

Tag Tom on your social posts



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry



@TomFerry

@TomFerry

@Ferryintl

#FerryIntl

#TomFerry





David **CHILDERS**

 **KEEPING CURRENT MATTERS**





Kristi **JENCKS**



**Thank our
partners!**

Thank You to Our Sponsors



**Thank your
title partner!**



CHICAGO TITLE®

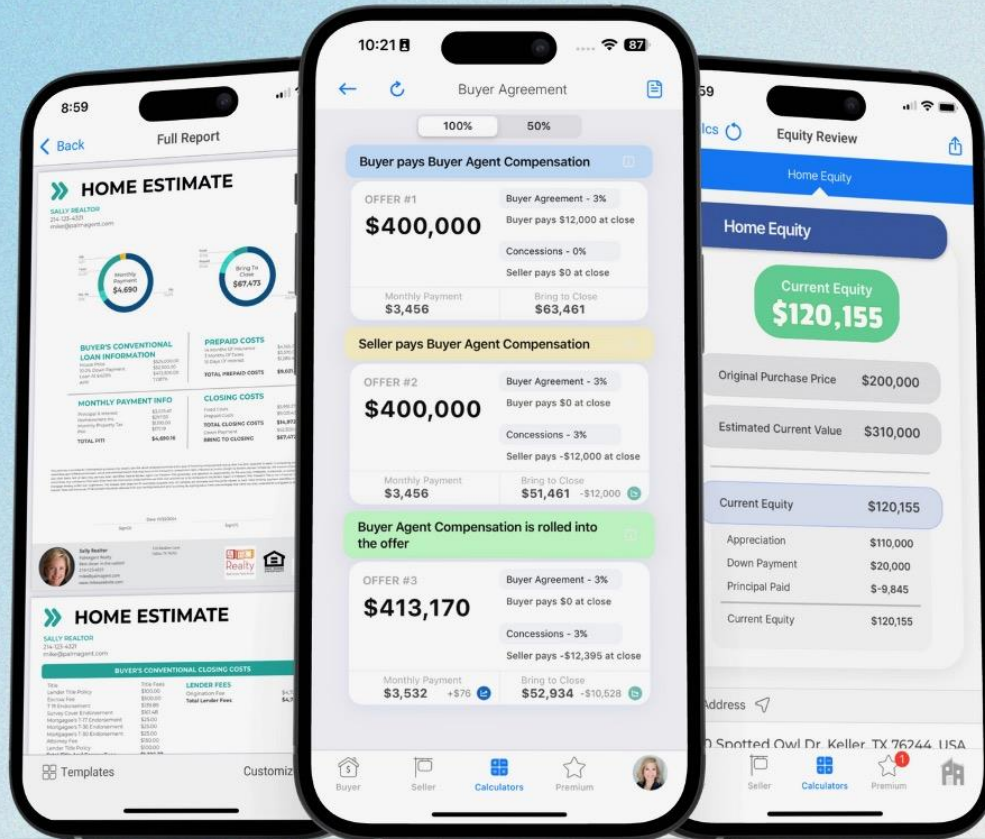


Fidelity National Title



Lawyers Title®





ChicagoAgent



FidelityAgent



LawyersAgent

Powered By
PalmAgent

Real Estate's #1 Closing Cost App



San Jose Roadmap

Scan to Download

**Why Are
You Here?**

I'm assuming **YOU** want
to **EARN MORE!**

REVENUE



solves everything

AGENTS JOIN US FOR 10 REASONS

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

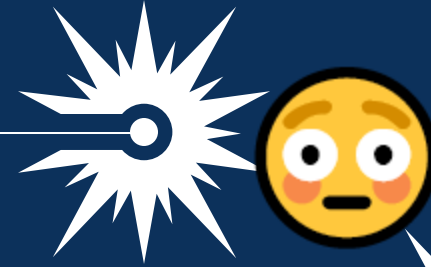
Obstacles

You had to to overcome

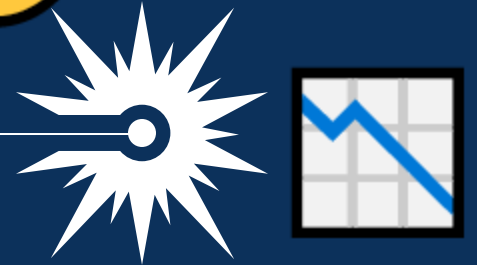
In 2024!

Four converging forces impacting 2024

AN ELECTION YEAR



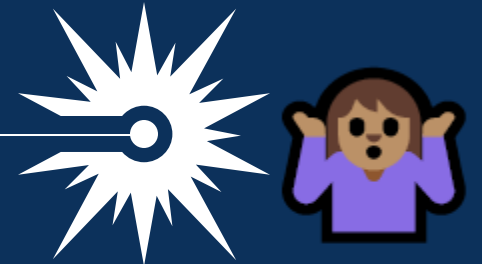
THE RATES



PENT UP DEMAND



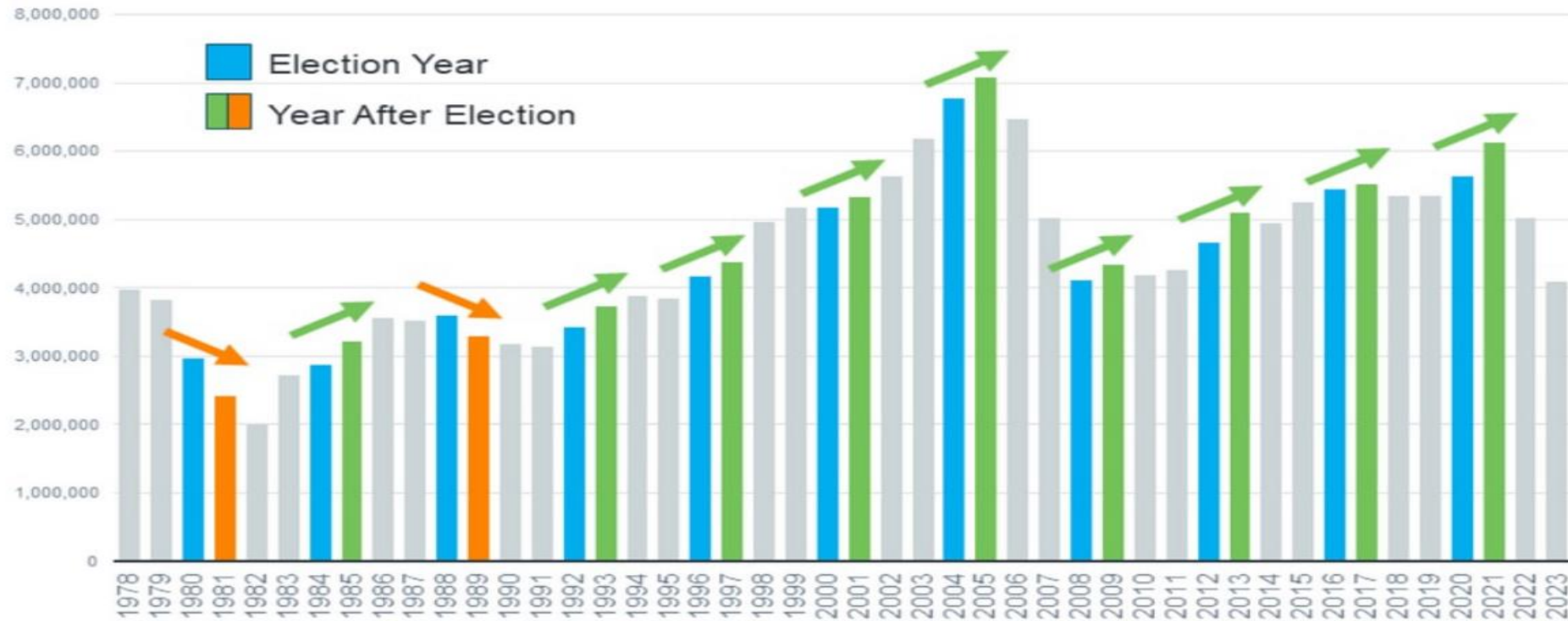
LACK OF INVENTORY



What do we know Post Election...

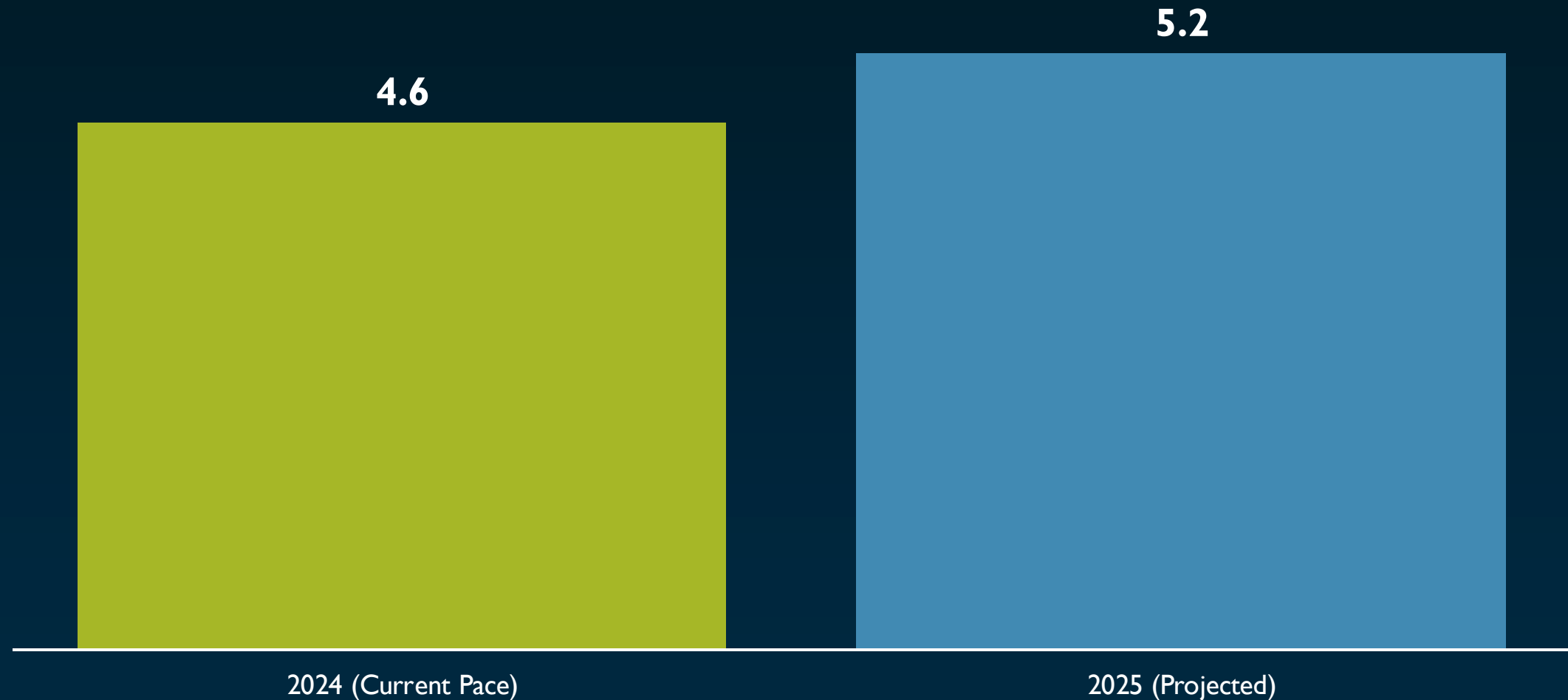
HOME SALES WENT UP AFTER 9 OF THE LAST 11 PRESIDENTIAL ELECTIONS

U.S. Annual Existing Home Sales



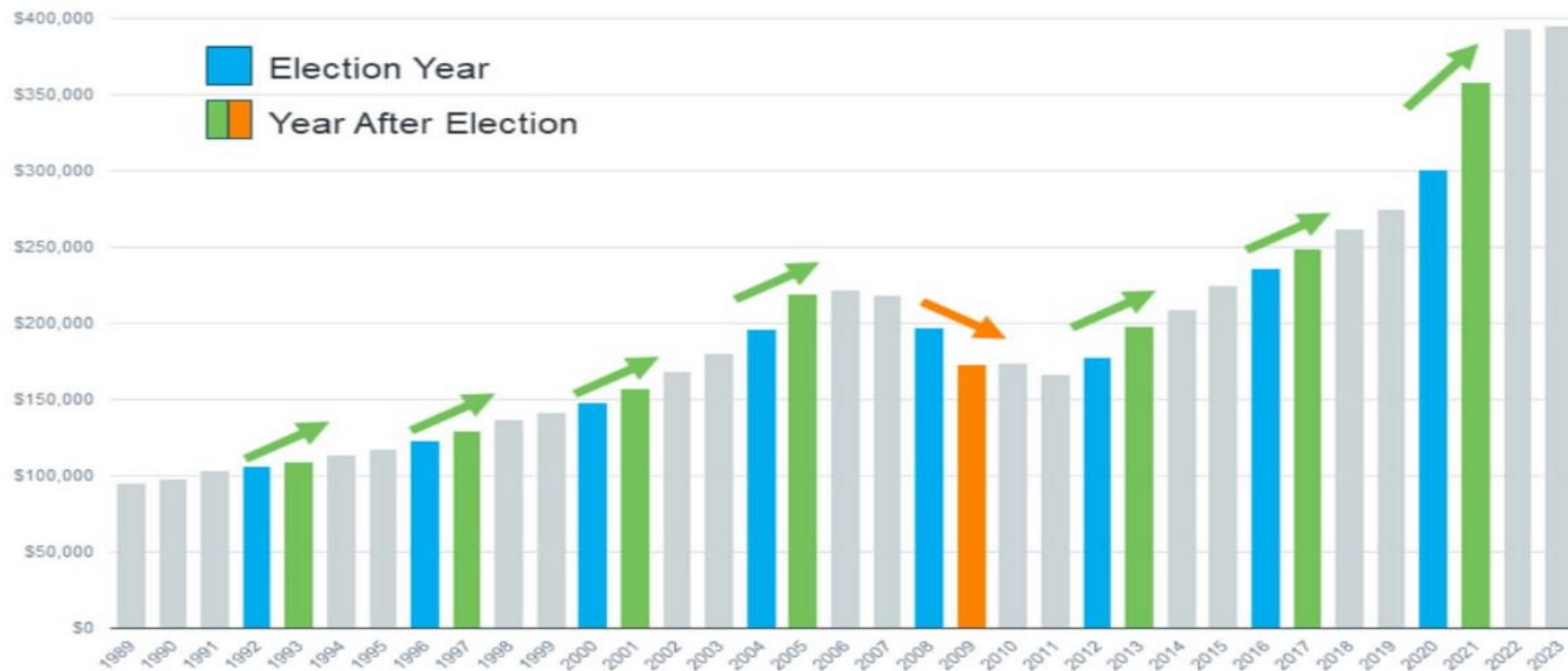
TOTAL HOME SALES FORECAST TO RISE

Total Home Sales In Millions



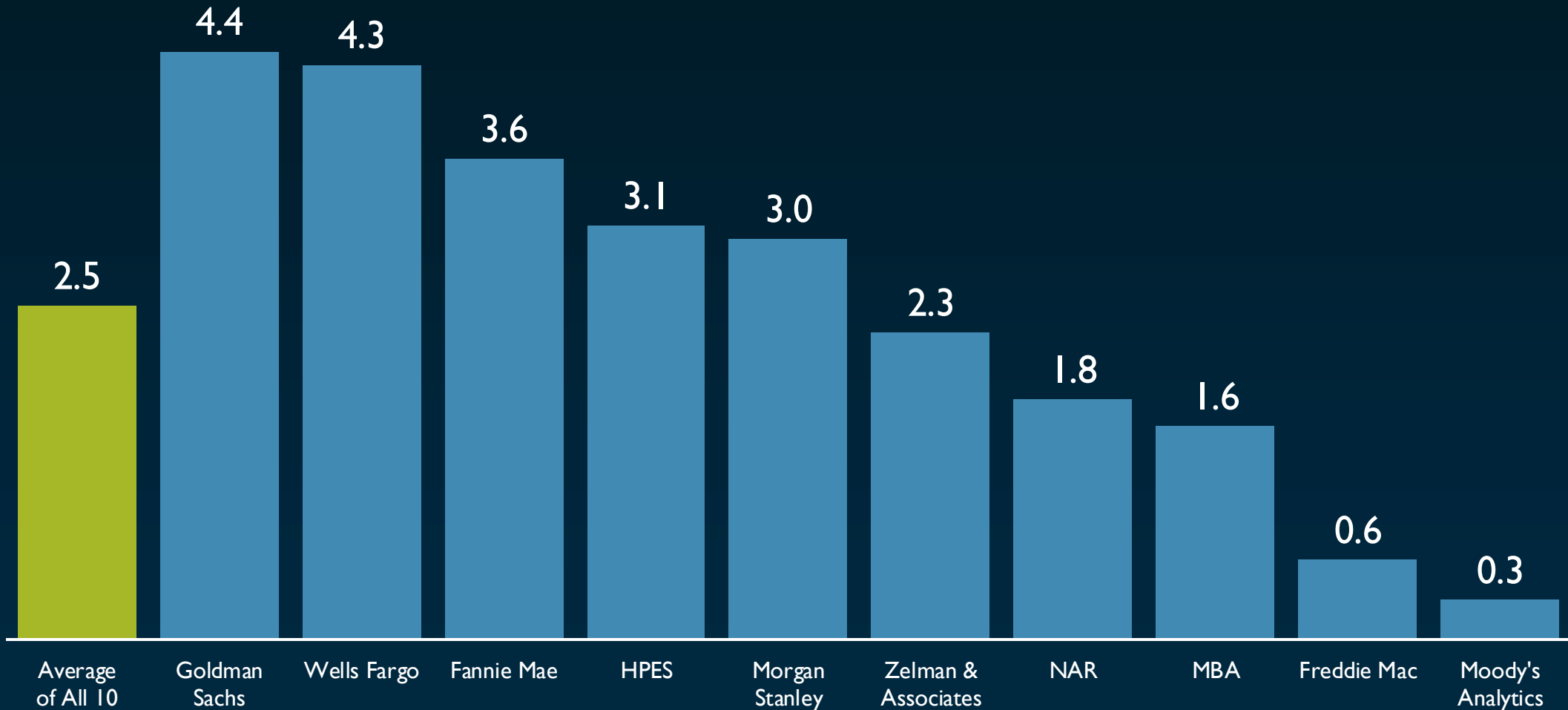
HOME PRICES WENT UP AFTER 7 OF THE LAST 8 PRESIDENTIAL ELECTIONS

U.S. Annual Median Sales Price of Existing Single-Family Houses Sold



2025 HOME PRICE FORECASTS

Percent Appreciation as of 11/5/2024



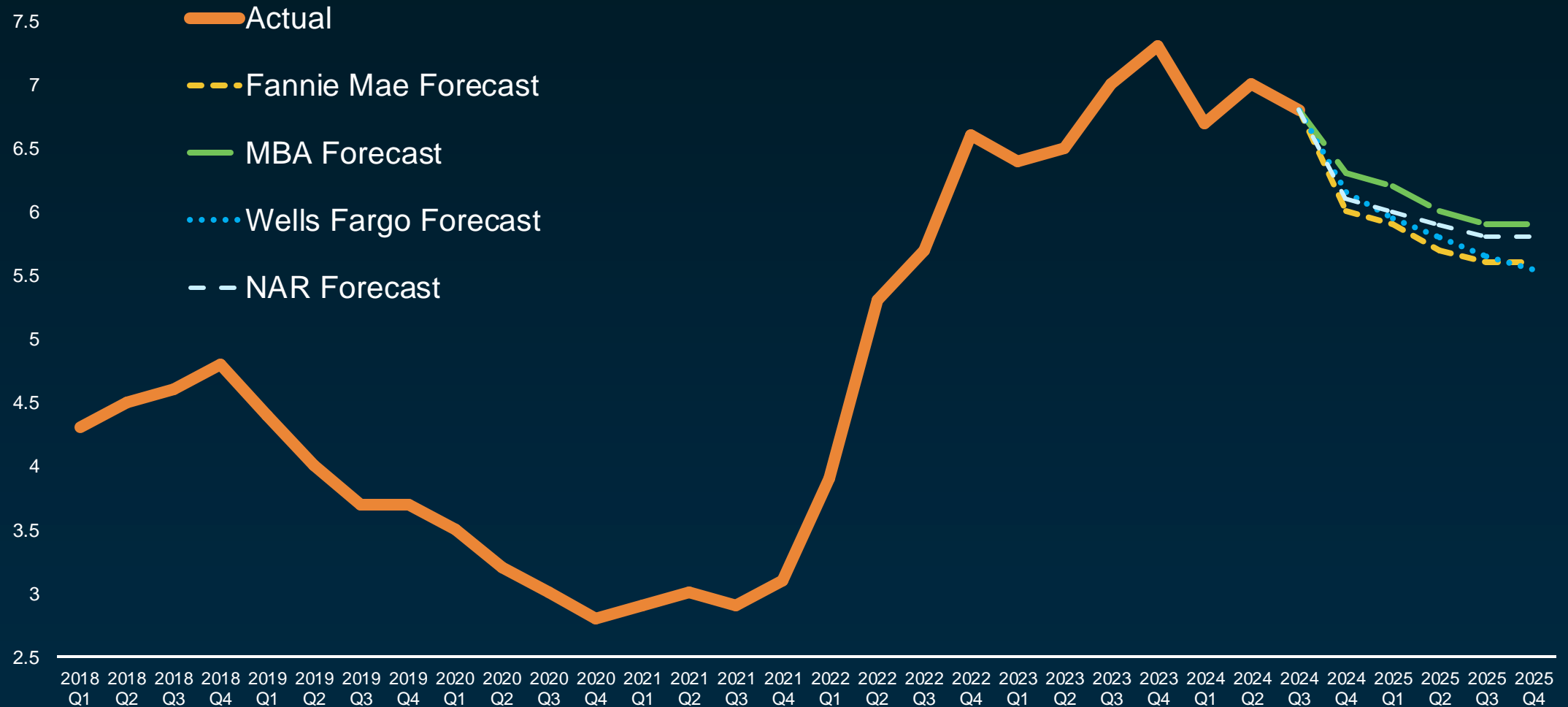
MORTGAGE RATES DECREASED LEADING UP TO 8 OF THE LAST 11 PRESIDENTIAL ELECTIONS

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%

MORTGAGE RATES & PROJECTIONS

30-Year Fixed Rate, as of 11/5/2024



2 Important #'s

12.5%



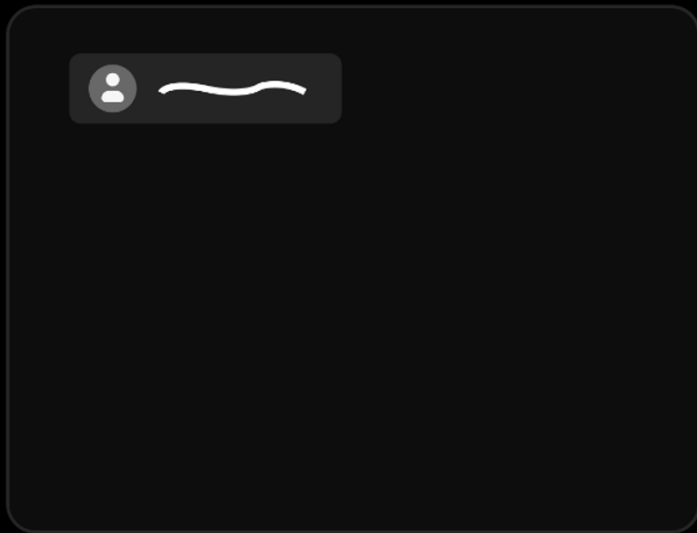
6 – 8%



Why Will Most Lose Listings?

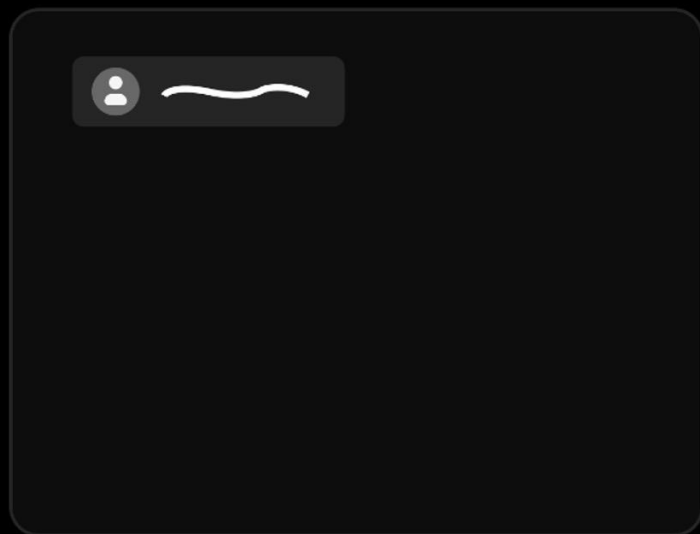
IF

Your pipeline is empty



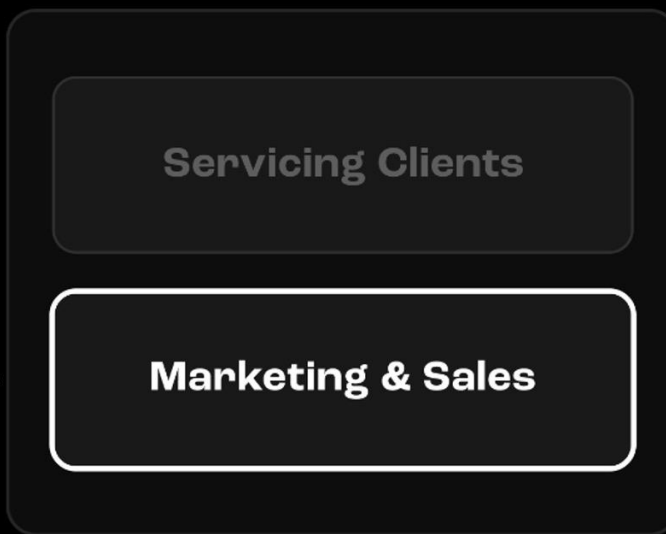
IF

Your pipeline is empty



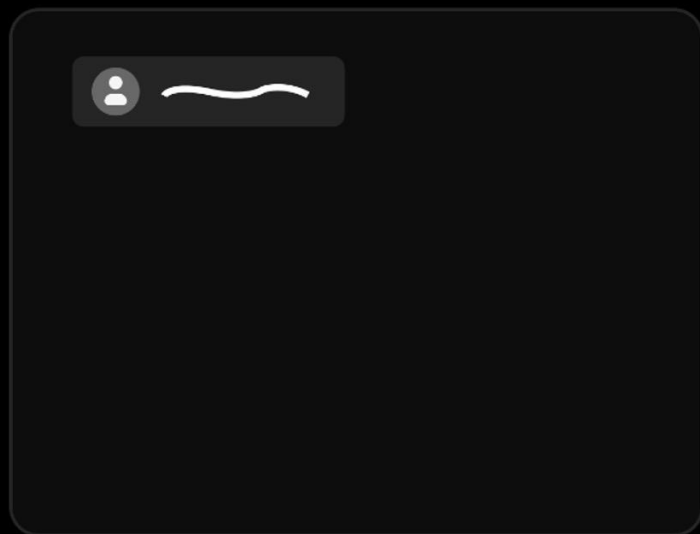
Then

You are putting all effort in



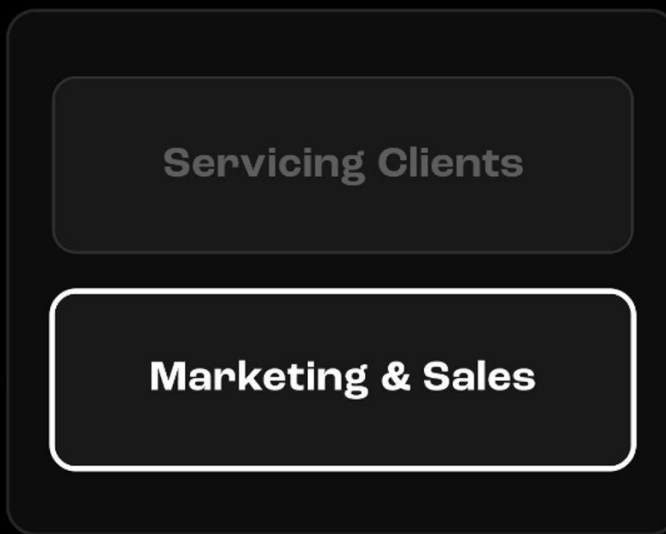
IF

Your pipeline is empty



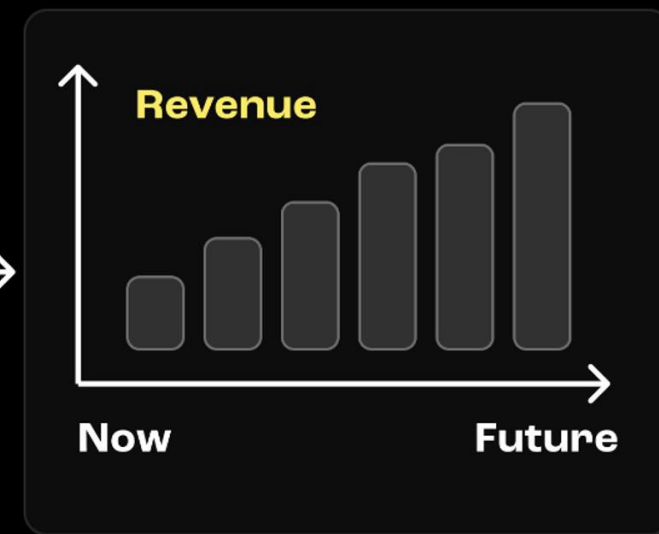
Then

You are putting all effort in



Revenue

Which results in



IF

Your pipeline is full



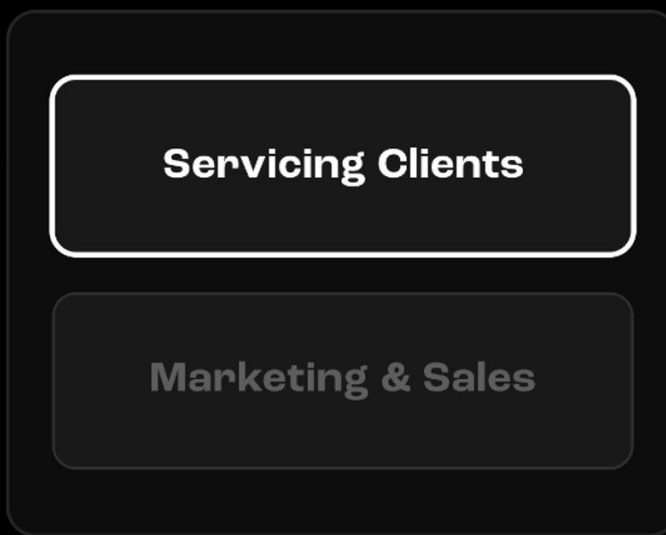
IF

Your pipeline is full



Then

You are putting all effort in



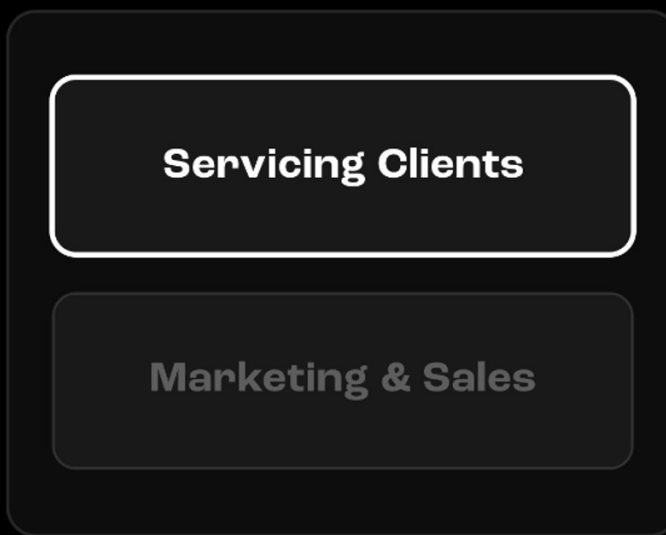
IF

Your pipeline is full



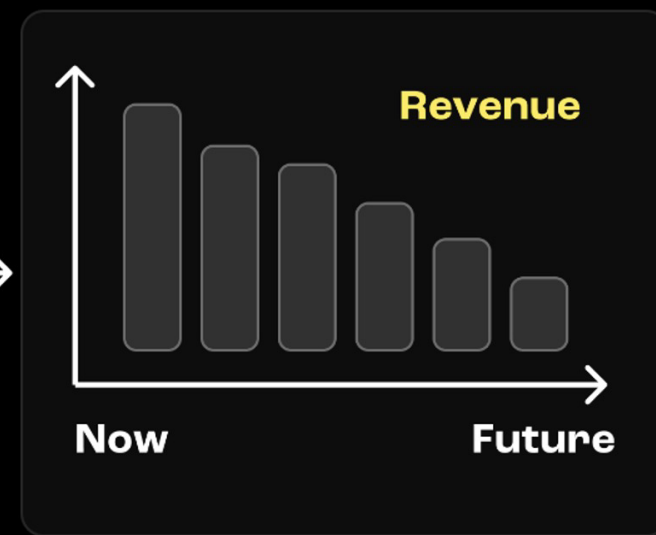
Then

You are putting all effort in

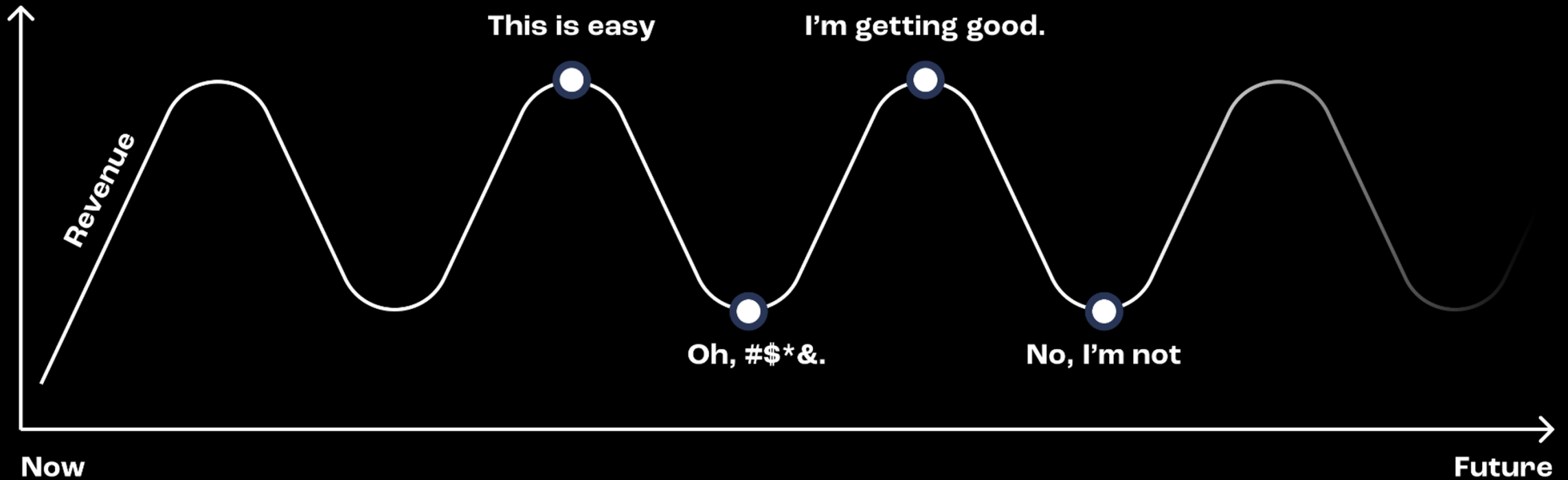


Revenue

Which results in



Vicious Cycle



PRIORITIZE REVENUE



**After 75,000 hours
(2,250,000 minutes)
of coaching.**

1. Decisions

Signs of someone who doesn't make decisions

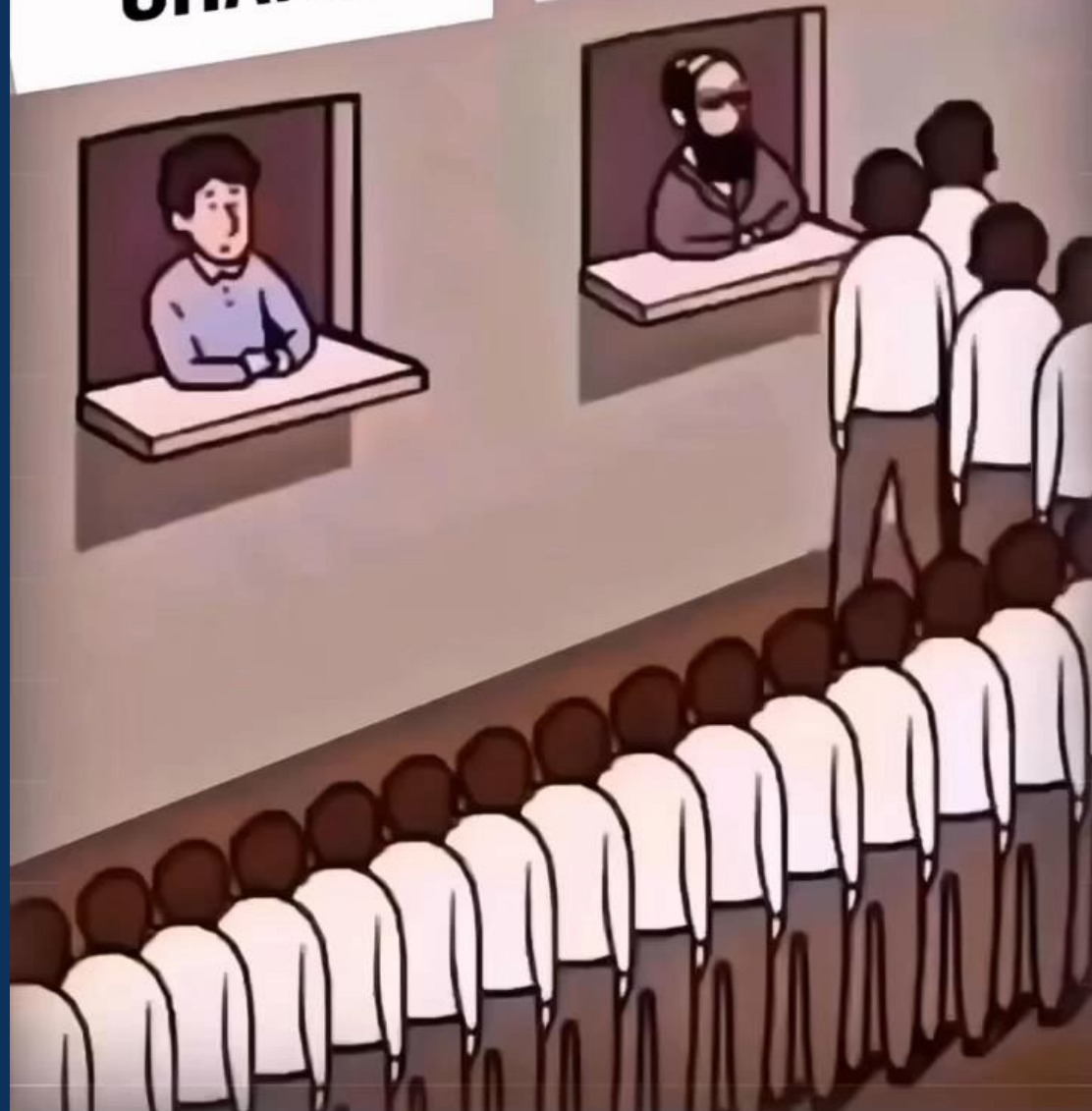


2. Committed

(vs Interested)

**PEOPLE WHO
WANT TO
CHANGE**

**PEOPLE WHO
WANT CHANGE**



3. Action Solves

Everything!

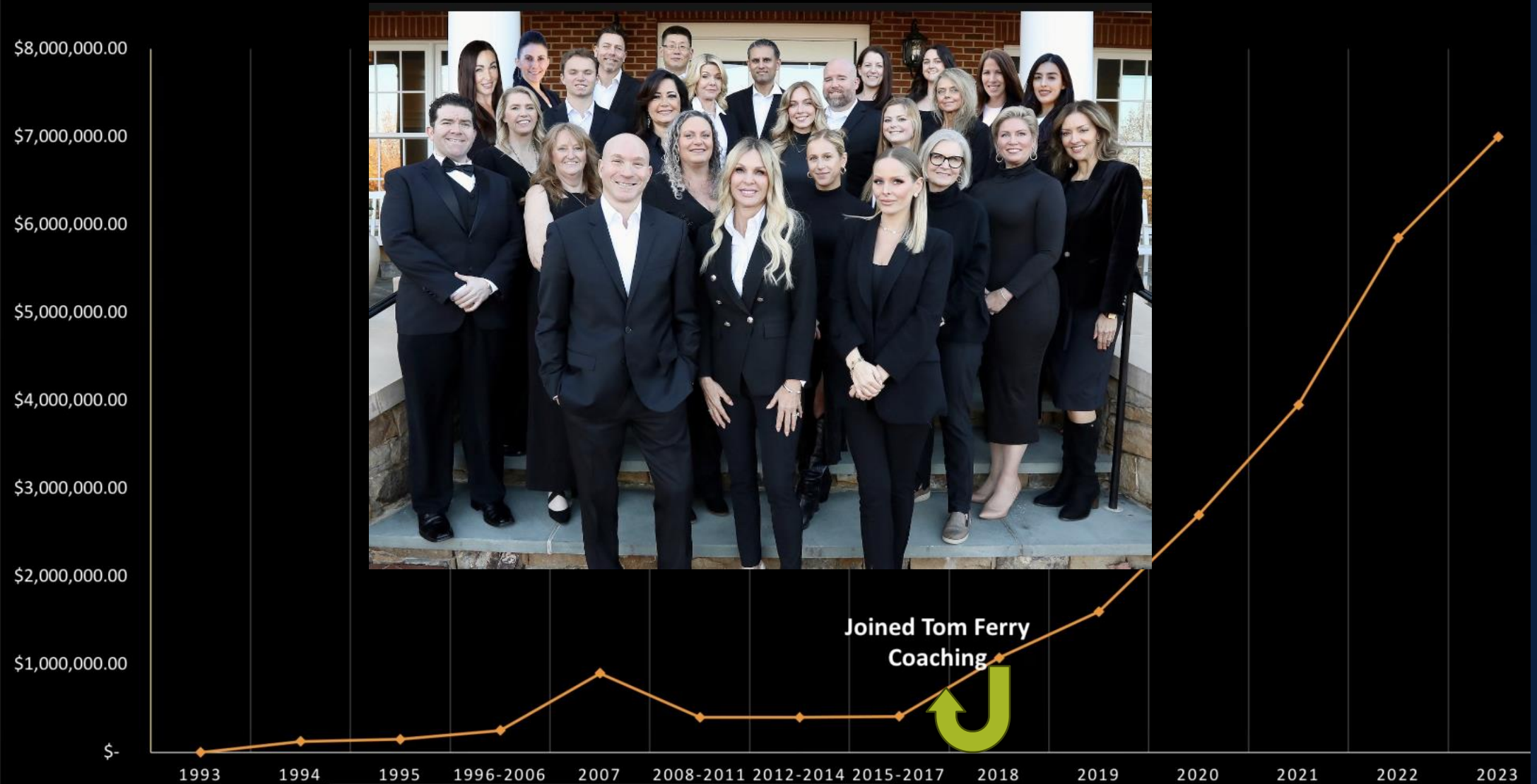
Three types of agents today...

Carolyn YOUNG



THE LISTING EDGE

TOTAL GCI 1993 TO 2023



Kaleb MONROE



Houston, TX



kaleb@thekmteam.com



kalebrmonroe

Homes sold: **86**

GCI: **\$591,115**

Volume: **\$22,613,065**



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

1.54

PRIORITIZE REVENUE

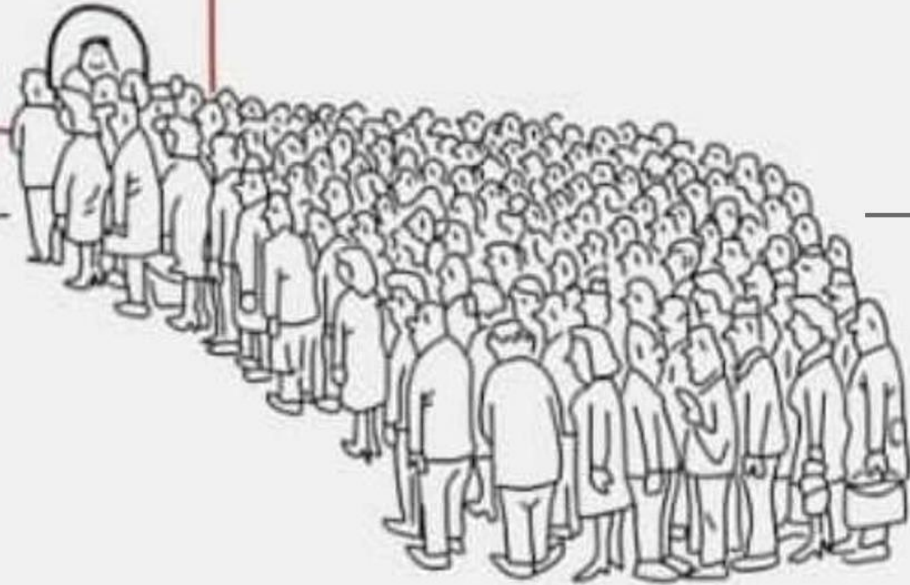


**2. Win the weeks,
others lose.**

**MARKETING
NOW**



**I'LL DO
MARKETING
LATER**



**There's another
challenge we
see...**

NAR's 179 ACTIVITIES

8%

GENERATES REVENUE

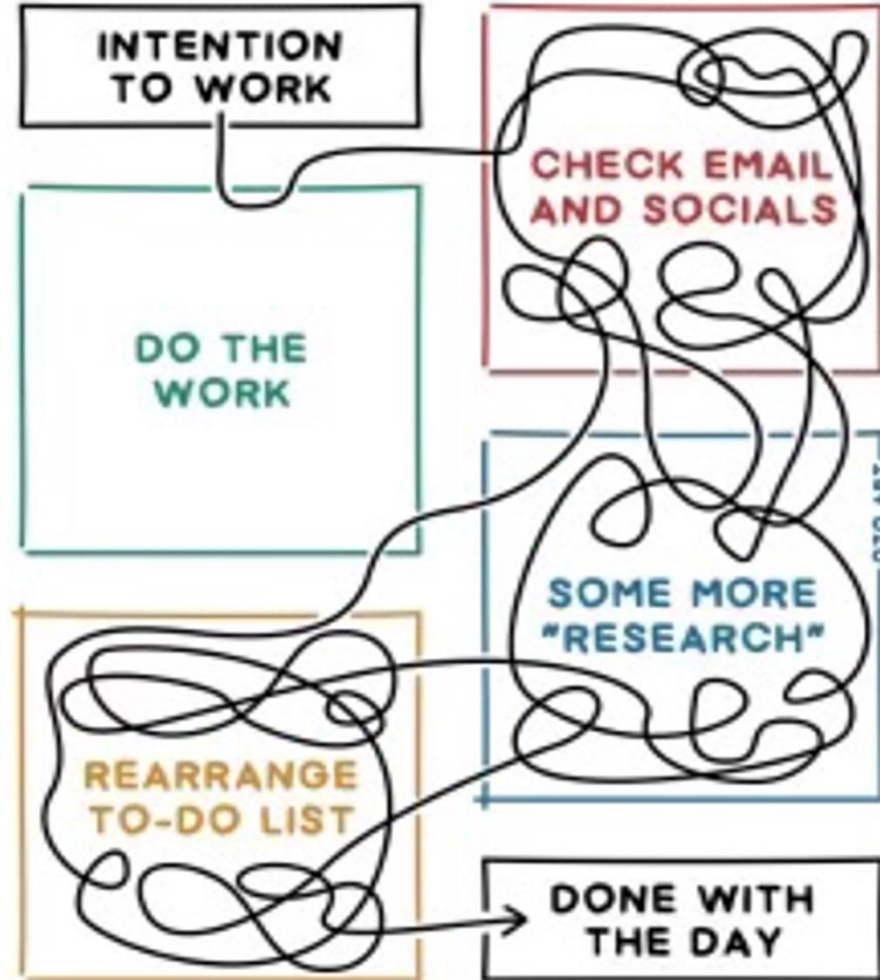


92%

ADMINISTRATIVE TASKS

CHECK EMAIL
ORGANIZE CRM
MAINTAIN CLIENT DATABASES
PROOFREAD DOCUMENTS
ORDER SUPPLIES
UPDATE LISTING IN CRM
COMPILE A FORMAL FILE ON PROPERTY
INSTALL ELECTRONIC LOCK BOX
PREPARE PAPERWORK
PREPARE MAILING AND CONTACT LIST
REVIEW CURB APPEAL ASSESSMENT
FILE DOCUMENTS
REVIEW INTERIOR DÉCOR ASSESSMENT
MANAGE CALENDARS
GENERATE MAIL-MERGE LETTERS
DATA ENTRY
REPRINT/SUPPLY BROCHURES AS NEEDED
COORDINATE SHOWINGS

ORGANIZE CRM
CHECK EMAIL
MAINTAIN CLIENT DATABASES
PROOFREAD DOCUMENTS
ORDER SUPPLIES
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REVIEW INTERIOR DÉCOR ASSESSMENT
MANAGE CALENDARS
GENERATE MAIL-MERGE LETTERS
DATA ENTRY
REPRINT/SUPPLY BROCHURES AS NEEDED
COORDINATE SHOWINGS



You don't have a **time management** problem,
you have a **prioritization** problem!

A black and white close-up portrait of Haruki Murakami. He is looking directly at the camera with a serious expression. His hands are clasped together near his chin, with his fingers pointing upwards. The background is dark and out of focus.

"You need to prioritize your work. Specifically, how you divide your time and energy.

If you don't, you will lack focus. And your whole life will be out of balance."

Haruki Murakami

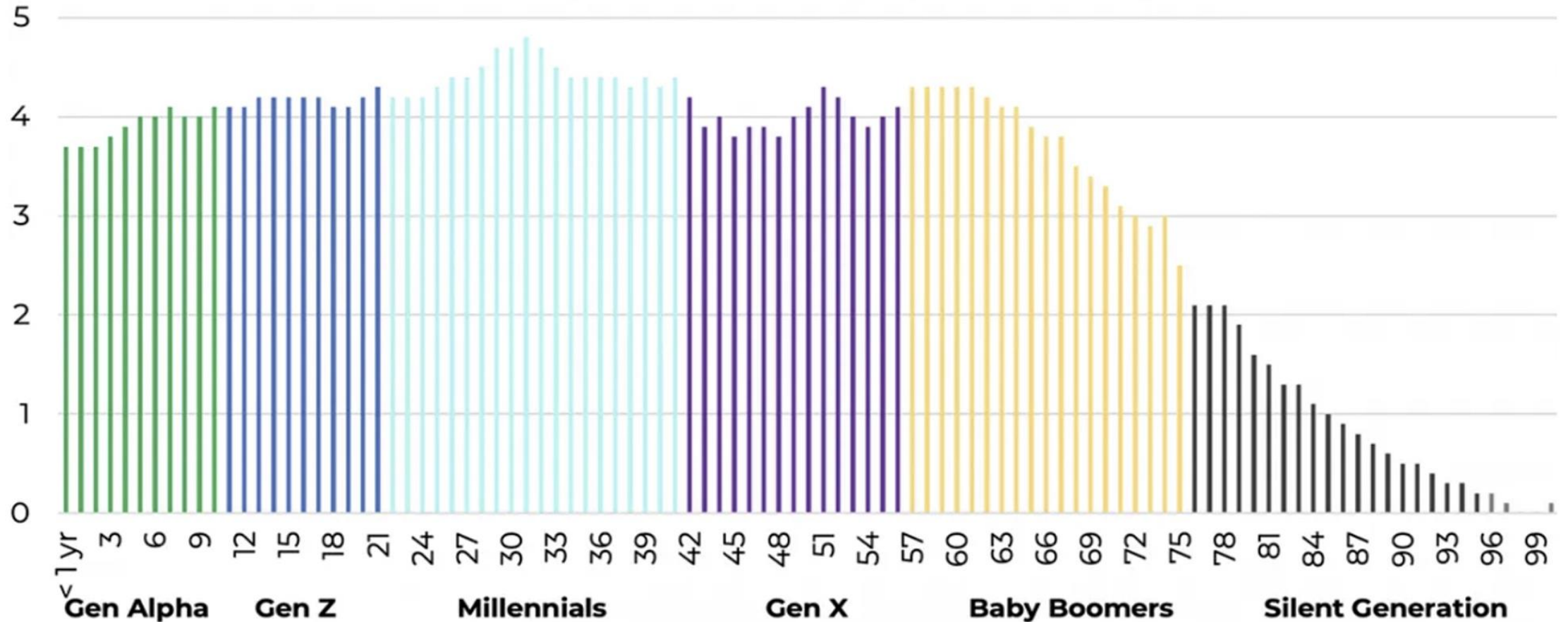
PRIORITIZE REVENUE



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

Generational Cohorts - at a glance

U.S. Population by Age (in millions)



Source: U.S. Census

6-8%

From Life Events



Diapers



Death



Diamonds



Divorce



Diplomas



Defaults



D'Relocation






Here's the
Problem.

The Tom Ferry & Revaluate Database Case Study

8 Agents/Teams 500,000 Database Contacts...

Missing Information

-  1. Mailing addresses: **250K**
-  2. Email addresses: **125K**
-  3. Phone numbers: **70K**

The Tom Ferry & Revaluate Database Case Study

What the audit revealed...

Listings sold in your database, by other agents*...

1. LOST listings sold: **5,161**
2. LOST Listing volume: **2.57 Billion**
3. LOST Listing commissions: **\$50 - \$70M**

The Tom Ferry & Revaluate Database Case Study

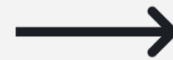
Let's be clear

1. This is JUST **LOST** listings Sold Data.
2. This is just in the last 12 months.
3. The data shows, for every listing they earned, they lost 3 to 5

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

Step 1

Audit your CRM



Step 2

Nurture your CRM



**Start with a free
database audit**

**We Must Close
the Gap on the
6-8%**

**4. Marketing to
identify the
“sell in 2025 list”
now!**

STOP!

**What are my takeaways?
What actions will I take?**

Business is Solving Problems

Safe to say **YOU**
NEED to take

WAY MORE
LISTINGS!



Who's controlling the market?

2,150,011 Listings

Sold Jan to July 2024

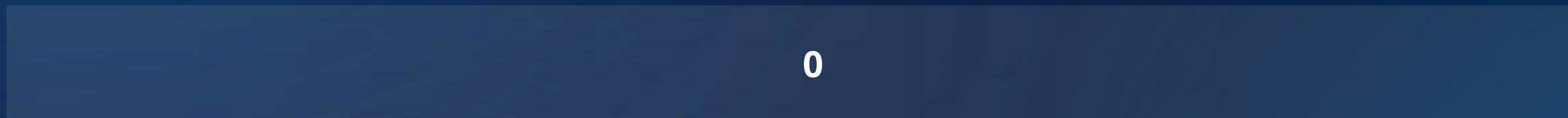
74%

% OF AGENTS



0

OF LISTINGS **SOLD**



Data for the first 7 months of 2024

14%

% OF AGENTS

215,534 Agents

1-4

OF LISTINGS SOLD

591,821
Listings **Sold**

Data for the first 7 months of 2024

6%

% OF AGENTS



5-10

OF LISTINGS SOLD



Data for the first 7 months of 2024

2%

% OF AGENTS



11-20

OF LISTINGS SOLD



Data for the first 7 months of 2024

.5%

% OF AGENTS



21-30

OF LISTINGS SOLD



Data for the first 7 months of 2024

.17%

% OF AGENTS

2,579 Agents

31-44

OF LISTINGS SOLD

92,935 Listings Sold



Data for the first 7 months of 2024

.14%

% OF AGENTS

2,134 Agents

45+

OF LISTINGS SOLD

262,295 Listings Sold



Data for the first 7 months of 2024

AGENTS

LISTINGS SOLD



Data for the first 7 months of 2024

22.7% of agents and
teams **control 72%**
of the market

Who wants
MORE?

What's the
insight?

**“YOU NEED
to Prioritize
LISTING
ATTRACTION!”**



Join Beta
Download Today on iOS



Break



David **CHILDERS**

 **KEEPING CURRENT MATTERS**

Home sales
prevented due
to lock-in

1,720,000

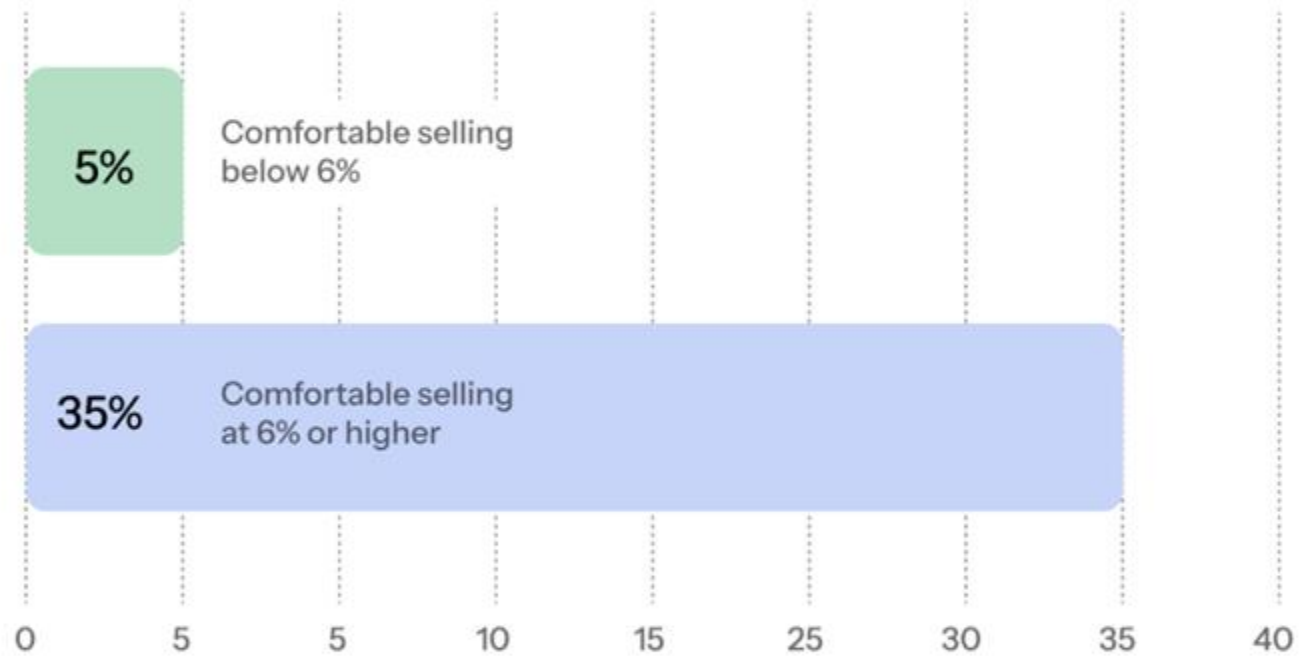
 Sales


2022




2024

How low do interest rates need to be?



2,394

Agent

2,394

Agent

18k+

Listing Appointments

2,394

Agent

18k+

Listing Appointments

7404

Listings

2,394

Agent

18k+

Listing Appointments

7404

Listings

\$7,490,000,000

Volume

Yes, that's billion

1 out of every 11
conversations

= **1 closing**

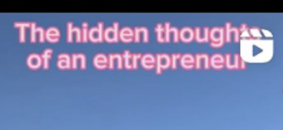
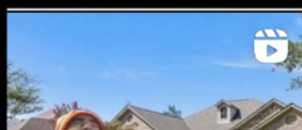


Julie Woods

35 listings

\$177k in GCI

3.5 Months



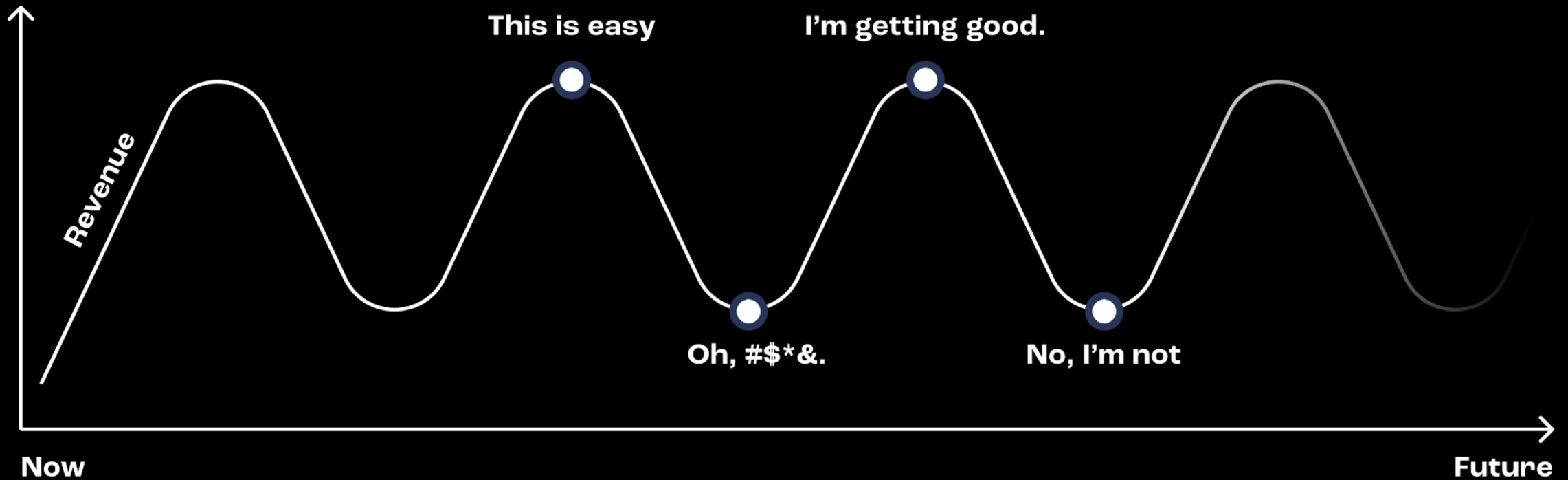
TF TomFerry™

**How do we Close
the Gap on the
6-8%**

56 Days 

left in 2024

Vicious Cycle





Maxine and Marti Gellens

PREMIER AGENT™ ⓘ

Berkshire Hathaway HomeServices California Properties

5.0 ★ 140 team reviews

TEAM Recent Sales

Sales numbers represent all team members



\$5,000,000

5 bd | 5 ba | 5375 sqft | Del Mar, CA

● Sold 10 days ago

53

Sales last 12 months



\$2,650,000

5 bd | 5 ba | 2485 sqft

● Sold 13 days ago

684

Total sales

Meet the team



Mark Magstadt

5.0 ★ (38)

\$512K - \$6.6M price range

No sales last 12 months



Amy de Leon

4.9

\$321K - \$5.1M price range

3 sales last 12 months



Drew and Christy Littlemore 5.0 ★ (16)

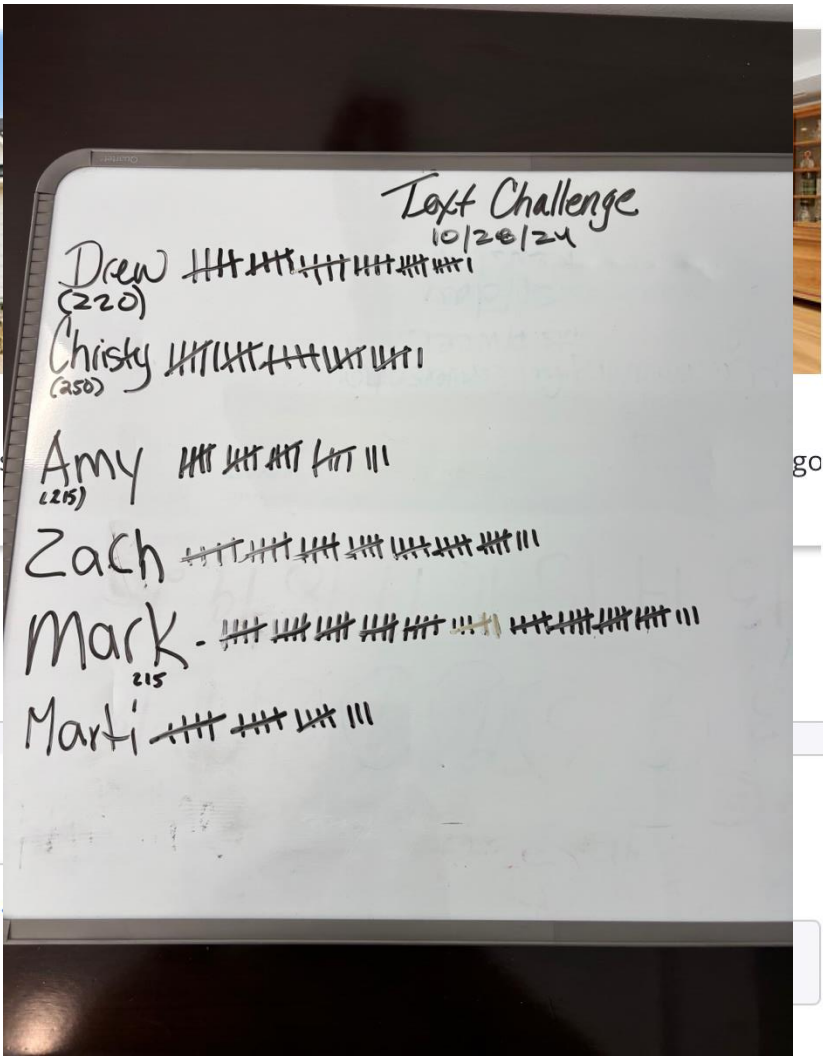
\$485K - \$4.8M price range



Zach Gellens

5.0 ★ (7)

\$450K - \$859K price range

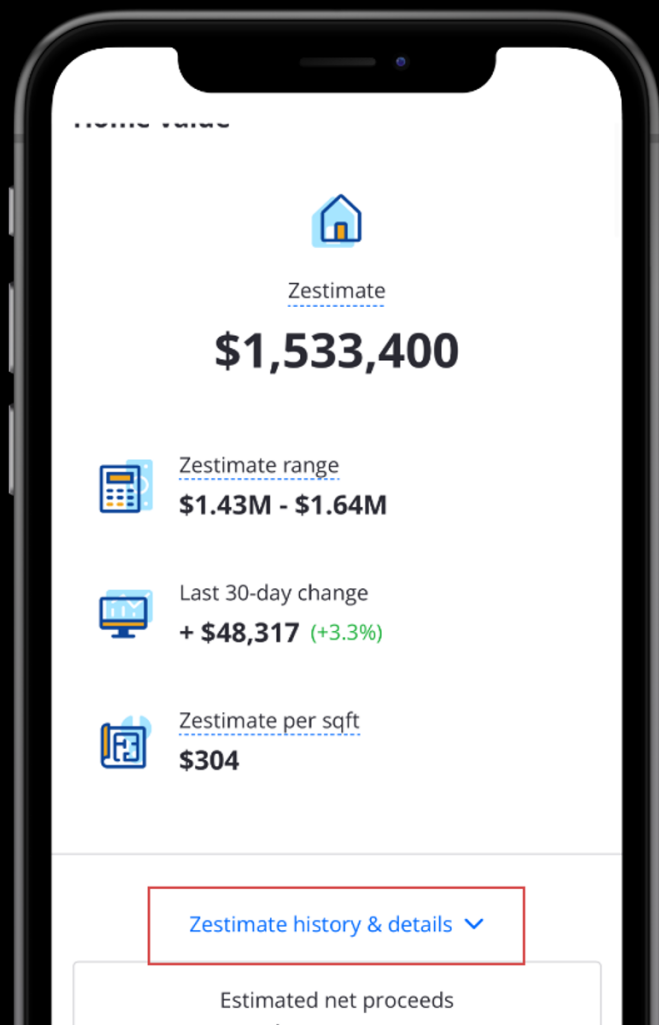


Phone

Email

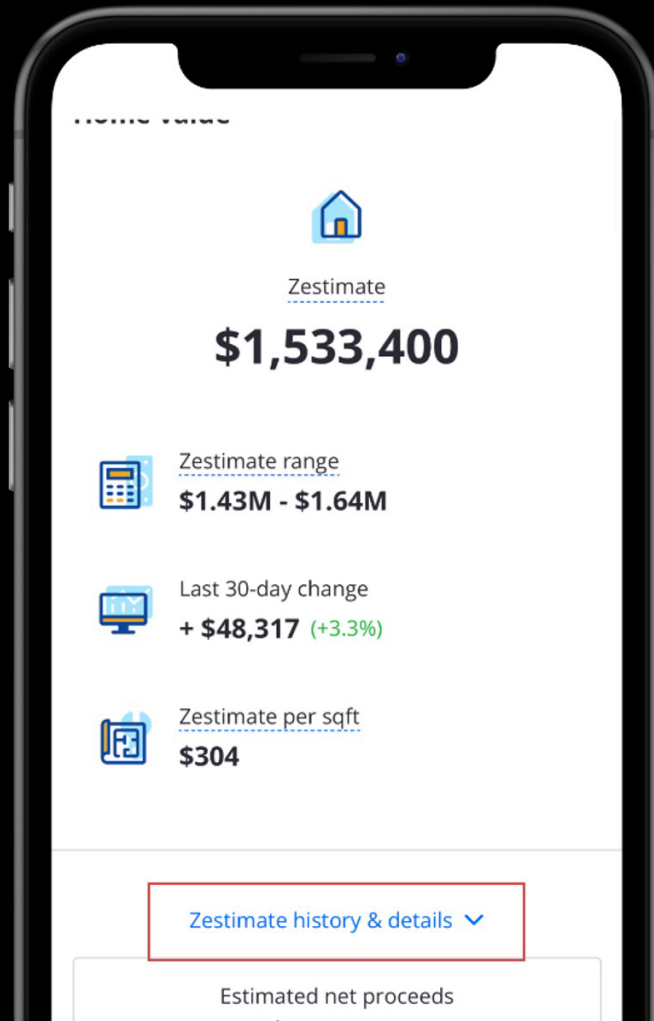
2024  MA

1

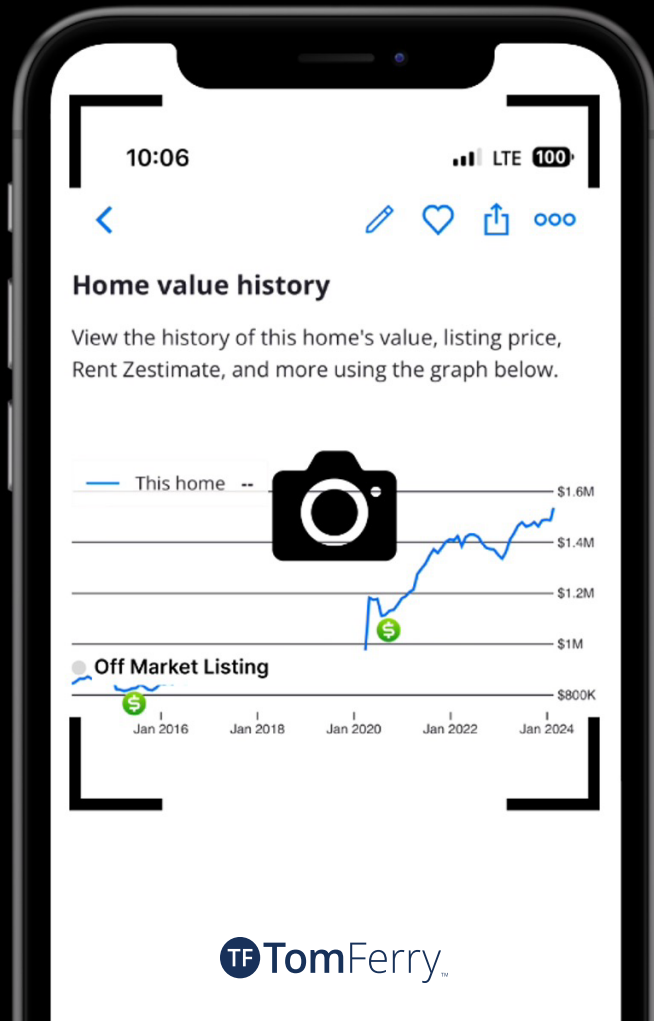


2024 MA

1

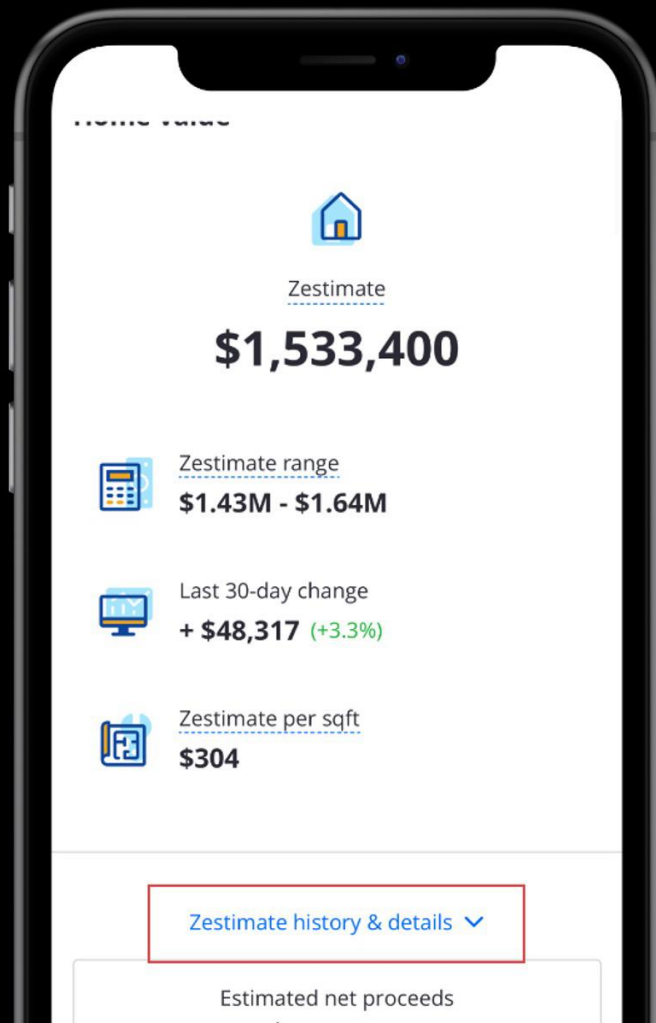


2

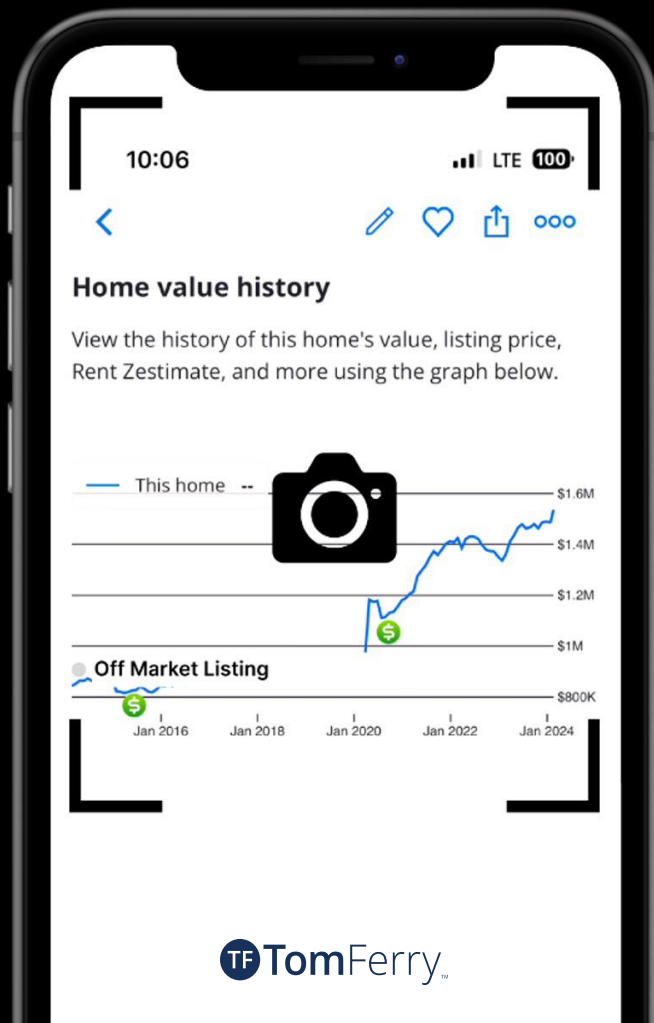


2024 ZMA

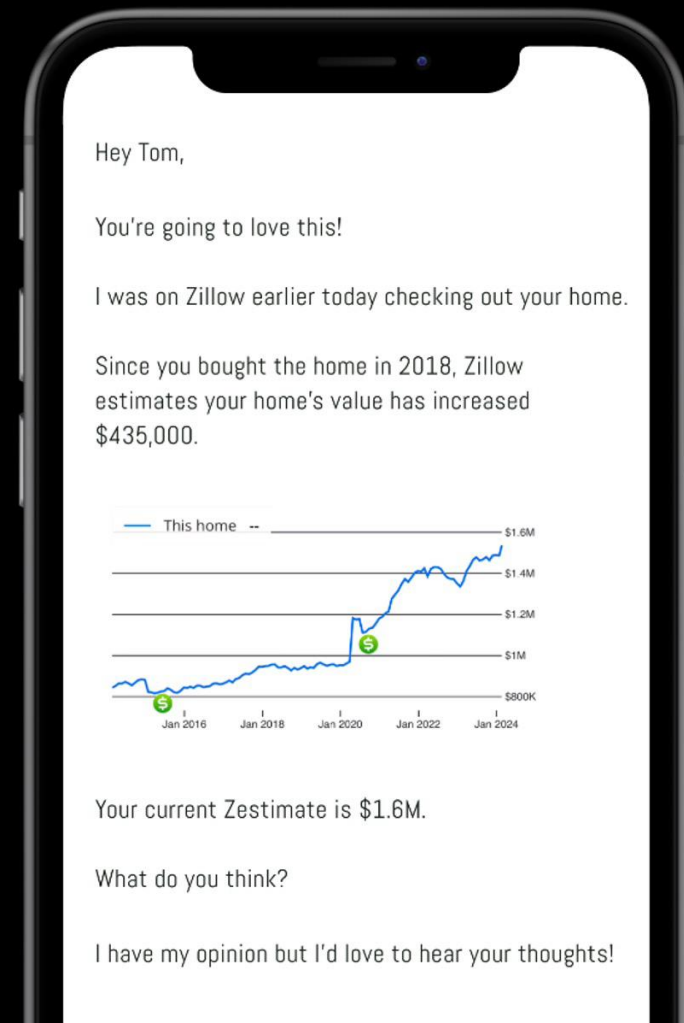
1



2



3





Evan Whaley

This email was gold! 10 responses, 9 CMA requests, and one highly interested seller so far.



April Aberle

Got 5 CMA requests in the first hour!



Toni Draxler Laurich

Our team has set 9 appts so far from the email! We sent to engaged leads and past clients, all of our appointments set so far have been from past clients.



Brad Winter

7 responses, 7 CMAs, 2 Scheduled meetings 🔥🔥🔥

\$100,000,000 Email



Jacobe Kendrick

Jimmy Mackin 3 responses and 3 request so far.



Naomi Selik

Hi Jimmy - I have to admit, I was skeptical that it could be that easy, but i just sent this email and got 2 responses within 5 minutes! That's 2 listing leads over \$2M in a very tight market!



Nick Slocum

5 Responses, 4 CMA requests so far! Great email, @Jimmy Mackin!



Brian Slivka



🌟 Let's do it Jimmy Mackin! As a follow up to the "how much equity " email I sent to 527 people yesterday. So far...6 CMA requests with 2 folks thinking about selling and buying...Pure gold 🏆



Tom Ferry
ROADMAP TOUR

\$100,000,000 Email



Subject: How much equity did you gain in 2024?

I'm setting aside some time this week to prepare equity reports for my clients.

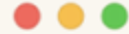
My clients love these reports because they are more detailed and accurate than online tools.

Can I create one for your home?

Let me know!
Jimmy

P.S. I just completed a report for my client and they were shocked to learn they've gained \$142,000 in the last 3 years.

Seller Activation Email



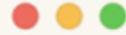
Subject: Would you sell if..?

I just read that the annual cost of maintaining a home is 26% higher than four years ago.

This is why many sellers are cashing in on the equity they've gained recently.

I know this is probably a crazy question—but if you got a great offer, would you consider selling?

Equity Update Email



Subject: My client was shocked

Hi John,

I just did a home value equity update for my client.

They gained \$35,230 just in the last 12 months.

In fact, since they bought their house in 2013, their home value has increased 163%.

If it's been awhile since you've gotten your home value assessed by a professional, maybe it's time to receive an updated equity report.

Can I prepare one for your home?

Let me know!

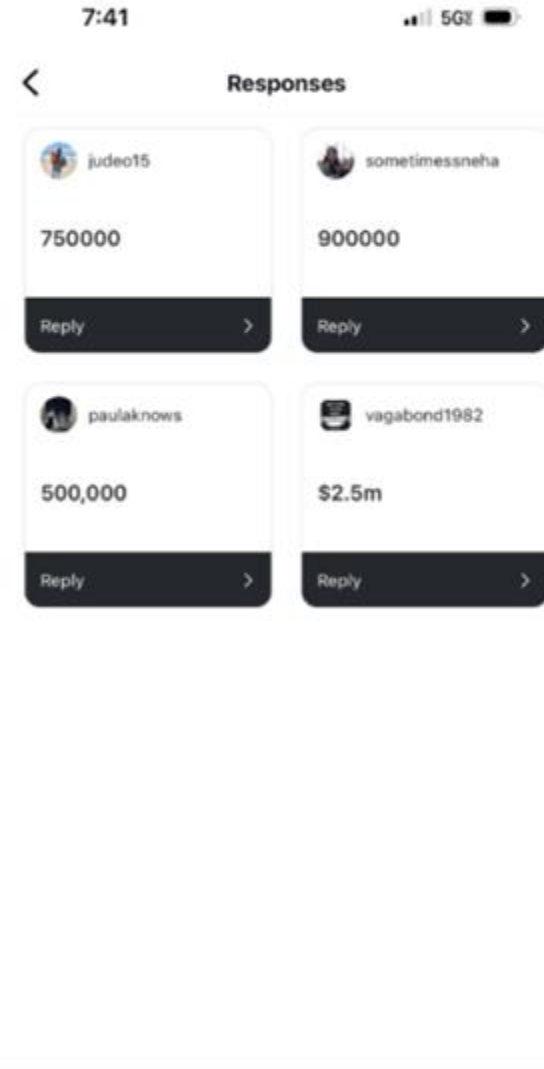
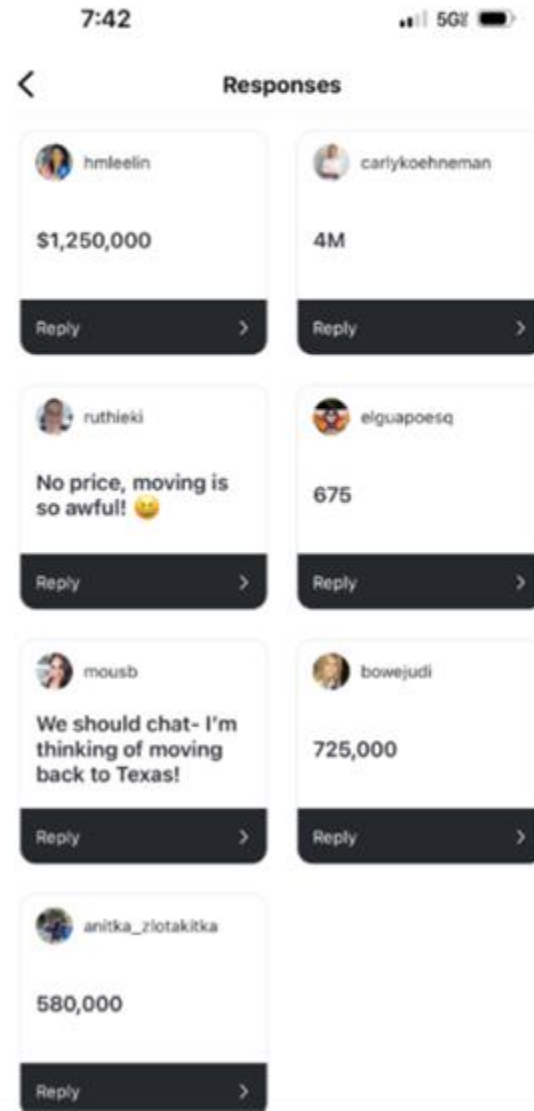
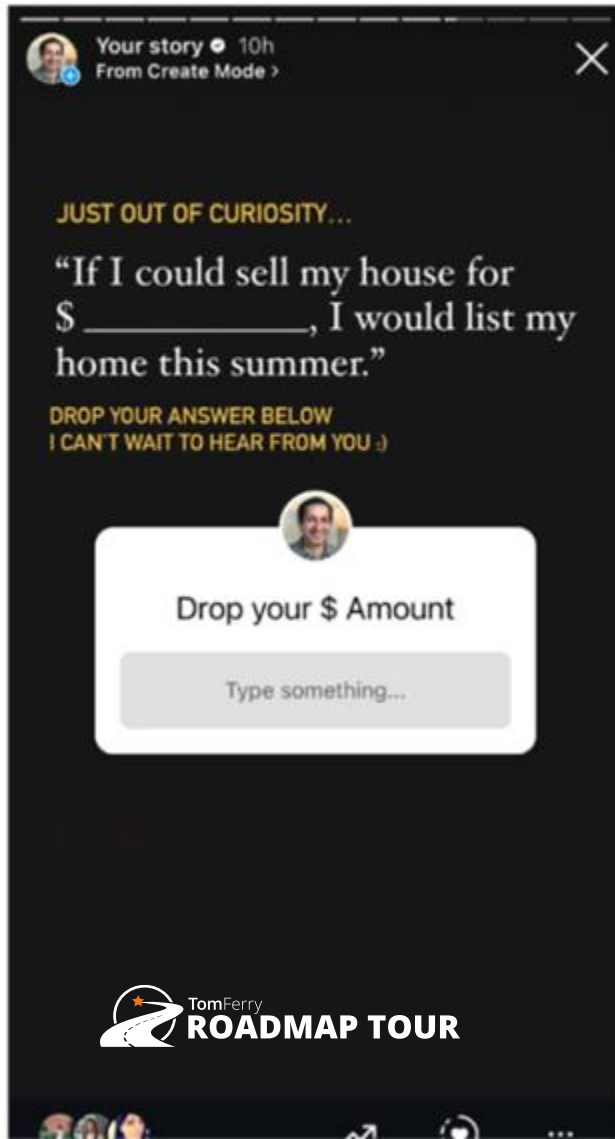
Sincerely,

Jimmy Mackin

Thinking about selling your home in the next year?



Make Me Move



5:23



5G^U_W

69



Vanessa >



heyo

you get that listing from the IG post?

Yes I did. They will list in January
\$550-600ish

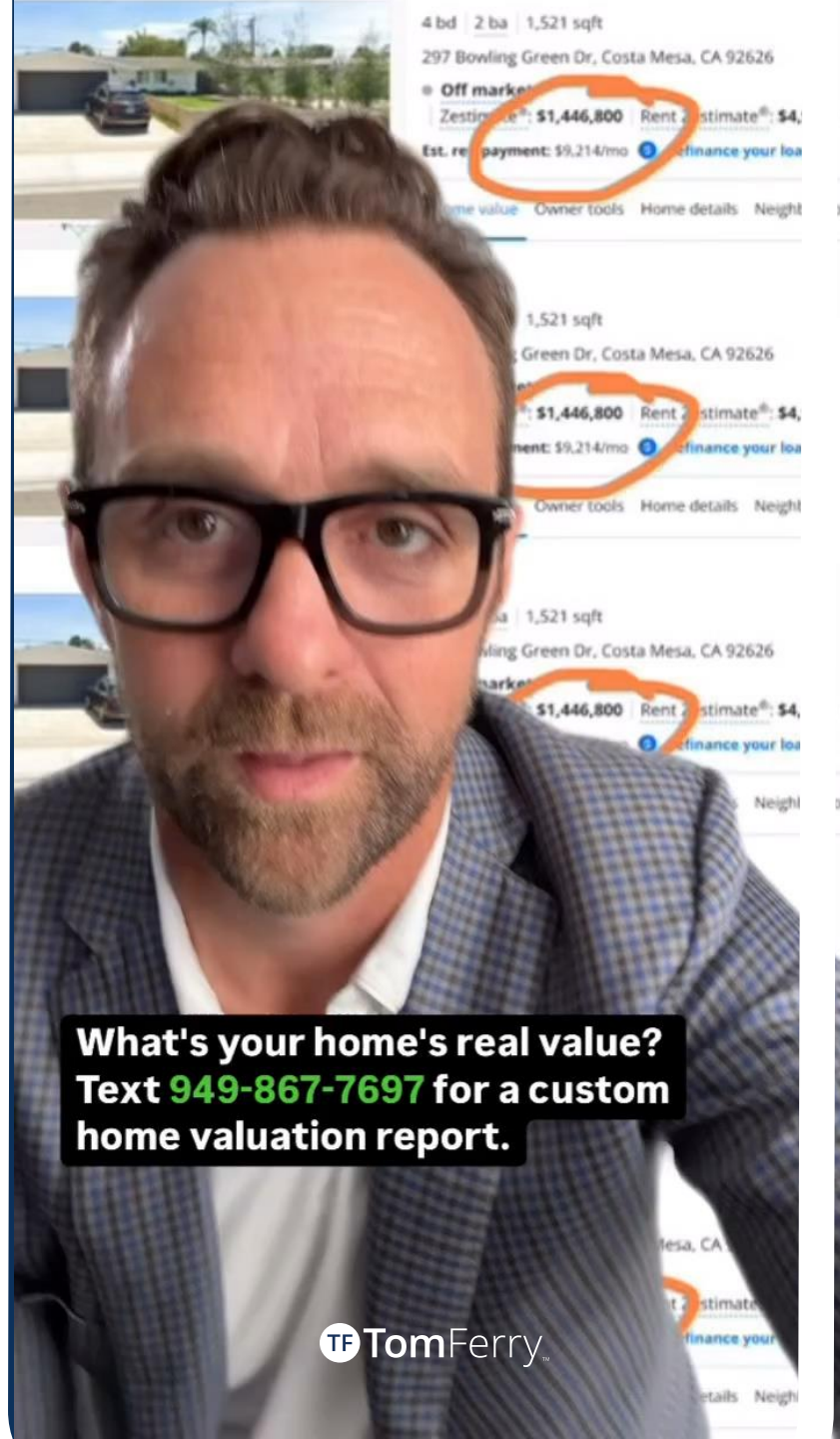
Let's gooooooooo!!!

Follower or past client?

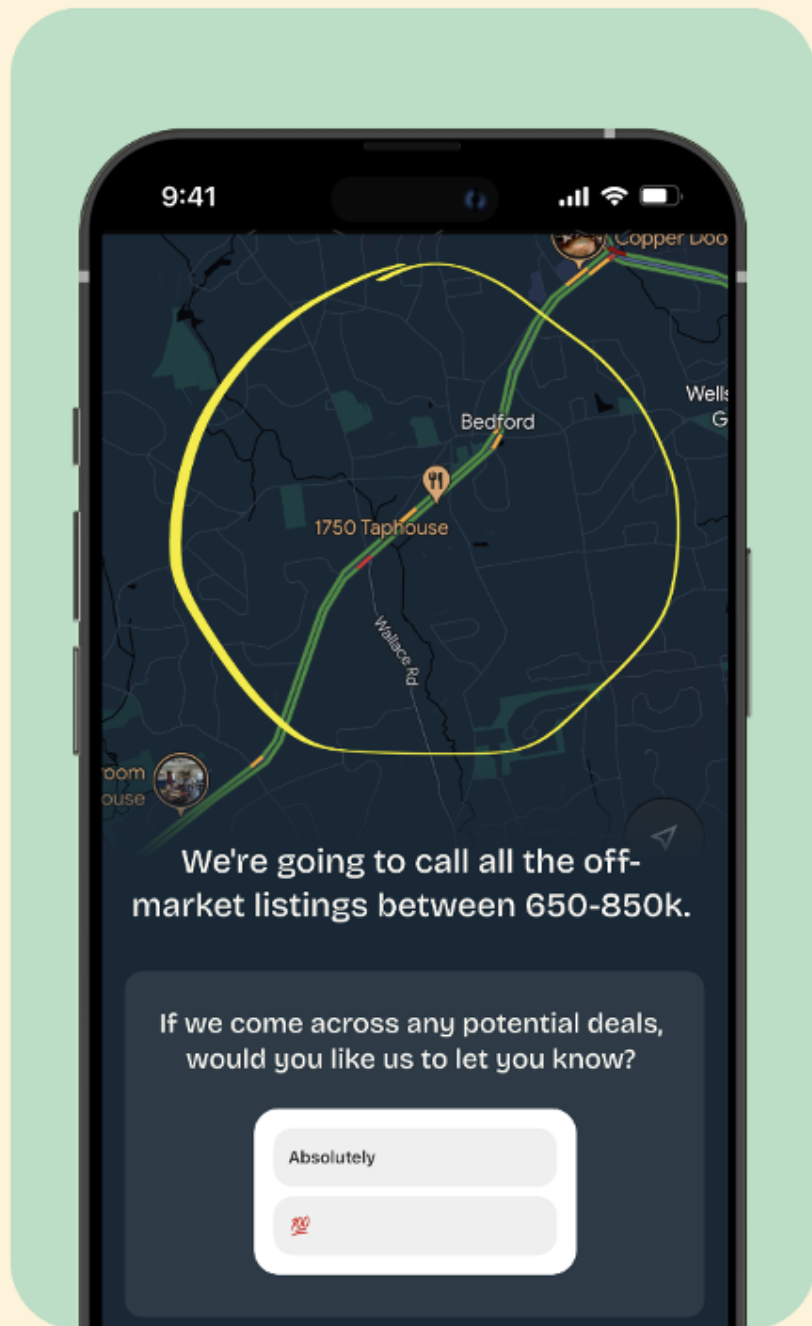


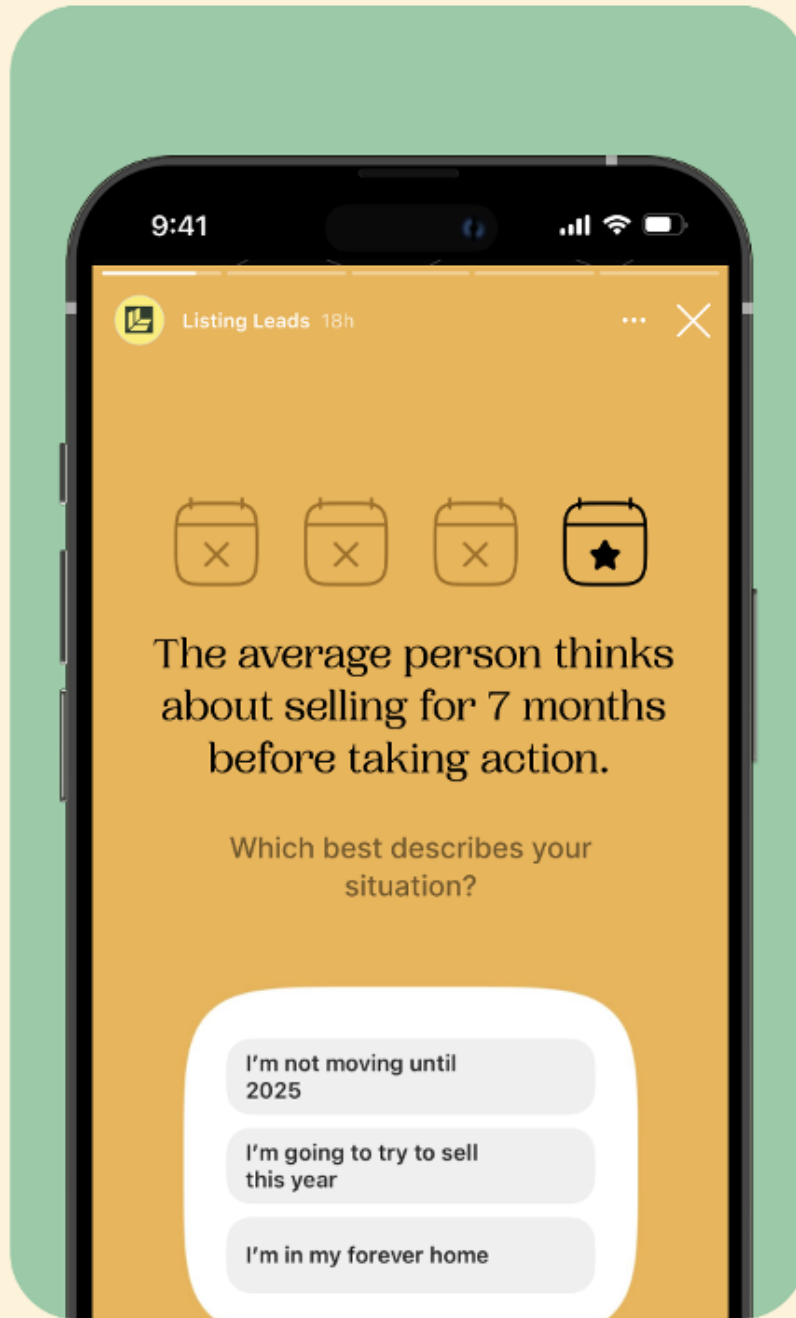
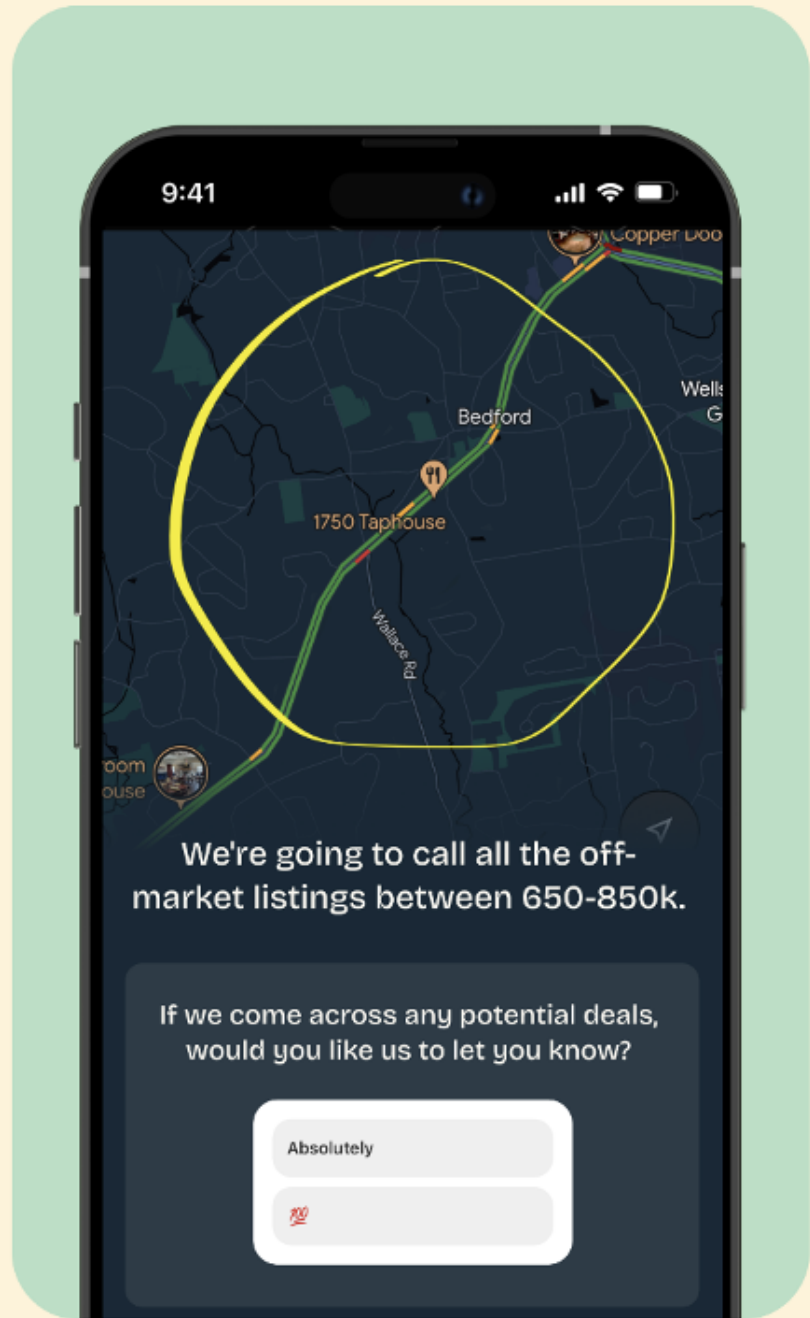
Tom Ferry
ROADMAP TOUR

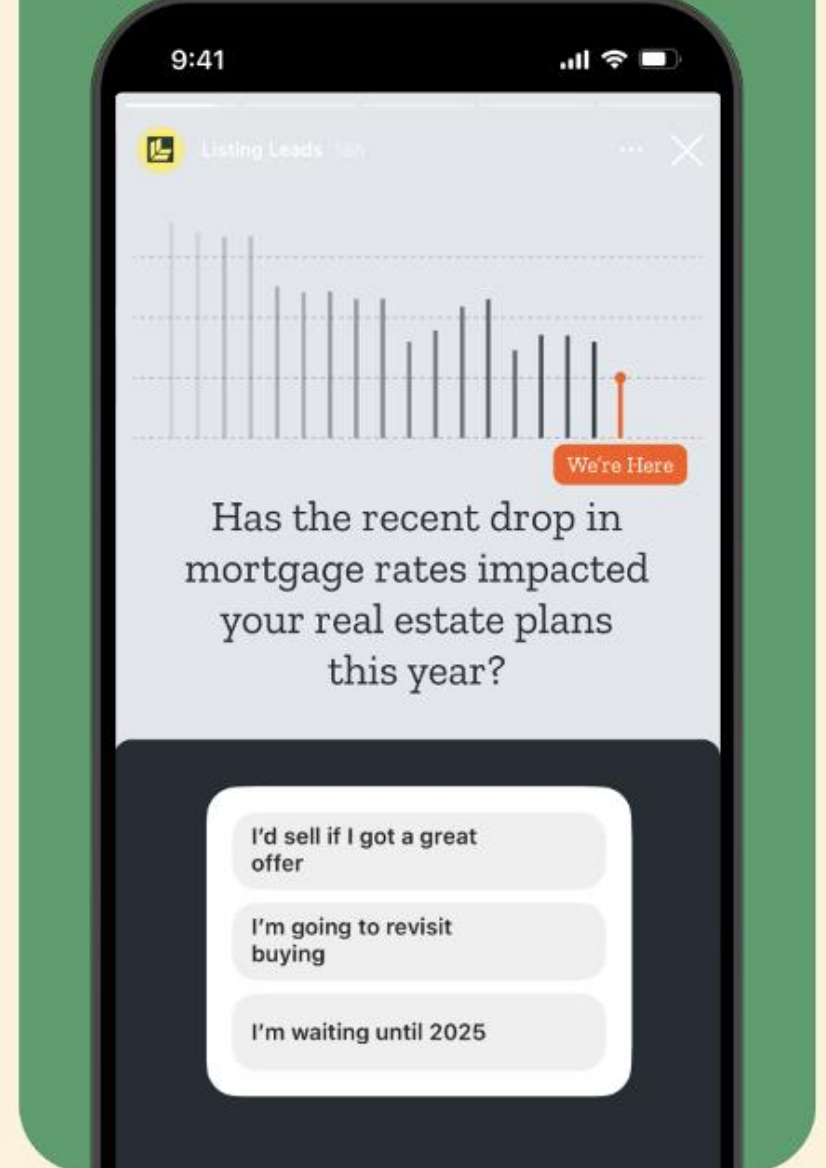
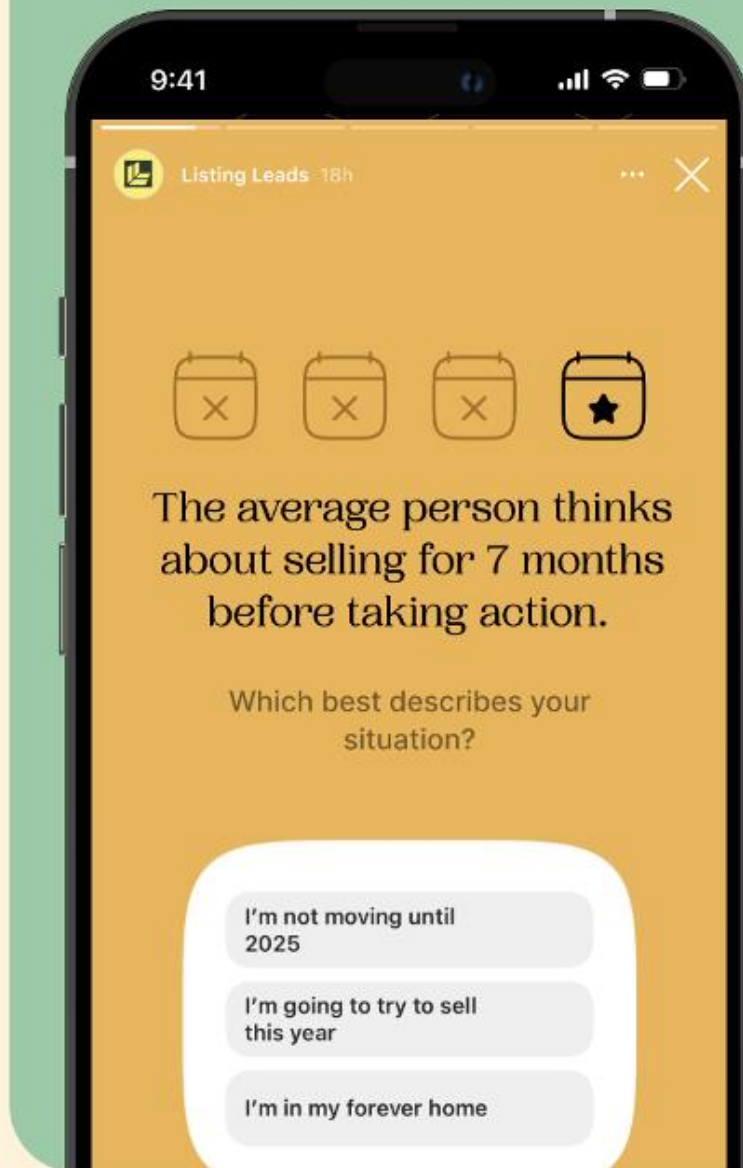
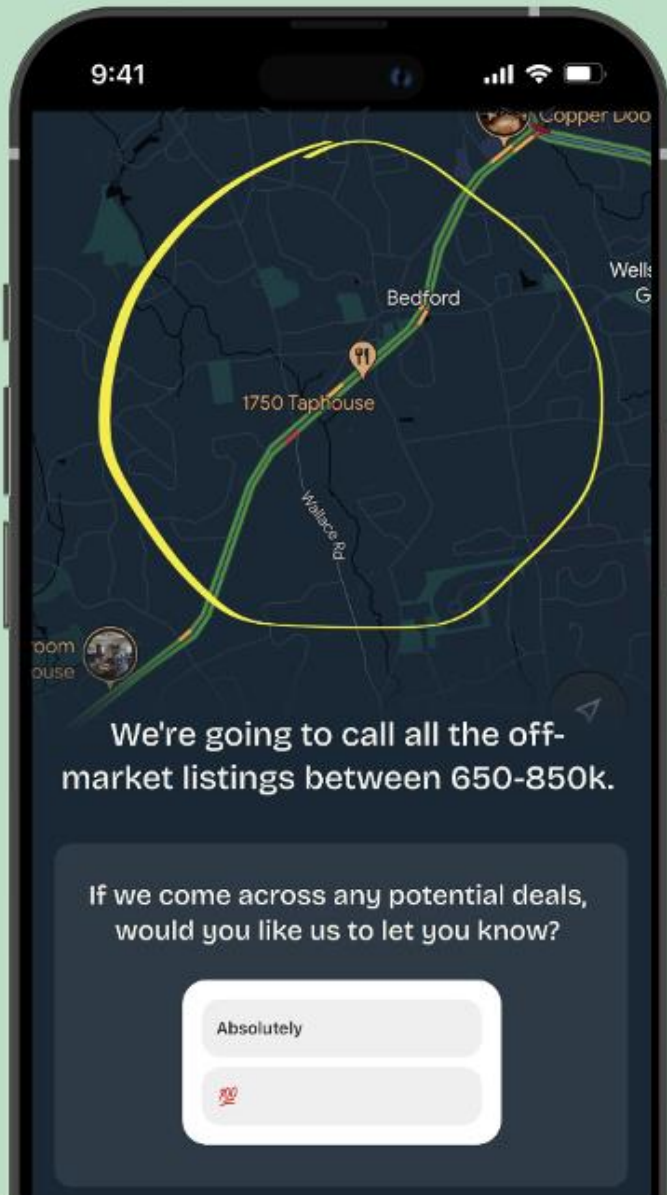
Follower.

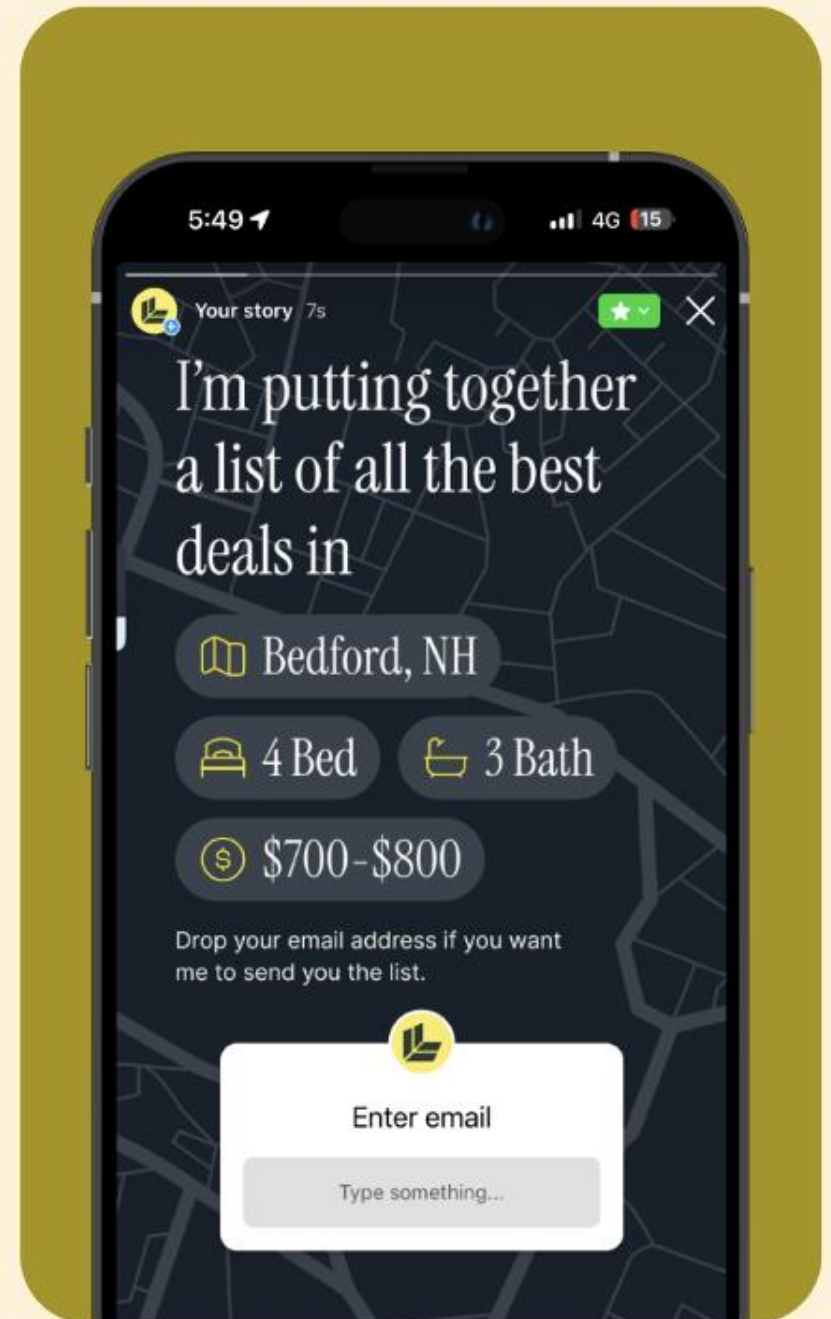
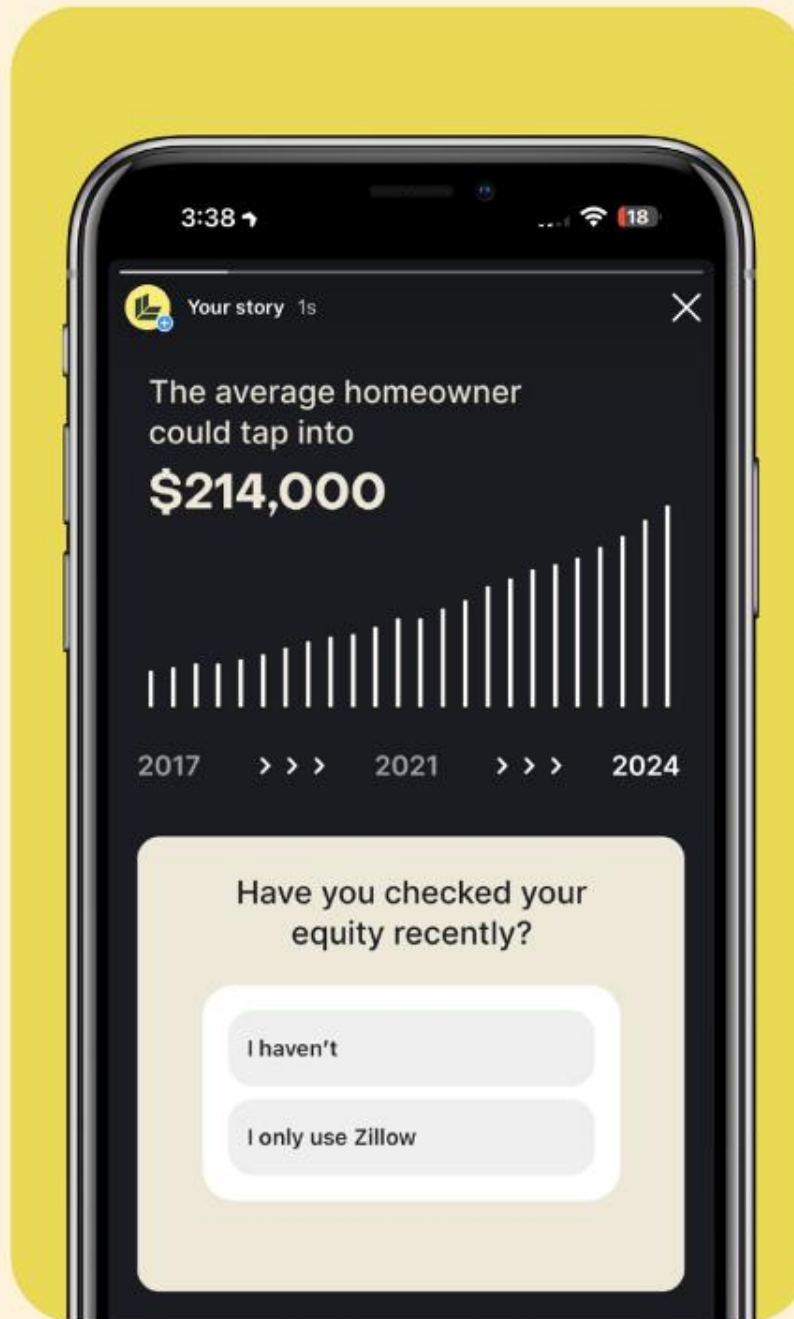
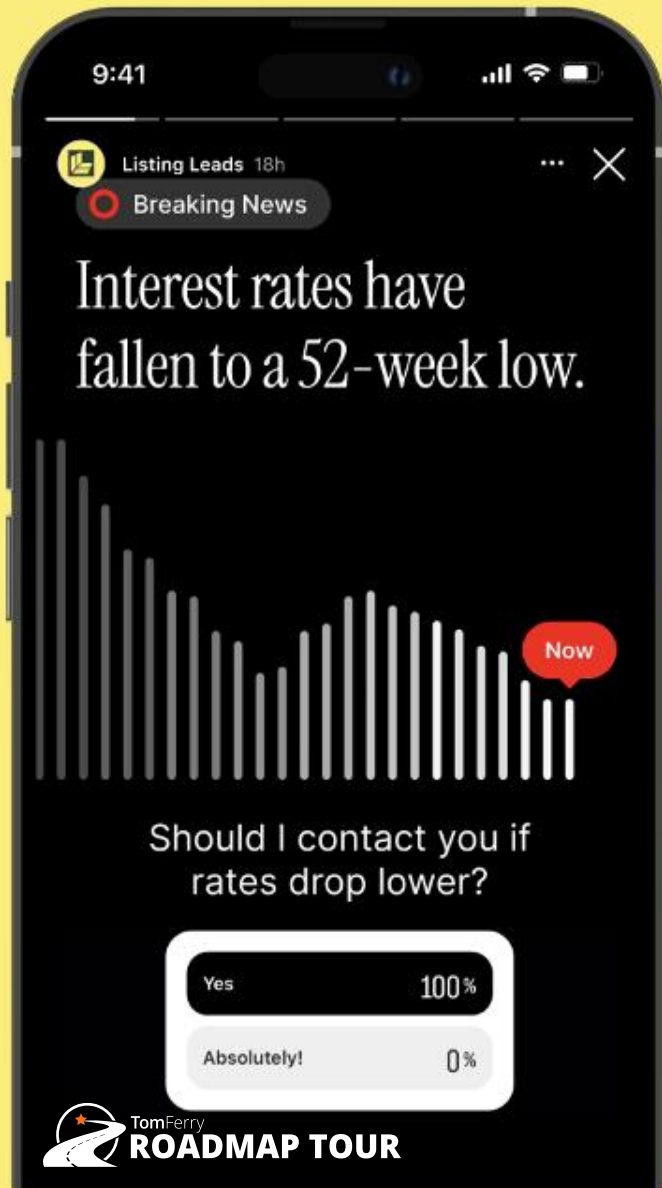


What's your home's real value?
Text 949-867-7697 for a custom
home valuation report.









Grab all the slides &
examples

listingleads.com 

7 Day FREE Trial!



Am I Interested
or committed?



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

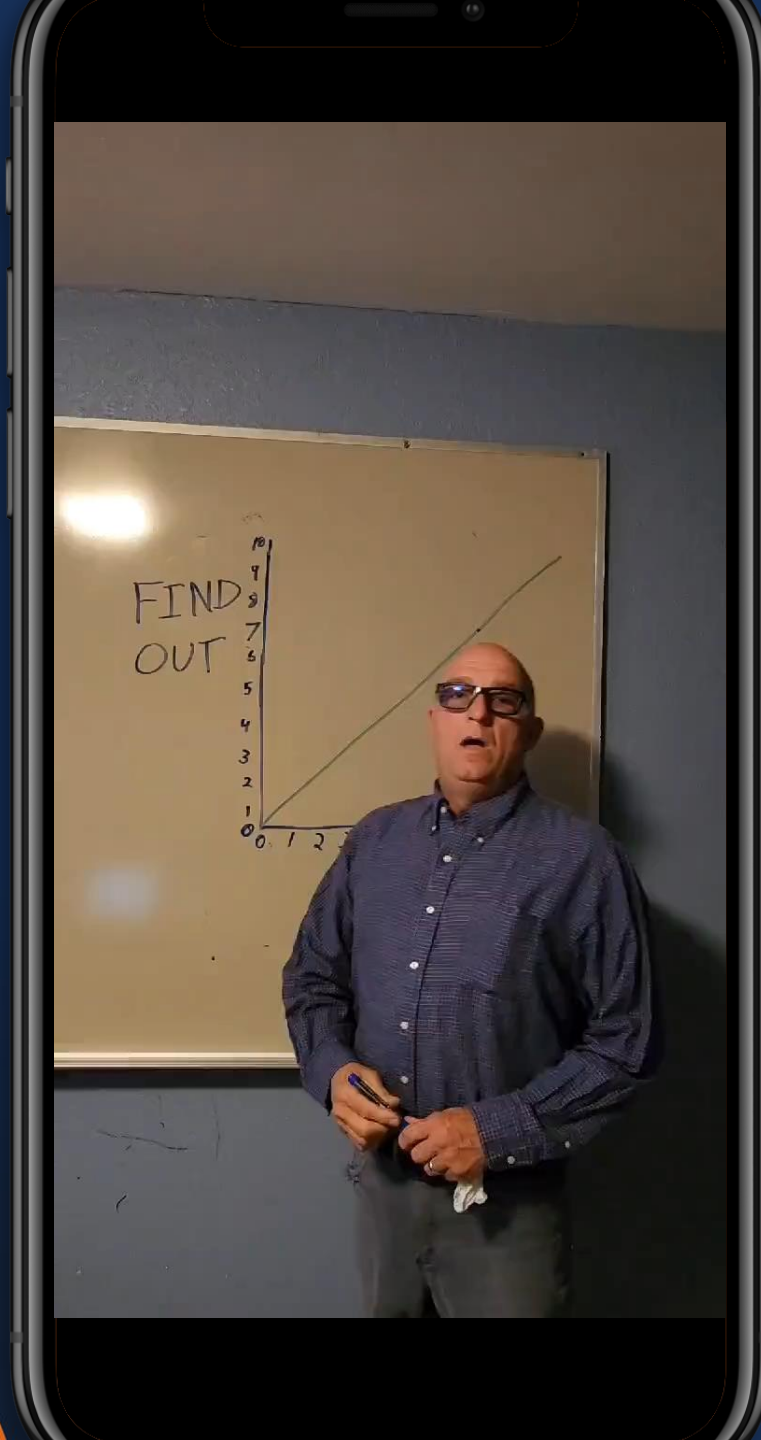
— My uncle Frank.





Kristi **JENCKS**





TF TomFerry

How to Find Out What Works?

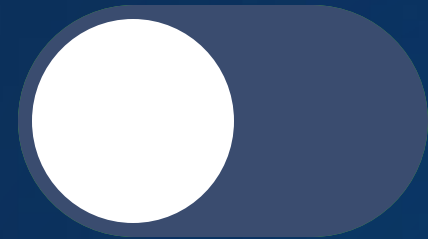
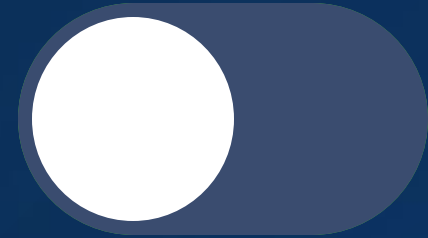
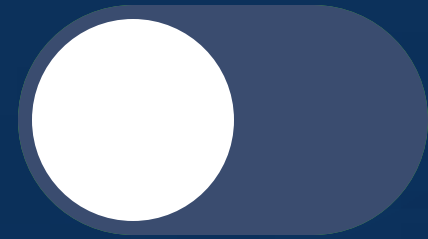


How's Your Mindset?

**ACTION
ABSORBS
ANXIETY**

**After 75,000 hours
(2,250,000 minutes)
of coaching.**

DECISIONS
COMMITTED
ACTION



Break



What's the **MOST** under marketed asset by agents?

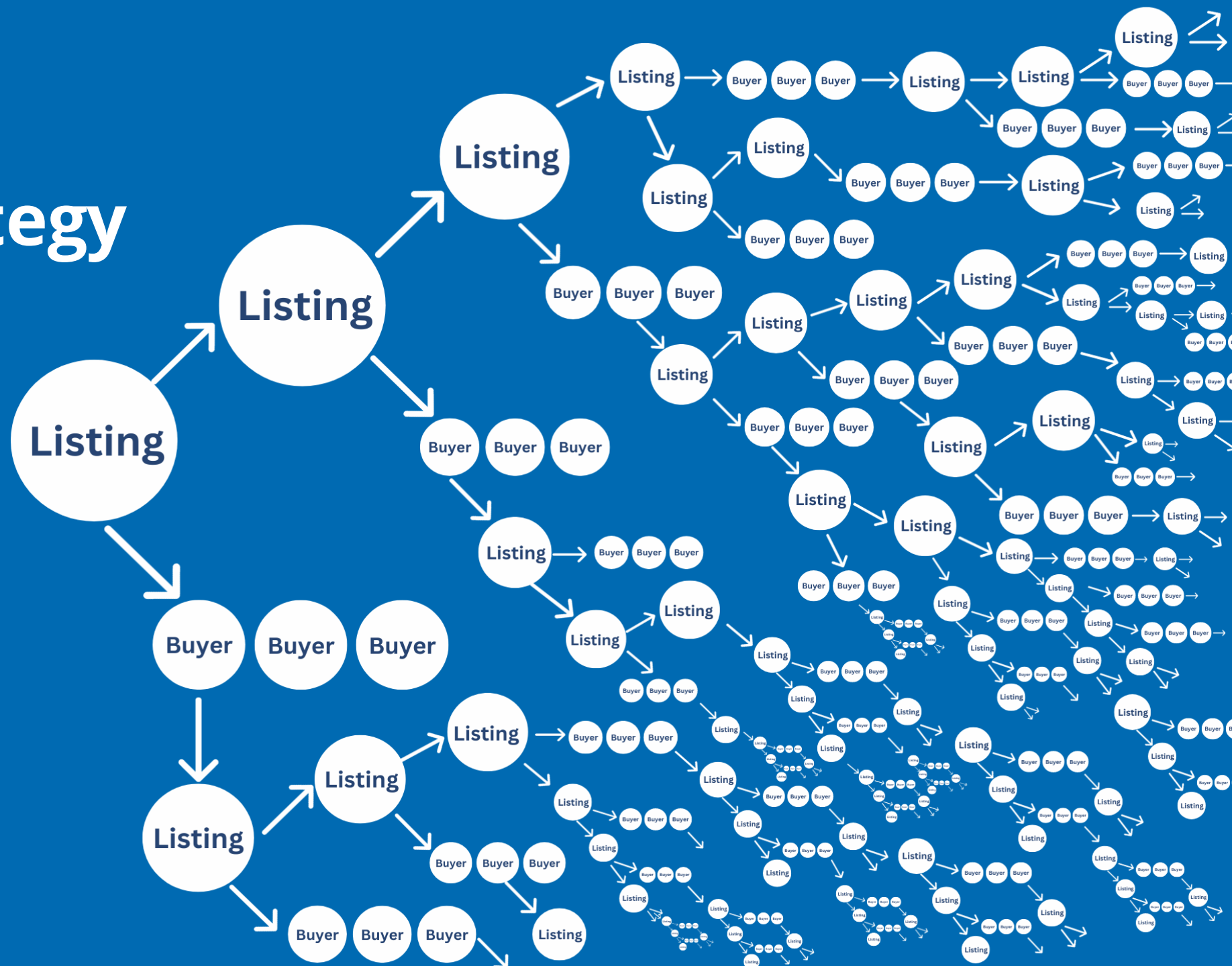




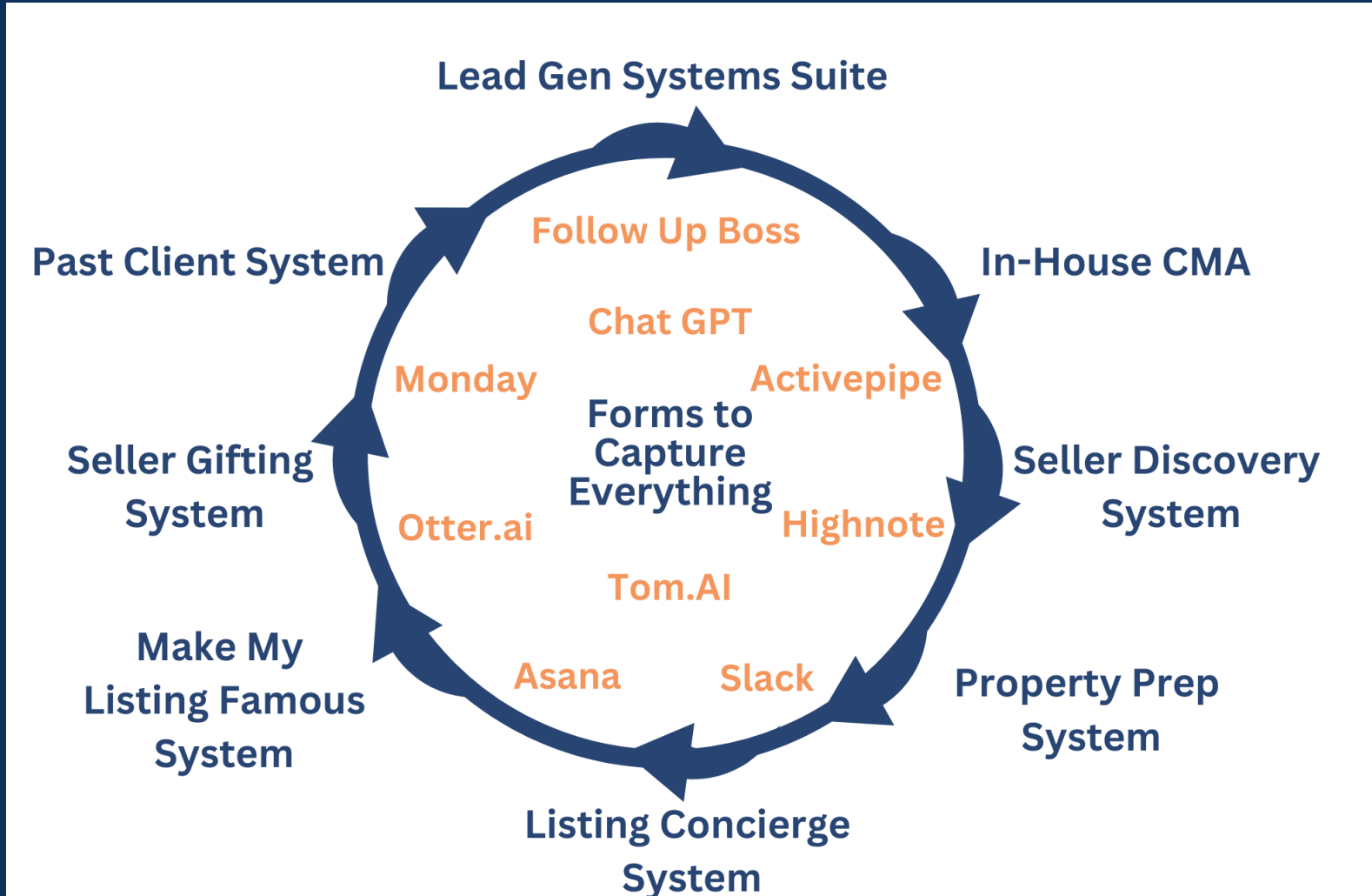
MORE Listings, from
my Listings, by creating
MORE Attention!

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

The Viral Listing Strategy



BUILD YOUR LISTING FLYWHEEL



How do I turn one into 3 listings?

Email your whole data base before your next listing



"I'm about to go meet with another potential seller..."



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.

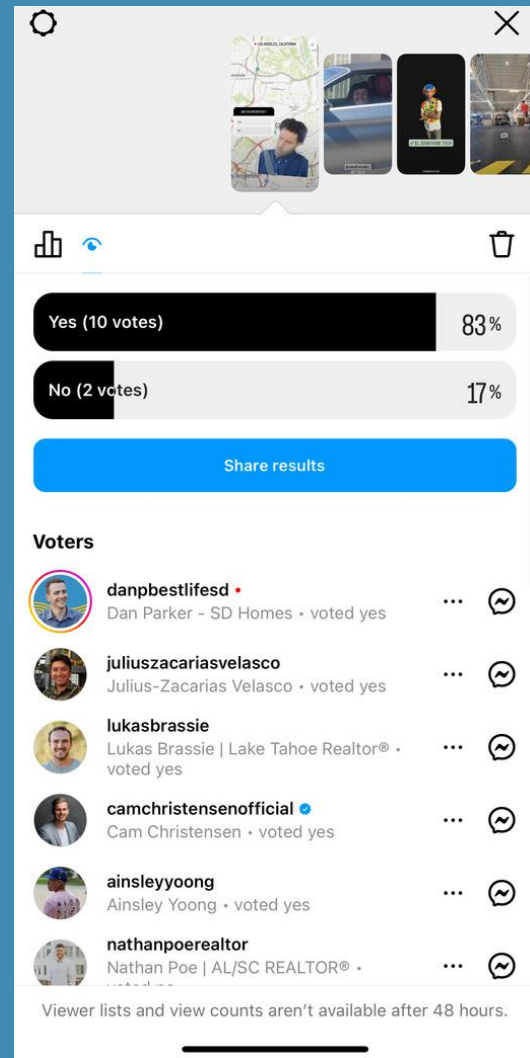
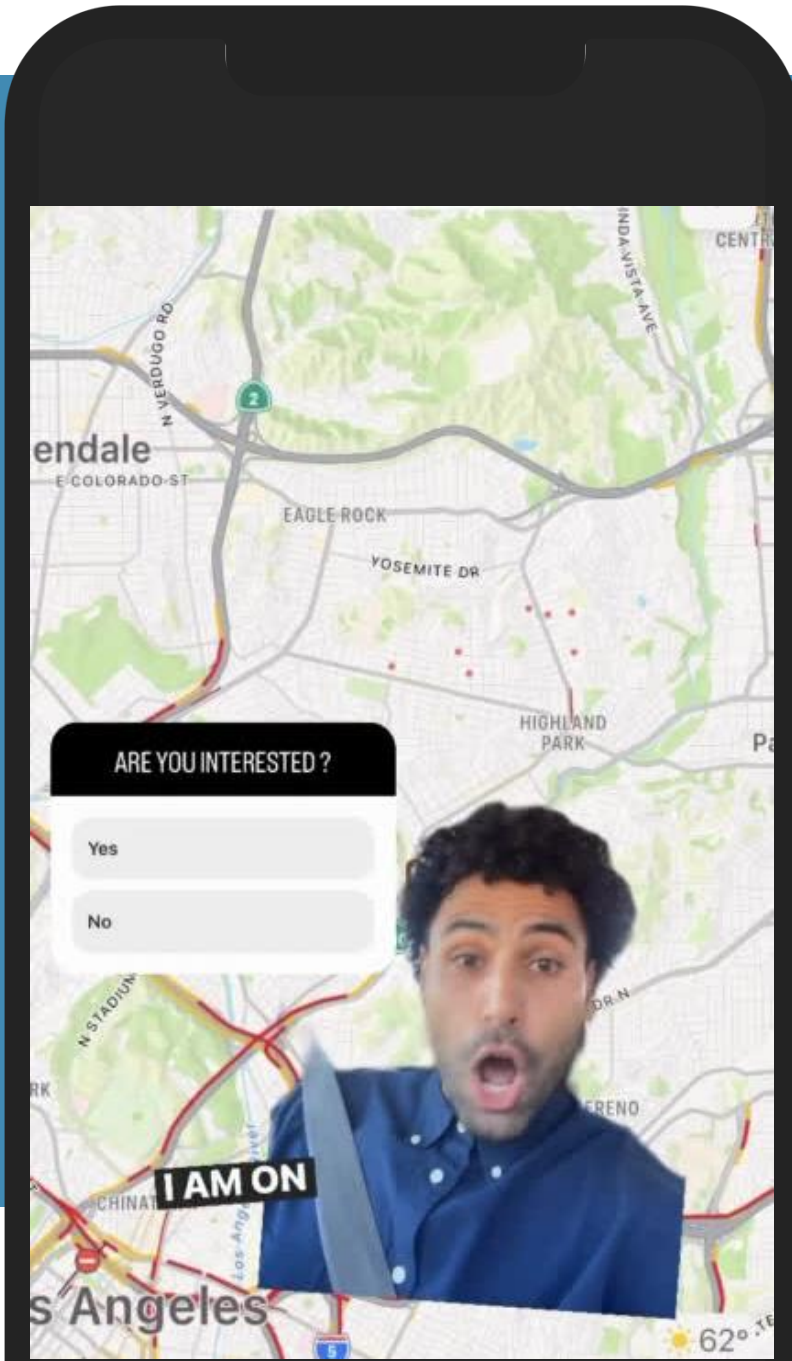
What I can tell you is that homes like this typically sell above ask in just a few days

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

Attention: 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.

REVENUE



solves everything



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!

WEEK 1

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

WEEK 4

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

**SOLD FOR
RECORD
PRICE!**

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.

**SOLD
FOR
RECORD
PRICE!**

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**



Attention: Turn one into 2 listings?

8. Invite all neighbors to your next “Home Selling Seminar”.
9. 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!



PRESORTED
STANDARD
US POSTAGE
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REAL MARKETING

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**Creates
Curiosity!**



Did you
hear about
your neighbor?

Scan here to find out!



PRESORTED
STANDARD
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REAL MARKETING

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



The **MONEY** is in the
Landing Page!

YOUR NEIGHBOR
JUST SOLD \$119,000
OVER LIST PRICE!



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**



AA 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

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

11

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

Name

Email

Email *

Phone

Phone

Address

Address



By providing The Stephanie Younger Group your contact
information, you acknowledge and agree to our [Privacy Policy](#)
and consent to receiving marketing communications,

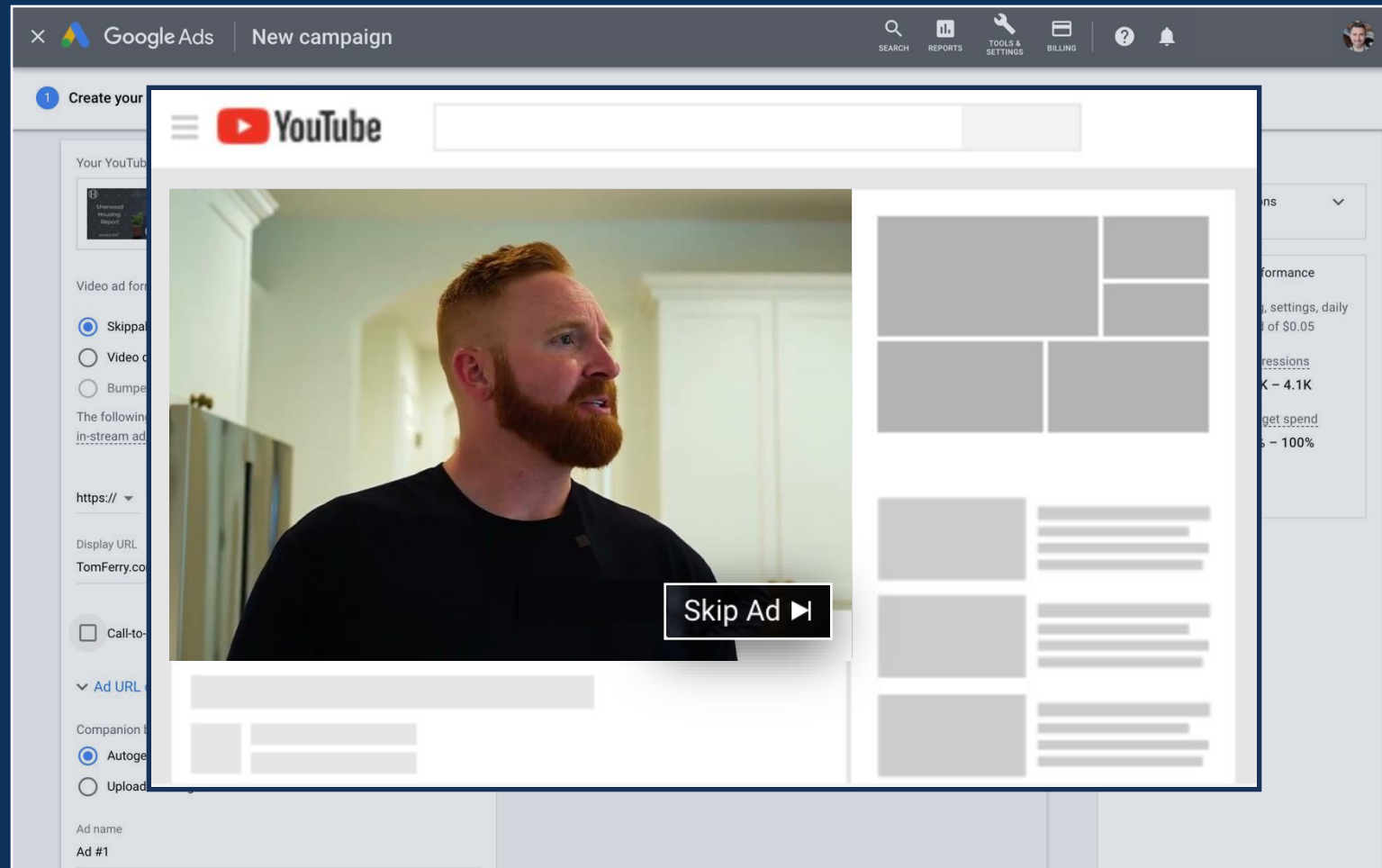
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STEPHANIE Younger

**@Compass
Los Angeles**

YouTube Commercials





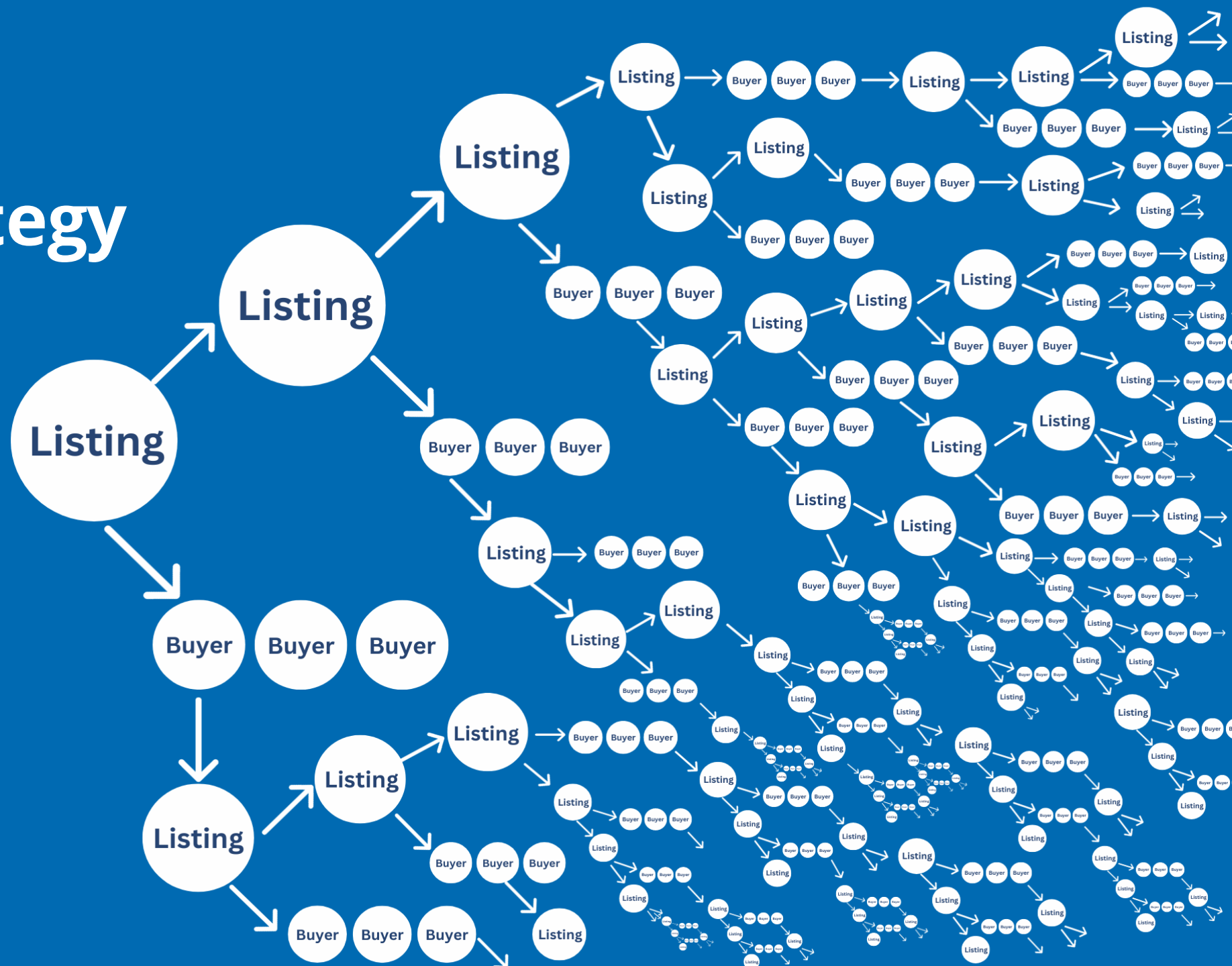
SHANE BURGMAN



Attention: Turn one into 2 listings?

8. Invite all neighbors to your next "Home Selling seminar".
9. 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 Strategy



REVENUE



solves everything

Akasia Effect

Akasia is the state of acting against your better judgment. it is when you do one thing even though you know you should do something else. Loosely translated, you could say that akasia is procrastination or a lack of self-control.

Akasia is what prevents you from following through on what you set out to do.



Test your roleplaying skills with instant feedback

Compare your performance to other agents

"Roleplay" is just ONE of many TomAI+ features for coaching clients



<https://roleplay.tomferry.com>



Join Beta
Download Today on iOS



REVENUE



solves everything

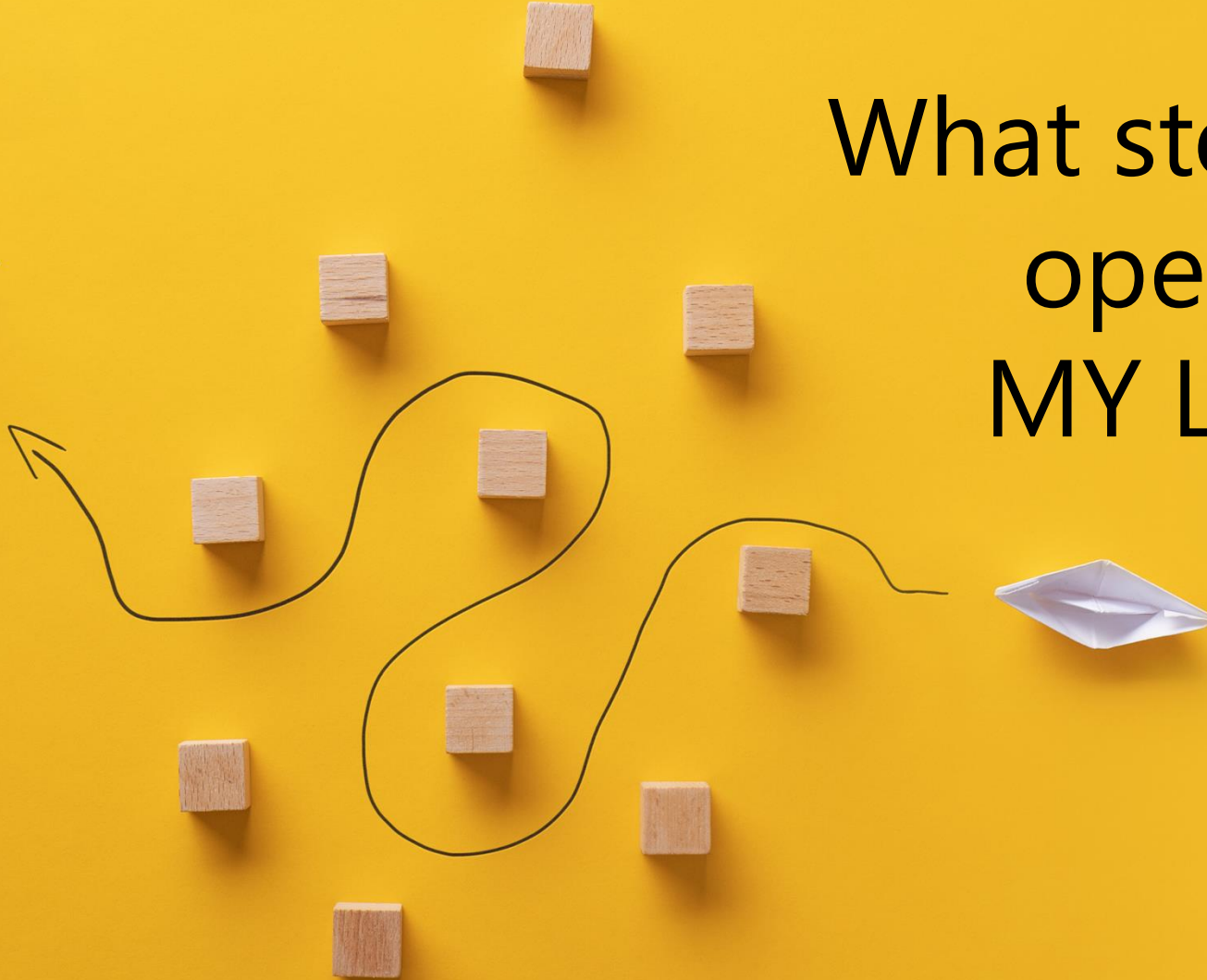
Why Don't I Really Play Full Out?



LEVEL 10



What stops me from
operating at
MY LEVEL 10?



The Addiction to...

OPINIONS OF OTHERS



The Addiction to...

DRAMA



The Addiction to...

THE PAST

The Addiction to...

WORRY

What would my
business look like,
playing at **Level
10?**



Why Most Agents Fail to Earn What They Deserve?



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



**Work like a
hair salon!**



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... let's do (exact time) call 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... let's 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?

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)



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



**What are you
thinking?**



Don't practice on customers and clients

Scan to try TomAI+ Roleplay

Critical scenarios, leaderboards, instant feedback



<https://roleplay.tomferry.com>



**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!



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

SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
<ul style="list-style-type: none"> 401 units, 170M volume, ↑ conversion by 5% 	<ul style="list-style-type: none"> Scale for 10 new agents/month streamline training platform operationalize conversion 	<ul style="list-style-type: none"> 2 transactions for every listing 1% conversion of database 50 closed deals from social media 	<ul style="list-style-type: none"> + 4 agents per month + 24 legacy agents 4 recruiting events 	
Conversion Tracking System Trainual - Lessons Trainual - Video support Lead Rotation Management Mentor Training Establish Tiers Visual for bullpen Tracking System Hire ISA Train ISA	Trainual - Onboarding Trainual - New Agent Training Trainual - Exp Agent Training Trainual - All JMC Processes KPI Tracking System Campaigns for Zip Codes Cognito Sold.com Google Voice Last Pass ISA System (c) Action Plan - Buyer Under Contract Action Plan - Seller Under Contract Agent Checklist / Task Reminders Circle Dial Google Reviews	<div>Website Goods</div> <div>SE SW NE NW</div> <div>Action Plans</div> <div>Seller Narrative Explores New Construction Lease 1 year Lease 2 year FSBO</div> <div>Recruiting Emails (24) Buyer Presentation YouTube Ads Google PPC</div> <div>VIDEO</div> <div>Listing Campaign</div> <div>Favorite Room Professional office Listing presentation Listing coordinator Photographer Mailbox Staging Negotiations De-Staging a house/cha Support Team Showing Smart Setting seller expectations Se. Julepa Open House Wet and Commercial Language Super vs. Local Buy</div> <div>Recruiting Campaign</div> <div>Tools to Secure Lead Source Training (Dial) Network Listing collateral</div> <div>Community Pages</div> <div>Cisco 400 Grand Lakes Riparian Bridgwater Cane Island Old Mary Canoa SW Canoa Creek</div> <div>Other</div> <div>Seller - Listings Live Seller - Under Contract Buyer - Buyer guarantee Buyer - Looking at homes Buyer - Closing table</div>	<div>calls per day</div> <div>interviews per week</div> <div>Q1 event</div>	SISU → CTE Tracking System Referrals Legacy Pod Leaders 2023 Budget List to close process refinement supra/sign pick-up client on line email Slack until closing Caption vault Listing Coordinator Hire

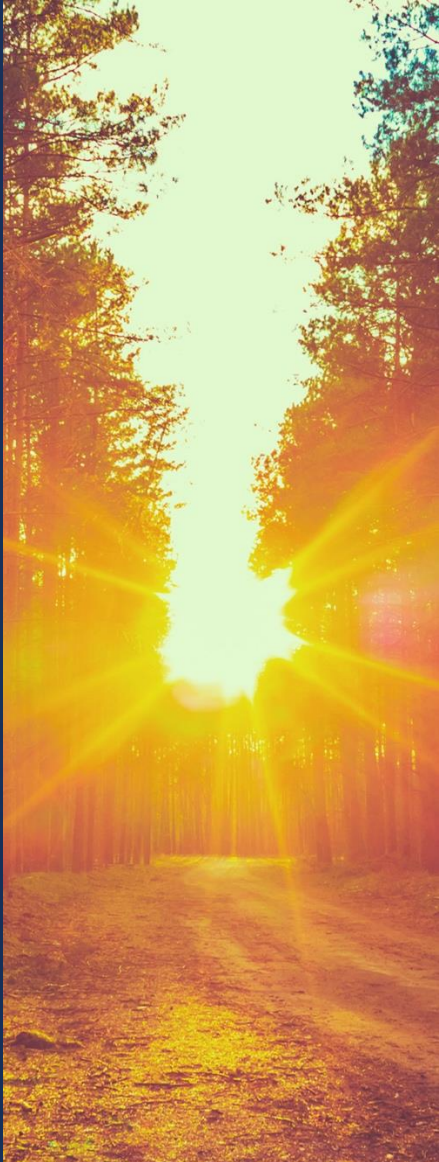


Jamie McMartin

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

Tom





Reimagine My Schedule

- 1. A morning routine that fires you up!** – *(capture on social)*
 - Exercise
 - Mindset – Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)!** – *(capture on social)*
- 3. Business morning routine**
 - Daily hot sheets – *(capture on social – “Did you know?”)*
 - Role play
 - 5/5/4/2
- 4. Managing your business, transactions, marketing**
– *(capture on social)*
- 5. Going on appointments**
– *(capture on social)*



"Move it Forward" Meetings

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

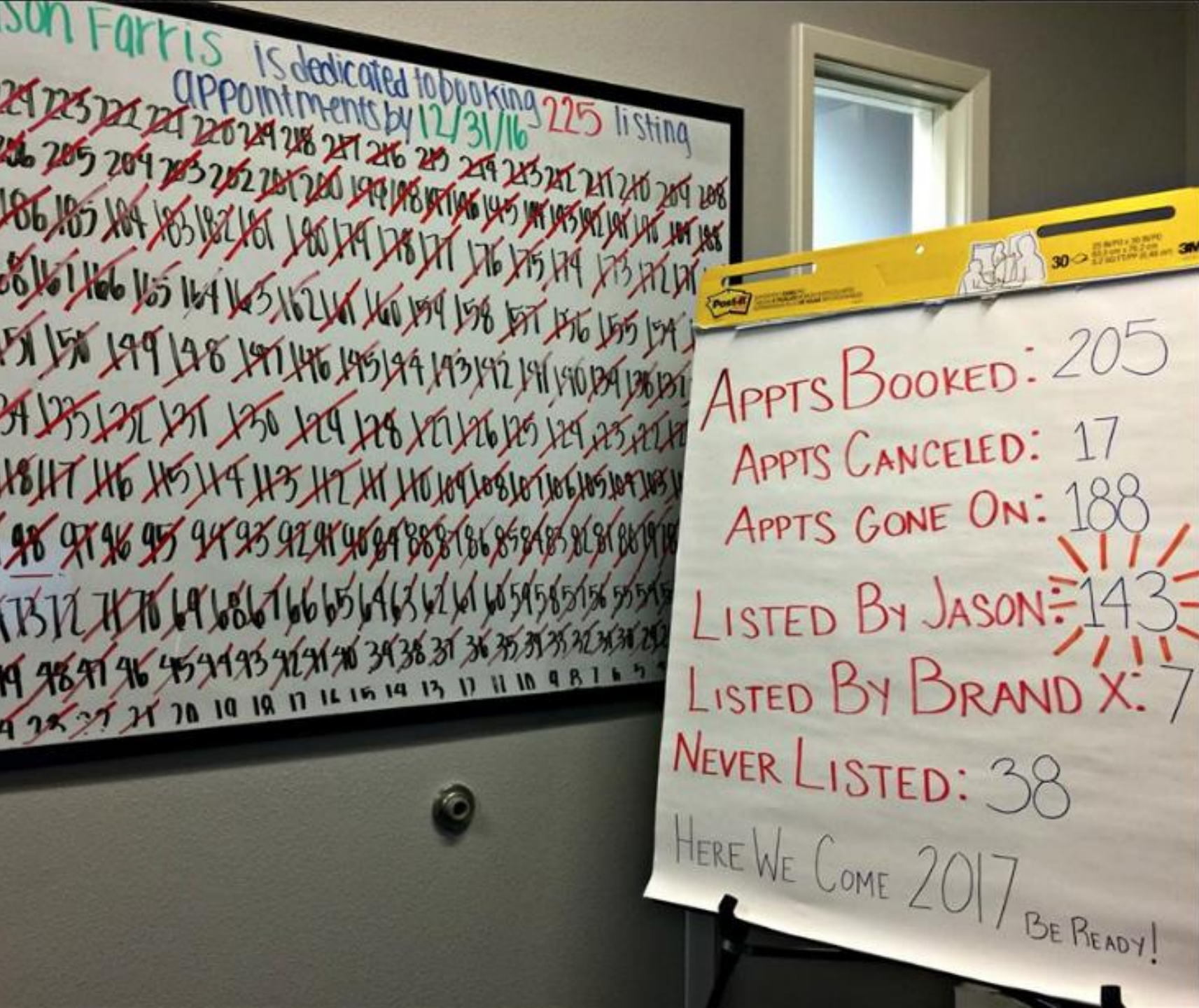
REVENUE



solves everything

When we
MEASURE PERFORMANCE,

 Performance Improves 



Jason Farris ▶ TFYC Core+ Private Group

Follow · January 6 ·

I was asked to post my final numbers from my 2016 individual listing appointment goal board here in this group (previously posted in Elite group) - I hope it inspires you. I'm excited for the new year because now I truly know what is possible.

I am over flowing with gratitude! Big thanks to Steve, Tom and the entire TF community.

Like Comment



The 3 most **important** checklists

Daily Checklist

- ☐ Powerful morning routine
- ☐ Market intelligence (*daily hot sheets, showing time, interest rates*)
- ☐ (Team) huddle-up (*what's our outcomes for today?*)
- ☐ (Team) role play (*objection*) handling & sell like Oprah
- ☐ Hours of Power | Follow-ups (5/5/4) & post that I did it!
- ☐ Meet with my TC/assistant & review all under contracts
- ☐ Pending/Listing check-ins
- ☐ 2 social posts on all channels
- ☐ Afternoon follow-ups
- ☐ Go on (x) appointments daily

Weekly Checklist

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

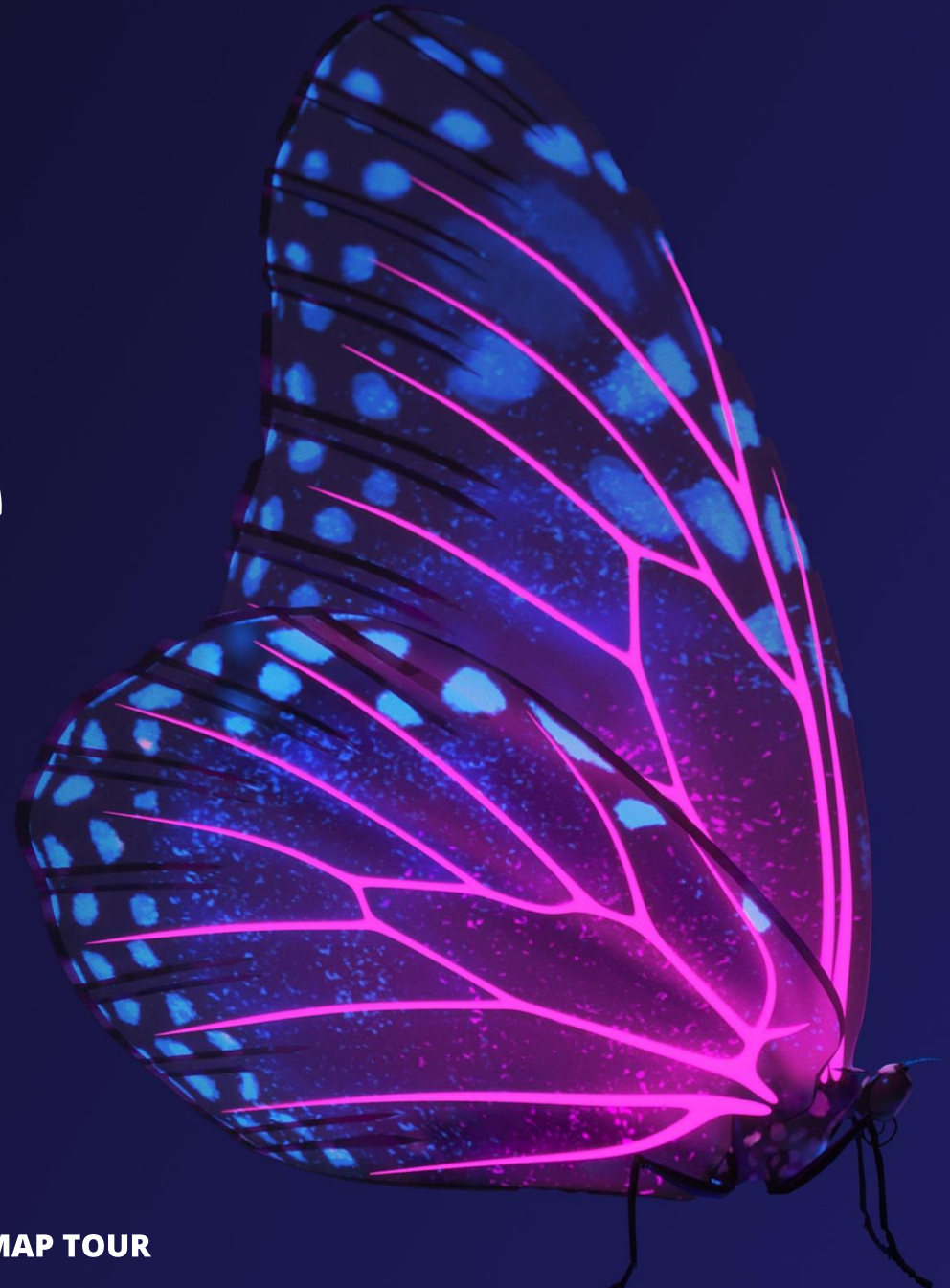
Monthly Checklist

- ☐ Be the CEO, review everything in my business!
- ☐ Review plan to actuals (*with my manager/coach*)
- ☐ Budget review (*with my manager/coach*)
- ☐ Set aside (*X%*) for taxes
- ☐ Set aside (*Y%*) for investment
- ☐ Review next month / quarter marketing campaigns
- ☐ Review the monthly results & action plans for next!



For things
to change

Things have to change



**What am I
Committed to?**

**Thank your
title partner!**

Powered By

PalmAgent

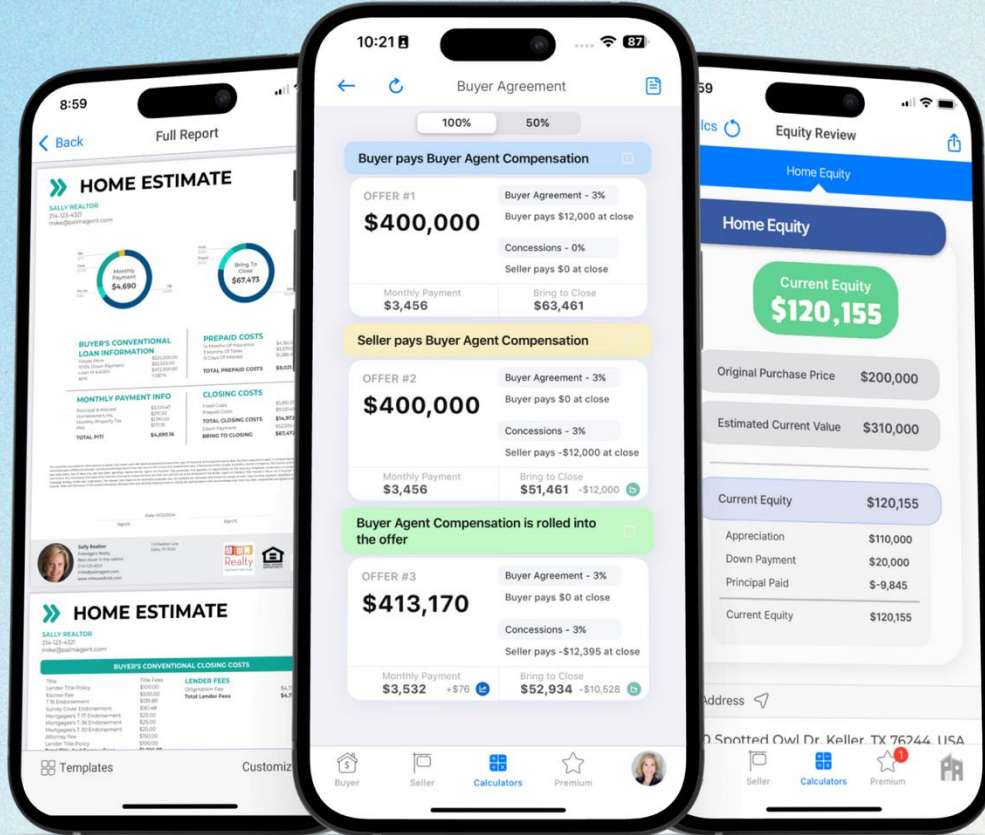
Real Estate's #1 Closing Cost

App



Seattle Roadmap

Scan to Download



ChicagoAgent
t



TicorAgent
t



FidelityAgent
t



ValleyTitleApp



thank
you