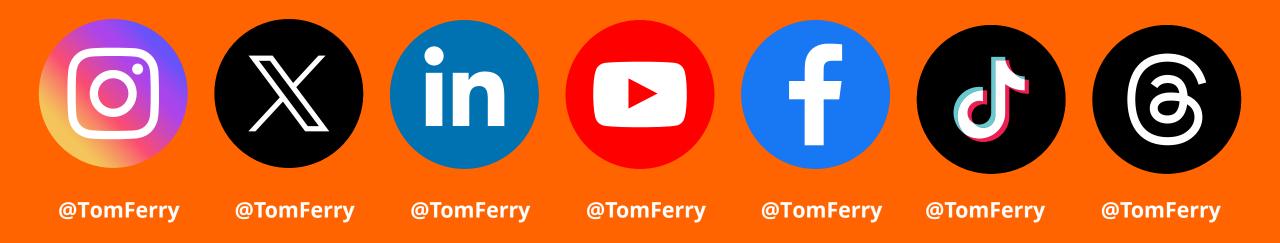


TomFerry ROADMAP

Tag Tom on your social posts



@TomFerry

@Ferryintl

#FerryIntl

#TomFerry





Thank our partners.



Thank You to Our Sponsors









Huge "Thank You" to Our Friends at PalmAgent For Sponsoring Today!

PalmAgent

Real Estate's #1 Closing Cost App



Thank your title partner!







Fidelity National Title

Why Are You Here?



I'm assuming YOU want to win, MORE!



Here's the Problem...

4.05% of agents

Listed 51% of all homes YTD.



What sets them apart?



What sets them apart?

- 1. They MUST earn more.
- 2. They're more consistent with marketing & follow up.
- 3. They have the skills to win the listing.



OUTCOMES:

- Attract & Win More Listings!
- Get out of my head & into action!
- Improve my skills!
- Win your fee's with buyers!
- Get Organized & Prioritized!
- Have Fun!





Tamara ZANDER

SOUTH JORDAN, UT

ZANDER REAL ESTATE TEAM

GCI 3 Years Total: 7.303M

Volume 3 Years Total: \$273.02M

Units 3 Years Total: 489





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

Q: What adjustments are a must?



Obstacles to overcome!



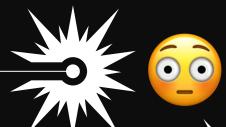
Four converging forces impacting 2024

AN ELECTION YEAR



PENT UP DEMAND

LACK OF INVENTORY













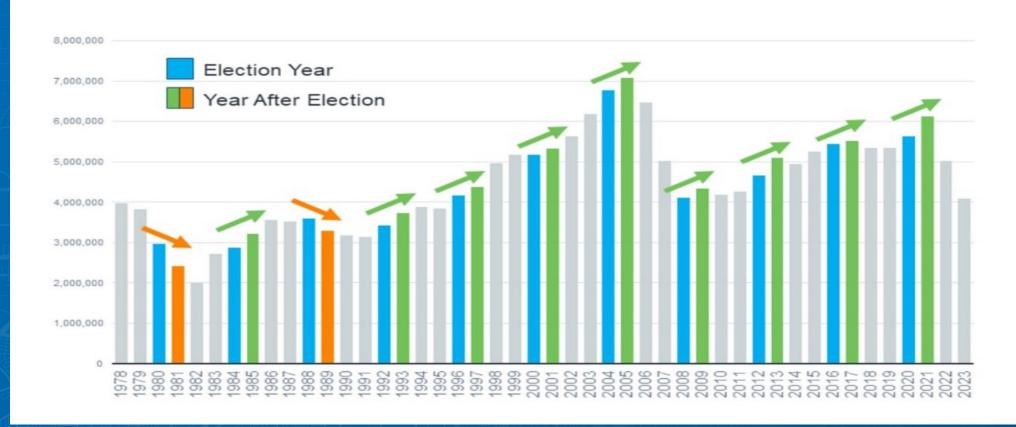


What do we know...



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

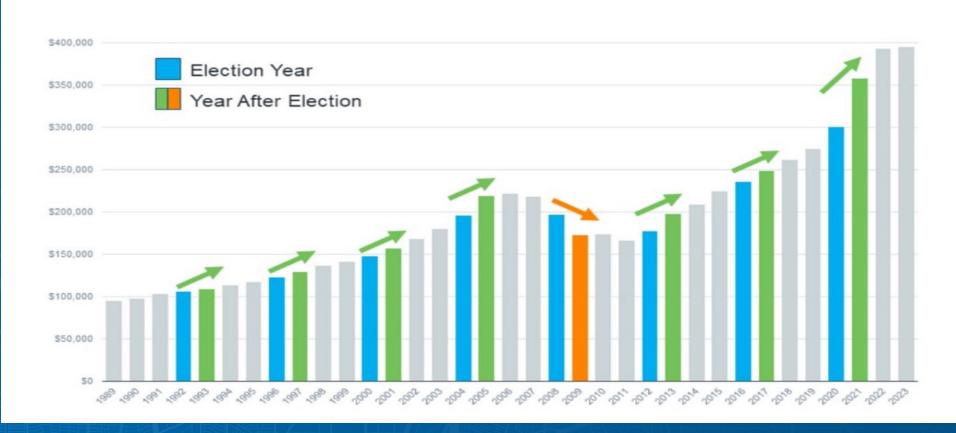
U.S. Annual Existing Home Sales





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%



Most Believe...

This is THE MARKET For the Next 2 to 3 Years



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 from Jan to April 2024?



Who's Taking all the Listings from Jan to April 2024?

```
1,111,200
               = 0 listings
 327,900
               = 1 to 4
                             = 542,283
  45,000
               = 5 \text{ to } 10 = 276,675
   15,000
               = 11 \text{ to } 20 = 143,871
    2,500
               = 21 to 30 = 55,335
               = 31 \text{ to } 44 = 33,201
     900
                             = 66,402
     750
               = 45+
```



IT'S THE REAL ESTATE HUNGER GAMES...









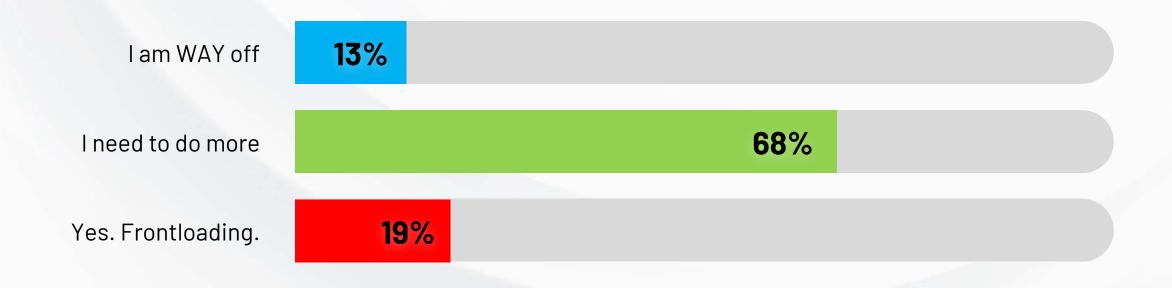
"What have I learned after 3 decades & 75,000 hours of coaching?"



We just surveyed 111,000 agents



AM I MARKETING ENOUGH?



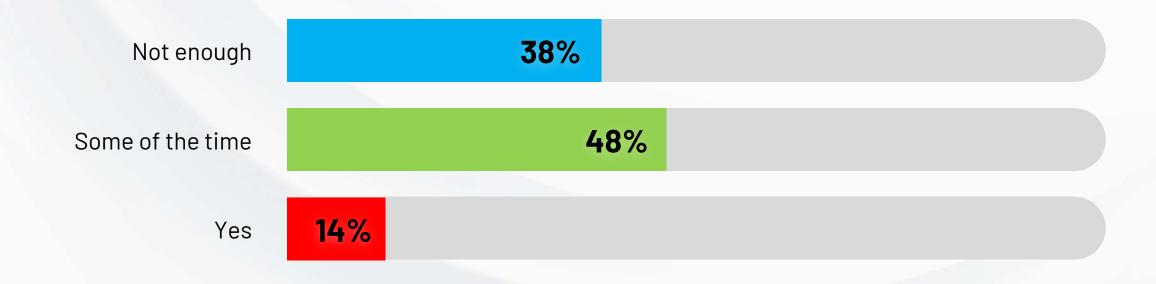


AMIPROSPECTING ENOUGH?



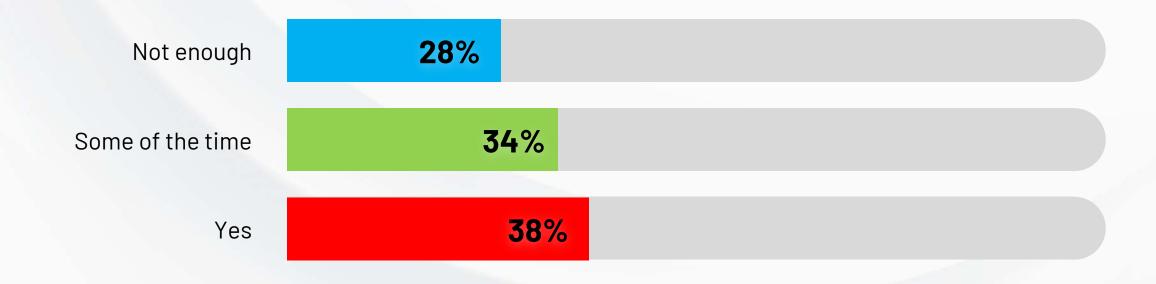


AMION SCHEDULE?





DO I FOLLOW UP ENOUGH?







Business, at its purest is,

Attention & Monetization





What's the MOST under marketed asset by agents?





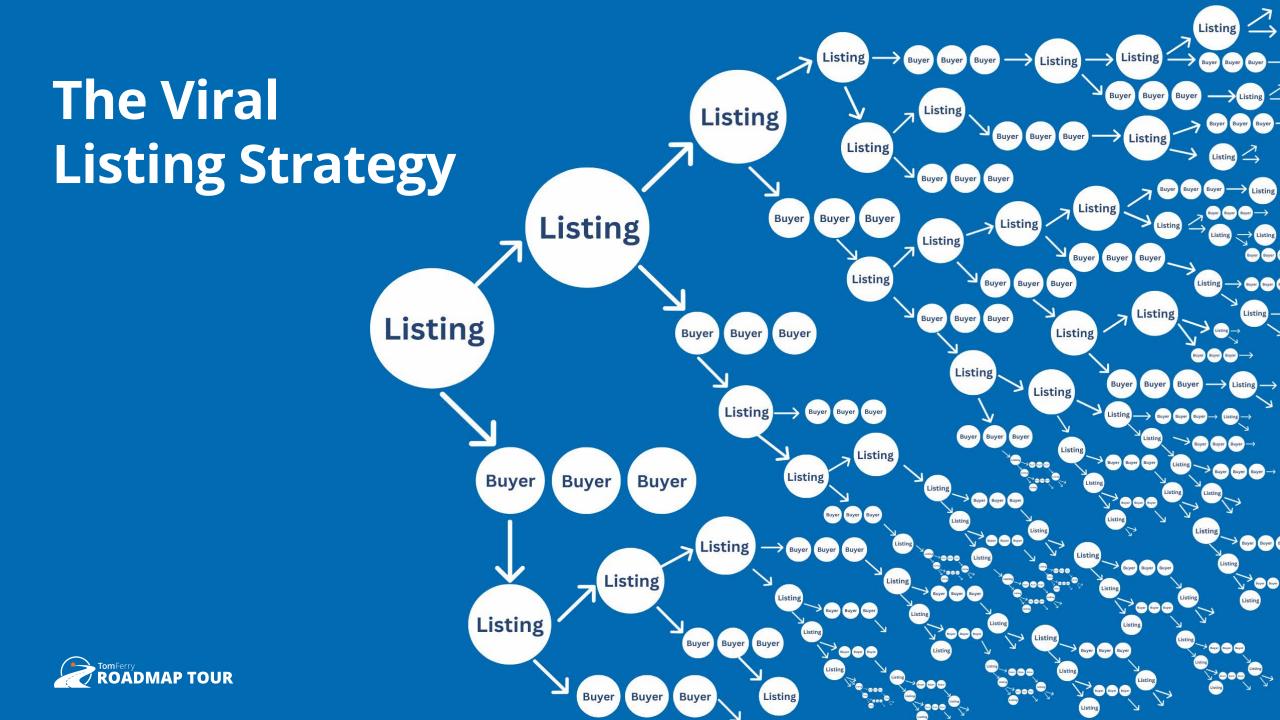
MORE Listings, from my Listings, by creating MORE Attention!



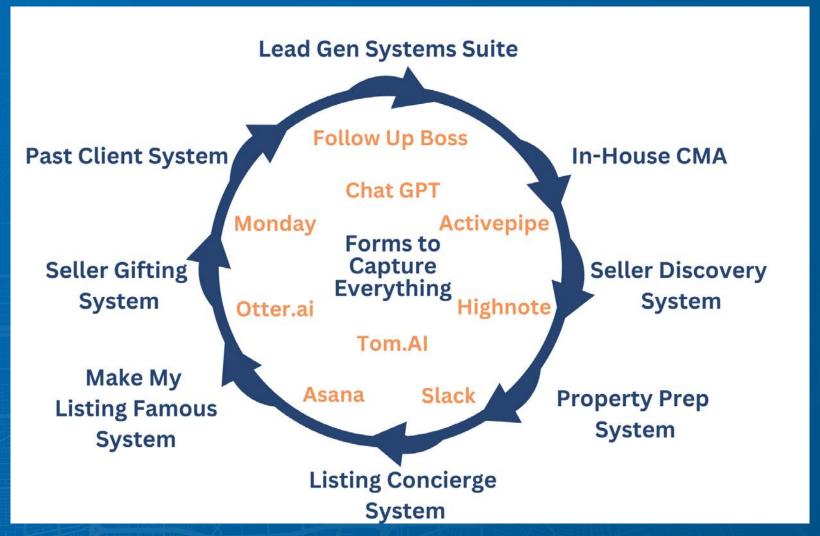
Listings!

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





BUILD YOUR LISTING FLYWHEEL





How do I turn one into 2 listings?

Email your whole data base before your next listing



"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.

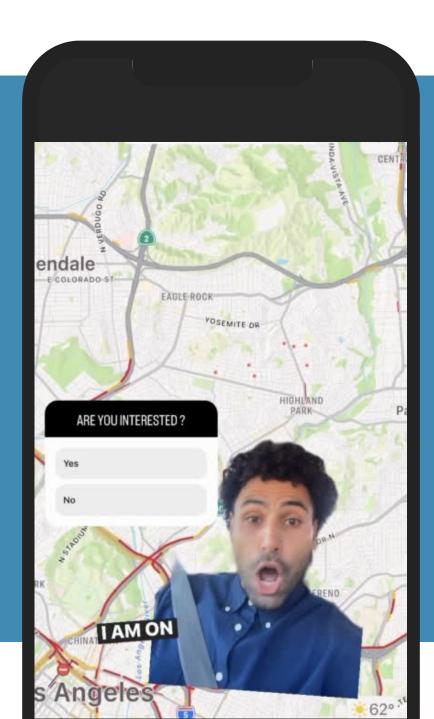
What I can tell you is that homes like this typically sell above ask in just a few days If you already know that you'll want the details, reply with "VIP."

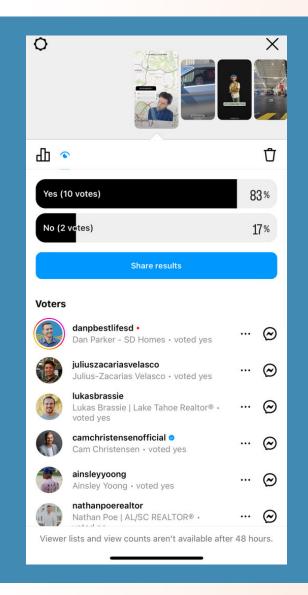
I'll add you to my VIP list, and send you more information as soon as I can.



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..."
- 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 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 3

DESIGN PROJECT+ PRE-MARKETING

- » Fully stage to show like a model home » Initiate coming soon marketing campaign
- » 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...









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?

Scan here to find out.



Sequence stronger Colors (Color (Colo

Creates Curiosity!





Did you hear about your neighbor?





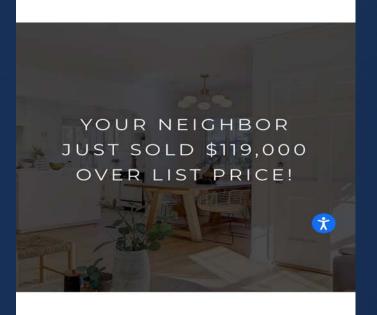
5,700 mailed. 1952 scans. 37 full form fills. 1.89%





The MONEY is in the Landing Page!





HERE'S THE STORY...



YOUR NEIGHBOR CALLED US...

...looking to make a move out of state, and wanting to maximize the value of their home

a 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



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.

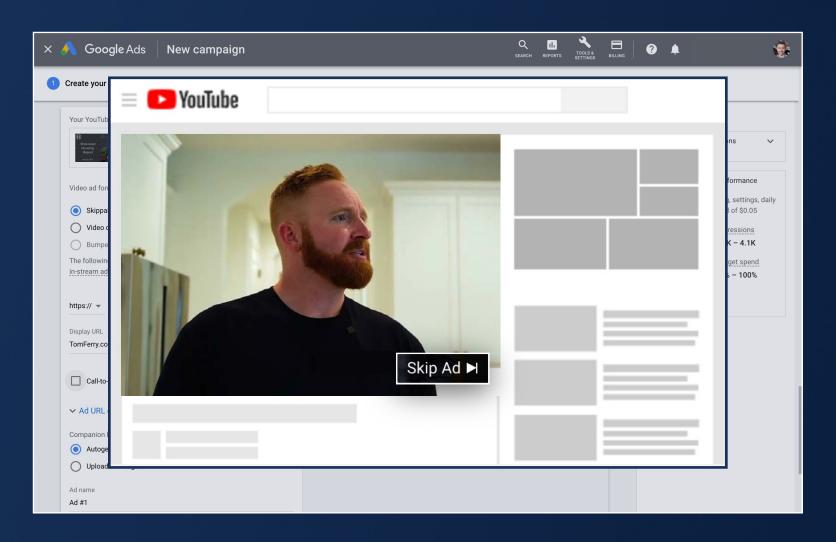
Name	■ A
Name	
Email	
Email *	
Phone	
Phone	
Address	

By providing The Stephanie Younger Group your contact information, you acknowledge and agree to our <u>Privacy Policy</u> 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



How will I create MORE Attention?





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



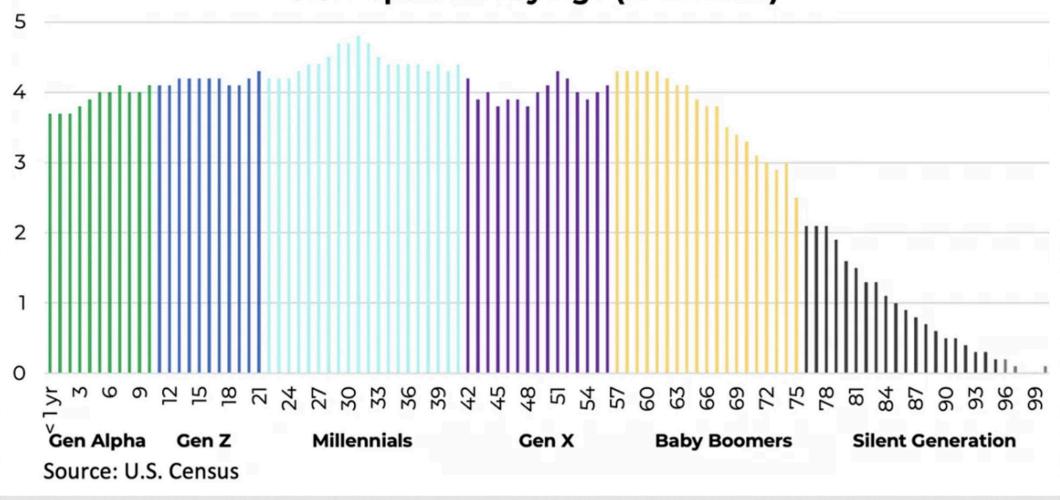
From Life **Events**





Generational Cohorts - at a glance

U.S. Population by Age (in millions)





"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

Leads to listing appointments

Generates listings





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



Salt Lake City Roadmap





@the.mangin.team

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...
- 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?
- 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?



Business, at its purest is,

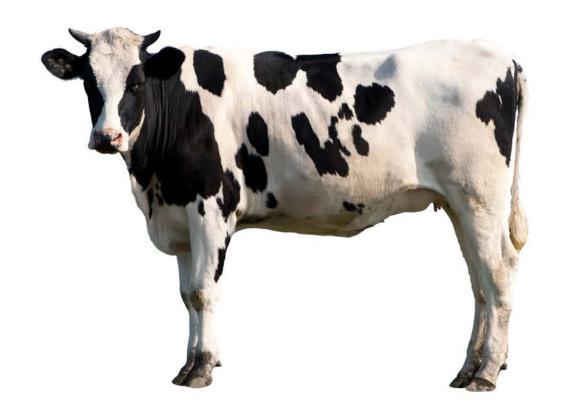
Attention & Monetization





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









Why does the Bison Charge the Storm?

#chargethestorm







Tamara ZANDER

SOUTH JORDAN, UT

ZANDER REAL ESTATE TEAM

GCI 3 Years Total: 7.303M

Volume 3 Years Total: \$273.02M

Units 3 Years Total: 489



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?







All Great Businesses have Six things in common...

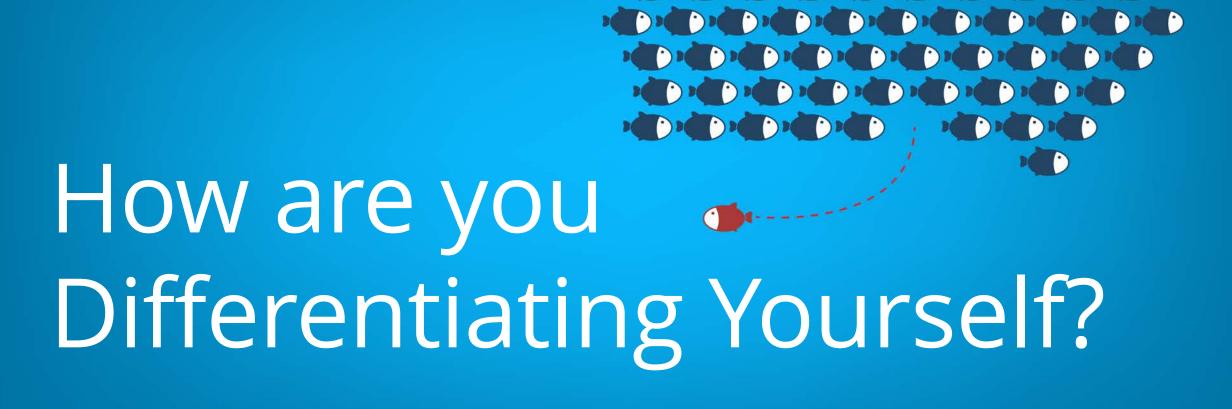
- I. A Growth Mindset!
- 2. A Great Brand!
- 3. A Great Product! (Listings/Service)
- 4. Great Marketing!
- 5. Great People!
- 6. A Great Operating System!





"Those without a BRAND, compete on PRICE."





DICTION DICTION DICTION DICTION



MY BRAND IS

My face, it's me My words, my stories My tone, how it makes people feel My reviews/reputation/track record My distribution – where & how often The body of my work – in all mediums It's what my clients say about you (W.O.M.A.N)



What are my Unique Factors?





What am I passionate about?



What medium am I known for?



PHIL GERDES

SOCIAL

MATT CURTIS

BILLBOARDS

SHANNON GILLETTE

TELEVISION

MAUREEN FOLAN

MAILERS

KRIS WEAVER

RADIO ADS



VIDEO





Can you use another Brand to Build Yours?





Vincent KESSEL

♀ JUPITER/PALM BEACH AREA, FL

COMPASS

KESSELLUXELIFESTYLES

2022

Invested: \$38,089.44

RDC Volume: \$11,217,188

RDC GCI: \$281,104

2023

Invested: \$49,043.36

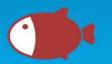
RDC Volume: **\$22,210,000**

RDC GCI: \$572,600



realtor.com®





How else can l Differentiate Myself?









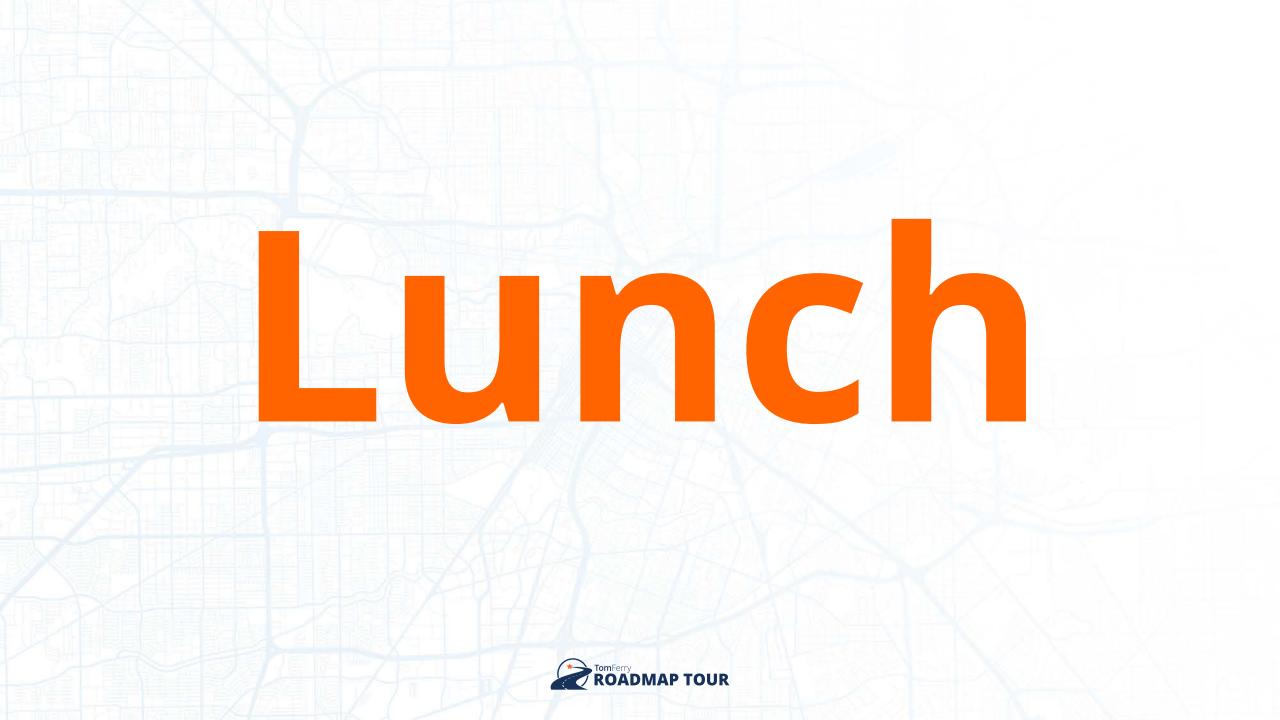






What am I committed to regarding my Brand?





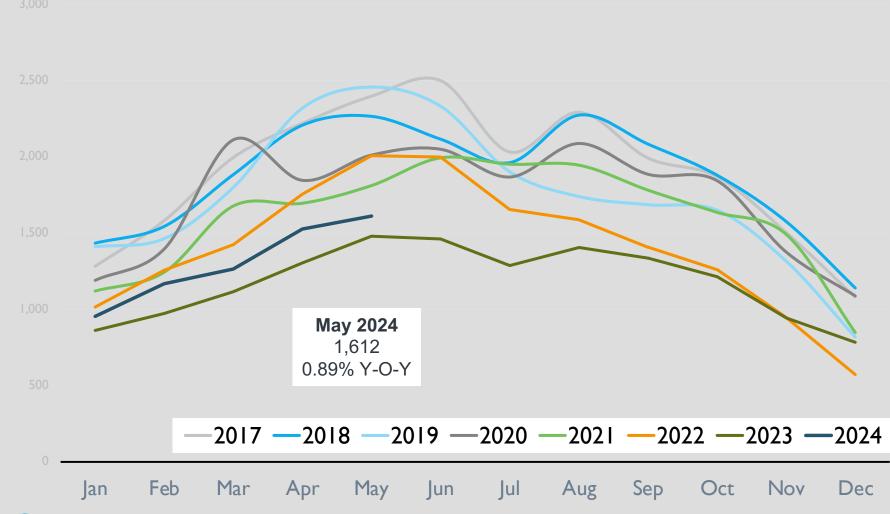




Salt Lake City, Utah

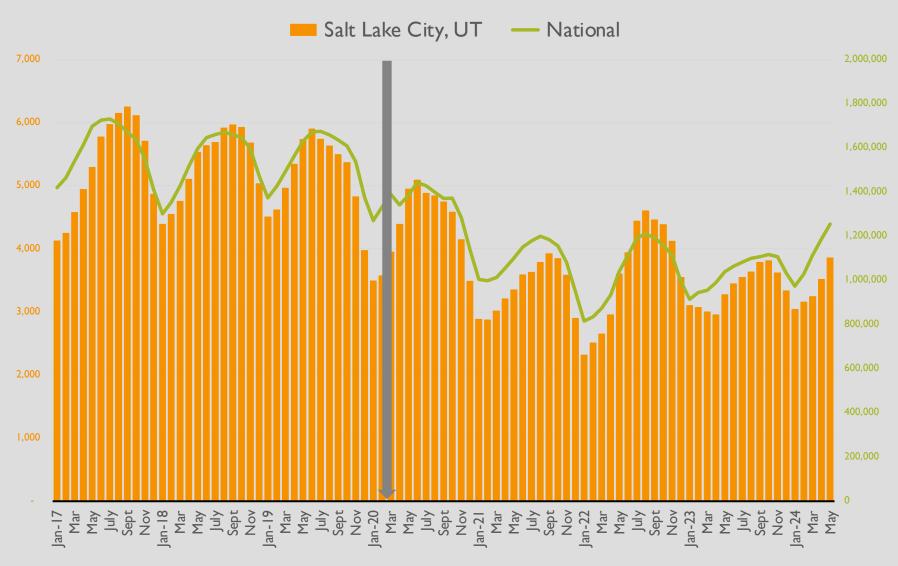
New listings Compared To Previous Years

Monthly Counts in Thousands, Salt Lake City, UT





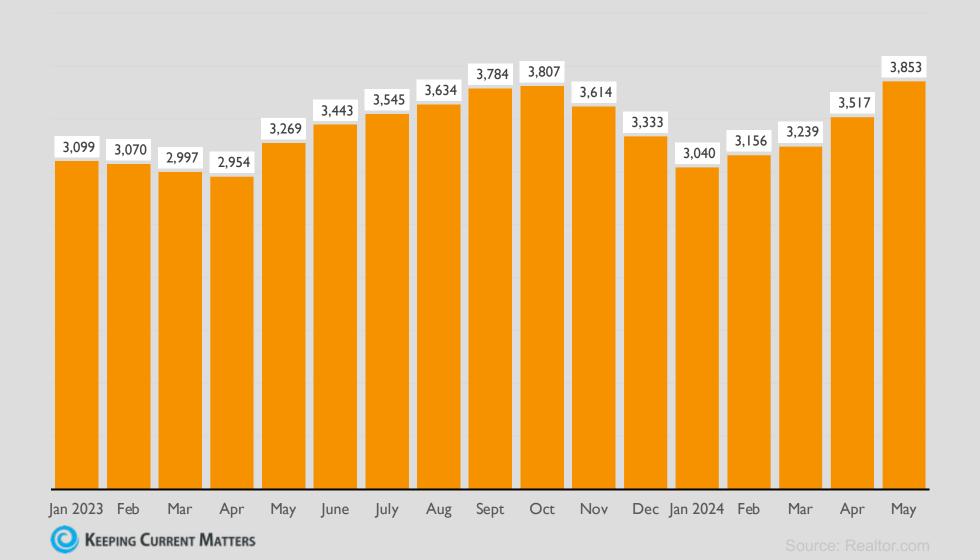
Total Listing Count





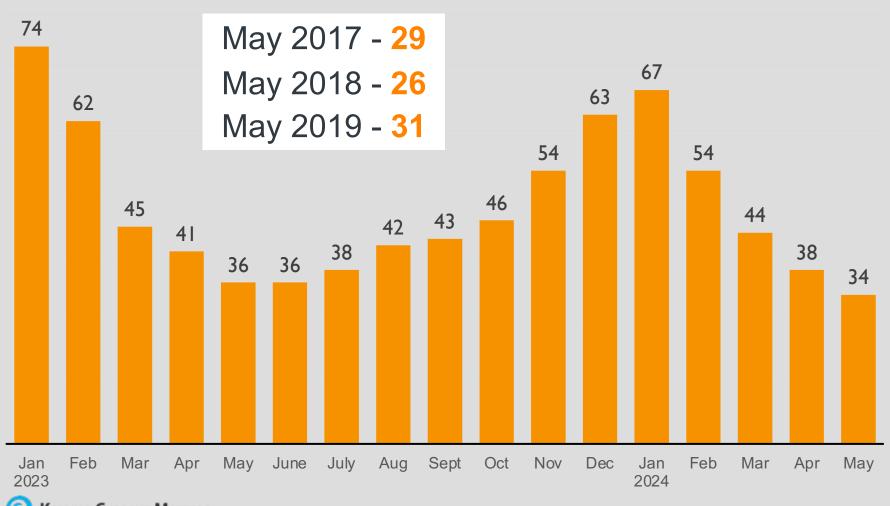
Salt Lake City, UT: Total Listing Count

Since Jan 2023



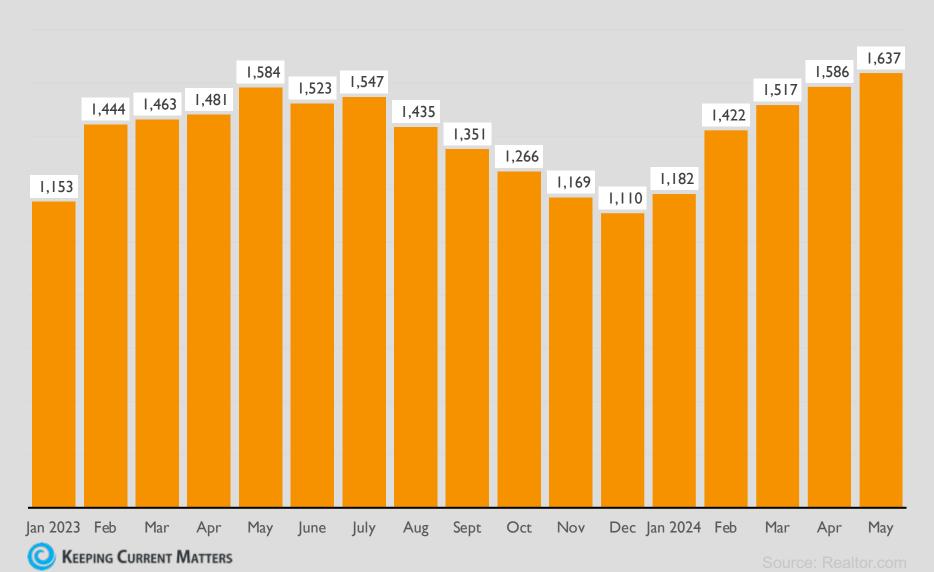
Median Days On The Market Since 2023

Salt Lake City, UT



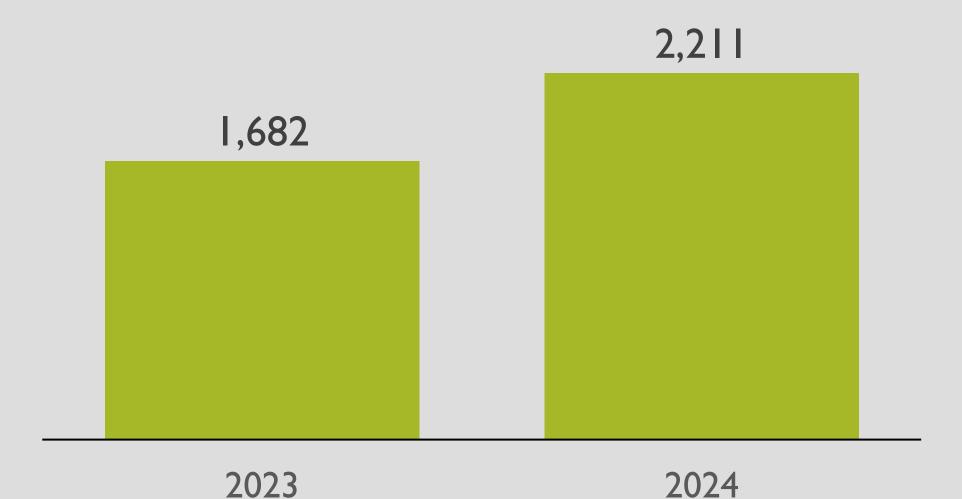
Pending Listing Count Since 2023

Salt Lake City, UT



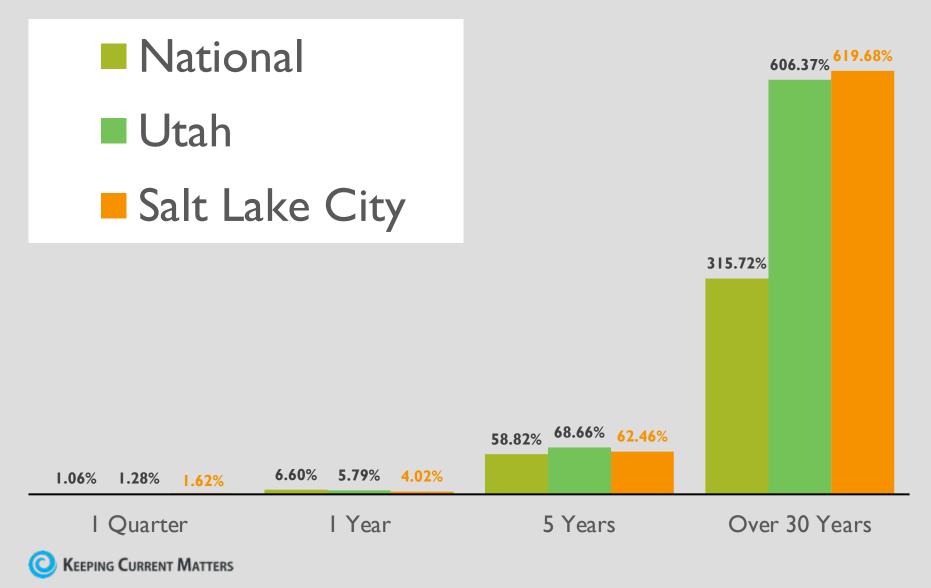
Active Listings Last Year vs. This Year

Monthly Counts In Thousands, May, Salt Lake City, UT



House Prices

Q1 2024





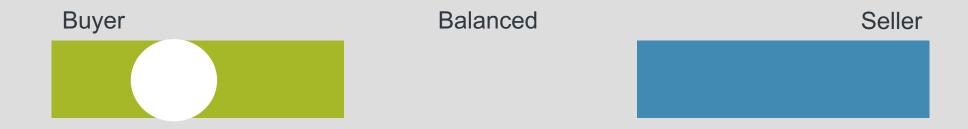
Salt Lake City, UT Housing Market

In April 2024, the median listing home price in Salt Lake City, UT was \$599K, flat year-over-year. The median listing home price per square foot was \$343. The median home sold price was \$475K.

- Realtor.com

Sale-to-List Price Ratio: 99.07%

Homes in Salt Lake City, UT sold for 0.93% below asking price on average in April 2024



Salt Lake City, UT is a buyer's market in April 2024, which means that the supply of homes is greater than the demand for homes.



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

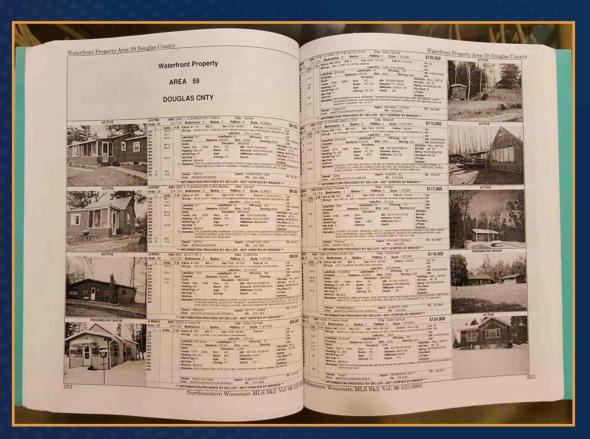
their interests", even "safer"... FIRST!





PREDECESSOR

SUCCESSOR





PREDECESSOR

SUCCESSOR

W Thomas Guide 2001 Los Angeles and Orange Counties

Street Guide and Directory

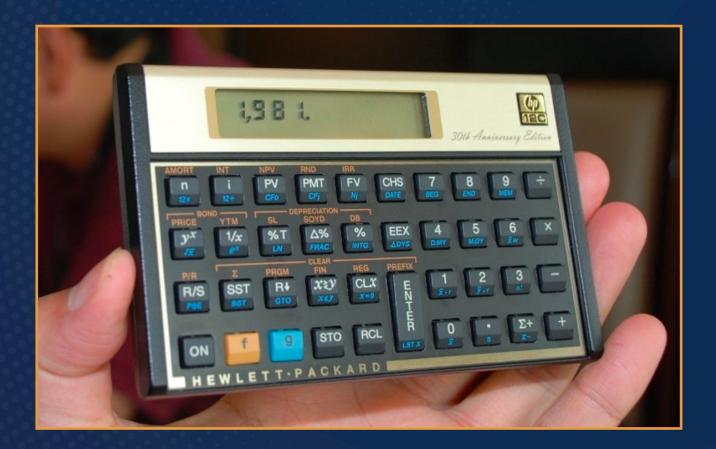
- Now Including
 ZIP Codes & Boundaries
- 1.129 New Streets
- Updated Annually
- Over 5,030 Square Miles Covered
- NEW School Listing in Points of Interest Index
- Companion to the Thomas Guide *Digital*Edition™







PREDECESSOR



SUCCESSOR















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?



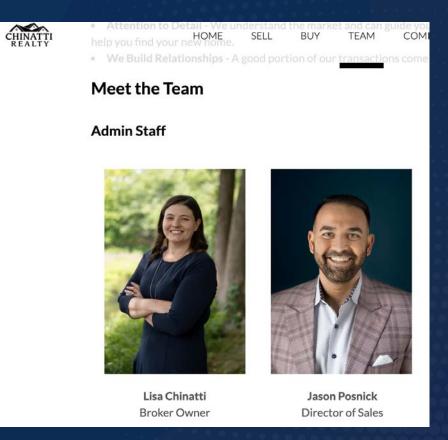
What are others doing





Signed April=108 | April=62





Above Market Average





Want to know 2 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?

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?









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...





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





90 Ways We Serve you

- 1. Schedule Time to Meet for a Strategy Session
- 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



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



- 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...

- 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?



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!

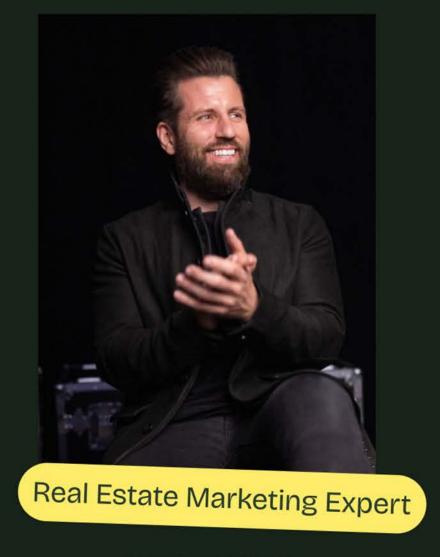




#1 coach in Real Estate



100k in 100 Days



TOM FERRY JIMMY MACKIN

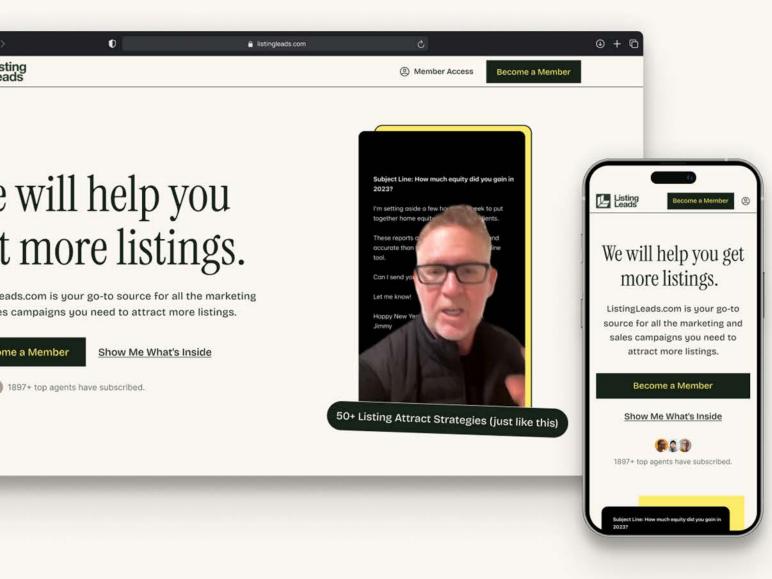


2,394
Agents

7,404
Listings

10,837
Buyers

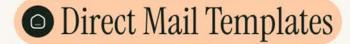




What's included in Listing Leads

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?



TomFerry ROADMAP TOUR





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
・411 Units, 170M volume, ・介 Curversion by 5%	Scale for 10 new agents/month Streamline training platform operationalize conversion	2 transactions for every listing 1 to conversion of database 50 closed deals from social media	· +24 legacy agents	
Conversion Tracking System Trainival - Lessans Trainival - Video Support Lead Rotation Management Mentor Training 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 Pass ISA System(c) Action Plan - Buyer Under Contract Action Plan - Seller Under Contract Agent Checklist Task Reminders Coale Dial Google Peneus	Lease Iyear Lease 2 year 1960 Recording Emails (24) Buyer Presentation You Tuke Ads Google PPC VIDEO Listing Campaign Fournits Down Professional affer, Leather Investigation Listing investment Listing Campaign Listing	_ calls per day _ interviews per week OI event	SIGN - CTE Tracking System Referrals Legacy Pod Leaders 2025 Budget List to Use process refinement - supra sugar pick up - client go live email - stack until closing - caption vault Listing Coordinator thire



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)



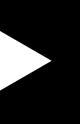


- 1. Weekly Dashboard Review/Commitments
- 2. Weekly Marketing Meeting
- 3. Weekly Sales Improvement Meeting
- 4. A Focused Weekly Coaching Session

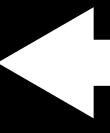


When we

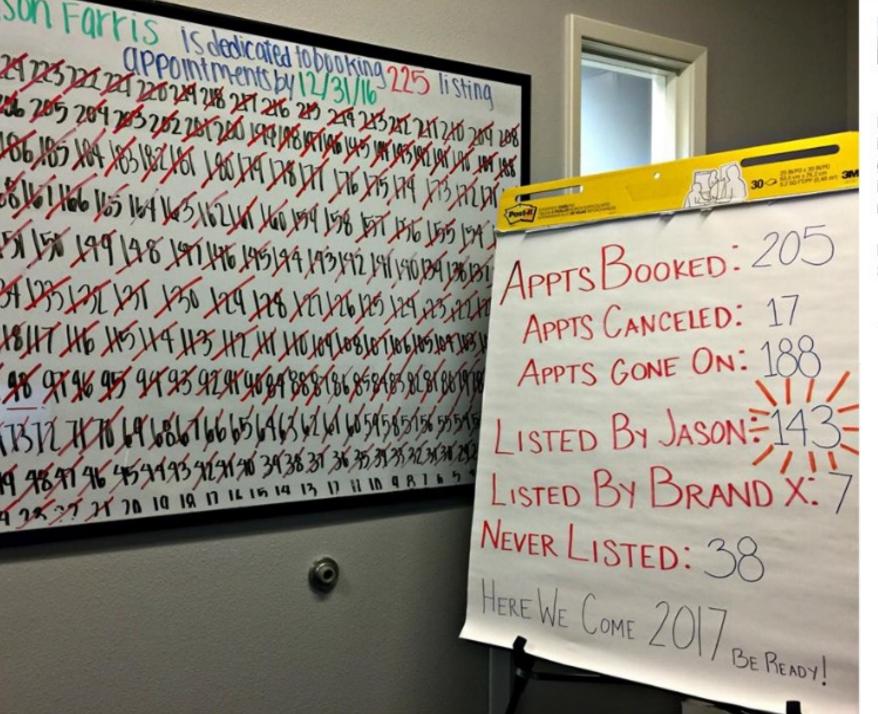
MEASURE PERFORMANCE,



Performance Improves









Follow · January 6 · It

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

Go on (x) appointments daily

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



Weekly Checklist

Film 1 to 2 shows	All seller's follow-up
Study competition	Manage / execute marketing plan
Review my #'s (week, month, year)	Book (x) appointments
Coaching sessions	List (y) homes
Powerful skill development	Sell (z) homes
Team meeting	Close (a) houses
Review projects (Do/Doing/Done)	Preview properties for clients
Project "do" time (working on my business)	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



What am I Committed to?





Thank your title partner!







Fidelity National Title



