





#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



@TomFerry



@TomFerry



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@CoachTomFerry



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@therealtomferry



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#TomFerry



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ROADMAP

Tamara Zander

Turning Transactions into Traditions:
Our Approach to Lifelong Clients

SLC, UT

Zander Real Estate Team (2019-2023)

GCI 5 Year Total: \$10.4 million

Volume 5 Year Total: \$393.5 million

Units 5 Year Total: 796

Sphere Transaction Results: 70%+





Turning Transactions into Traditions: Our Approach to Lifelong Clients

@ZanderRealEstateTeam

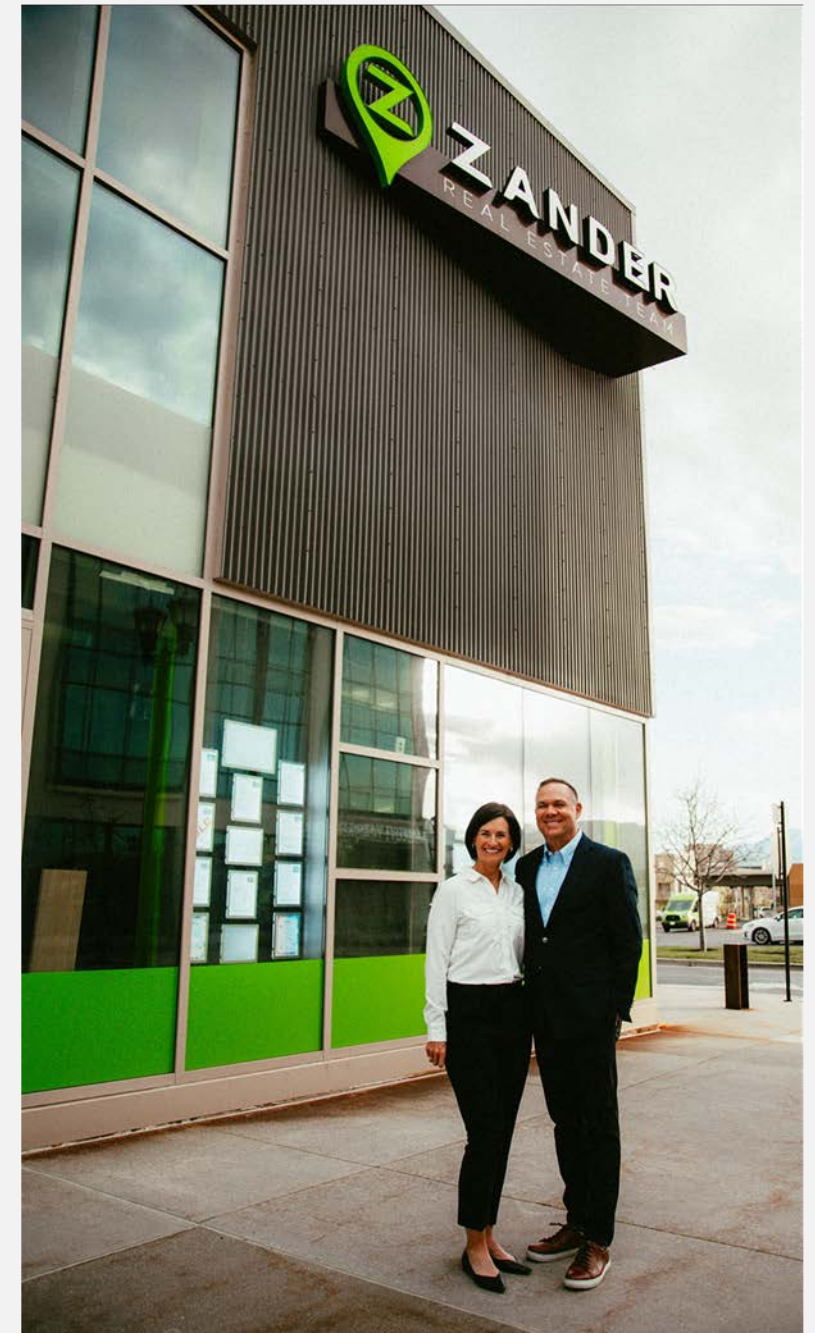
Zander Team | SLC, UT

**Why did Tom ask me to speak
about the client experience?**

Our Mission

We provide superior Real Estate services exceeding expectations where:

- ***Clients enthusiastically recommend us to family and friends.***
- We offer growth opportunities for our team members.
- We are trusted professionals respected in our industry and give back to our community.





“ When you create raving fans, people who are so excited about the way you treat them that they want to tell everyone about you, word-of-mouth marketing becomes your best tool.”

~ *Raving Fans*, Ken Blanchard and Sheldon Bowler



We focus on creating **memorable** client experiences through **exceptional** service.

Pre-Listing Experience



Staging Consultation



CMA



Handyman Services



Raving Fan Box



Active Client Experience

- ✓ Jelly Bellies
- ✓ Thank You Cards, LA, OH, UC, Close
- ✓ Branded gifts: hats, gum, water bottles, pens, chapstick, cards
- ✓ WOW Closing Experience: In our office with branded sign, gift jar, photo, and interview
- ✓ Dedicated Admin Team
 - Standardized Processes
 - Consistent Communication
 - Weekly Stats
 - Marketing



Zander Team Annual Events

Client Dinner
February



Bowling Night
May



Anniversary Bash
August



Santa Photos
December



Ongoing Client Experiences

- Welcome Party (taco truck)
- Christmas Amaryllis
- Pop By's
- Annual Equity Review
- Bi-weekly Newsletter
- Birthday Card/gift
- Paddle Boards





“Decide what you want.
Discover what the customer wants.
Deliver plus one.”

~ *Raving Fans*, Ken Blanchard and Sheldon Bowler



DM “Roadmap 24” for slides and resources!

Tamara Zander | Zander Team
SLC, Utah



@TamaraZander_utahrealestate

Action Items for YOU!



1. Decide

2. Discover

3. Deliver