

**Thank our  
partners!**

# *Thank You to Our Partners*



# Tag Tom on your social posts



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry

**@TomFerry**

**@Ferryintl**

**#FerryIntl**

**#TomFerry**



**Thank your  
title partner!**







**Why Are  
You Here?**



# Mindset Adjustment?





**WHO** wants to  
**EARN MORE**  ?

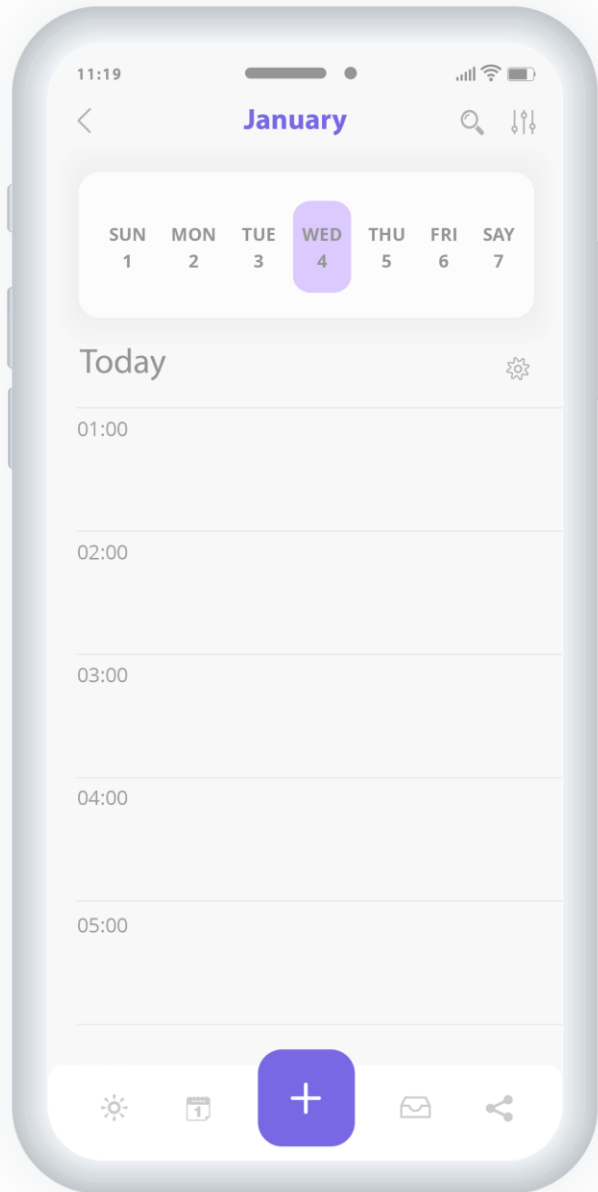
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# AGENTS JOIN US FOR 10 REASONS

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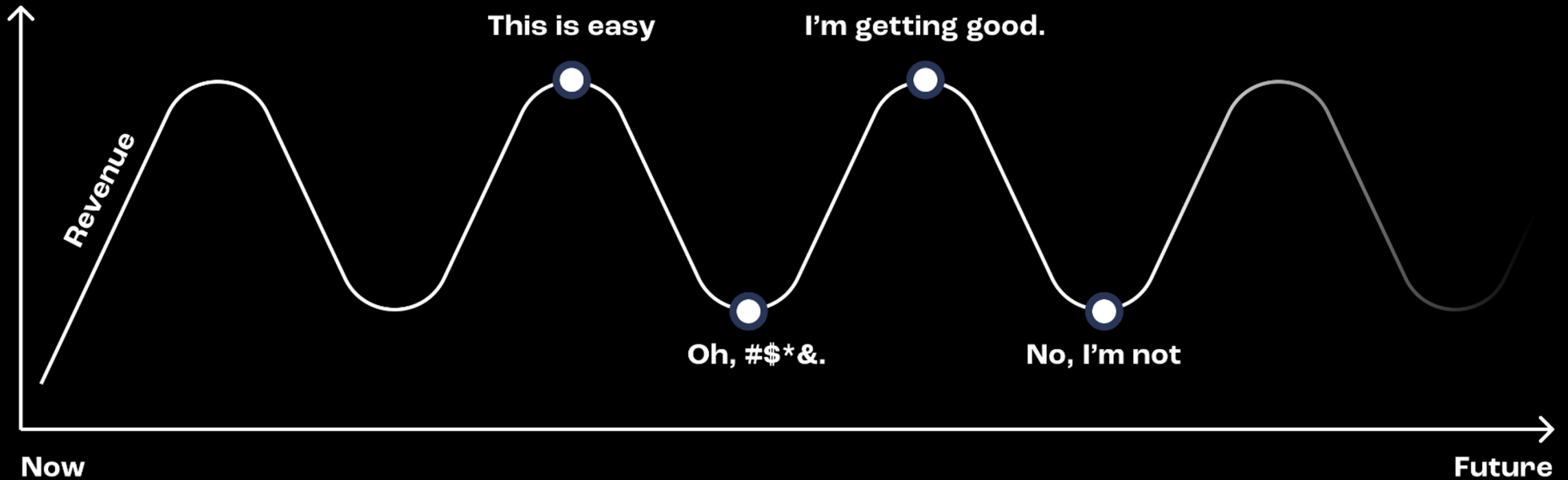
1. More Listings
2. More Referrals
3. Better Marketing
4. Better Skills
5. Bigger Brand
6. Improve Profit
7. Scale Themselves
8. More Time Control
9. Better Peer Group
10. More **REVENUE!**

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



**Q: HOW MANY  
APPOINTMENTS  
WEEKLY?**

# Vicious Cycle





*“What has to be TRUE  
to have 2025, be one  
of my best years **ever**?”*



# NETFLIX

(10%/80%/10%)

“Someone with half your IQ is making 10X your income simply because they weren’t smart enough to doubt themselves” -

Jimmy Mackin.



# David **CHILDERS**

 **KEEPING CURRENT MATTERS**

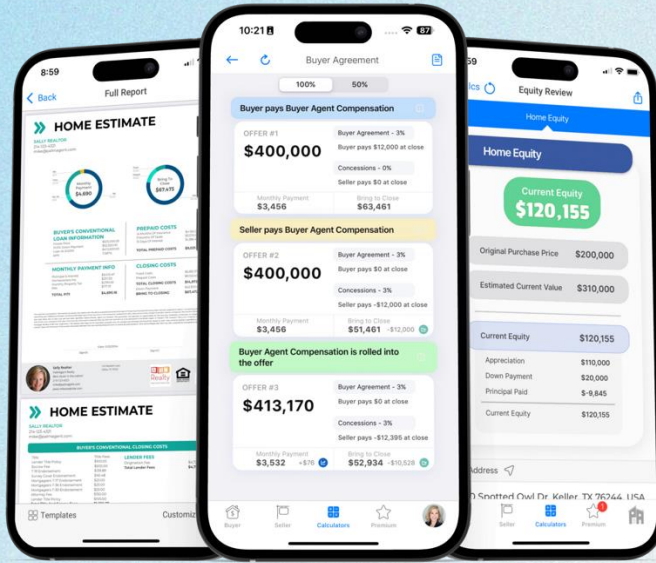


# Jason **PANTANA**

**Ai Marketing Academy**







Powered By

# PalmAgent

Real Estate's #1 Closing Cost  
App



Dallas Roadmap

Scan to Download



ChicagoAgent



AlamoAgent



FidelityAgent



AllegianceAgent



LawyersAgent







# Break





# How's Your Mindset?

*“What has to be TRUE  
to have 2025, be one  
of my best years **ever**?”*

# What's **"the"** question do 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



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?”**



**WHAT IS THE  
OPPOSITE OF  
DECISIVENESS?**



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

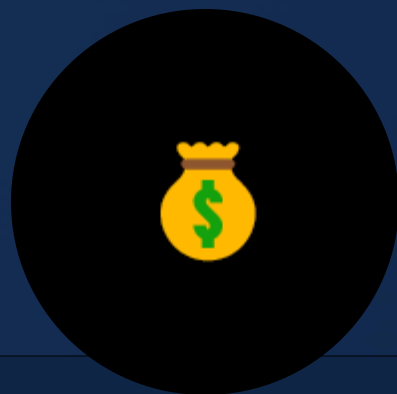
**Decisions = Power**

**Indecision = Helplessness**

# 2. Zone of Greatness.

**If my Zone of Greatness is “working  
with clients”, what would happen  
IF I spent more time there?**

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?”



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 you  
take direction from!”**

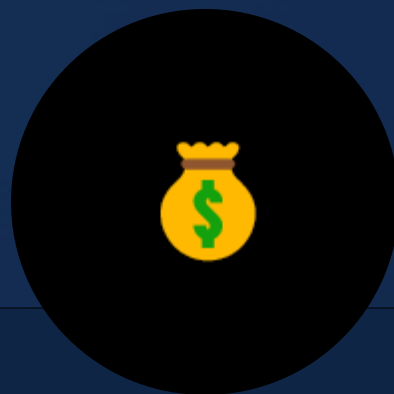
**Tom Ferry**

**Have I been intentional  
about my peer group?**

# 4. Action Solves

# Everything!

**ACTION  
ABSORBS  
ANXIETY**



Put your body in motion and the mind will follow. (Stop listen to your feelings)



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

**Joseph Campbell**

TF





# What's My Biggest Threat?

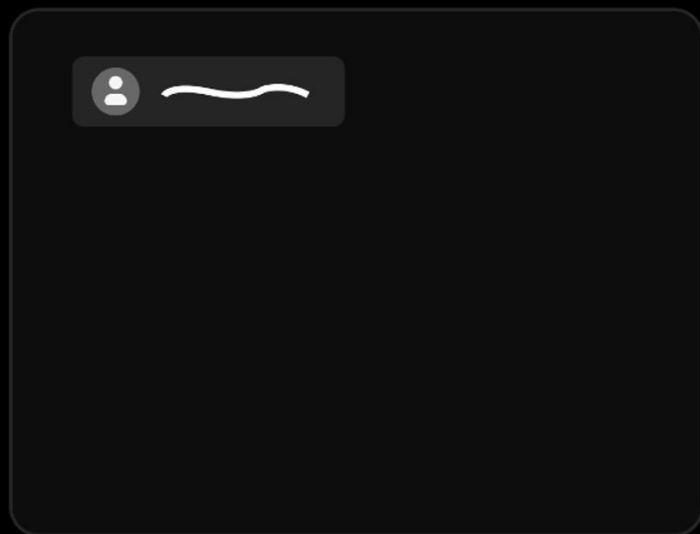
# IF

Your pipeline is empty



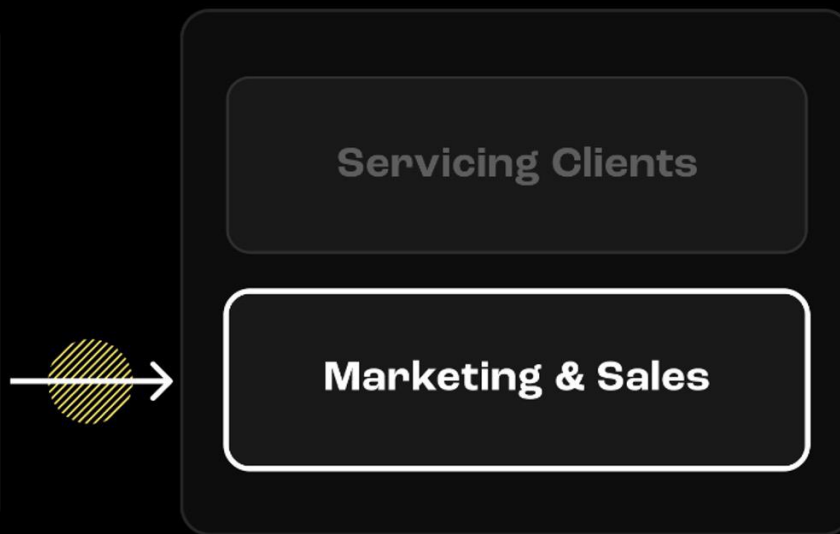
**IF**

Your pipeline is empty



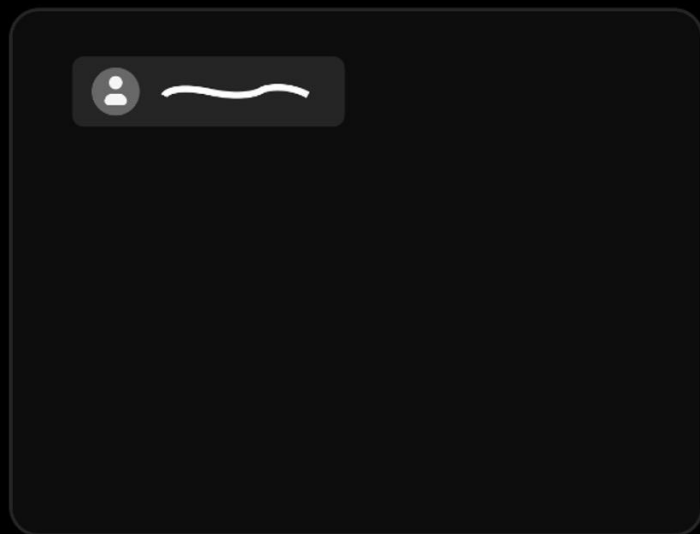
**Then**

You are putting all effort in



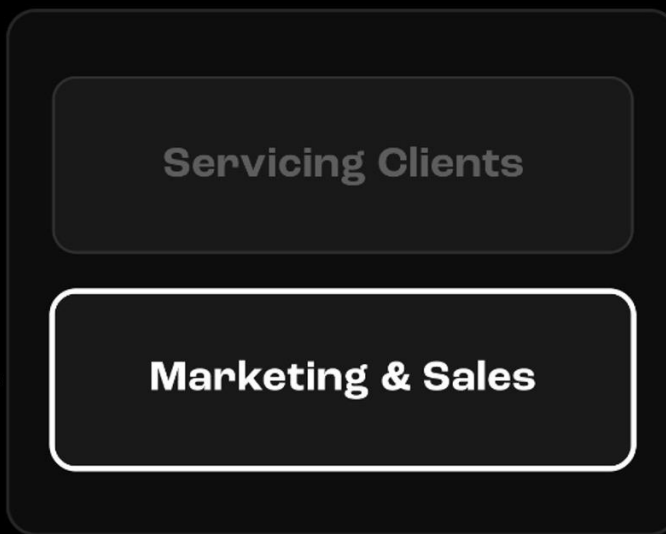
**IF**

Your pipeline is empty



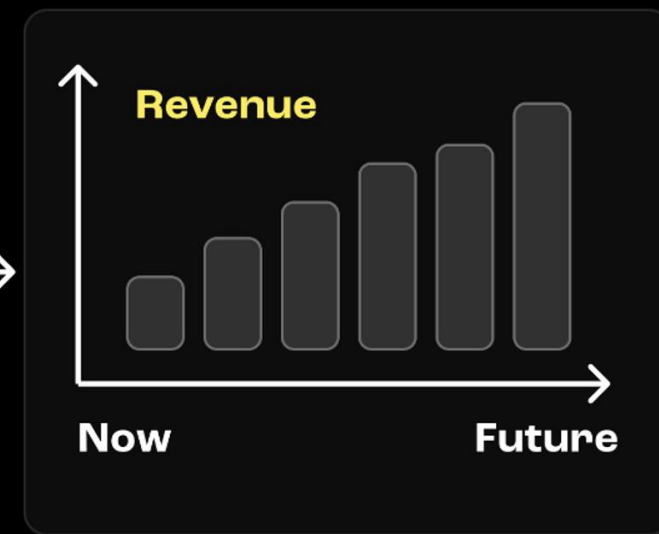
**Then**

You are putting all effort in



**Revenue**

Which results in



# IF

Your pipeline is full



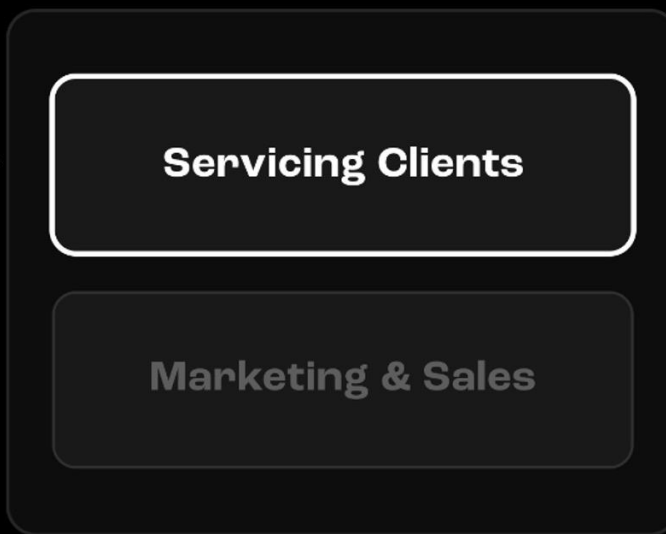
**IF**

Your pipeline is full



**Then**

You are putting all effort in



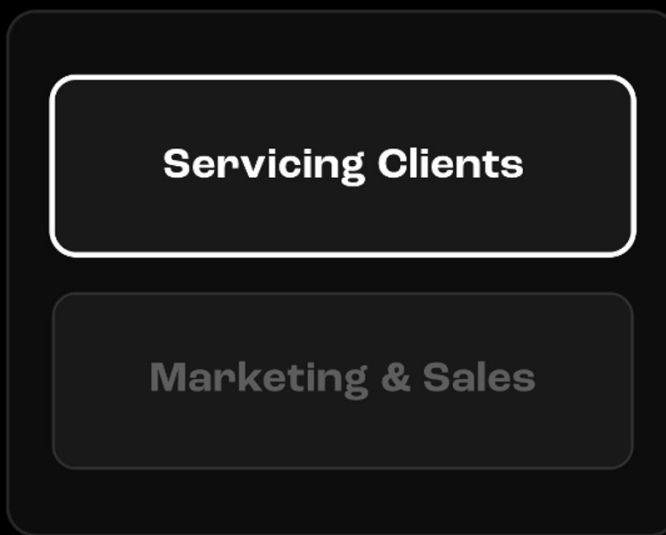
# IF

Your pipeline is full



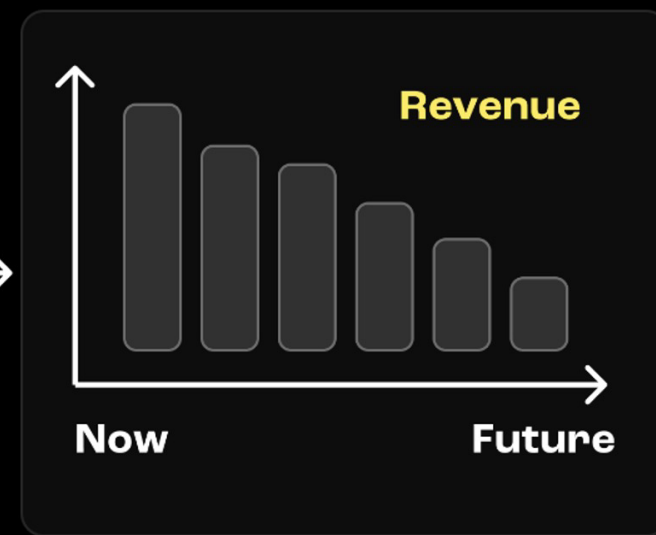
# Then

You are putting all effort in

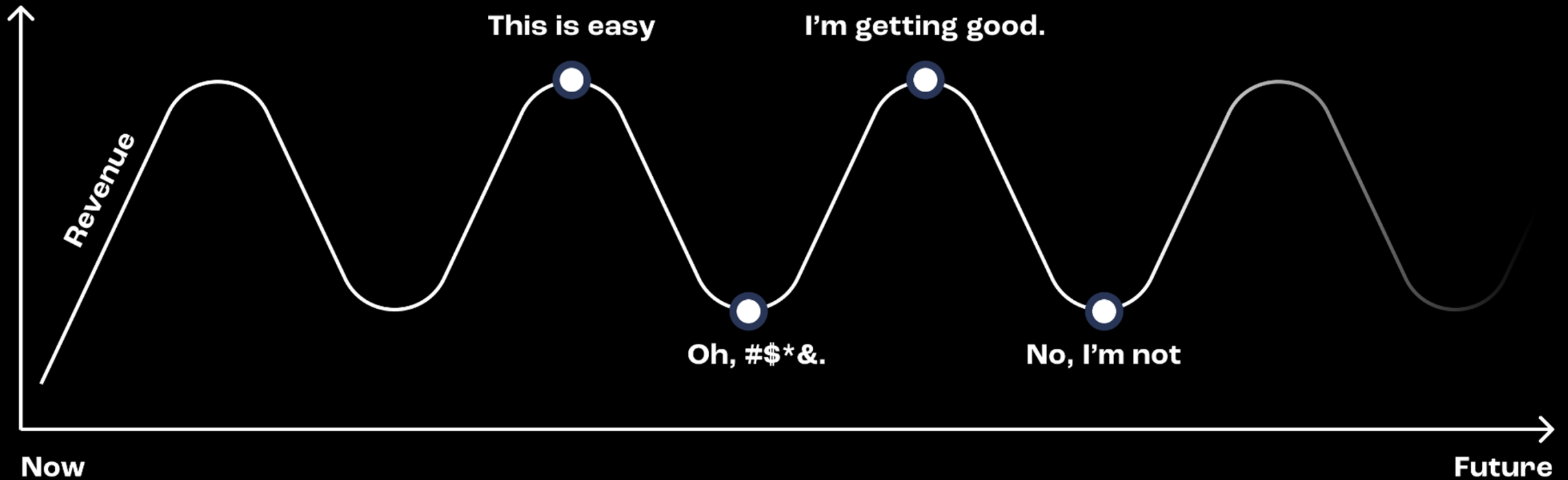


# Revenue

Which results in



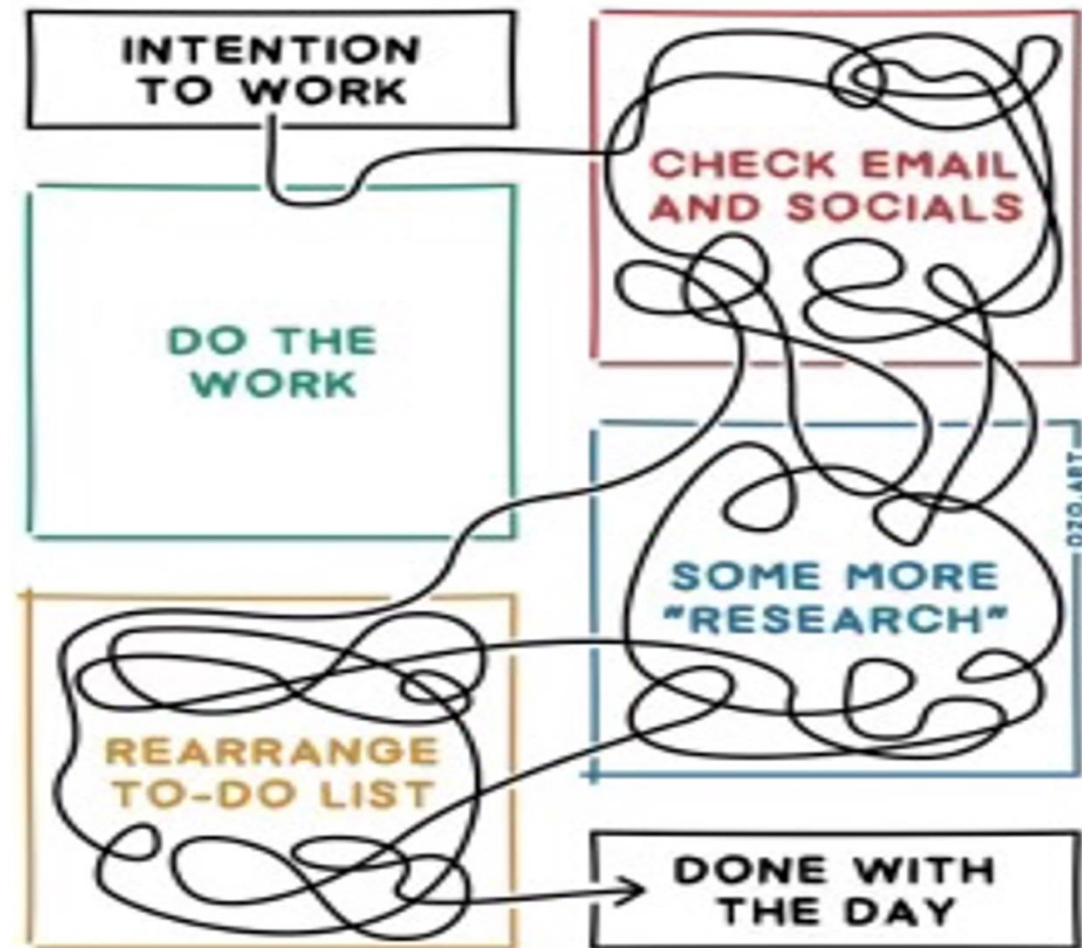
# Vicious Cycle





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

# What's My Biggest Threat?



# What's This Costing Me?

# 5. Guardrails

“What has to be TRUE  
to make 2025, one of  
my best years **ever**?”

- **Decisiveness.** 1 - 10
- **Zone of Greatness** 1 - 10
- **Reference Group** 1 - 10
- **Action** 1 - 10
- **Guardrails** 1 - 10

**What I'm NOT  
changing,  
I'm Choosing!**



**Decisions = Power**

**Indecision = Helplessness**

**Q: What are my two  
biggest personal  
expenses?**



# Jimmy **MACKIN**

**ListingLeads.com**



**Close the gap on  
the 6-8%**

# 6-8%

## From Life Events






**But there's  
another  
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**

**What problem  
does this create?**



## 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, prior 12m
2. This is only includes contacts w/ addresses
3. The data shows, for every listing you earned,  
**you lost 9.3 listings** that sold!

**For every home you  
Listed/Sold in the last 12m/  
You LOST 9.3 Listings!**

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

Step 1

**Audit your CRM**

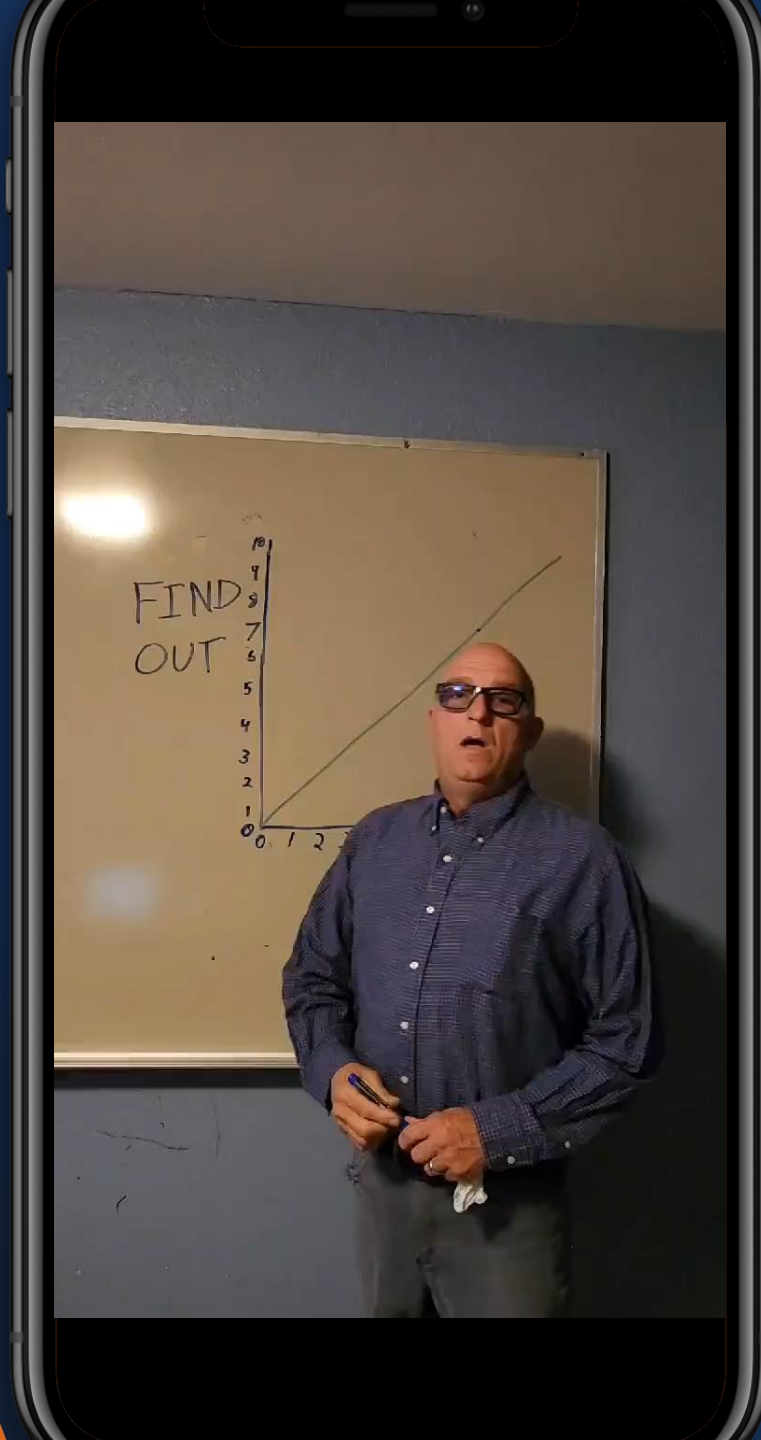


Step 2

**Nurture your CRM**



**Start with a free  
database audit**



TF TomFerry

# How to Find Out What Works?



**I believe it's there.**

**I believe it's worth it.**

**I believe I can do it.**

# Break





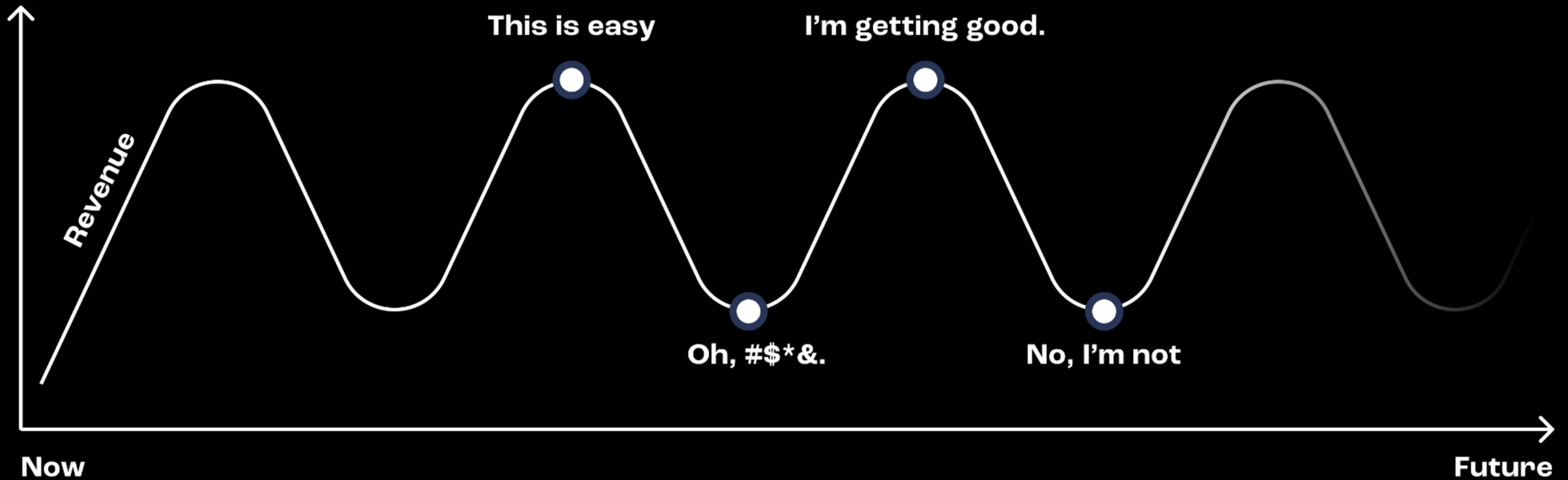
# Kristi **JENCKS**





# What's Your Biggest Threat?

# Vicious Cycle

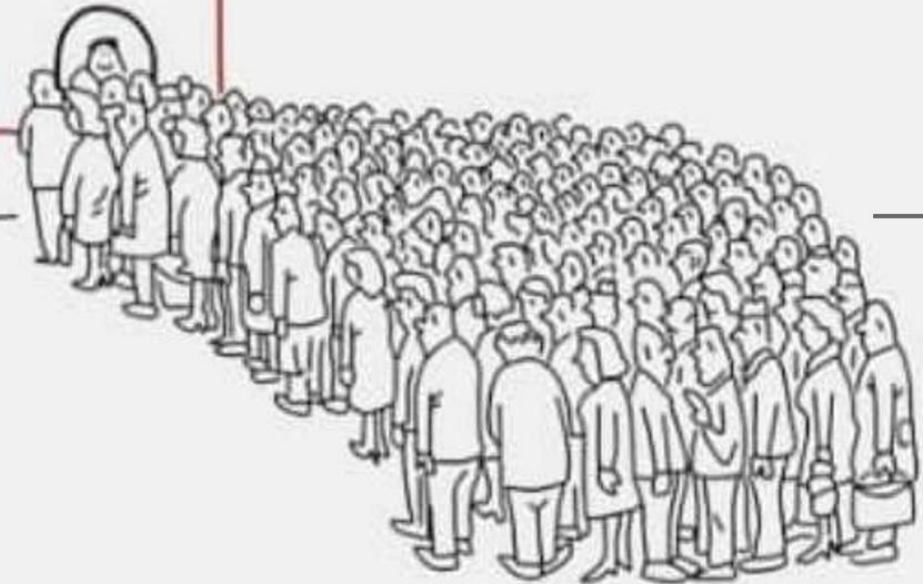


**If you want to  
drive **REVENUE**...**

**MARKETING  
NOW**



**I'LL DO  
MARKETING  
LATER**





“All I’m asking you to do is go deeper with the people who are already in your database”.

— My uncle Frank.



**Thank your  
title partner!**

THE LISTING EDGE







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



# 3 Things



**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!



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

SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
<ul style="list-style-type: none"> <li>401 units, 170M volume,</li> <li>↑ conversion by 5%</li> </ul>	<ul style="list-style-type: none"> <li>Scale for 10 new agents/month</li> <li>Streamline training platform</li> <li>Operationalize conversion</li> </ul>	<ul style="list-style-type: none"> <li>2 transactions for every listing</li> <li>1% conversion of database</li> <li>50 closed deals from social media</li> </ul>	<ul style="list-style-type: none"> <li>+ 4 agents per month</li> <li>+ 24 legacy agents</li> <li>4 recruiting events</li> </ul>	
Conversion Tracking System Trainual - Lessons Trainual - Video Support Lead Rotation Management Mentor Training Establish Tiers Visual for bullpen Tracking System Hire ISA Train ISA	Trainual - Onboarding Trainual - New Agent Training Trainual - Exp Agent Training Trainual - All JMO Processes KPI Tracking System Campaigns for Zip Codes Cognito Sold.com Google Voice Last Pass ISA System (c) Action Plan - Buyer Under Contract Action Plan - Seller Under Contract Agent Checklist / Task Reminders Circle Dial Google Reviews	<div>Website Goods</div> <div>SE SW NE NW</div> <div>Action Plans</div> <div>Seller Narrative Explores New Construction Lease 1 year Lease 2 year FSBO</div> <div>Recruiting Emails (24) Buyer Presentation YouTube Ads Google PPC</div> <div>VIDEO</div> <div>Listing Campaign</div> <div>Favorite Room Professional office Listing presentation Listing coordinator Photographer Mailbox Staging Negotiations De-Staging a house/cha Support Team Showing Smart Setting seller expectations Se. Julepa Open House Wet and Commercial Language Super vs. Local Buy</div> <div>Recruiting Campaign</div> <div>Tools to Secure Lead Source Training (Dial) / Mentor Listing collateral</div> <div>Community Pages</div> <div>Cisco Ave Grand Lakes Rhythm Bridgeway Cane Island Old Kary Canoa SW Canoa 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





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

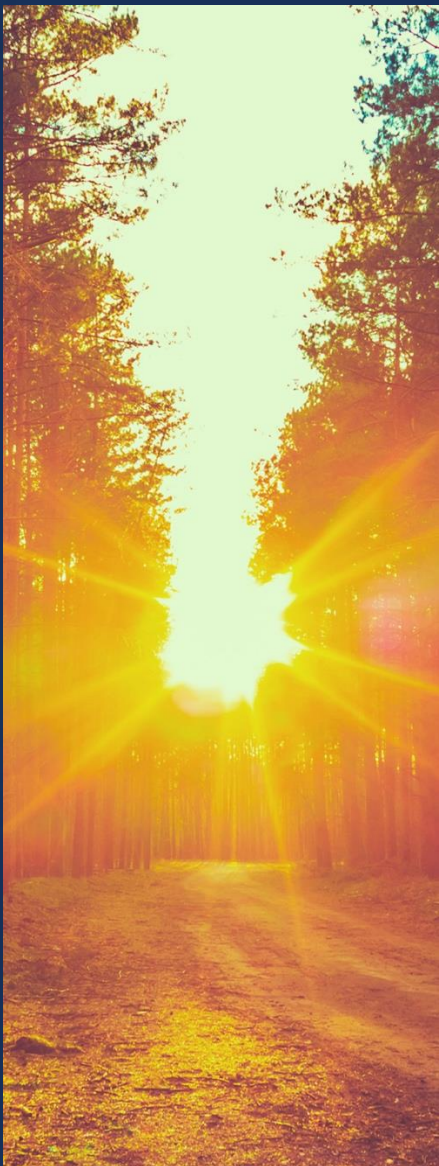


“Remember, if it’s not  
in my schedule,  
**it doesn’t get done!**”

Tom







# 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**



# 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!

**What I'm NOT**  
**changing,**  
**I'm Choosing!**



**Remember your two  
biggest personal  
expenses!**





thank  
you

