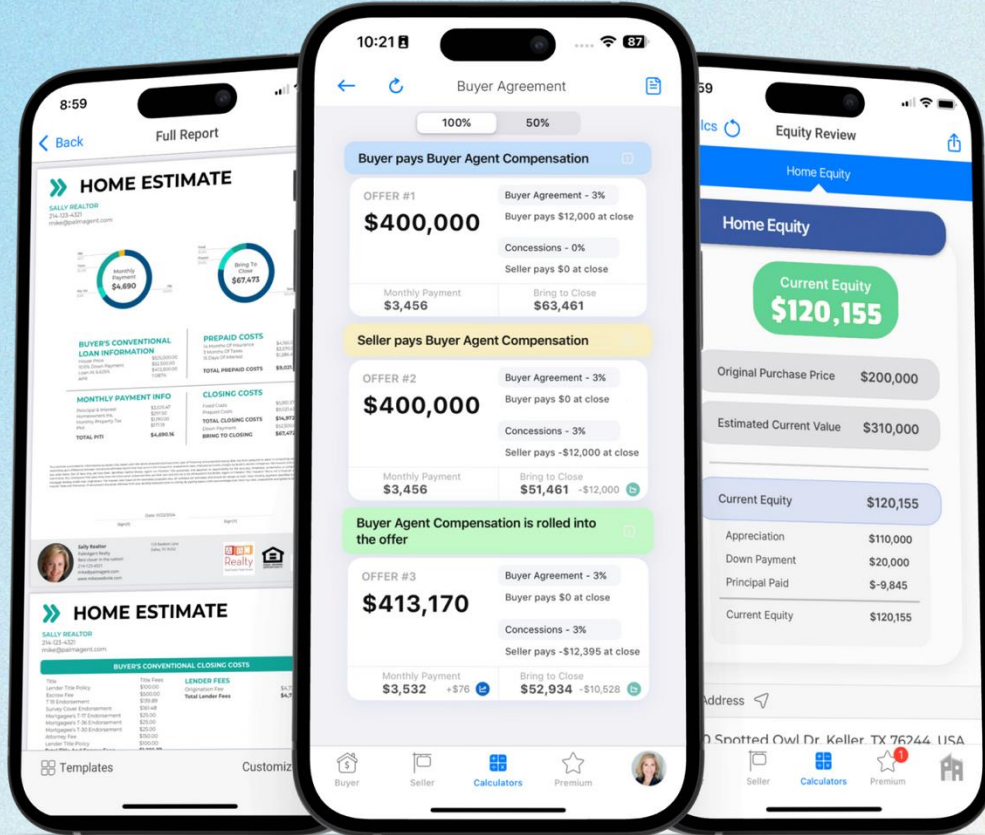
Real Estate's #1 Closing Cost

App



Seattle Roadmap

Scan to Download



ChicagoAgent
t



TicorAgent
t



FidelityAgent
t



ValleyTitleApp



thank
you

THE LISTING EDGE



Agents' Roles are Changing

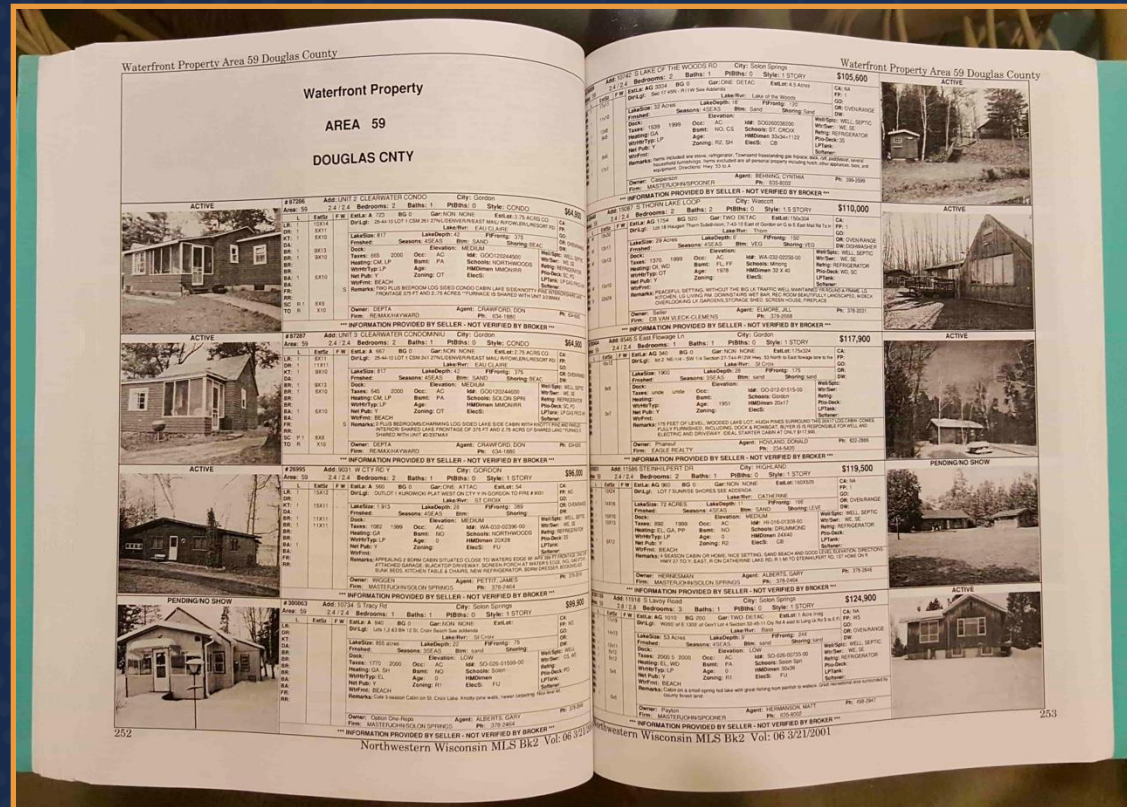
“Smart agents & teams will begin educating & marketing their **“PROCESSES”** that emphasize how to make buying **“easier”, “more convenient”, less stressful”, “protecting their interests”, even “safer”... FIRST!**



**“The only thing
that’s constant
is change”**

Tom J

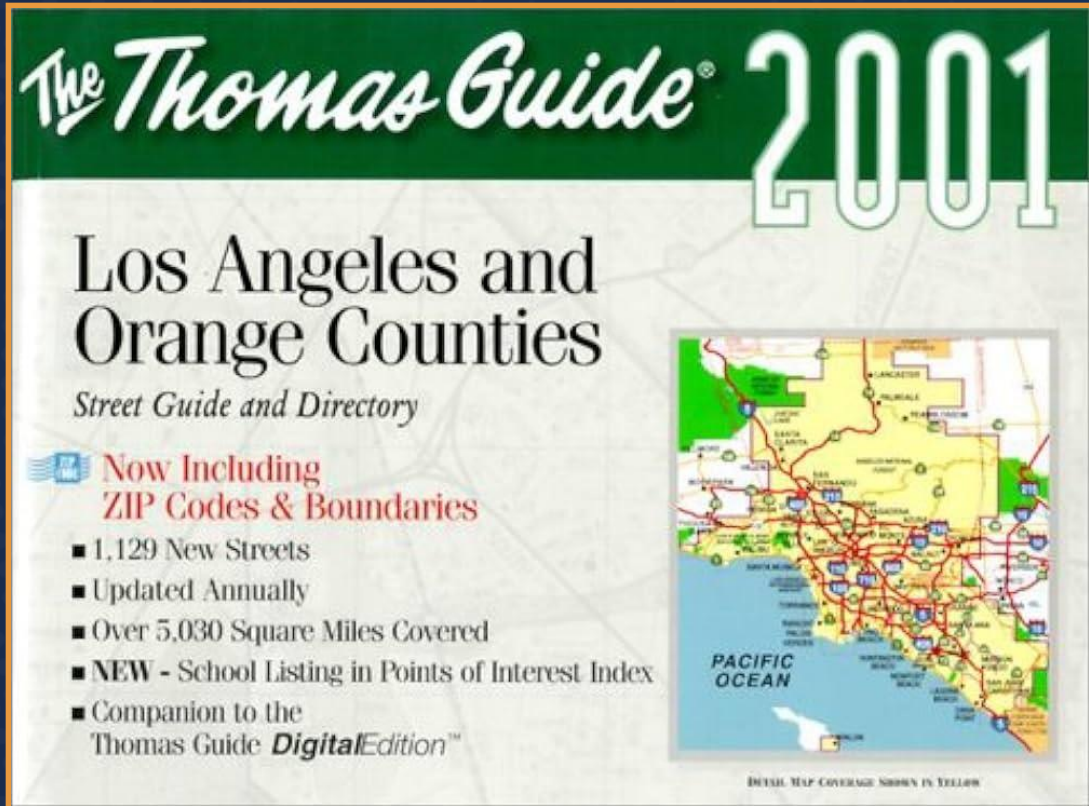
PREDECESSOR



SUCCESSOR



PREDECESSOR



SUCCESSOR




PREDECESSOR



SUCCESSOR



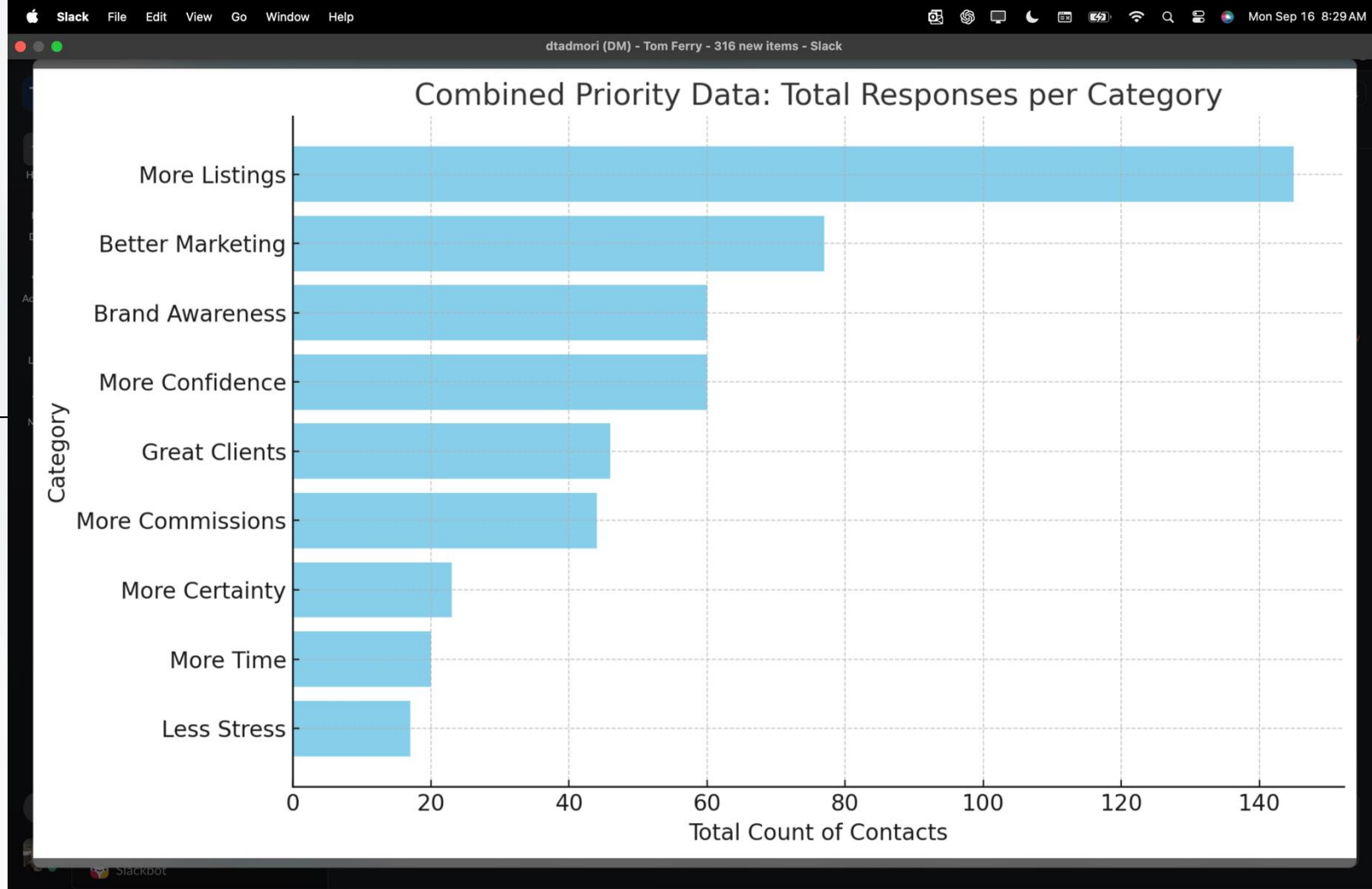


What did you do during
the pandemic?



**“What have I learned
after 3 decades & 70,000
hours of coaching?”**

**We just surveyed
over 25,000
agents**



Yes. Frontloading.

19%

Wants!

More time.

More money.

Less stress.

More listings.

More certainty.

MARKETING



FOLLOW UP



SKILLS



LISTINGS



ONE TO THREE



MARKETING FOLLOW UP SKILLS LISTINGS ONE TO THREE





SO WHERE ARE
YOU **STUCK?**

REVENUE



solves everything



How will I create
MORE Attention?



Q: How many clients & sphere vs prospects in my database?

6% From Life Events



Diapers



Death



Diamonds



Divorce



Diplomas



Defaults

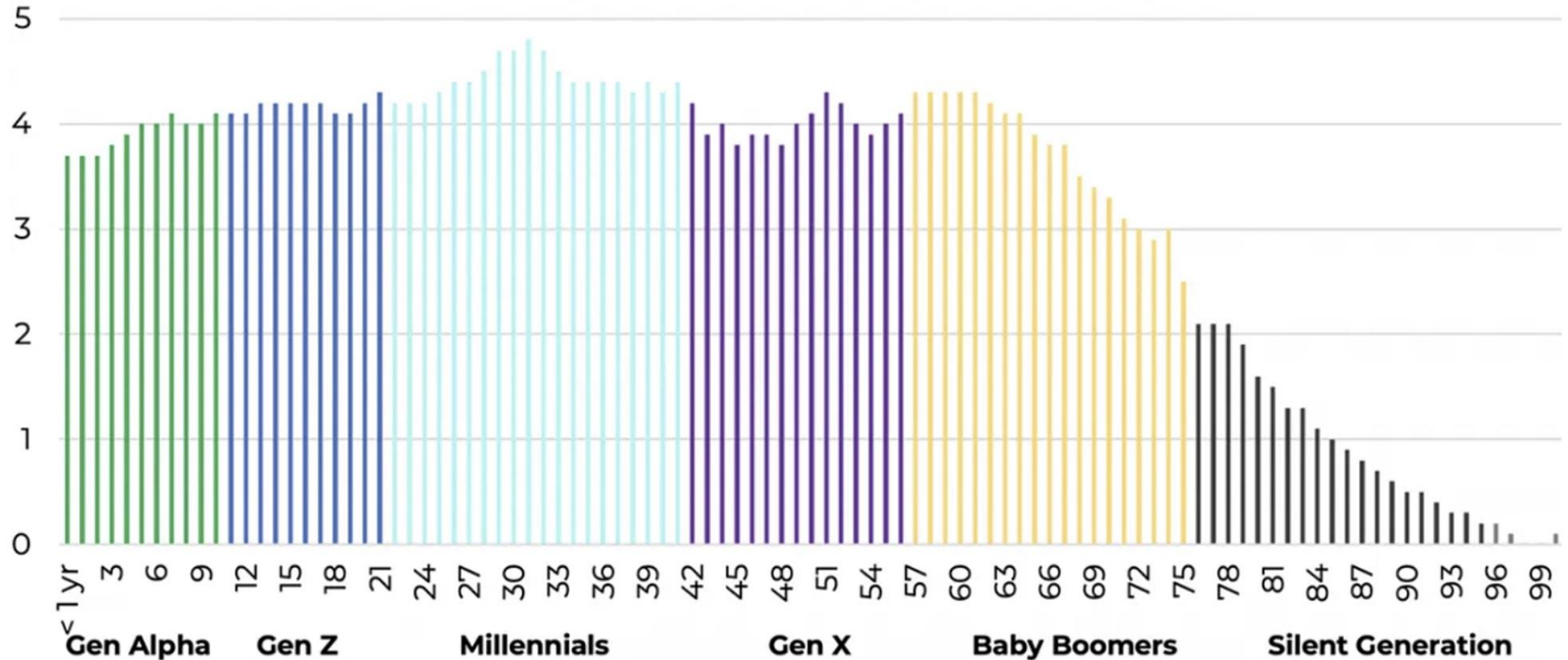


D'Relocation



Generational Cohorts - at a glance

U.S. Population by Age (in millions)



Source: U.S. Census

“Every **listing**,
every **sale** and
every **appointment**
starts with a
conversation.”

(Time **TO START MORE** of them)

THE LISTING EDGE



Meaningful, valuable, personal conversations



Lead to discussions of the next move



Leads to listing appointments



Generates listings



They all ask:

**How's the
real estate
market?**

THE LISTING EDGE

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?”



**Want the
easiest way to
DELIVER VALUE
AND ELEGANTLY
DISCOVER who's
considering
making a move?**



How Much Equity Did You Gain?



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



Albuquerque Roadmap

THE LISTING EDGE



@the.mangin.team

Meaningful, valuable, personal conversations



Lead to discussions of the next move



Leads to listing appointments



Generates listings

Past Clients / Sphere – (neglected)

1. (Name) It's Tom Ferry at (ABC Realty), I helped you guys with your home purchase on (address) in (year)... It's been forever...
2. Do you guys still live at (address)?
3. I thought about you the other day... did you guys ever (something you remember they wanted to do)?
4. So, there's been a LOT of national data shared about the real estate market, when was the last time you had a local look at home prices?

Past Clients / Sphere – (last 2/3 years)

1. (Name) its (Tom Ferry) at (my company name)... How are you?
2. I'm sure you've been inundated with market stats and national news telling you real estate home vales are tanking...
3. I'm calling to find out if you have any questions about OUR market, Your neighborhood values and YOUR homes value?
4. I'm curious, do you have any plans to remodel, any home improvements and of so, do you need a recommendations on great home service providers?
5. I've noticed more buyer demand and interest in your neighborhood ... I'm curious... have you heard... ANY rumors... of a neighbor thinking about making a move?
6. Would it be okay, if I checked in periodically, to see if you've heard, any rumors, of potential opportunities for home shoppers in your neighborhood?

Past Clients / Sphere – Pro's Only

1. (Name) I'd be the WORST REALTOR on the planet if I didn't ask... have you had ANY thoughts of selling?
 - a. Really?
2. Do you know.. Anyone.. Whose had thoughts of selling?
 - a. You don't know anyone??? (long pause)
3. I'm curious, do you know anyone who tried to sell and it didn't work out?



What Happens If I Don't?

THE LISTING EDGE

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

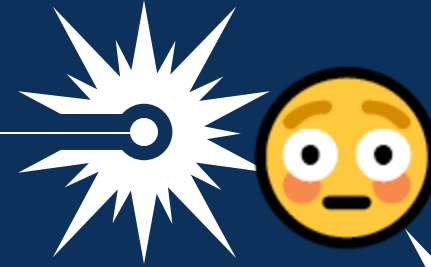
Q: What obstacles will I face?

Obstacles

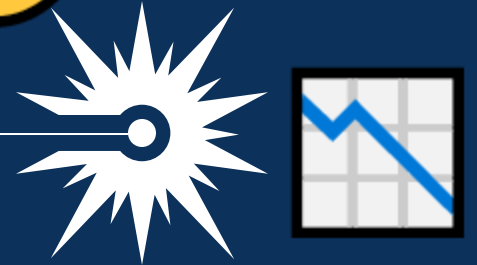
to overcome!

Four converging forces impacting 2024

AN ELECTION YEAR



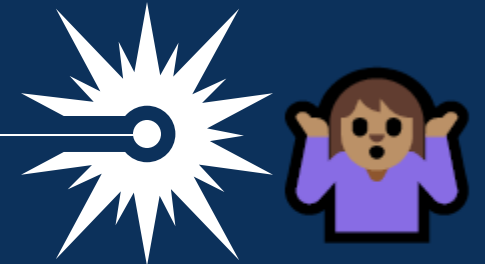
THE RATES



PENT UP DEMAND



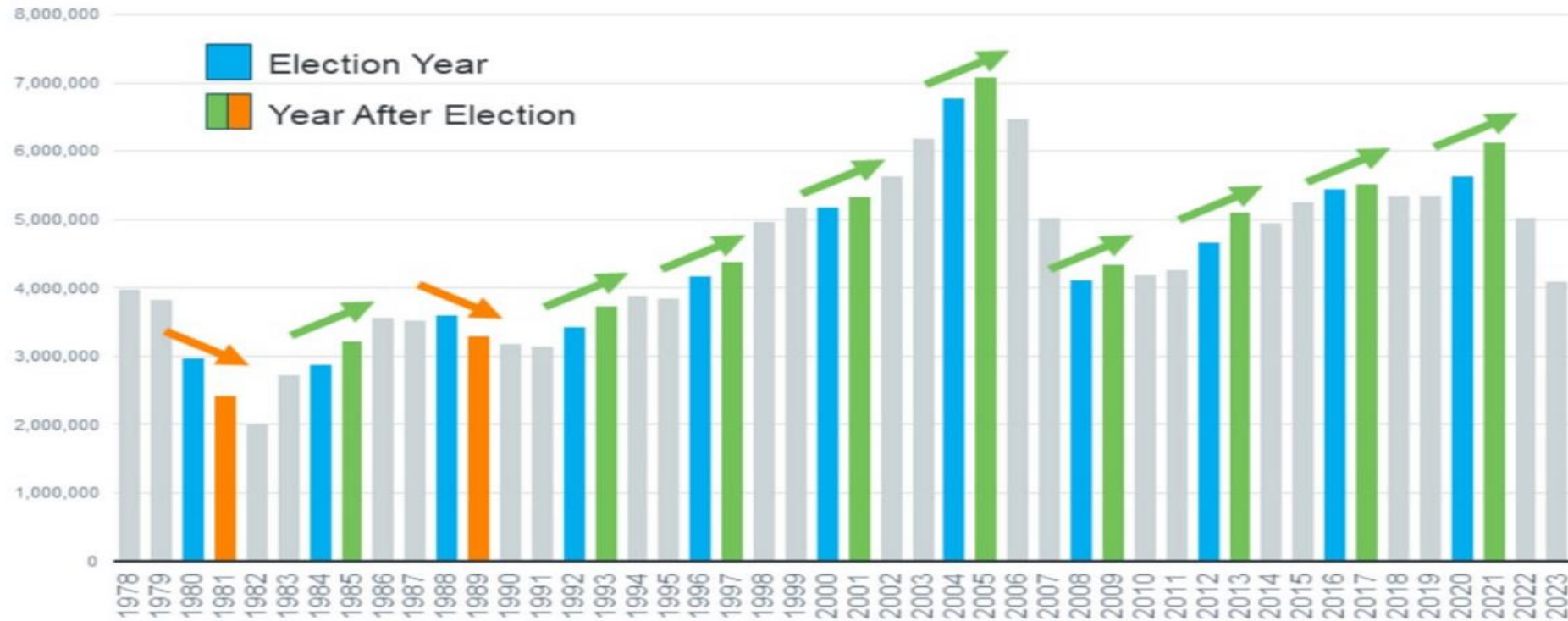
LACK OF INVENTORY



What do we
know...

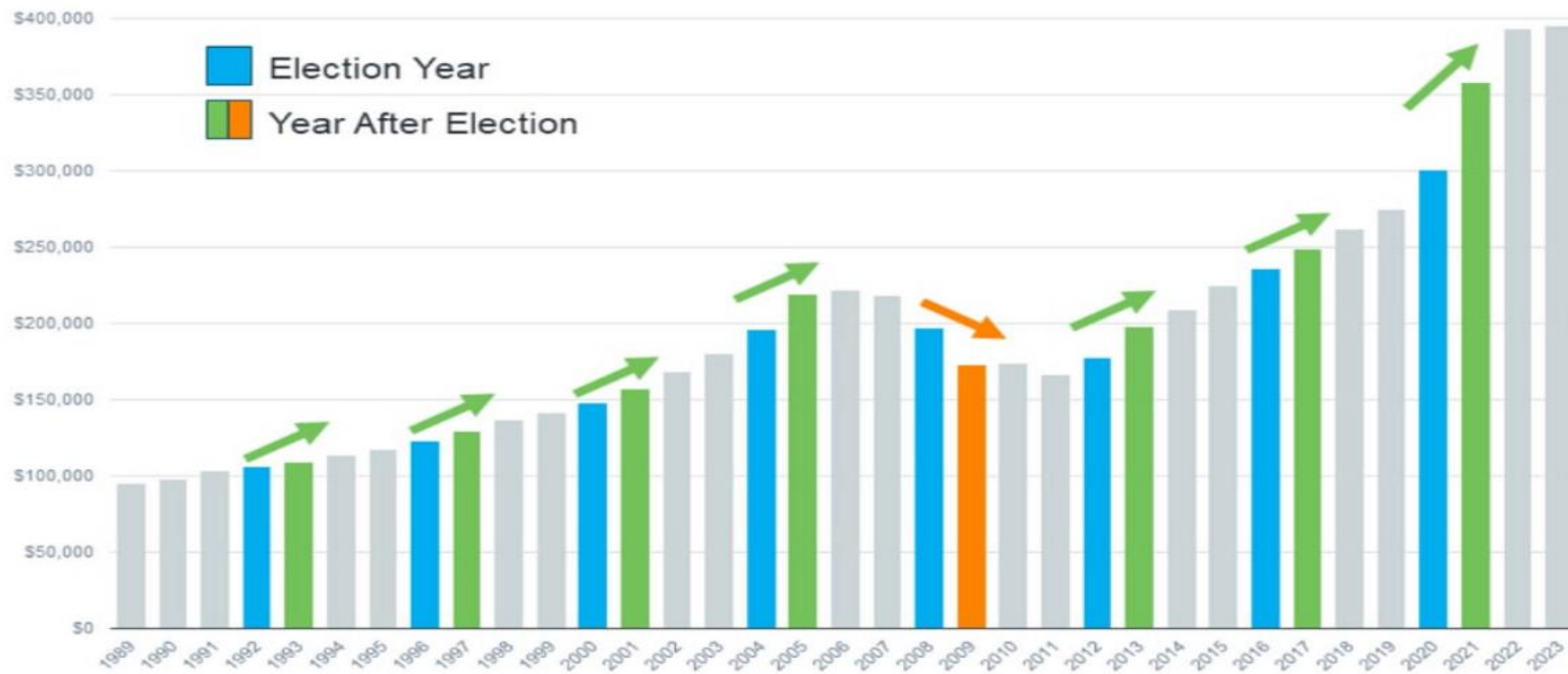
HOME SALES WENT UP AFTER 9 OF THE LAST 11 PRESIDENTIAL ELECTIONS

U.S. Annual Existing Home Sales



HOME PRICES WENT UP AFTER 7 OF THE LAST 8 PRESIDENTIAL ELECTIONS

U.S. Annual Median Sales Price of Existing Single-Family Houses Sold



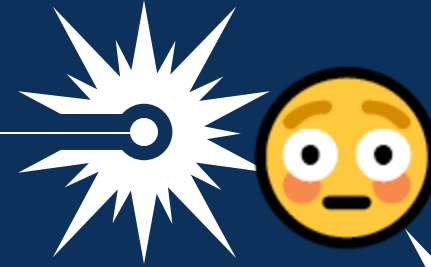
MORTGAGE RATES DECREASED LEADING UP TO 8 OF THE LAST 11 PRESIDENTIAL ELECTIONS

Change from July to November of Recent Election Years

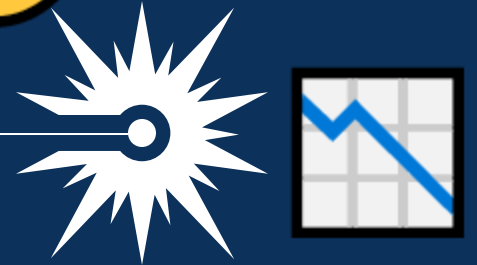
Election Year	Change	Difference
1980	12.19% to 14.21%	+2.02%
1984	14.67% to 13.64%	-1.03%
1988	10.43% to 10.27%	-0.16%
1992	8.13% to 8.31%	+0.18%
1996	8.25% to 7.62%	-0.63%
2000	8.15% to 7.75%	-0.40%
2004	6.06% to 5.73%	-0.33%
2008	6.43% to 6.09%	-0.34%
2012	3.55% to 3.35%	-0.20%
2016	3.44% to 3.77%	+0.33%
2020	3.02% to 2.77%	-0.25%

Four converging forces impacting 2024

AN ELECTION YEAR



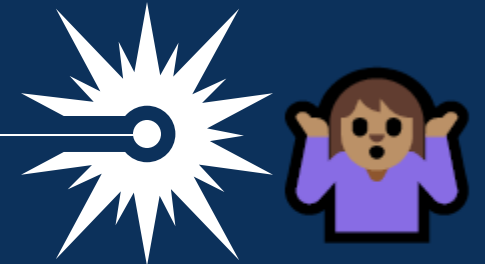
THE RATES



PENT UP DEMAND



LACK OF INVENTORY

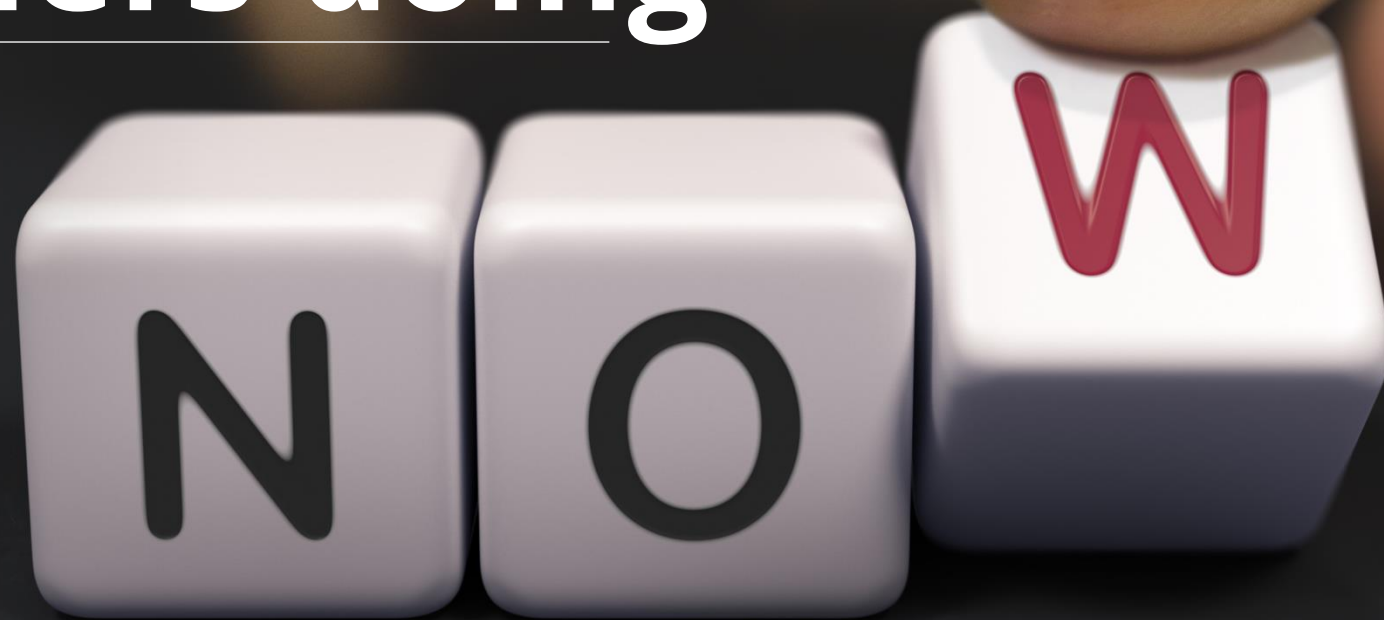


**It's now a prerequisite:
Agents & Teams must Know,
Show & Demonstrate Their
Value to Earn a Fee**

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



It's simply time to adjust
our **processes, contracts**
and our **language?** 🙄

What are others doing




THE LISTING EDGE

Signed April=108 | April=62


 x 

KEN POZEK

On his YouTube channel, through community events, and working with thousands of real estate clients, Ken's passion for community building in Orlando is evident in all he does. As the team leader of the Ken Pozek Group, Ken and his team are striving to be the go-to resource for all things Orlando. So whether you're looking to buy or sell a home in Greater Orlando, or you're just looking to stay in the know, Ken and his team are here to help!



"He's like if Walt Disney's Grandson sold real estate"
-Subscriber




- HOME
- SELL
- BUY
- TEAM
- COMI


- Attention to Detail - We understand the market and can guide you help you find your new home.
- We Build Relationships - A good portion of our transactions come

Meet the Team

Admin Staff



Lisa Chinatti
Broker Owner



Jason Posnick
Director of Sales

Above Market Average

THE LISTING EDGE



Want to know
H**W?**

THE LISTING EDGE

Dialogues for existing buyers

“(name) we’ve been working together for the last (x weeks/months) would you say I’m living up to the promise we talked about in our initial consultation?”

Great, I’ve enjoyed working with you to. The next logical step would be to formalize our partnership with a buyer broker agreement, can I explain? 😊

An aerial view of a vast blue ocean. A large, dark whale is swimming vertically, its tail fluke visible at the top. In the lower center, a small yellow kayak with a person inside is moving towards the whale. The text is overlaid on the right side of the image.

If you make it
a “big deal”...
then it is!

Just ASK! 😊



New Buyers

Dialogues – New Buyers

1. Tell me about what you'd like to do? (explore motivation)
2. What's your sense of timing?
3. Have you seen some homes online you like? What's your dream home?
4. (look at homes or start sending them homes via text)
5. Lets talk financing...

Dialogues – New Buyers

6. Here's my company/team... and how we work together to ensure a smooth, successful transaction.
7. The next step is to formalize working together, we typically start with a (non Exclusive)
8. Our professional fee is (x)...
9. How the fee gets paid... 3 options...

An aerial view of a vast blue ocean. A large whale is swimming vertically, its tail fluke visible at the top. In the lower center, a small yellow kayak with a person inside is moving away from the viewer, leaving a white wake. The text is overlaid on the right side of the image.

If you make it
a “big deal”...
then it is!

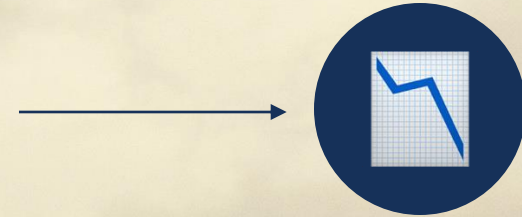
Just ASK! 😊

Choose your hard

1. Bite the bullet – start now.



2. Wait, panic, then start.



**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?"

90 Ways We Serve You

Courtesy of The Svelling Group

BRAND & LAMINATE



THE LISTING EDGE

90 Ways We Serve you

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

* Courtesy of The Svelling Group

90 Ways We Serve you

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

90 Ways We Serve you

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

90 Ways We Serve you

- 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

90 Ways We Serve you

- 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

90 Ways We Serve you

- 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

90 Ways We Serve you

- 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

90 Ways We Serve you

- 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

90 Ways We Serve you

- 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?**

How do I answer the question

“What else? Or Why hire me vs another agent?”

- Testimonials/reviews from clients
- Your sales track record (case studies)
- Your access to “pocket listings”
- Your ability to attract listings, where there are no homes for sale
- Examples of your ability to negotiate
- Your agent-to-agent relationships (examples)

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)
- Seller Rent Back
- 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...

1. The home seller has already set aside through a seller concession, my fee.
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...

What questions do you have about these three scenarios?

How will I improve upon all of this?

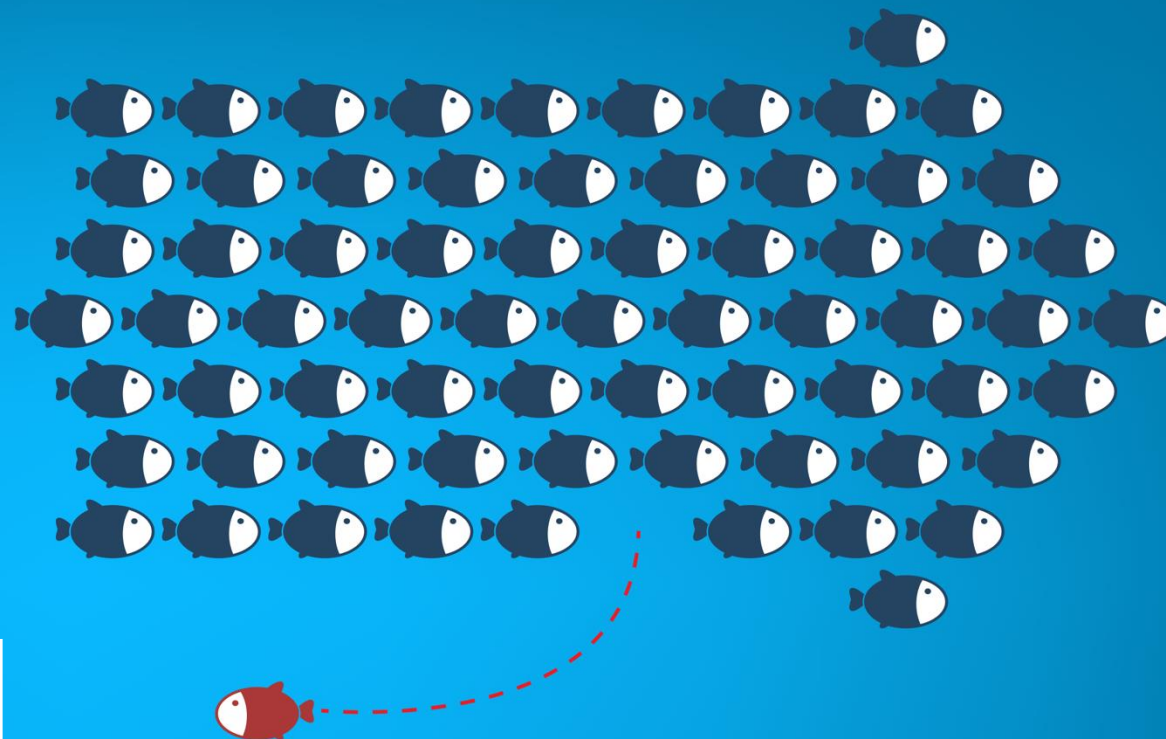


All **Great Businesses** have Six things in common...

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

Business, at its purest is,

Attention & Monetization



How are you
Differentiating Yourself?



Lost in “the sea of sameness?”



“Those without a
BRAND, compete
on **PRICE**.”

MY BRAND IS

01 My face, it's me

02 My words, my stories

03 My tone, how it makes people feel

04 My reviews/reputation/track record

05 My distribution – where & how often

06 The body of my work – in all mediums

07 It's what my clients say about you (W.O.M.A.N)



1

What are my Unique Factors?



2

**What am I
passionate about?**



**What medium
am I known for?**

THE LISTING EDGE

**PHIL
GERDES**

SOCIAL

**MATT
CURTIS**

BILLBOARDS

**SHANNON
GILLETTE**

TELEVISION

**MAUREEN
FOLAN**

MAILERS

**KRIS
WEAVER**

RADIO ADS

**KEN
POZEK**

VIDEO



THE LISTING EDGE



3

**Can you use another
Brand to Build Yours?**

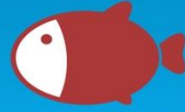


 realtor.com[®]

THE LISTING EDGE



**What are you
thinking?**



How else can I
Differentiate Myself?

A man with a beard and bald 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 dark wall with a large, vibrant tropical mural featuring various plants and a pineapple. The overall tone is relaxed and confident.

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**What are you
thinking?**



What am I
committed to
regarding my
Brand?