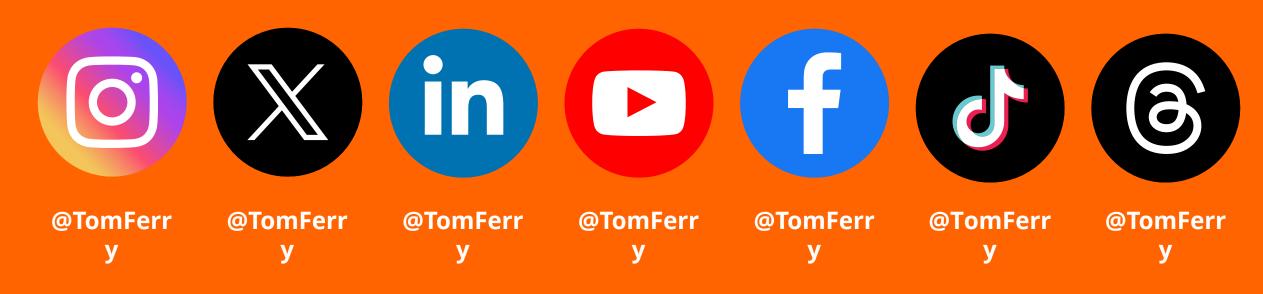


TomFerry ROADMAP

Tag Tom on your social posts



@TomFerry

@Ferryintl

#FerryIntl #TomFerry





Thank our partners.



Thank You to Our Sponsors









Thank your title partner!









Why Are You Here?



OUTCOMES:

Attract & Win More Listings! Get out of my head & into action! Learn from Top Agents! Win your fee's with buyers! **Get Organized & Prioritized!** Have Fun!





JENNY TURNER

PORTLAND, OR

LOVEJOY REAL ESTATE

GCI 3 Years Total: \$10.4M

Volume 3 Years Total: \$403M

Units 3 Years Total: 726





Emma LEFKOWITZ

♀ SAN DIEGO, CA➡ REAL BROKERAGE

GCI 3 Years Total: \$11.2M

Volume 3 Years Total: \$450M

Units 3 Years Total: 464



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

Q: What adjustments are a Must?



We just surveyed 111,000 agents



AM I MARKETING ENOUGH?



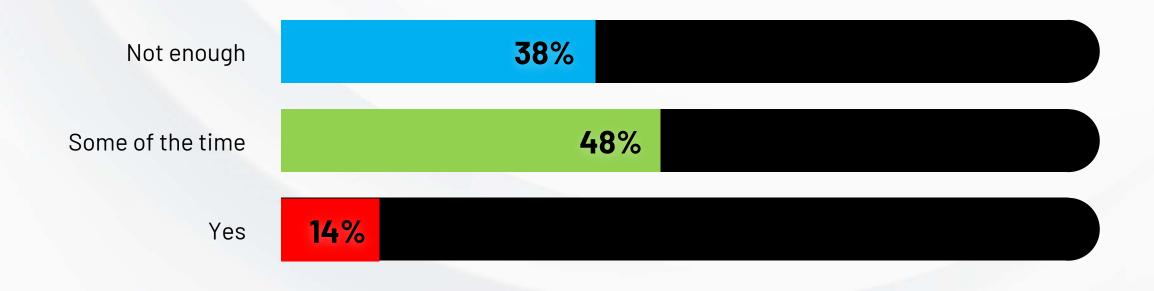


AMIPROSPECTING ENOUGH?



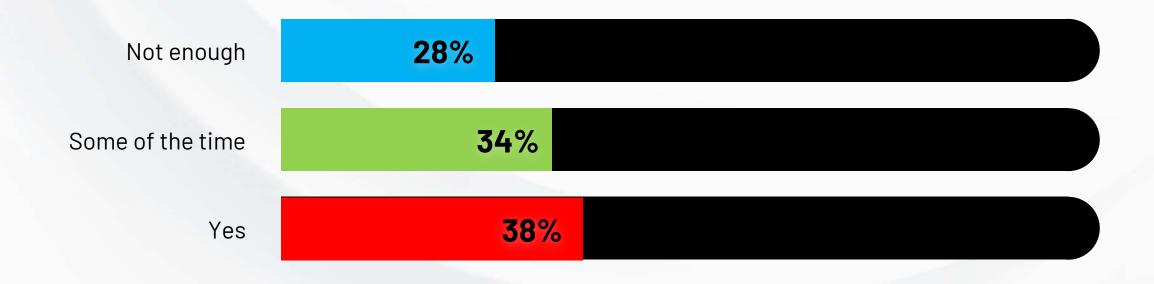


AMION SCHEDULE?





DO I FOLLOW UP ENOUGH?







Here's the Challenge(s) to overcome!



Four converging forces impacting 2024

AN ELECTION YEAR



PENT UP DEMAND

LACK OF INVENTORY















Most Believe...

This is THE MARKET For the Next 2 to 3 Years



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

Available

C Sarah Perkins 2024 Source: ARMLS

	00	00
\	US	CU
_	~~	~~

% 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	#	veek over % week change of Listings
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	.68%
1	14	0.24%
3.5	13	0.22%
1.5	8	.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

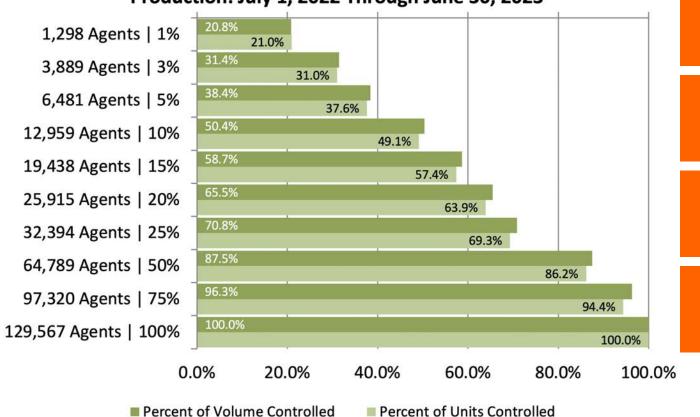
% Co-broke offered rounded to the nearest 0.25%, limited to listings with a percentage co-broke offer only, 94% of listings

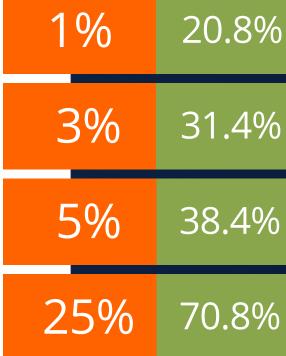
3 & 4 % co broker decreasing 0 and 2% co broke increasing



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









Who Took all the Listings in 2023?

1,550,000+ agents in 2023

ONLY 5,239 agents sold 45+ listings in 2023

197,591 agents sold 5 to 44 listings in 2023

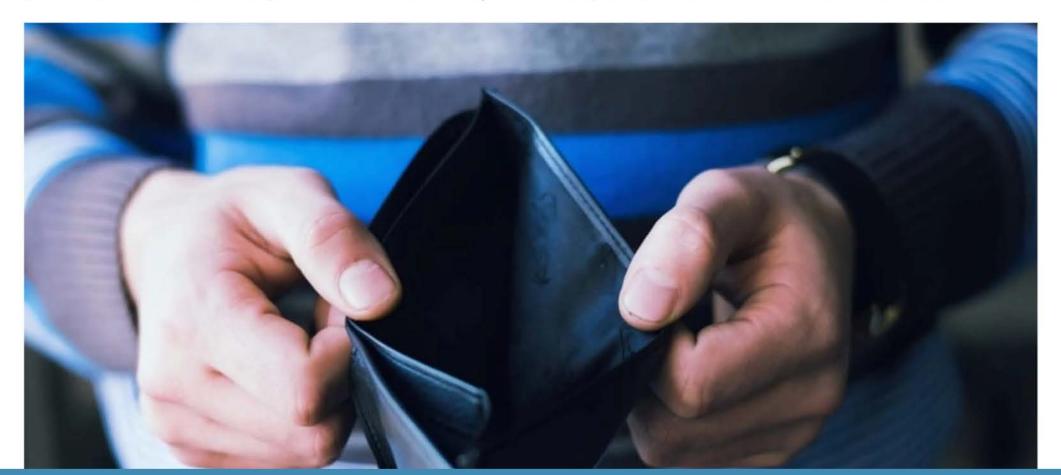
1,300,000 agents sold 4 or LESS listings in 2023

4,100,000 homes sold in 2023



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

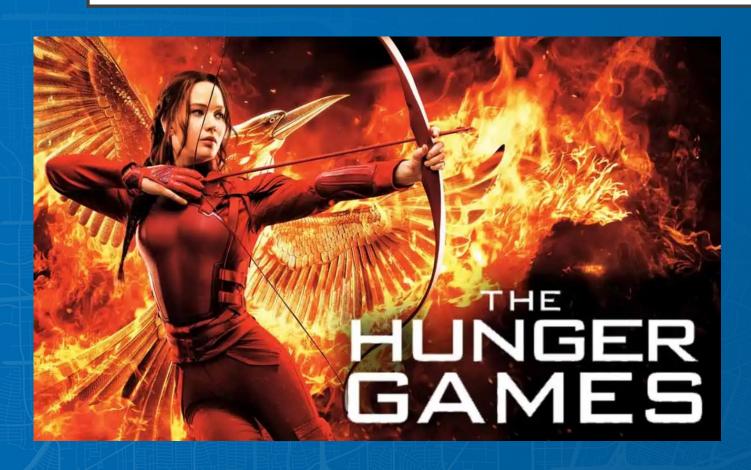


Who's Taking all the Listings in 2024?

As of May 16th... 115,000 agents have taken 5+ listings



IT'S THE REAL ESTATE HUNGER GAMES...







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



All Great Businesses have Six things in common...

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



Q: What's the MOST under marketed asset by agents?



Listings!

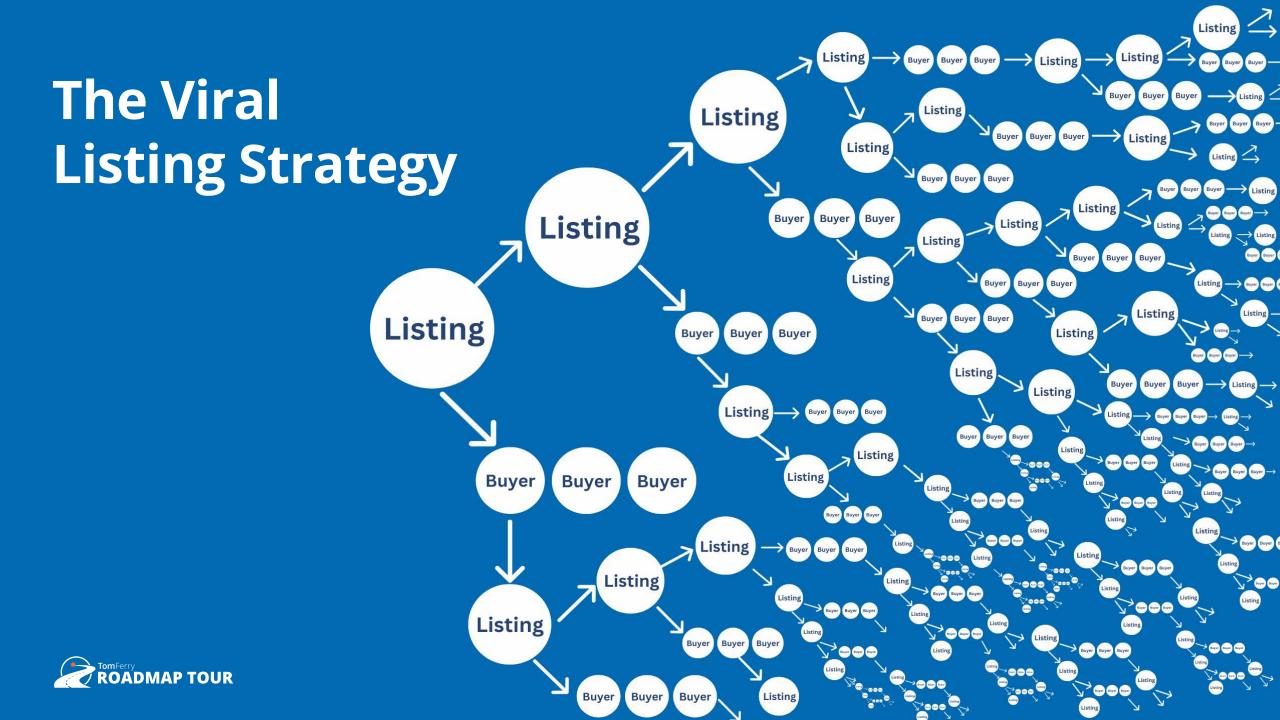
"When was the last time you took the time to Reimagine how you market your listings to generate MORE!?"





MORE Listings, From my Listings?





BUILD YOUR LISTING FLYWHEEL





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.

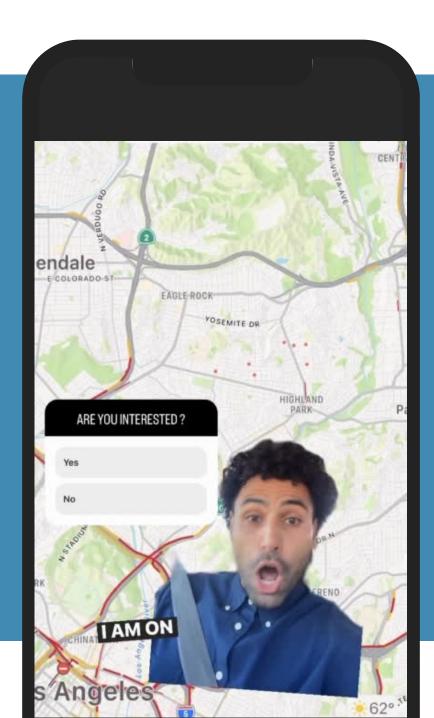
What I can tell you is that homes like this typically sell above ask in just a few days If you already know that you'll want the details, reply with "VIP."

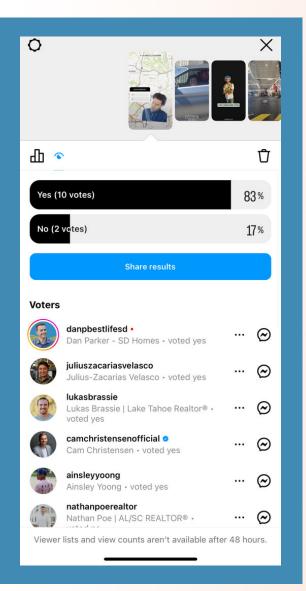
I'll add you to my VIP list, and send you more information as soon as I can.



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..."
- 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 2

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?

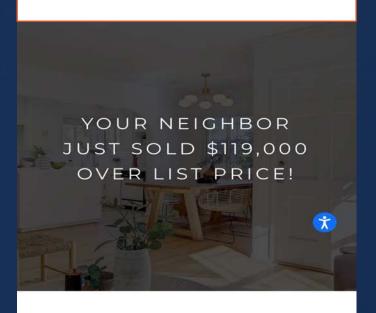


5,700 mailed. 1952 scans. 37 full form fills. 1.89%



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.

AA astephanieyounger.com

US...







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 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

■ stephanieyounger.com — Private

48,673

Total Media Views

DO YOU HAVE A SIMILAR GOAL?

Let's chat.

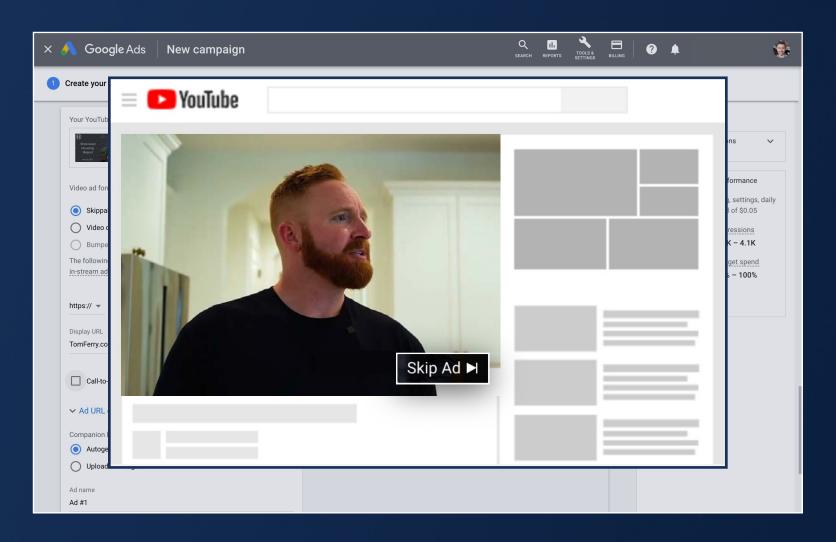
Name	
Email	
Email *	
Phone	
Phone	
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Address	•

and consent to receiving marketing communications,





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?



Interested

Committed?





MORE Listings?





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



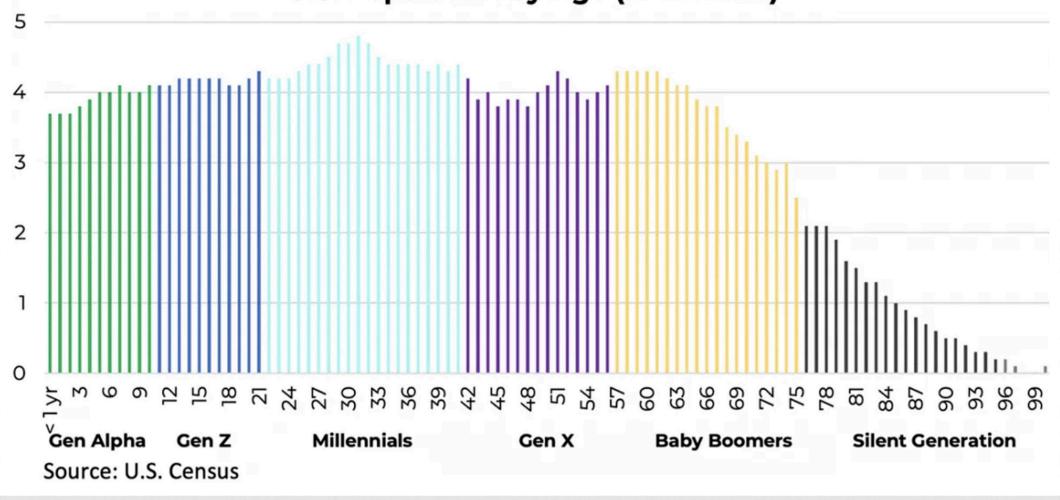
From Life **Events**





Generational Cohorts - at a glance

U.S. Population by Age (in millions)







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?



000

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



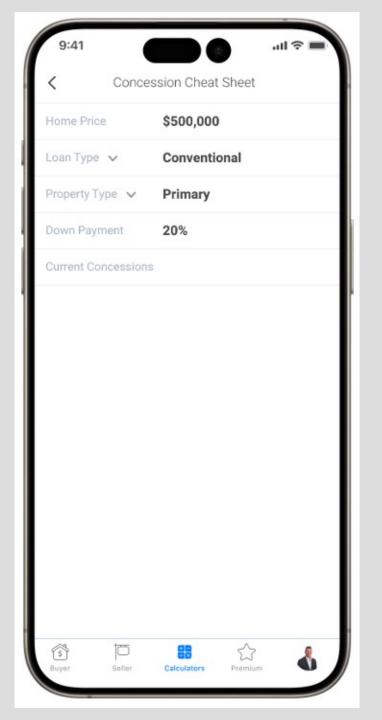
Sacramento Roadmap





@the.mangin.team

All-New Seller Concession Calculator In Palm Agent







Listing Price \$500,000

Loan Type	Property Type	Contribution Type	Down Payment	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

(312) 413-8247 lori@spencerealty.com www.spencerealty.com TREC#: 653311 NMLS#: 52-0021 Corporate DRE#: 475631 License#: 321171

2331 Magnolia Drive Los Angeles, CA 90021







MAX



PalmAgent

Real Estate's #1 Closing Cost App



Sacramento 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 15th?

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?





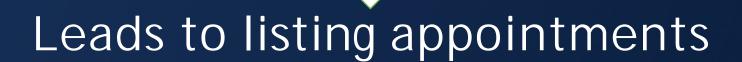
"Every listing, every sale and every appointment starts with a conversation."

(Time to start more of them)



Meaningful, valuable, personal conversations

Lead to discussions of the next move



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?
- 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?
- 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?
 - 1. Really?
- 2. Do you know.. Anyone.. Whose had thoughts of selling?
 - 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?





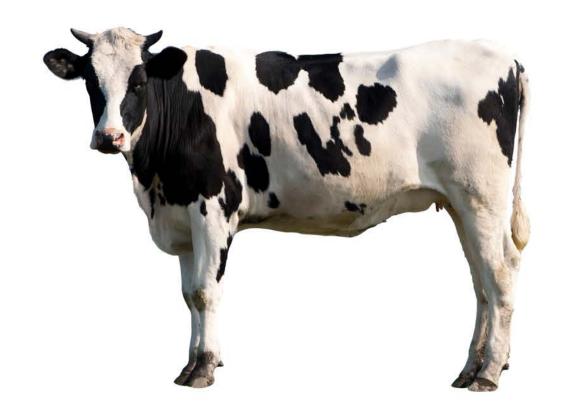
What Happens If I do It?





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







Why does the Bison Charge the Storm?

#chargethestorm ***







JENNY TURNER

Q PORTLAND, OR

LOVEJOY REAL ESTATE

GCI 3 Years Total: \$10.4M

Volume 3 Years Total: \$403M

Units 3 Years Total: 726



Who Has Noticed The Sales Cycle Getting Longer?



Why Most Agents Fail to Earn What They Deserve?

UNDER 30 DAYS

8%

MONTHS 2-3

27%

MONTHS 4-6

33%

MONTHS 7-12

22%

12 + MONTHS

10%

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	235	6	2.6%	17	26%
Christine	261	6	2.3%	25	19%
Alex	2090	9	0.4%	184	5%
Jennifer	332	9	2.7%	27	25%
Jake Jake	141	9	6.4%	12	43%
Kayla	153	4	2.6%	11	27%
Kristina	209	8	3.8%	25	24%
Lindsay	188	7	3.7%	23	23%
Matt	242	7	2.9%	27	21%
Cal	252	7	2.8%	33	18%
Shannon	270	13	4.8%	26	33%
Joan	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

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... lets 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?



All Great Businesses have Six things in common...

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





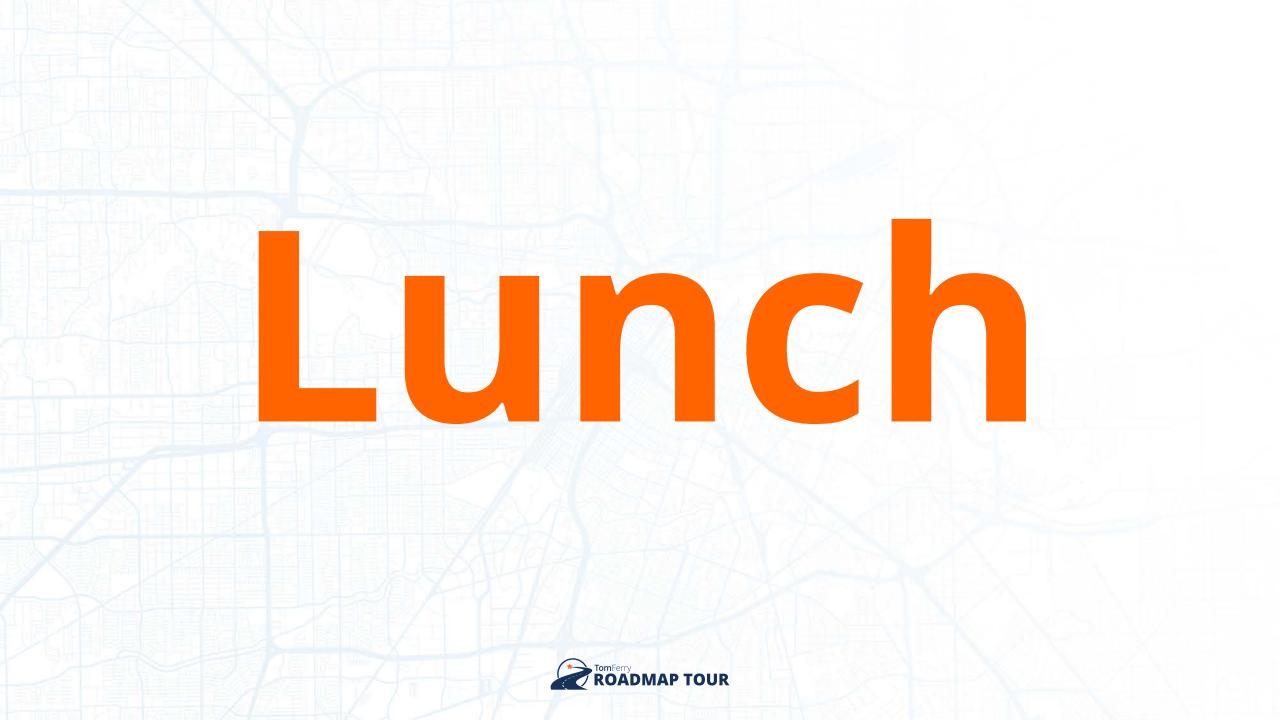
Work on Branding or 11 Listing Attraction Marketing Campaigns?



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)

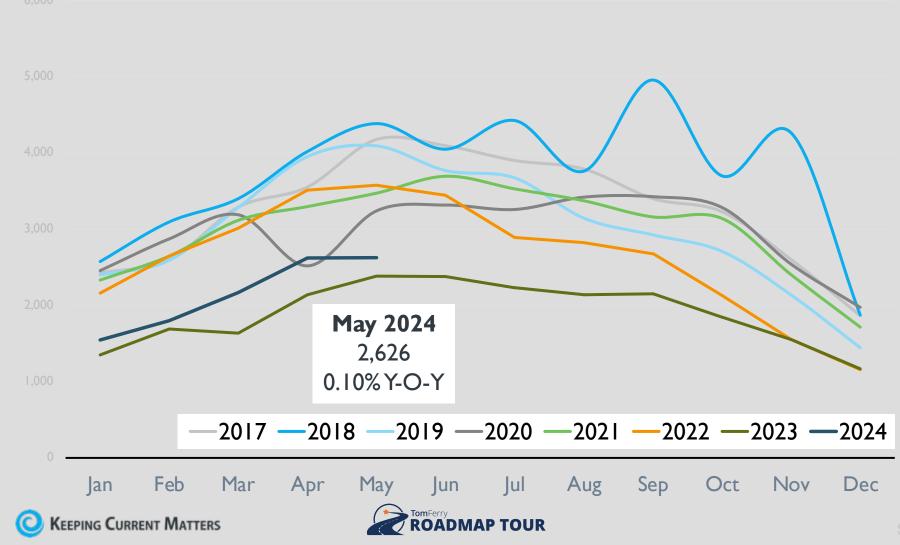






NEW LISTINGS COMPARED TO PREVIOUS YEARS

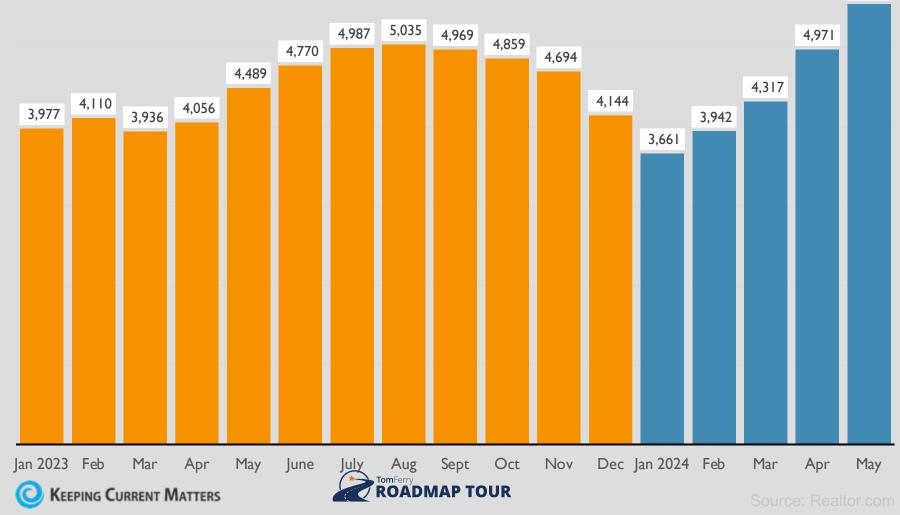
Monthly Counts in Thousands, Sacramento, CA



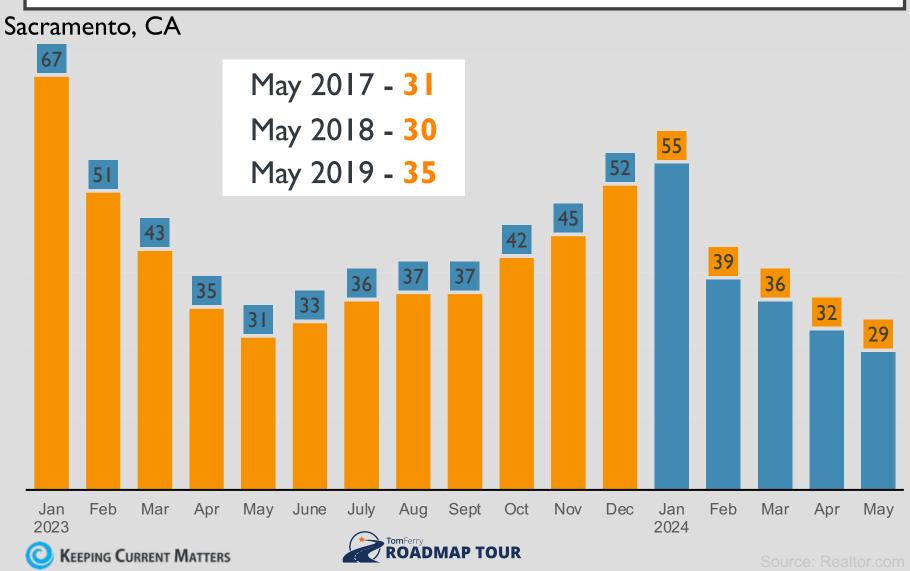
SACRAMENTO, CA: TOTAL LISTING COUNT

5,544

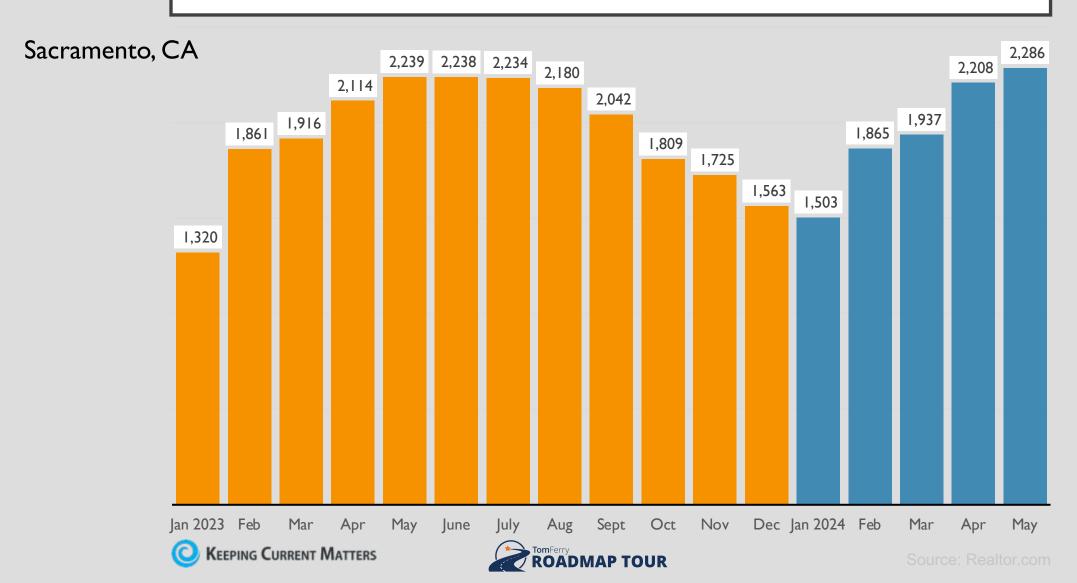
Since Jan 2023



MEDIAN DAYS ON THE MARKET SINCE 2023/24

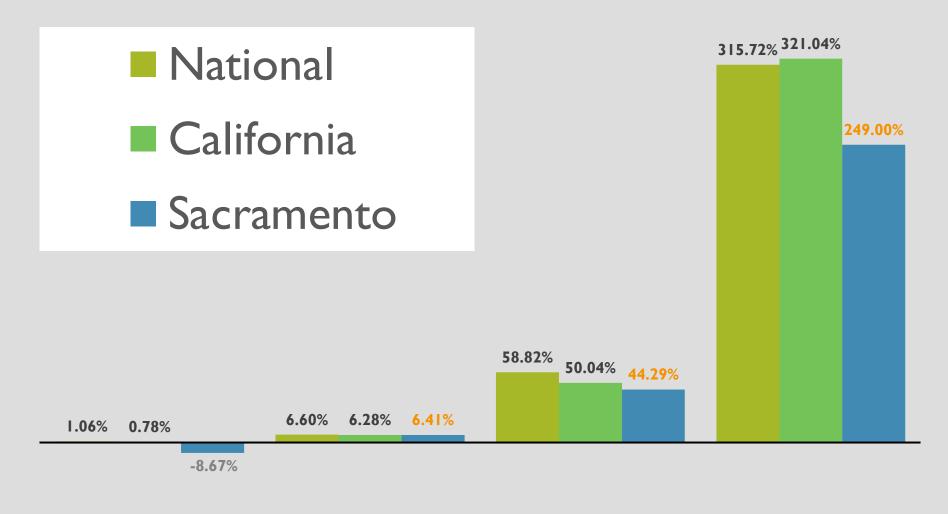


PENDING LISTING COUNT SINCE 2023/24



HOUSE PRICES

QI 2024



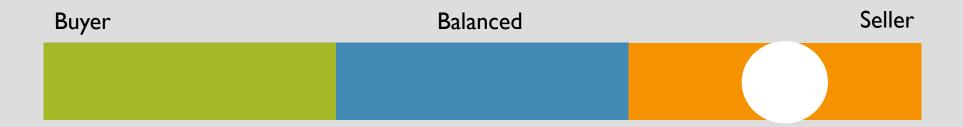




Over 30 Years

SALE-TO-LIST PRICE RATIO: 100.02%

Homes in Sacramento County, CA sold for approximately the asking price on average in April 2024.



Sacramento County, CA is a **seller's market** in April 2024, which means that there are more people looking to buy than there are homes available.







Emma LEFKOWITZ

SAN DIEGO, CA
REAL BROKERAGE

GCI 3 Years Total: \$11.2M

Volume 3 Years Total: 450M

Units 3 Years Total: 464



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)





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!

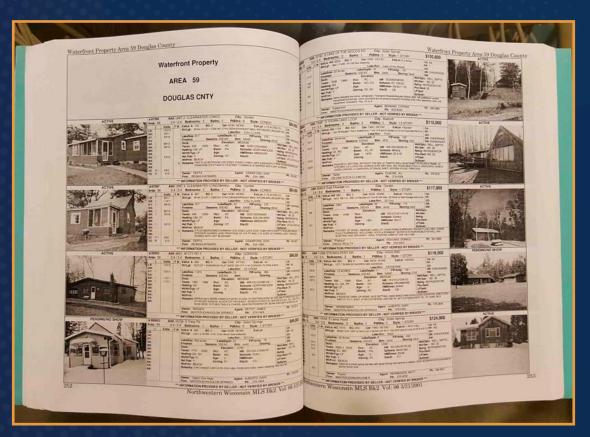


"The only thing that's constant is change"



PREDECESSOR

SUCCESSOR





PREDECESSOR

W Thomas Guide 2001 Los Angeles and Orange Counties

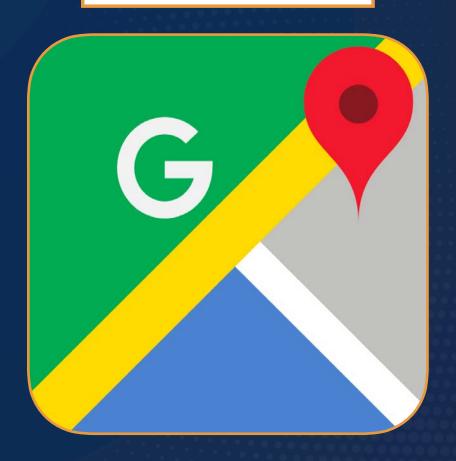
Street Guide and Directory



- 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 *Digital*Edition™

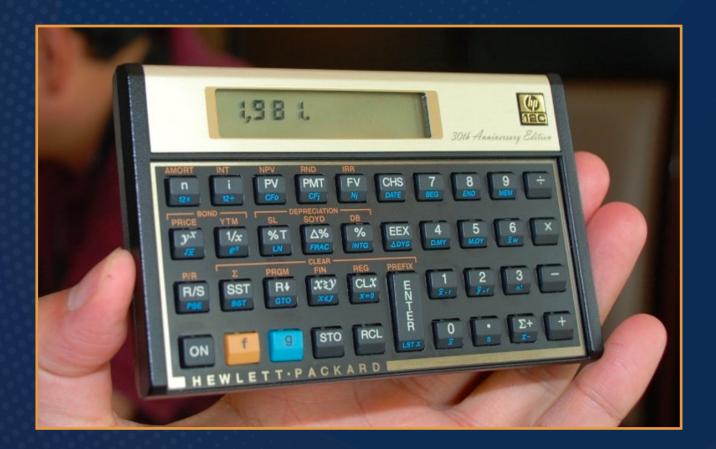


SUCCESSOR





PREDECESSOR



SUCCESSOR





What did you do during the pandemic?











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



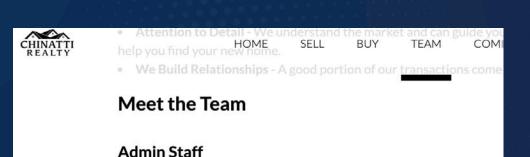
It's simply time to adjust our processes, contracts and our language?



What are others doing Now?

SIGNED APRIL=108 APRIL=62











Jason Posnick Director of Sales

Above Market Average

Want to know HOW?



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?



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...



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?"



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?



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...

- 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?



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.





Why Don't I Really Play Full Out?





The Addiction to...

OPINIONS OF OTHERS











What Would My Business Look Like, Playing At Level 10?





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



All Great Businesses have Six things in common...

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

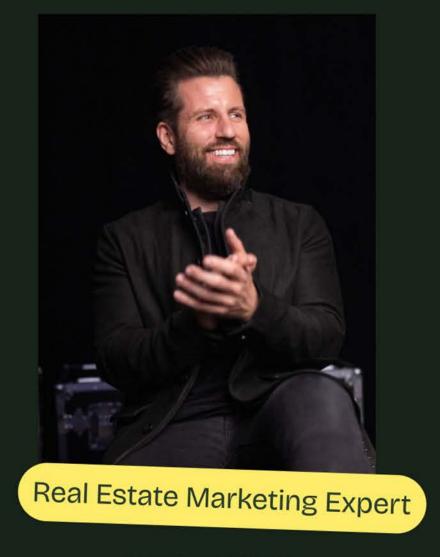




#1 coach in Real Estate



100k in 100 Days



TOM FERRY JIMMY MACKIN

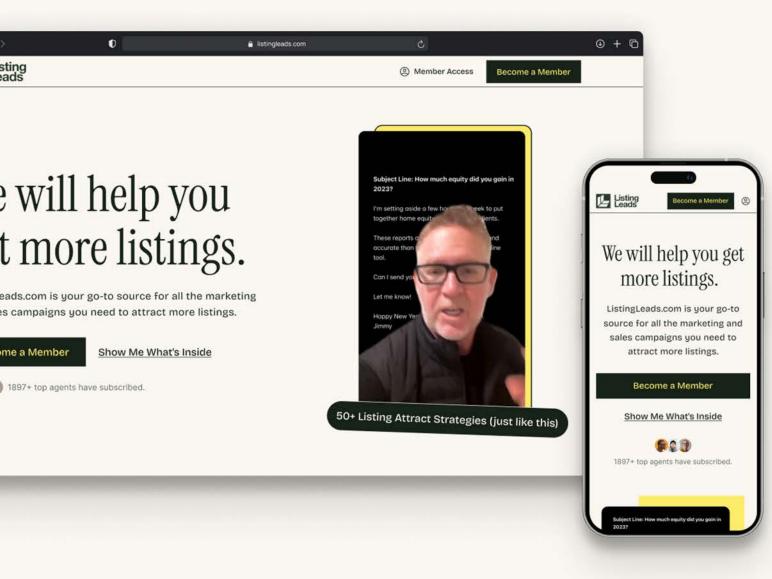


2,394
Agents

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.





Win More Listings!





How can we install more structure to the business?





5 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!



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

SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
· it is units, 170 at volume, · 介 conversion by 5%	Scale for 10 new agents / month Streamline training platform operationalize conversion	2 transactions for every listing 1'1- conversion of database 50 clased deals from social media	· +24 legacy agents	
Conversion Tracking System Trainval - Lessons Trainval - Video Support Lead Potation Management Mentor Trainving Establish Tles Visual for boiling Tracking 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 Coan Google Vace Last Pacs ISA System(c) Action Plan - Buyer Under Cantract Action Plan - Seiler Under Cantract Agent Checklist Task Reminders Cinde Dial Google Pencus	Lease Syran F560 Recording Emails (24) Buyer Presentation you Tube Ads Google PPC VIDEO Listing Campaign Founds Power Professional affer. Least bioses Least bioses	_ calls per day _ interviews per week Out event	5150 - CTE Tracking System Referrals Legacy Pod Leaders 2023 Bridget List to Luse process rafinement Supra Suga pick up wient on live email Slack until closing Caption vault Listing Coordinator Hire



Jamie McMartin



Geller - Listings Live. Buser - Engle quementer. Buser - Leaking at humes Buser - Classing table. "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)



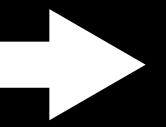


- Weekly Dashboard Review/Commitments
- 2. Weekly Marketing Meeting
- 3. Weekly Sales Improvement Meeting
- 4. A Focused Weekly Coaching Session

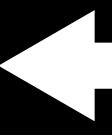


When we

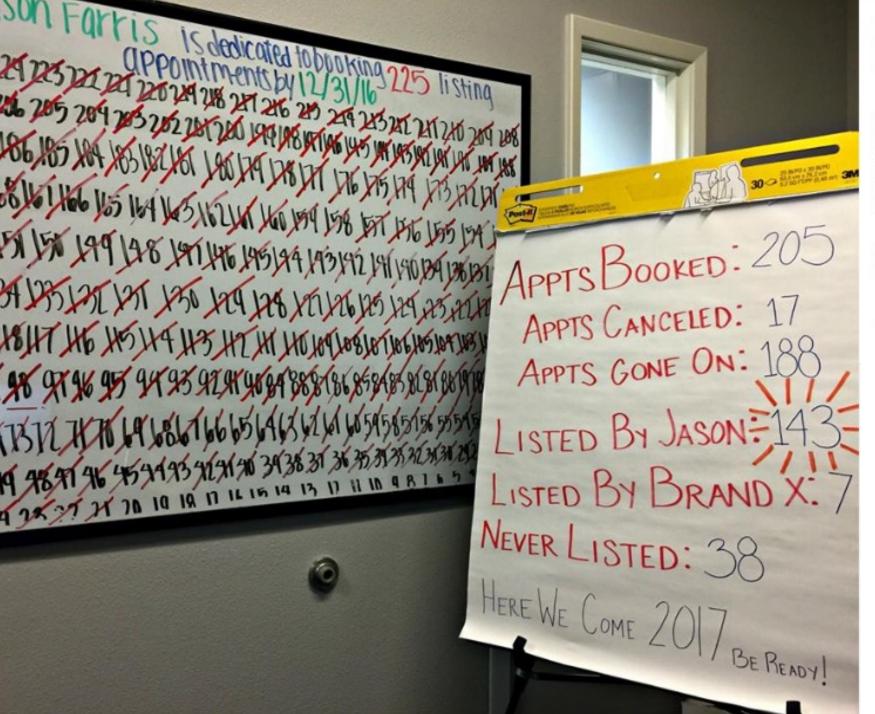
MEASURE PERFORMANCE,



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.

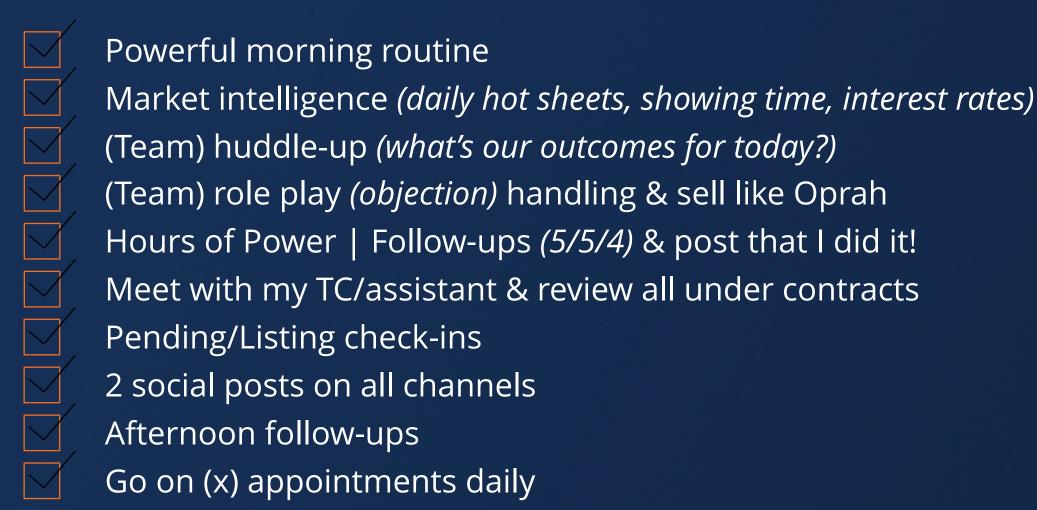
Like Comment



The 3 most important checklists



Daily Checklist





Weekly Checklist



- 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





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

Thank your title partner!













We asked our coaching clients "What works now?"

"Where are your top listing sources?"

1. Database

- Our Sphere who decided to sell
- Our Past Clients who decided to sell
- Our Sphere who referred us someone who decided to sell
- Our Past Clients who referred us to a seller
- Sellers from our Agent-to-Agent Referral partners
- My older leads we nurtured who decided to sell



The three demos who are selling.

- 1. Downsizers
- 2. Trade uppers
- 3. Super seniors

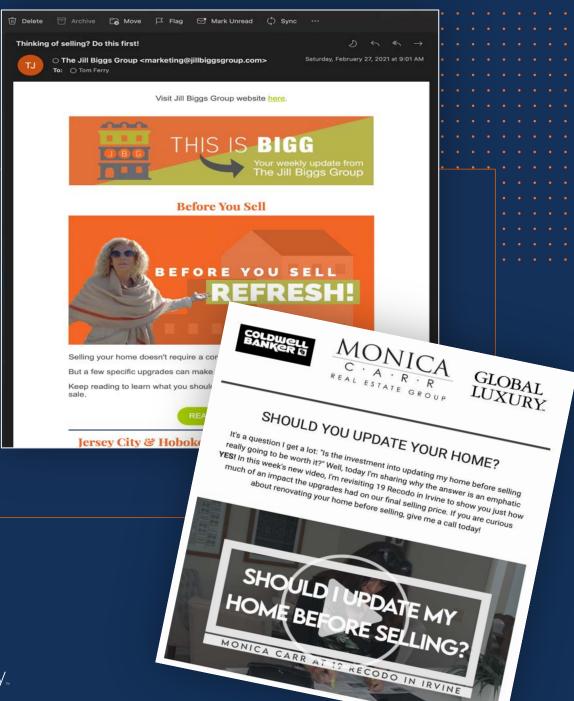




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- 3. Everyone receives a CMA every 6 months
- 4. Create content for your clients, sphere and prospects
- 5. Minimum one mailer a month (just solds/market updates)
- 6. For your very best, a unique gifting strategy the law of reciprocity
- 7. Two community events (all invited) annually
- 8. One client appreciation party annually



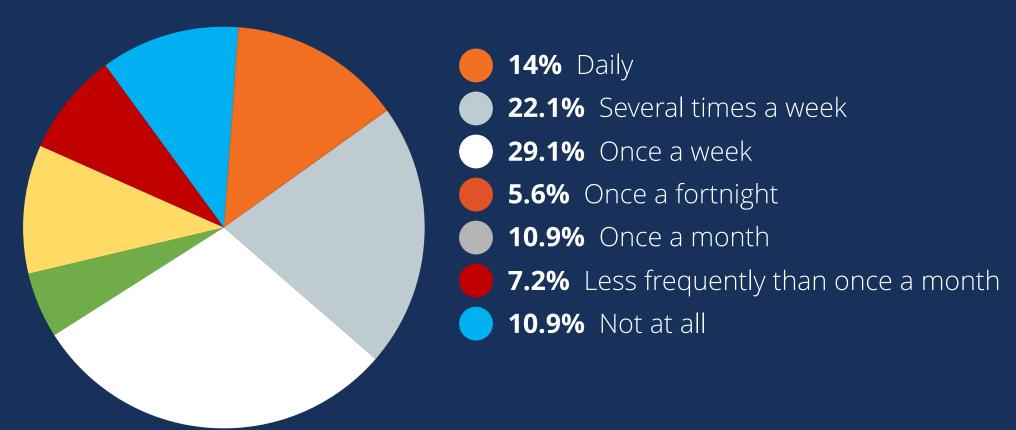
Weekly emails with content to your database, with links back to your site to watch





Sentiment Trends

How often are you happy to receive email marketing from brands you're interested in?







Hi Matt,

In Huntsville, the median sales price increased 14.7% year-over-year (YOY) in Q3.

When was the last time you checked your home's value?

Most people check a few times a year, especially with home prices appreciating so quickly.

Click the button below and we'll create a free market analysis for you so you know what your home is currently worth.

GET MY FREE MARKET ANALYSIS

P.S One quick question -

Have you made any major improvements to your home during this past year? Home renovations can greatly impact your home value, get your new home value.

Warm Regards,

Matt Curtis

SEE WHAT WE'RE UP TO!

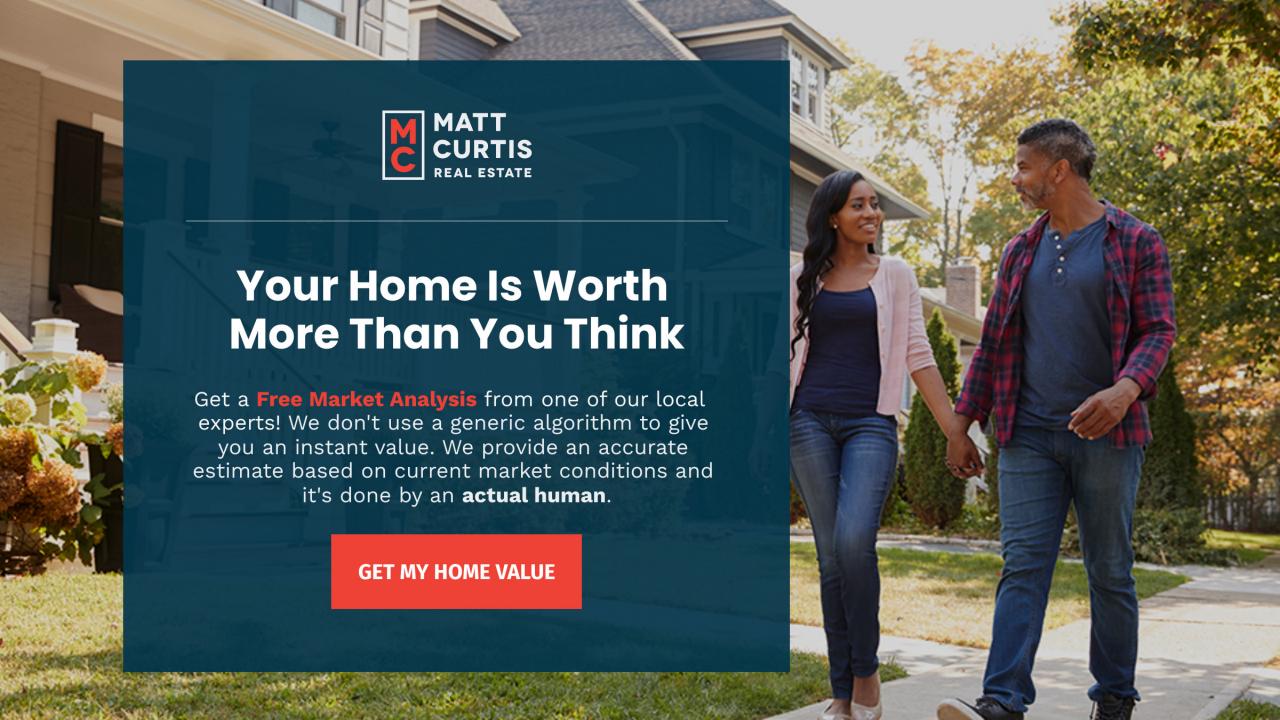








READY TO TAKE THE NEXT STEP? Call us today! 256-270-9393





You More Get a Free N experts! We you an ins estimate bas

Enter your information below to get an accurate estimated home value!

One of our local market experts will complete a competitive market analysis on the address provided.

First Name

Last Name

Email

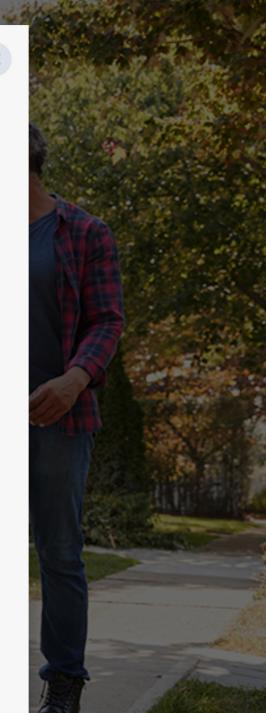
+1 United States

Phone Number

Street Address

REQUEST MY HOME VALUE

Privacy Policy:
We hate SPAM and promise to keep your email address safe



THE SOLUTIONS

- 1. CRM/Email Capture BoomTown
- 2. Email Service Providers BombBomb, MailChimp, AWeber, ConvertKit

"Outlook" and "Gmail" are not ESPs!



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Have You Heard the Origin Story of...



850+ Conversations
57 Listing Appts
= 6% Conversion of
Research Phase & Now
Listing Appointments!



They'll ask, "How's the real estate market?"

"The market is challenging... We simply don't have enough homes to sell... for the number of buyers who desperately want to buy. It's a classic supply and demand issue...

I'm curious... what's on your mind?

You know, I'd be the worst Realtor on the planet if I didn't ask...

have you had ANY thoughts of selling?"



"Be the Educator!

When we educate, we are the Authority."

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THE CMA-A-DAY CAMPAIGN

Who: Past Clients/Sphere/Old Seller Leads

What: Email them a video with an updated Market Valuation.

Subject line: Best email you'll receive this month!

Video: (Name), it's your favorite Realtor checking in with some great news about your home's NEW value. I'll call you tomorrow to find out if it's actually worth more! Have a great day, talk tomorrow!



Use this QR code to sign up for a free, monthly email that will give you data specific to your home.



Simply use your cell phone camera buy holding it over the QR code then watch for the notice on your phone to open and follow the instructions.

WHO YOU WORK WITH MATTERS - Jeanie Shea

Cell: 205.249.0097 Email: Jeanie@JeanieShea.com

Website: JeanieShea.com YouTube: "Meet Your Hoover Neighbors"





Hi Jeanie! Here's your current home report and tips on how to save money. Call or email with questions!

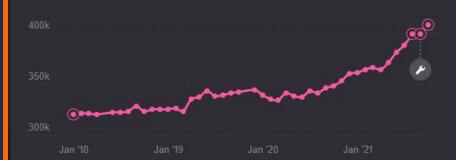
Jeanie Shea • Jeanie Shea LLC 205-249-0097 • Jeanie@JeanieShea.com

The estimated value of your home is

\$408,000

Tuned by you Sep. 2021



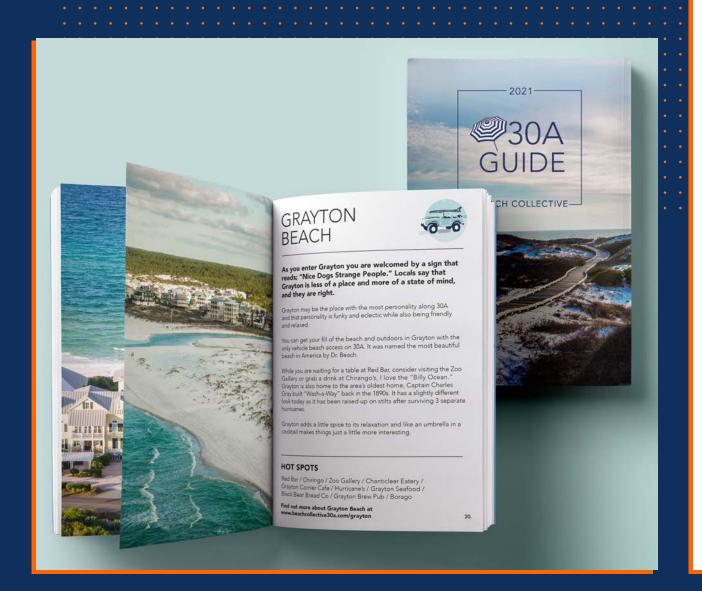


35244 is in high demand but cooling down a bit
 Take a look

That means the net worth of the home to you is

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"81% of consumers prefer to watch a video to learn before they decide."



Create Easily
Searchable
Content on
for Google



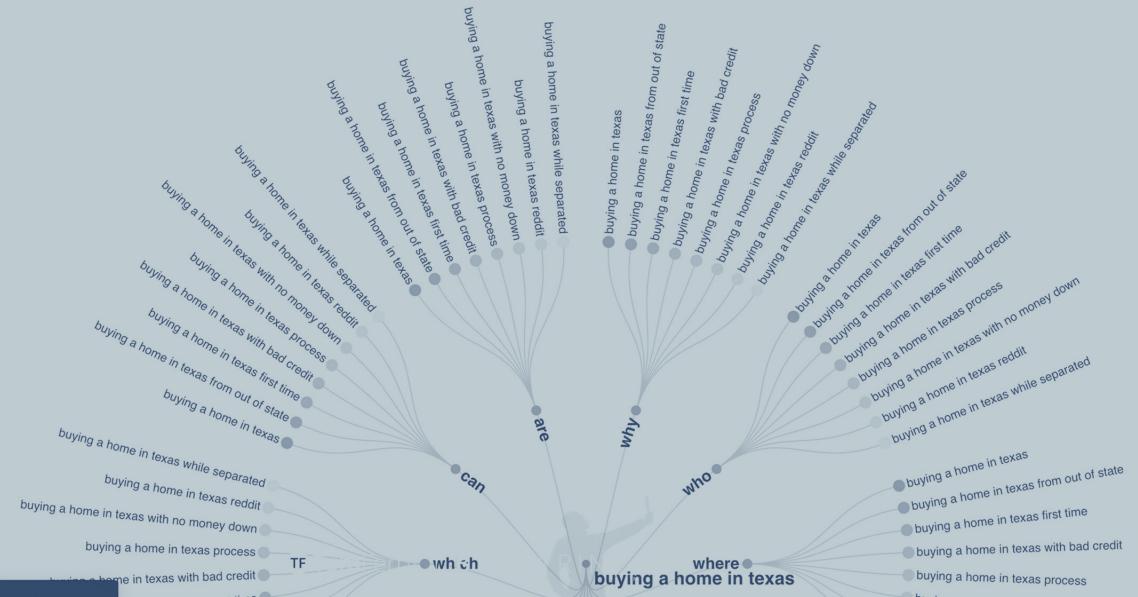


"Your content isn't about you, it's for your clients"

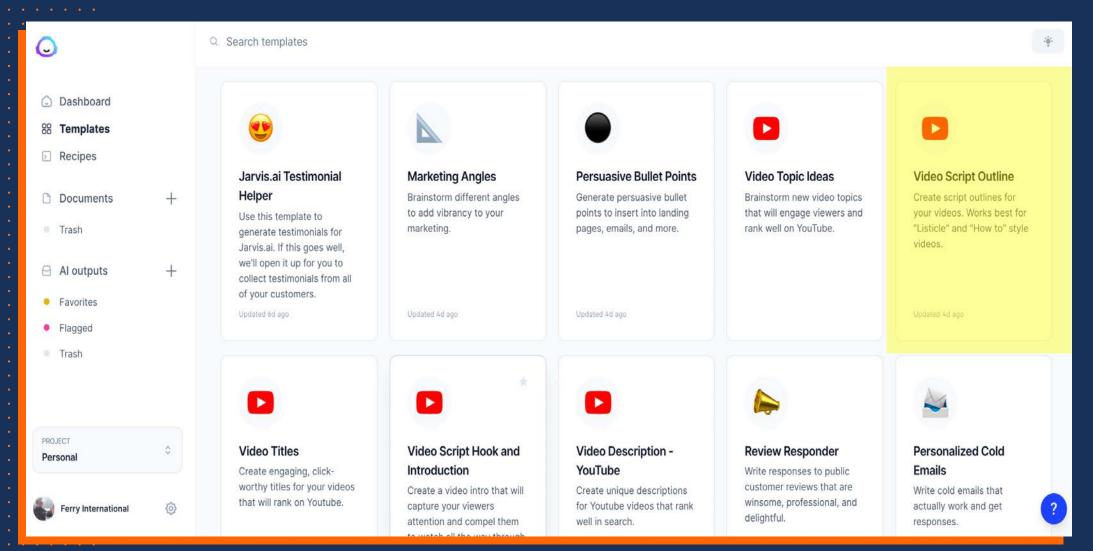


Check out AnswerThePublic.com

Buying a home in Sacremto – 80 questions



Check Out Jarvis or ChatGPT – To write for you!



Create Content For Obvious SEO on YouTube

- Moving to (city)
- Buying in (city)
- Living in (city/community)



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The ultimate <u>quarterly</u> direct marketing sequence!

"Yes, repeat the sequence 4 times a year"

*Mail it, email it and socialize it







POSTCARD "THUMB-MAILERS"



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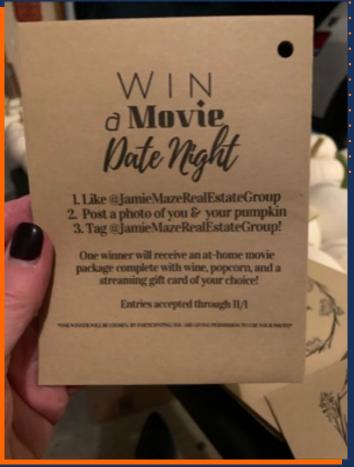




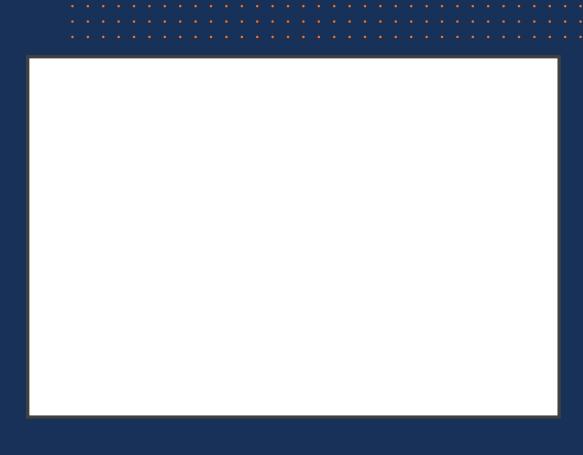
All reservations below are on a first come, first served basis

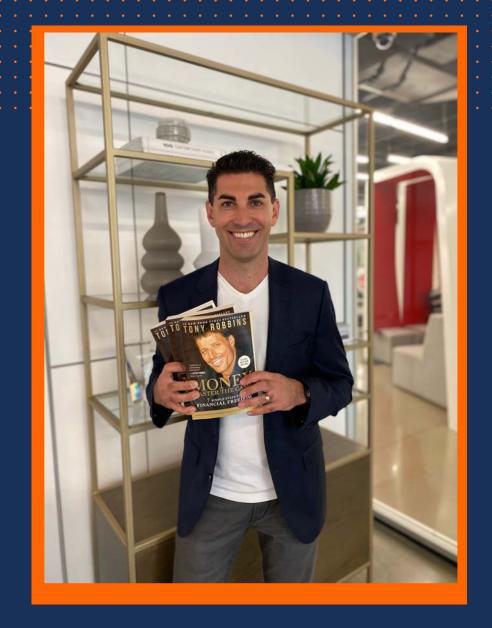
Capital Grill (Plano)	7:15 p.m.
Haywire (Plano)	7:00 p.m.
Sixty Vines (Plano)	7:00 p.m.
Da Mario (Frisco)	7:00 p.m.
Perry's (Frisco)	7:00 p.m.
Rick's Chophouse (McKinney)	7:45 p.m.
Harvest (McKinney)	7:00 p.m.
Neighborhood Services (Addison)	7:00 p.m.
Kenny's (Addison)	8:15 p.m.
III Forks (North Dallas)	7:00 p.m.
Rise (Dallas)	7:00 p.m.
Smokey Rose (Dallas)	7:00 p.m.





TFTomFerry | BLUEPRINT





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HERE! WE'RE THE HUB: LAS VEGAS!









CITY ENGAGEMENT

partnered with an organization that we are passionate about can donate & serve. As well as invite our SOI to participate.

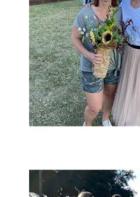
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CLIENT APPRECIATION EVENTS









My kind of people. My kind of party.





"We don't have an inventory crisis; we have a lack of execution crisis!"



What are my "love on my database" priorities?

Questions?

Why Most Agents & Teams Fail to Earn What They Deserve?

UNDER 30 DAYS

MONTHS 2-3

MONTHS 3-6

MONTHS 6-12

12 + MONTHS

8%

27%

33%

22%

10%

BoomTown!



HIGH CONVERSION SCHEDULE

8:15am - 9pm

9am - 11am

11am - 12pm

12pm - 1pm

1pm - 3pm

3pm - 6pm

6pm - 9pm

Prior 24hr follow up

10/10/8/2 – make calls, set appts!

Training or staff meeting

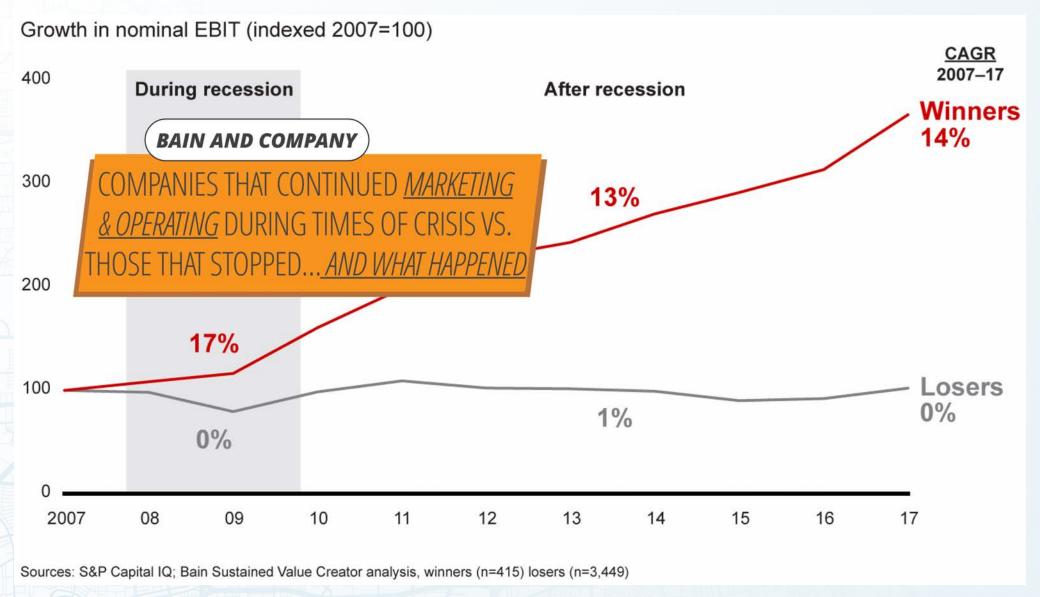
Working lunch (simple follow-up / text / emails)

Personal time / errands / attend closings

Showings / afternoon prospecting

Quiet time @home / correspondence









Add scalable lead generation platforms

100's of Additional Referral Companies

































































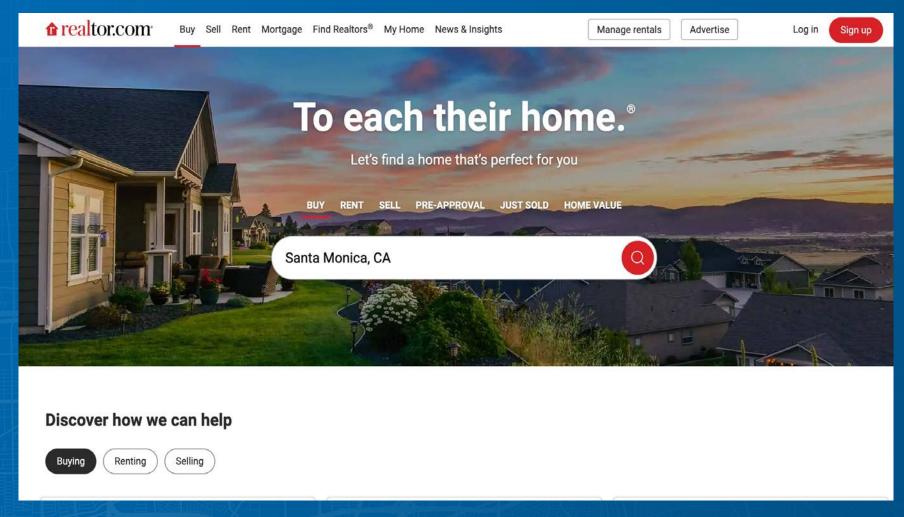








Scalable Platform: Realtor.com







REALTOR.COM

NIKKI WEISS

Years in Real Estate: 7

2022 Results

Transactions: 142

Volume: \$88,046,878

❖ RDC: 61

2023 (C&P)

Transactions: 24

Volume: \$10,995,597

❖ RDC: 14



Nikki Weiss - By the numbers

Return on investment
% Of business attributable to realtor.com
New agent conversion rate*
Experienced agent conversion rate
Roughly
Average monthly investment
Team agent size
Average leads to agents per month

*So a 2% conversion rate means that, for every 100 leads the agent receives, they end up with 2 closed transactions.

**Not all agents take leads.

500% (5X)

47%

1%-2%

4%-6%

100 buyer conversations = 1-2 sales in next 90 days \$14,000 per month

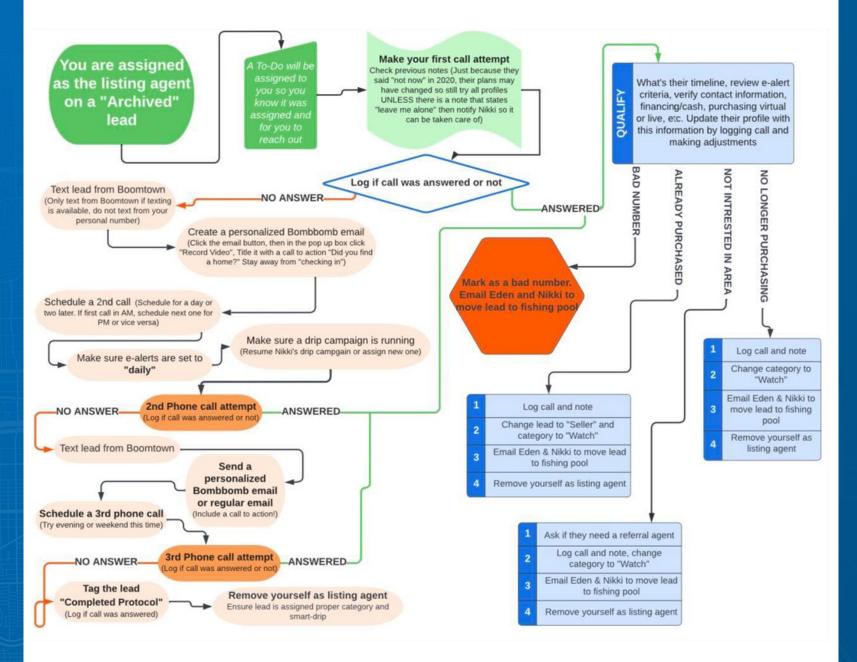
15

25**

Breakdown of conversion time from leads received to when leads closed



MONTH DURATION	2020	2021	YTD 2022 (6/12/22)	
0-3 MONTHS	45	31	18	
3-6 MONTHS	14	21	6	
6-12 MONTHS	18	24	10	
12+ MONTHS	28	19	16	





Even with hurricanes & rate changes my coach provided the outside perspective, insights, encouragement and accountability to follow through & convert. — Nikki Weiss

