





#1 COACH

in Real Estate Training

**A DECADE OF
DOMINANCE**

No.1 Real Estate Coach for
10 Consecutive Years!



Tag Tom on your social posts



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@CoachTomFerry



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@therealtomferry



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ROADMAP

The 5 Immediate Changes

I Made to My Real Estate Business: Lourdes Maestres

Lourdes Maestres

Solo agent 2009-2019

Team leader 2020

Tom ferry Coach 2023

Realtor since 2009



Team Leader



Operation Manager



Transaction Coordinator



ISA



Transaction Assistant



Marketing Coordinator



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Total Volume
\$87,197,924.04

2023
RECAP




145 Buyer
54 Listings

The 5 changes I made in 2024

- ✓ 9 week Listing bootcamp
- ✓ One time showing agreement & Buyers exclusive
- ✓ Change the tone - Videos for sellers
- ✓ Did you hear about your neighbor campaign
- ✓ From weekly to Daily tracking



9 Weeks Listing Bootcamp

- 
- Sources
 - Scripts
 - working the lead
 - Master Statistics
 - Listing presentation
 - Post listing taken
 - Listing challenge
 - Final test

Buyers Agreements Steps

Show the first house

- We meet the buyer at the first house
- End of showing we ask for the one time showing agreement to be signed
- We ask for a time to do a buyer consultation
- Our team has signed 28 IN 4 weeks

Buyer Consultation

- We ask the buyers to come into the office for a buyer consultation if they do not buy the first house we showed them
- We provide a complete buyers booklet with 12 steps

Buyer Exclusive Agreement

- in 4 weeks we signed 12 B/E
- Our 2nd appointments has increase by 23% in 4 weeks



Change the Tone

Videos for Sellers





CLICK HERE

VIDEO FOR SELLERS



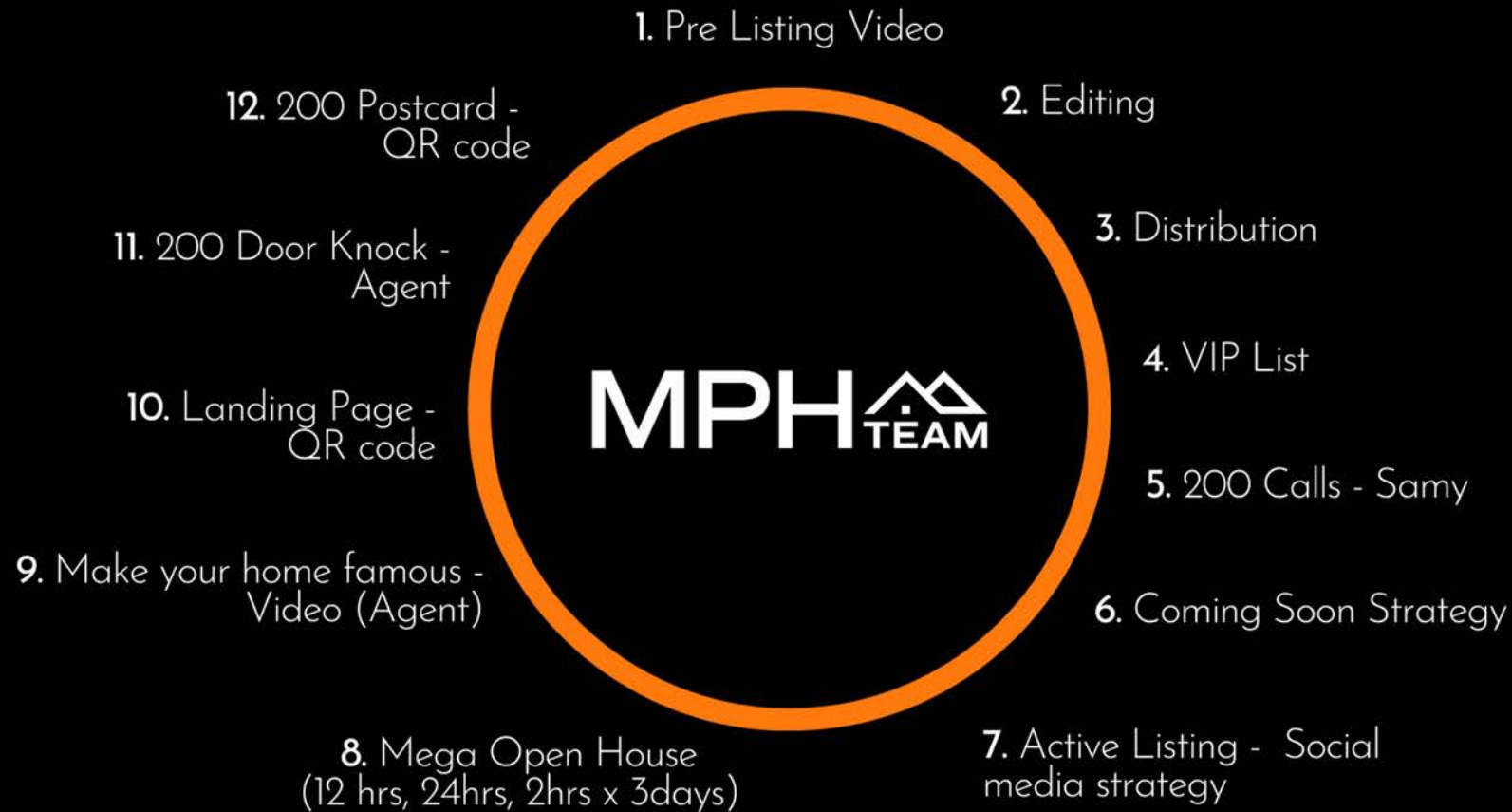
DO YOU HAVE A VIDEO PLAN FOR 2024?

MPH Video Schedule .XLSX								
File Edit View Insert Format Data Tools Help								
Q Menus 100% \$ % .0 .00 123 Arial 11 B I A								
A31 What I did when I filed an insurance claim. Cast iron and irma hurricane								
	A	B	C	D	E	F	G	H
1	Creative Details							
2	Video Title	Edit Requested	Edited	Video Length	Form	Date of Shoot	Priority	Tonality
3	Listing video premium 3017 N atlantic Blvd (entire home)	MICHAEL	DONE	2 Minutes	Horizontal	2/3/2024	High	Listing video
4	Listing video short 3017 N atlantic Blvd (fast pace)	MICHAEL	DONE	30 Seconds	Vertical	2/3/2024	High	Listing video
5	Listing video premium 1717 N Fort Lauderdale (Entire home)	MICHAEL	DONE	2 Minutes	Horizontal	2/3/2024	High	Listing video
6	Listing video short 1717 N Fort Lauderdale (fast pace)	MICHAEL	DONE	30 Seconds	Vertical	2/3/2024	High	Listing video
7	Fort Lauderdale Homewowners - 5 Steps when we list your home	MICHAEL	DONE	1.30 Minute	Horizontal	2/3/2024	High	Sellers Video
8	Did you hear about Patrick - 2624 NE 29 TH COURT FORT LAUDERDALE - LEASE OPTION	ALEJANDRA	DONE	1.45 Mlnutes	Horizontal	3/4/2024	High	Sellers Video
9	Giant Movers video - 30s - 1 minute version	FAHAD ZAFFAR	DONE	21 Seconds	Vertical	3/15/2024	High	Informative
10	Door knocking Johnny pacheco story 5 video series	FAHAD ZAFFAR	DONE	30 Seconds	Vertical	2/3/2024	Low	Informative
11	Biggest mistake Lourdes made in the early days of her career	Waleed	DONE	27 Seconds	Vertical	3/15/2024	Low	Recruiting
12	The biggest mistake agents do ?	Saqlain Ahmed	DONE	2 Minutes	Vertical	3/15/2024	Low	Recruiting
13	Buy Fix Rent Video Series	Saqlain Ahmed	DONE	5 minutes	Vertical	4/28/2024	Med	Informative
15	Why you should take an overpriced listing ?	Saqlain Ahmed	DONE	25 Seconds	Vertical	3/15/2024	High	Recruiting
16	How is the market- Nicole- 7 second video	ALEJANDRA	PENDING	7-9 seconds	Vertical	2/3/2024	Low	Informative
17	1717 - 7 second ads	ALEJANDRA	PENDING	7-9 seconds	Vertical	2/3/2024	Med	Listing video
18	Just called to say.... Footage- phone call	ALEJANDRA	PENDING	7-9 seconds	Vertical	2/3/2024	Med	Recruiting

Seller's Campaign

“Did you hear about your neighbor”

MPH Listing Flywheel





“Did you hear about your neighbor” Landing Page

Youtube Video
Story Telling

CTA
(Clicking on it takes you directly to
the email "Hey,
I want a consultation with Lourdes
Maestres.")

MPH COMPASS

SEARCH HOMESFEATUREDABOUTHOME ESTIMATE

MPH SUPPORT

DID YOU HEAR ABOUT YOUR NEIGHBOR PATRICK?

ASKING WAS \$1,500,000

From Strangers to Success

to Success

The Patrick encounter

ed our lives

Watch on YouTube

QUESTIONS? SET UP A CONSULTATION WITH LOURDES

Mph Support

staff@southfloridamph.com

9542280796

Question or Message

By clicking "Let's chat!!" you are expressly consenting, in writing, to receive telemarketing and other messages, including artificial or prerecorded voices, via automated calls or texts from southfloridamph.com at the number you provided above. This consent is not required to purchase any good or service. Message and data rates may apply; frequency varies. Text HELP for help or STOP to cancel. More details in Terms of Use and Privacy Policy

LET'S CHAT!!

HERE'S THE STORY...

HOW WE MET

Our introduction to Patrick occurred through Instagram, where he reached out after viewing a video I had produced regarding Airbnb. He expressed his intent to sell his property located in Coral Ridge, mentioning that he was also contemplating taking the home on Airbnb should the sale not meet his expectations.

PROPERTY HISTORY

In 2021 Patrick acquired the residence for \$1.221 million. Undertaking significant renovations, he replaced the existing carpeting with vinyl flooring, upgraded the original tile, modernized the swimming pool, and constructed a high-quality power pool deck. Additionally, he enhanced the backyard by installing a gazebo, transforming it into a serene oasis. The kitchen underwent a refresh with a new epoxy coating on the countertops, significantly enhancing its appearance.

MARKETING STRATEGY

The property was actively marketed through a comprehensive plan that included listing the home, creating and promoting a 15-minute video on YouTube and various social media platforms, conducting 4 open houses, engaging in direct outreach by knocking on over 200 doors and making in excess of 500 calls. We also leveraged our database to share the listing with over 3,000 potential buyers, leading to 18 property showings and the receipt of multiple offers.

OFFER ACTIVITY

Our marketing efforts culminated in the receipt of four competitive offers for the property.

INNOVATIVE NEGOTIATIONS

A unique negotiation strategy was employed with a prospective buyer who had a property nearby that needed to be renovated and sold. We negotiated a lease with an option to purchase, enabling the buyer to move in immediately. This arrangement allowed the buyer to sell their existing property at a premium while concurrently generating rental income for the seller. After five months, the buyer exercised the purchase option.

SUCCESSFUL CLOSE

The transaction concluded successfully, with the seller benefiting from 7 months of rental income of \$10,500 per month, totaling \$73,500. The sale of the property was finalized at \$1.425 million, resulting in a profitable outcome for the seller.

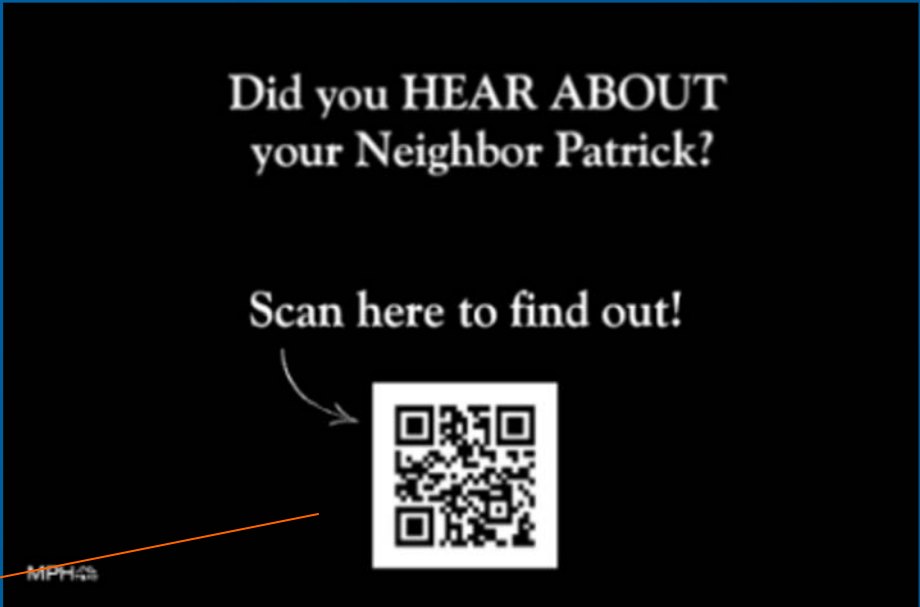
QUESTIONS? SET UP A CONSULTATION WITH LOURDES



“Did you hear about your neighbor” Postcard

QR Code
Landing Page

**Mailing
Service**
Four dates





From weekly to daily tracking



Marketing Tracking

<	Measurable	YTD	Q1	Q2	Goal	04/08-04/14	04/15-04/21	04/22-04/28	4/29 - 05/05
Alejandra	Lead form-FB	23	22	1	2	0	1	0	0
Alejandra	Instagram Ads	8	6	2	1	0	1	1	0
Alejandra	FB Ads - Youtube ads	18	15	3	2	0	1	1	1
Alejandra	Newsletter leads/ FB leads	9	7	2	1	2	0	0	0
Alejandra	Google local services ads leads	0	0	0	0	0	0	0	0
Alejandra	Number of opened emails from NEWSLETTER	55,515	42,964	12,551	3,400	2539	2381	2499	2320
Alejandra	Google reviews	23	7	16	30	1	1	10	2
Alejandra	Videos completed by editor	22	18	4	24	0	0	2	2
Alejandra	Number of social media stories	161	112	49	120	8	12	8	10
Alejandra	Number of social media posts	172	115	57	84	12	12	10	12
Alejandra	Number of youtube videos posted	25	16	9	2	1	1	1	2
Alejandra	Add 10 photos a week to Google My Business	180	130	50	120	10	10	10	10
Alejandra	Number of recruiting videos/ posts.	18	12	6	2	1	2	1	1

Agents Activity

<	Measurable	YTD	Q1	Q2	Goal	04/08-04/14	04/15-04/21	04/22-04/28	4/29 - 05/05
Laura	New appointments set - CINC	288	216	72	195	16	11	17	13
Laura	New customers met	379	294	85	26	19	13	19	16
Laura	Showings completed	1,443	1,128	315	90	98	48	65	42
Laura	Existing customer met	481	381	100	30	29	18	18	15
Laura	Buyer's offers written & signed	134	105	29	8	13	7	4	2
Laura	Listing Appointment completed	41	30	11	3	3	3	2	2
Laura	Referrals	36	33	3	2	1	1	0	1
Laura	One time showing agreement	28	10	18	2	5	4	1	3
Laura	Buyer Exclusive Agreement	12	3	9	4	2	2	1	1
Angela	New leads sent to Mortgage Company	85	67	18	5	7	0	1	4

Agents Activity

Agent	Reporting	Actual
Patricia Plaza	New customer met	64
	Showings	228
	Existing buyers met	64
	Offers written	29
	Listing appts	1
	Referrals	2
	One time showing Agreement	3
	Buyer Exclusive Agreement	5

Recruiting Tracking

<	Measurable	YTD	Q1	Q2	Goal	04/08-04/14	04/15-04/21	04/22-04/28	4/29 - 05/05
Angela	Total number of agent applicants (Wizehire)	132	107	25	8	5	9	9	2
Angela	Total number of calls logged in CINC	0	0	0	100		0	0	0
Angela	Total number of applicants (Google form)	1	1	0	120	0	0	0	0
Angela	Total number of qualified applicants (Meet & Greet)	1	1	0	24 x Quarter	0	0	0	0
Angela	Total number of Team presentations	3	3	0	12 x Quarter	0	0	0	0
Angela	Total numbers of recruiting offers extended	3	3	0	8 x Quarter	0	0	0	0
Angela	Total number of hired	2	2	0	3 x Quarter	0	0	0	0

Isa Tracking

<	Measurable	YTD	Q1	Q2	Goal	04/08-04/14	04/15-04/21	04/22-04/28	4/29 - 05/05
Angela	Total number of appointments set - ISA-Samy	91	71	20	90	7	1	1	4
Angela	Total number of appointments met - ISA-Samy	59	49	10	45	3	0	0	4
Angela	Listing appoitnments met - Samy	8	6	2	1	1	0	0	0
Angela	Conversations Reported - ISA Samy	2,266	1,579	687	100 -Week	139	135	135	102
Angela	Closings - ISA Samy-monthly	2	1	1	2	0	0	0	0
Angela	Time on the phone	64	48	16	5	5:48	6:12	5:19	4:48

THE MPH TEAM TECH STACK



Follow The MPH Team on Social



@lourdesmaestres



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@themphteam



@team_mph



@themphteam



@The.MPH.team21

