

TomFerry ROADNAP

Tag Tom on your social posts



@TomFerry @Ferryintl #FerryIntl #TomFerry



Outcomes:

Attract & Win More Listings Tap into the Mega Trends Learn from Top Agents Improve your Buyer Consultations How to GET Organized & Prioritized Have Fun!



Thank You to Our Sponsors

realtor.com mosaik.



TomFerry,

Thank your title partner! P.S. They will get you the slides! But still take notes













Ashley PEDERSON

JEFFERSON, MOASHLEY PEDERSON TEAM

GCI 3 Years Total: **3.88M** Volume 3 Years Total: **\$133.5M** Units 3 Years Total: **528**



Jeff COHEN

KANSAS CITY, MOKELLER WILLIAMS KANSAS CITY NORTH

GCI 3 Years Total: **1148 Appointments Set** Volume 3 Years Total: **\$15.69M** Units 3 Years Total: **58**



Chris GIANNOS

@chris.giannos



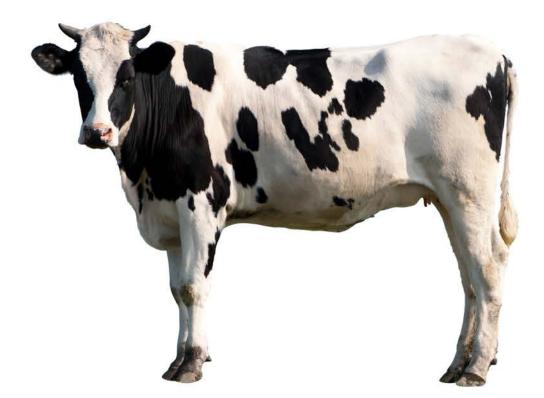


Jimmy MACKIN ListingLeads.com



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





TomFerry,



All Great Businesses (agents) have 5 things in common...

1. A Great Brand!

2. A Great Product! (listings/Buyer Services)

3. Great Marketing & Distribution!

4. A Great People!

5. A Great Operating System!



Become More Valuable!



Achieve & Earn More!



"FOCUS!"

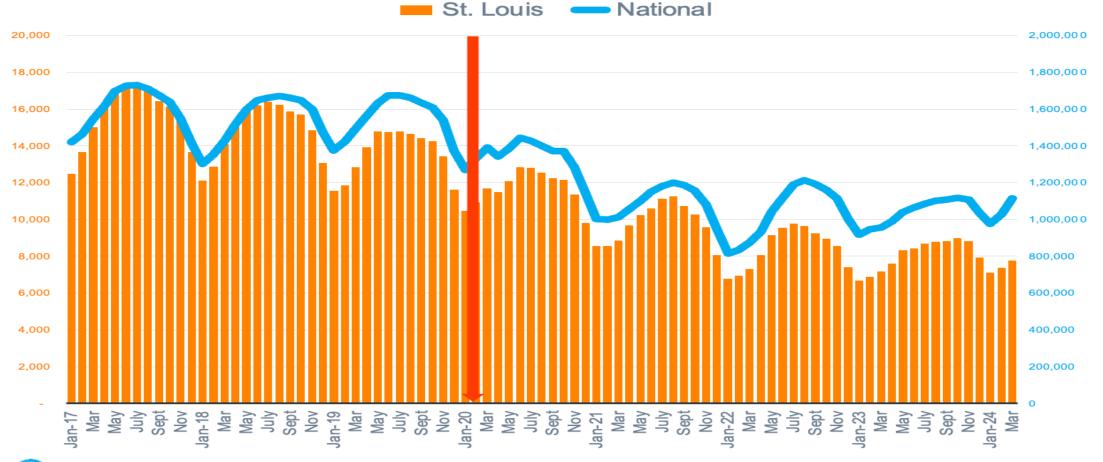
Carafa Carafa (193)



How's the Market?



Total Listing Count



C KEEPING CURRENT MATTERS

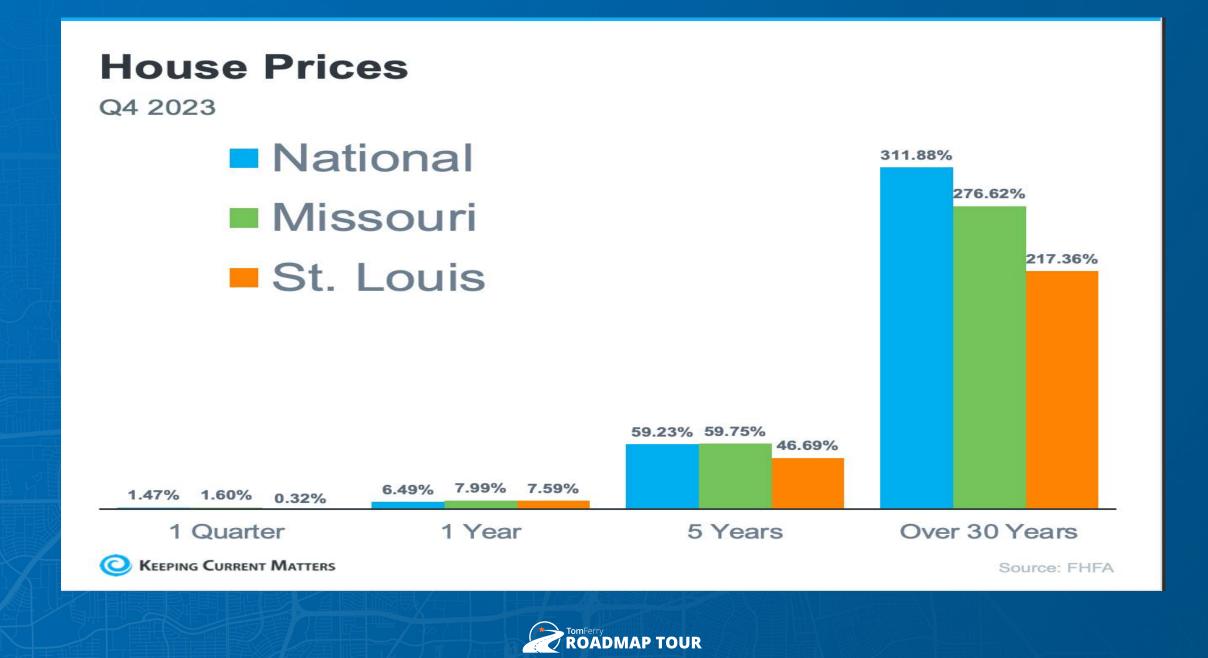
Source: Realtor.com

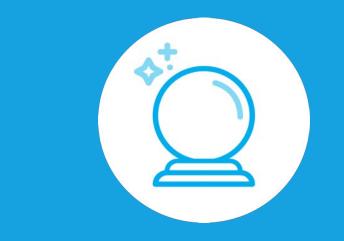


St. Louis: Median Days on the Market









2024 KCM Forecast "THE YEAR OF 5"





- Mortgage rates will be in the 5's in the 2nd half
- 5 Million in Total Home Sales
- 5% Will Be the Approximate Home Price Appreciation Rate



Four converging forces impacting 2024

•

AN ELECTION YEAR RATE CUTS PENT UP DEMAND **LACK OF INVENTORY**





MARKETING, PROSPECTING FOR LISTING PIPELINE



Here's the Challenge



Co-Broke Offered to Buyers' Agents

Other commissions may be or have been negotiated elsewhere between the parties

	A	01	ther comr	nissions may b	e or have been negotiated
l	Availa	DIe			© Sarah Perkins 2024 Source: ARMLS
	% Co-Broke	#	Week over week	%	Source. Annies
	Offered	of Listings	change	of Listings	
	2.5	9218	1	56.44%	1 <u>1</u> 1
	3	4881	-	29.88%	
	2	1154	1	7.07%	
	2.25	472		2.89%	
	2.75	249		1.52%	
	0	116	•	0.71%	
	4	102	-	0.62%	
	1	47	+	0.29%	
	3.5	35	1	0.21%	
	1.5	35	-	0.21%	
	5	10	-	0.06%	
	1.75	7	+	0.04%	
	3.25	3	•	0.02%	

Based on Active & Coming Soon Listings as of 3/13/2024 162 listings with no offer of compensation listed

ed elsewhere between the parties									
4			CI	osed					
	% Co-Broke Offered	# of Listings	Week over week change	% of Listings					
	2.5	3346		58.75%					
	3	1572	-	27.60%					
	2	341		5.99%					
	2.25	186		3.27%					
	2.75	107	-	1.88%					
	4	57		1.00%					
	0	42		0.74%					
	1	14		0.25%					
	1.5	12		0.21%					
	3.5	10		0.18%					
	5	6		0.11%					
	0.5	1		0.02%					
	1.75	1		0.02%					

Based on Closed Sales from 2/18/2024 to 3/16/2024 56 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

		Co-Broke Offered to Buyers' Agents ther commissions may be or have been negotiated elsewhere between the parties				
Availa % Co-Broke Offered	of Listings	Week over week change	22	© Sarah Perkins 2024 Source: ARMLS		# of Listings
2.5	9347	-	56.67%		2.5	3458
3	4779		28.98%		3	1624
2	1291	1	7.83%		2	387
2.25	503	-	3.05%		2.25	198
2.75	224		1.36%		2.75	115
0	136	1	0.82%			
4	69		0.42%		0	43
1	47		0.28%		4	40
1.5	40		0.24%		1	14
3.5	32	-	0.19%		3.5	13
5	8	-	0.05%		1.5	8
1.75	6	-	0.04%		5	6
3.25	3	-	0.02%		0.5	1

Based on Active & Coming Soon Listings as of 4/3/2024 180 listings with no offer of compensation listed 0.22% 0.14% 0.10% 0.02%

Based on Closed Sales from 3/3/2024 to 3/30/2024 54 listings with no offer of compensation listed

Closed

96

of Listings

58.54%

27.49%

6.55%

3.35%

1.95%

0.73%

0.68%

0.24%

Week over

week

change

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

AGENT

49% of agents sold either 1 home or none at all in the past year: CFA

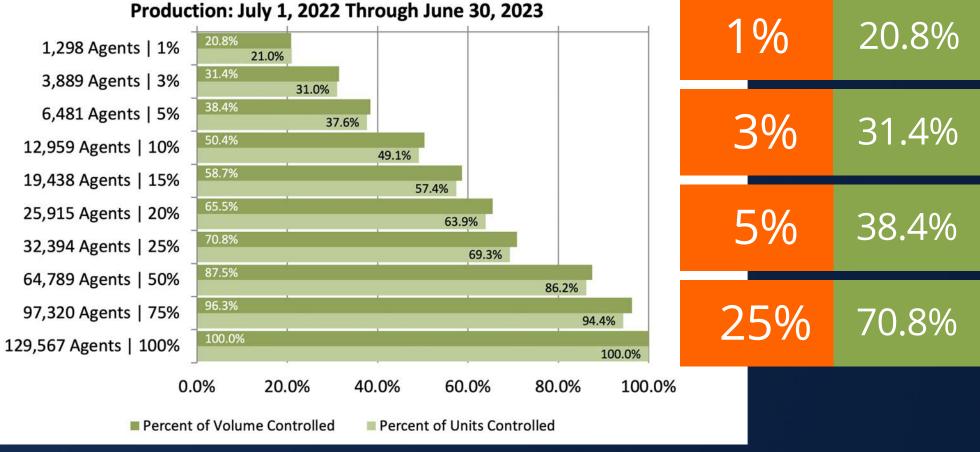
Agent 'glut' means part-timers are now the majority, leading to 'widespread incompetence and pressure to maintain high commission rates,' according to the Consumer Federation of America



5 Large MLS's by Listings Sold Data

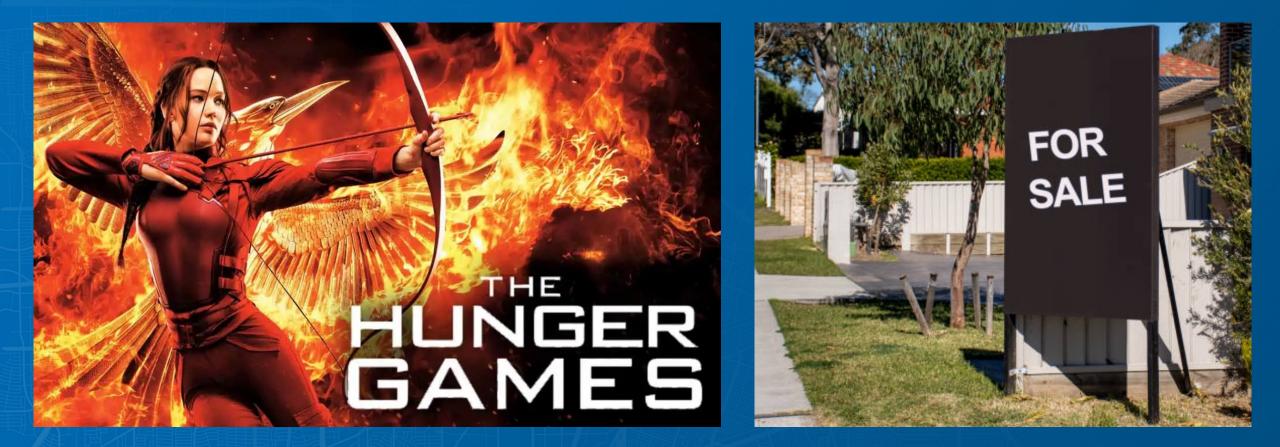
Cumulative Percentile Share of Listings Closed Residential Volume and Units Controlled by Producing Member Agents of Selected US MLS Systems Production: July 1, 2022 Through June 30, 2023

REAL DATA STRATEGIES





It's the Real Estate Hunger Games...





How Many Listings Will I Take in 2024?



What has to change in order too FRONTLOAD my listing attraction, marketing & prospecting?



CELIFORDISOL



MARKETING, PROSPECTING FOR LISTING PIPELINE



Behind the



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

Q: Could I adjust my schedule & routines?



Where Does FRONTLOADING Begin?



Attraction

GIN

sting soosold 8



MORE Listings, From my Listings?



2024 ELITE RETREAT

Coach Meredith Fogle

NEXT GEN LISTING SYSTEMS: The Blueprint for Listing Success

Q Gaithersburg, MD

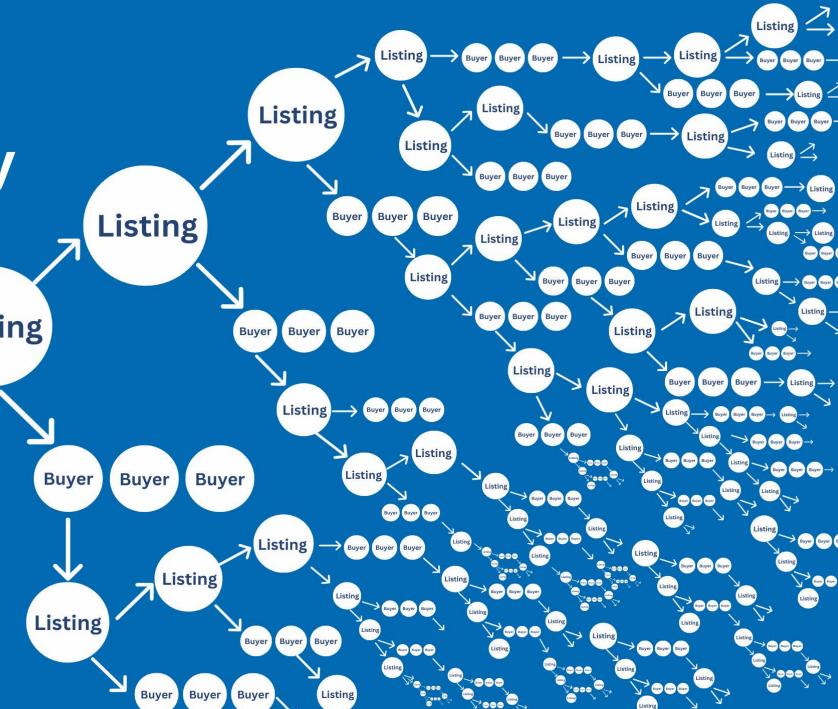
The Meredith Fogle Team | The List Realty

GCI 3 Years Total: **4.6M** Volume 3 Years Total: **190M** Units 3 Years Total: **326**

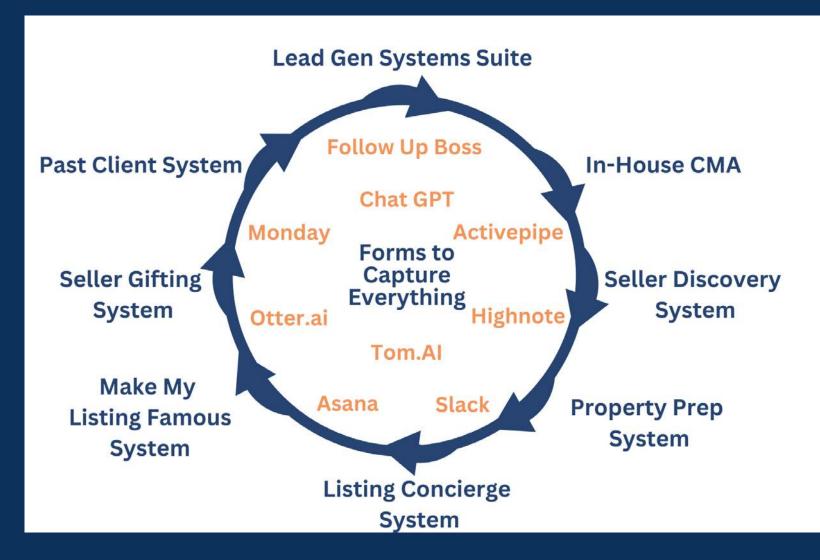








BUILD YOUR LISTING FLYWHEEL





Great Marketing in Like Lasagna



Its all about the "ayers"



How do I turn one into 2 listings?

 Email your whole data base before your next listing appointment "I'm about to go meet with another potential seller..."



CURAYTOR

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.

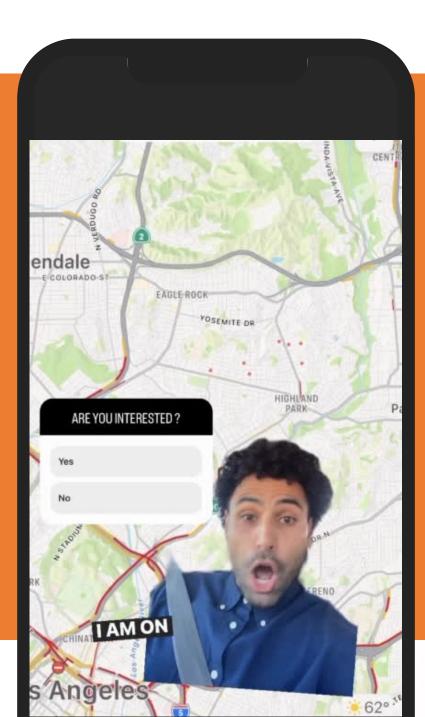
What I can tell you is that homes like this typically sell above ask in just a few days

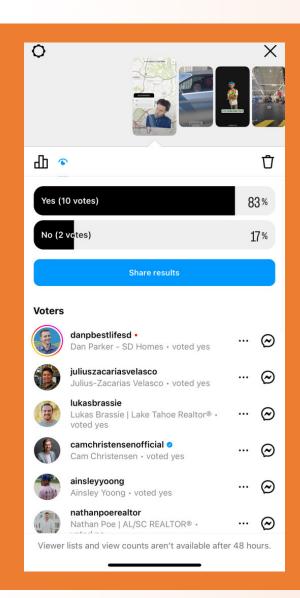
If you already know that you'll want the details, reply with "VIP."

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?

- 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 24-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.





How We Did It!



WEEK

2

WEEK

3

CONTRACTOR PROPOSALS » Bulk Item Removal » Design/Staging » Pre-listing termite inspection » Grout cleaning and paint touch up

SELLER PREPARATION » Minor Repairs Made » Grout cleaning and painting » Removal of all personal belongings » Light cosmetic upgrades

DESIGN PROJECT+ PRE-MARKETING » Fully stage to show like a model home » Initiate coming soon marketing campaign

4 ON MARKET 22 Point RMG Modern Marketing Plan Aggressive pricing strategy to maximize accessibility Maximize accessibility

Maximize accessibility
 On Demand private showings
 Open Houses

THE RESULT OF SUPERIOR MARKETING FOR 17402 JACARANDA AVE

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!

> 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...







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".
- 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?





Will You Do It?

2024 ELITE RETREAT

STEPHANIE Younger @Compass Los Angeles



The MONEY is in the Landing Page!

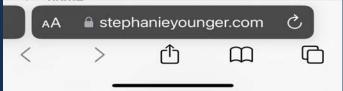
TomFerry

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

HERE'S THE STORY...

• YOUR NEIGHBOR CALLER

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



HERE'S THE STORY...

YOUR NEIGHBOR CALLED

...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 swee results;

stephanieyounger.com — Private

TFTomFerry

8429 REGIS WAY

Our team's marketing strategy and implementation resulted in these sweet results;

\$119,000

Over The Asking Price

11 Offers

R

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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	\bowtie
Address	

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

stephanieyounger.com — Private

TFTomFerry

Did you *hear about* your neighbor?



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

TFTomFerry

Check your homes value here

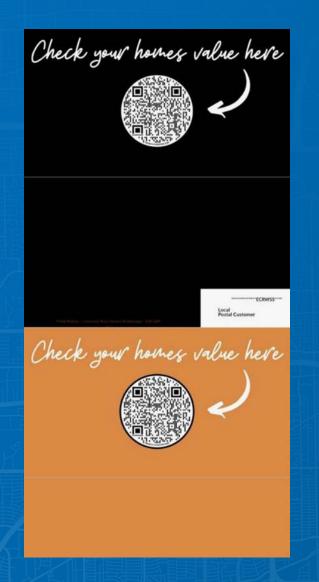
QR Postcard Stats (EDDM)

Black 13,000 Delivered 282 Responses 132 Contacts 9 Appointments 7 Listings

Orange 10,000 Delivered 265 Responses 92 Contacts 6 Appointments 3 Listings

Generated 10 listings and 2 buyer deals.







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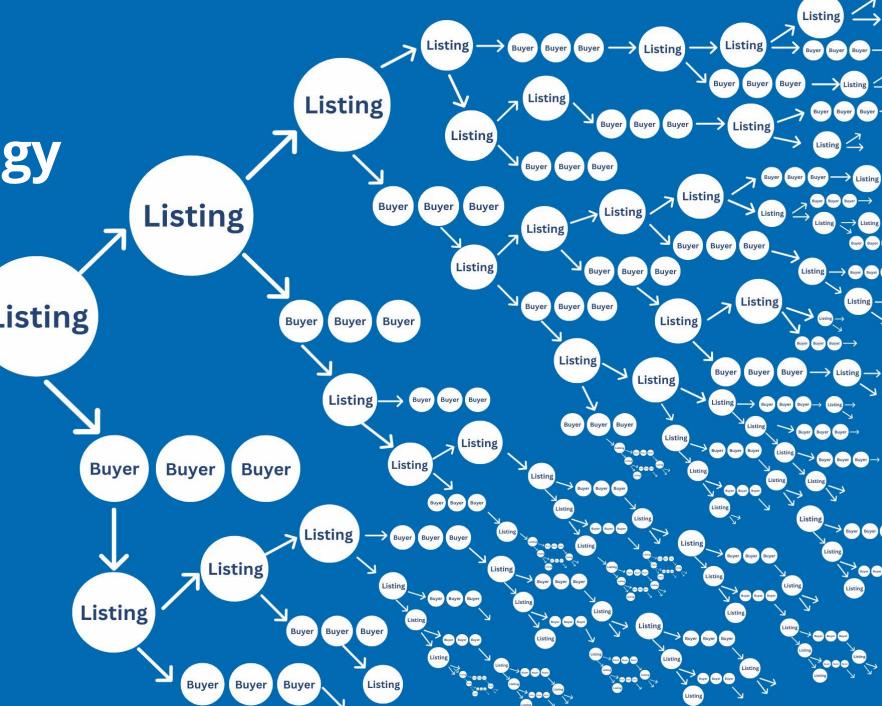
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- 9. A letter (hand addressed and hand stamped) magic buyer letter. We have more buyers and no inventory.
- **10.** "Did You Hear About Your Neighbor" mailer with a QR code
- 11. Circle dial around recent listings sold. "Did you hear about your neighbor?"
- **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?"



"Hard work never killed a man, men die of boredom, psychological conflict and disease. They do not die of hard work." **David Ogilvy**

The Viral Listing Strategy







What will Ladd?



"Hard work never killed a man, men die of boredom, psychological conflict and disease. They do not die of hard work." **David Ogilvy**



Where ELSE Does FRONTLOADING Begin?



Attraction

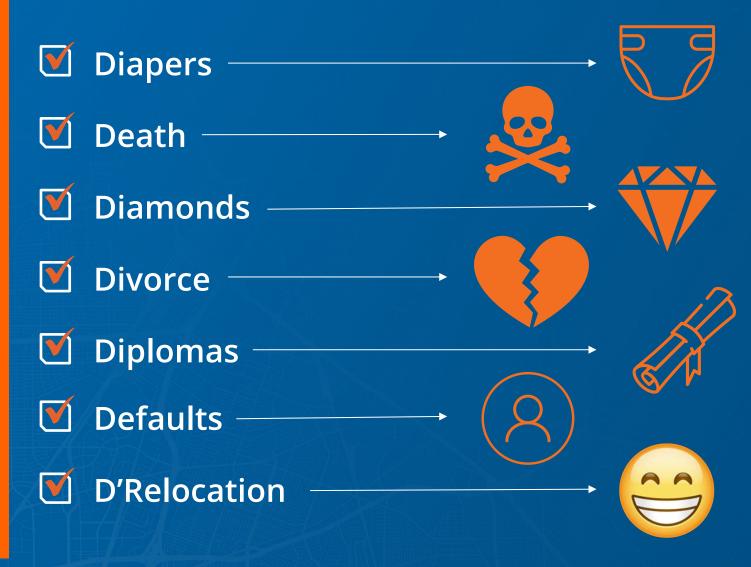
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KALLER KA

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



5 From Life **Events**





How much Repeat & Referral Business Should I be doing? – The Formula

- My total # of clients and Sphere (not including my prospects) = _____
- 2. 5% will buy/sell in 2024 = ____
- **3.** 5% will Refer me Business in 2024 =
- 4. My Target for R&R Transactions = _



They all ask:

How's the real estate market?



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?"



"What happens if I DON'T deliver value with everyone I know?"



Listen Up!

How many people do you know (neighbors, relatives, friends, acquaintances, people you know from your kids' school, your church, etc.) who are real estate agents?

15% None **17%** 11-20

34% 1-5

21 or more

29%

6-10

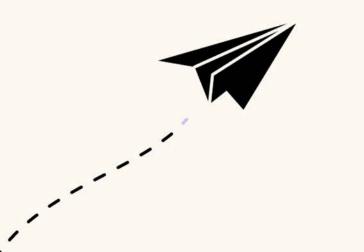


Want the easiest way to deliver value and elegantly discover who's considering making a move?





How Much Equity Did You Gain?



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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



St. Louis Roadmap



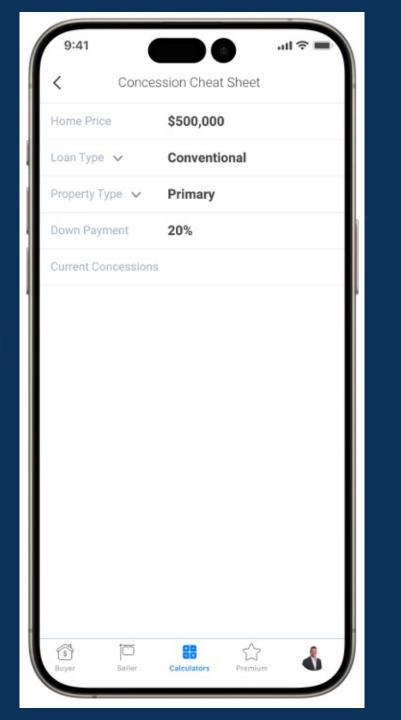
@the.mangin.team

SELLER CONCESSION CHEAT SHEET FOR REALTORS

Loon Type	Property Type	Down Payment	Contribution Type	Max. Seller Contribution
Conventional	 Primary & Secondary Home	Less than 10% 10 - 25% More than 25%	Closing Costs, ———————————————————————————————————	→ 3% → 6% 9%
Conventional	 Investment	−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−−	Closing Costs, ————————————————————————————————————	<u> </u>
FHA	 Primary	3.5% or More	Closing Costs, Prepaid Items, & Discount Points	6 %
VA	 Primary	→ N/A	← Closing Costs, Prepaid Items, & Discount Points ← Can Include Debt Payoff	────────────────────────────────────
USDA*	 Primary	→ N/A	Closing Costs, Prepaid Items, & Discount Points	6%

@kristijencks





SELLER CONCESSION CHEAT SHEET

Listing Price \$500,000 MAX Contribution Down Seller Property Loan Туре Contribution Type Type Payment + \$15,000 3% Less than 10% Closing Costs, Prepaid items, & Primary & + \$30,000 6% Secondary 10-25% Conventional Home **Discount Points** + \$45,000 9% More Than 25% Closing Costs, Prepaid items, & \$10,000 2% Conventional Investment 15% or more **Discount Points** Closing Costs, FHA Primary Prepaid items, & 3.5% or more \$30,000 6% **Discount Points** Closing costs, prepaids, and Unlimited • up to 2 discount points Primary N/A VA Funding fee, additional discount points, and * \$20,000 4% debt payoff Closing Costs, Prepaid items, & Primary N/A \$30,000 6% USDA* **Discount Points** *All numbers are estimates only. Please obtain final number prior to closing. TREC#: 653311 NMLS#: 52-0021 Lori Spence Spence Realty Title fees and Corporate DRE#: 475631

License#: 321171

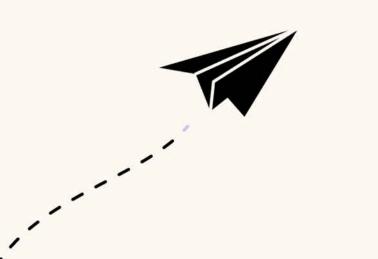
2331 Magnolia Drive Los Angeles, CA 90021



(312) 413-8247 lori@spencerealty.com www.spencerealty.com



Title fees and rates provided by Name Your Price



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Subject Line: Name your price

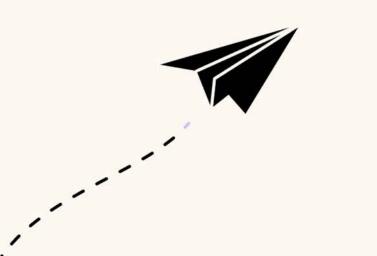
Hi Jimmy,

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 A.



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 <u>7 to 10%</u> more than your Zillow zestimate, would you sell before April 15th?

If you're interested, lets connect,

Tom Ferry Your Agent





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Subject Line: An offer you can't refuse?

If a buyer offered you more than 15% above your Zestimate, would you sell?

Ask a Question That

Starts the Conversation



Direct Response Advertising

CURAYTOR

000

Subject Line: How much profit will you actually get if you sell your home?

Most people use tools like Zillow to find out how much their home is worth.

But here's something you might not know ...

As a professional real estate agent, I can accurately calculate how much you will actually profit after a sale.

This is called a Net Sheet.

I offer this as a free value add for all my clients.

Would you like one for your home?







Dialogues for <mark>SOI/Referrals</mark>

"Have you read up on the new changes.. and agreements.. for buying a home in 2024?

What would be the best time for us to sit down... get clear on everything you want from your new home and then I can share the new changes in agreements... When would you like to get started?"



Dialogues for SOI/Referrals

Proactive Communication for your best clients and referral partners:

TEXT: "Hey, do you have 2 minutes for a business conversation?"

CALL: So, what have you heard about the recent news from the NAR settlement?





What are you thinking?





What am I Committed to?









Ashley PEDERSON

JEFFERSON, MOASHLEY PEDERSON TEAM

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2. A Great Product!

3. Great Marketing & Distribution!

4. A Great People!

5. A Great Operating System!





How are you Differentiating Yourself?



Agents & Teams are getting lost in the

"SEA OF SAMENESS"

. What will they do to standout?









"Those without a BRAND, compete on PRICE."



My Brand Is

My face, it's me (01/ My words, my stories (02/ My tone, how it makes people feel 03/ My reviews/reputation/track record (04/ My distribution – where & how often 05/ ⁷ The body of my work – in all mediums (06/ It's what my clients say about you (W.O.M.A.N) (07/



Where am I Famous? What am known for?







Vincent KESSEL

Q JUPITER/PALM BEACH AREA, FL

- COMPASS
- **KESSELLUXELIFESTYLES**

2022

Invested: **\$38,039.44** RDC Volume: **\$11,217,188** RDC GCI: **\$281,104**

2023

Invested: **\$49,043.36** RDC Volume: **\$22,210,000** RDC GCI: **\$572,600**

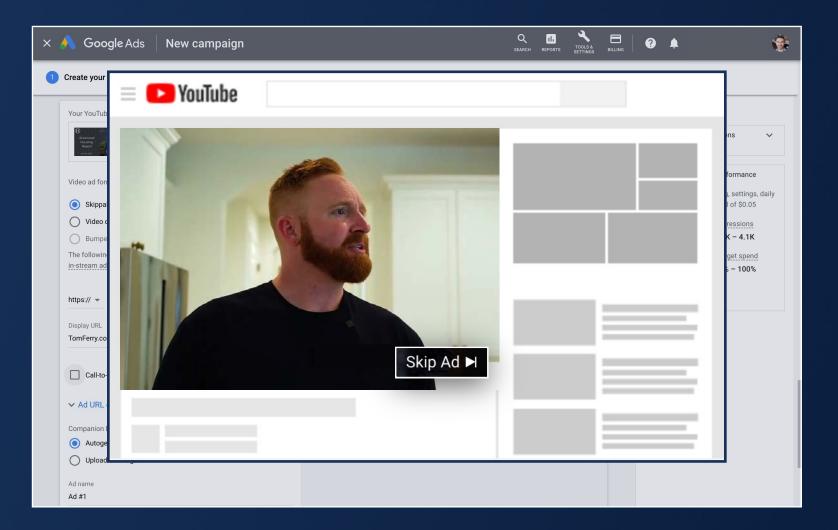
hreator.com®



Be so good they can't ignore you.



YouTube Commercials





SHANE BURGMAN

Calles.









How else can l Differentiate Myself?







Answer this about your Brand...

"What am I FIRST in our market to do"

"We're the ONLY (x) to (y)"

"We are the most (x) in (city/community)"





"We're the FIRST to offer a Guaranteed Sale"

"I'm the ONLY agent to Pay For Your Pre-Selling Home Improvement"

"We are the most REVIEWED Team in North-West Houston"



Its the tale of the two





What are you thinking?





What am I committed to regarding my Brand?





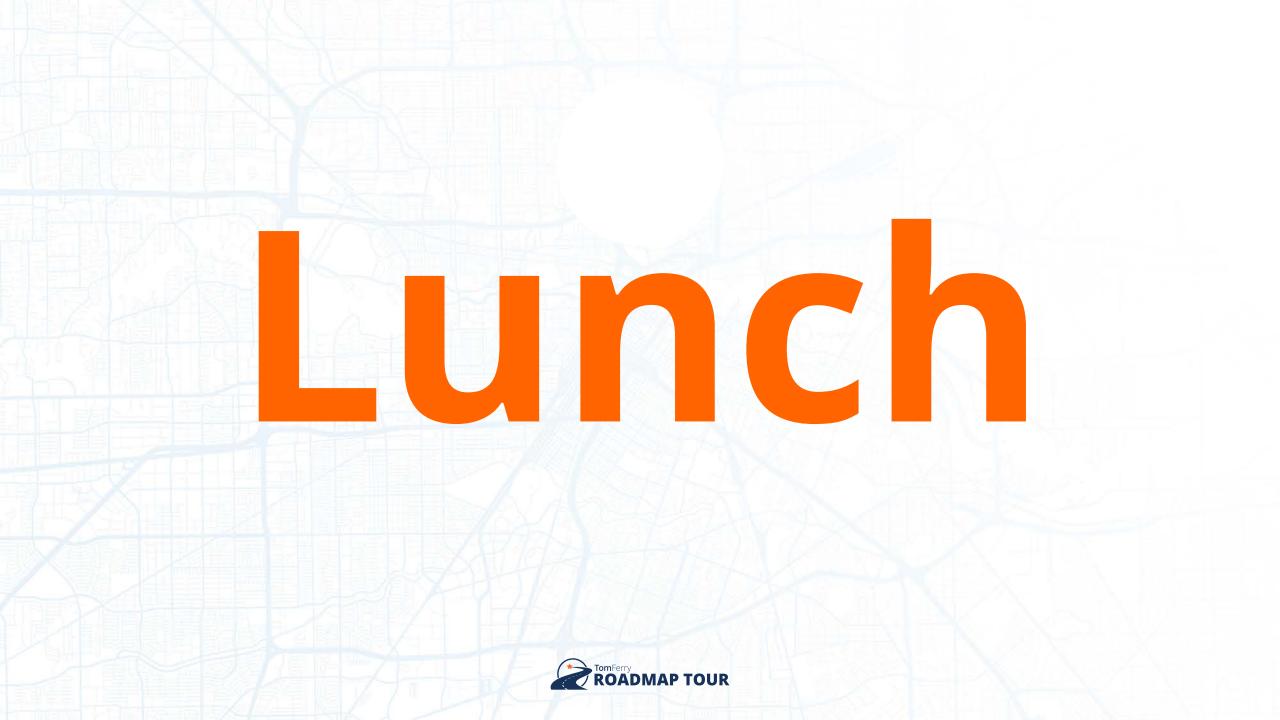
Questions?



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)





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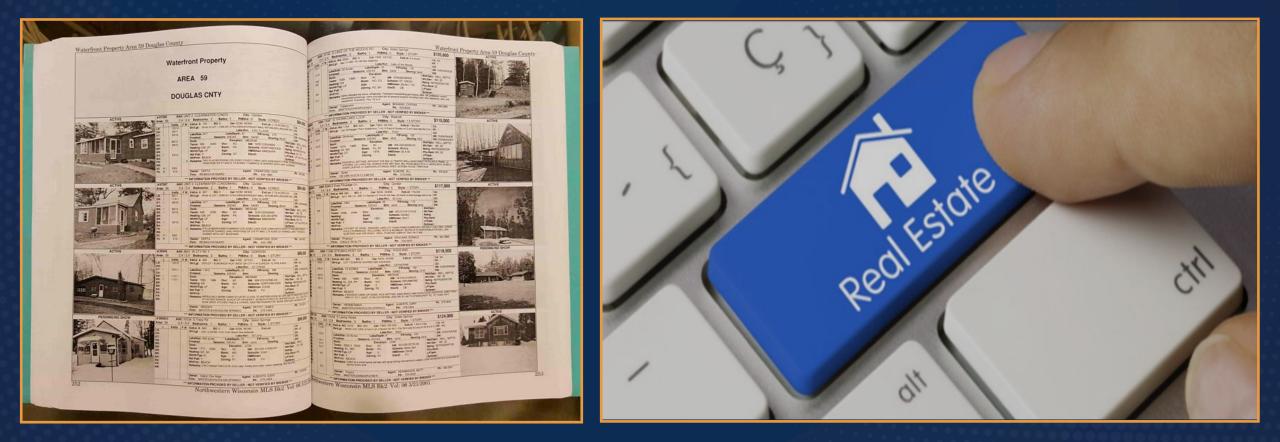
Agents' Roles are Changing



"The only thing that's constant is change"

PREDECESSOR

SUCCESSOR





PREDECESSOR

19 Thomas Guide JNN

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[™]



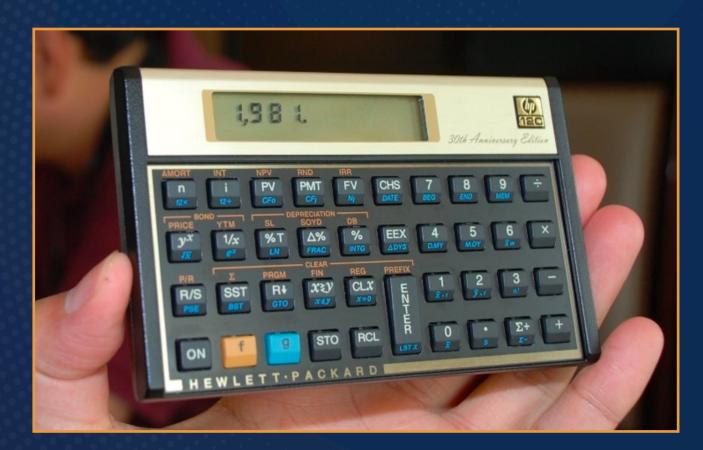
SUCCESSOR











What did you do during the pandemic?

Choose Your Path

You have 70ish days







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



How much do I Prepare for a Listing Appointment?

Do I have discounters to high value brokerages in my market?

We're now applying for the job to represent buyers in their home purchase.

- Explain the agency, contracts, listing side, buy side, title, escrow and attorneys regarding settlement.
- 2. Articulate the value you deliver to your buying client.
- 3. Share your supporting members of the transaction.
- A. Share the agreement options & how you get paid a fee for your services.

In 2018 I shared...

"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!



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?"



• Courtesy of The Svelling Group

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
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- 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
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- 20. Send Homes Within Their Criteria



- 21. Start Showing Homes as Requested
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- 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
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- 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?

What else would you share to demonstrate your value to clients?

Testimonials from clients
Your sales track record
Your management team

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,
 Rodant, Defensible Space)
 - 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?"



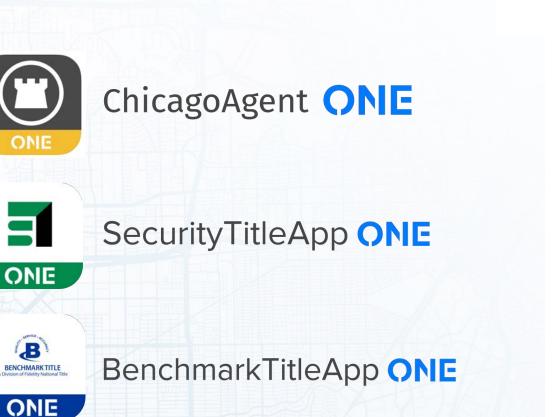
Know, Show & Demonstrate!

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.
 - Most listings encourage the sellers to do this... (here's why)
- 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...
- 4. What questions do you have about these three scenarios?









St. Louis Roadmap

How will I improve upon all of this?



If you're the cheapest.

If you're the chest: ... people don't expect you to be the CHEAPEST.

TFTomFerry

What should we begin tracking

Buyers, not currently under an 1. agreement. Buyer under agreement, at what %. 2. Seller objections. 3. Listings taken, at what list fee? & buyside fee (what %)?

What has my lack of consistency cost me?





Break





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

Q: How will 2024 be different?



Interested

Committed?



What are you thinking?





Agents' Roles are Changing



7 Trends

"Smart agents & teams will begin marketing their "**PROCESSES**" that emphasize how to make buying "easier", "more convenient, less stressful", "protecting their interests", even "safer"... FIRST!





Agents & Teams must Know, Show & Demonstrate Their Value to Buyers







Know, Show & Demonstrate!

"Has anyone shared the stats around the # of home sales... that fall apart? I take my business and helping you succeed, very seriously. Can I show you the 90 specific ways I help my clients identify, negotiate and ultimately successfully close on their new home?"



90 WAYS WE SERVE YOU

@kristijencks



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

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* Courtesy of The Svelling Group



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Know, Show & Demonstrate!

"Are you familiar with the 27 terms of your purchase... that I'll be negotiating on your behalf?"



27 Terms Negotiation

1. Purchase Price 2. Earnest Money Deposit 3. Escrow Fees 4. Title Fees 5. Title Insurance Fees 6. NHD Report Fees 7. City Transfer Tax 8. County Transfer Tax 9. Private Transfer Tax 10. HOA Transfer Fees 11. HOA Prep Fees 12. Pest Inspection Report 13. Home Inspection Report

14. Other Inspection Reports (ie. Roof, Sewer/Septic, Rodent, Defensible Space)

15. Seller Rent Back 16. Home Warranty 17. Inspection Contingency 18. Appraisal Contingency 19. Home Repairs 20. Pest Clearance 21. Loan Contingency 22. Days until Close of Escrow 23. Appliances 24. Government Requirements 25. Notice to Perform 26. Liquidated Damages 27. Arbitration of Disputes



Know, Show & Demonstrate!

"We'd love to **on board you as a client** and provide these services...

What questions do you have about what we do, how we get paid?"



Know, Show & Demonstrate!

"I'd love to **APPLY for the job** of being your **REALTOR**...

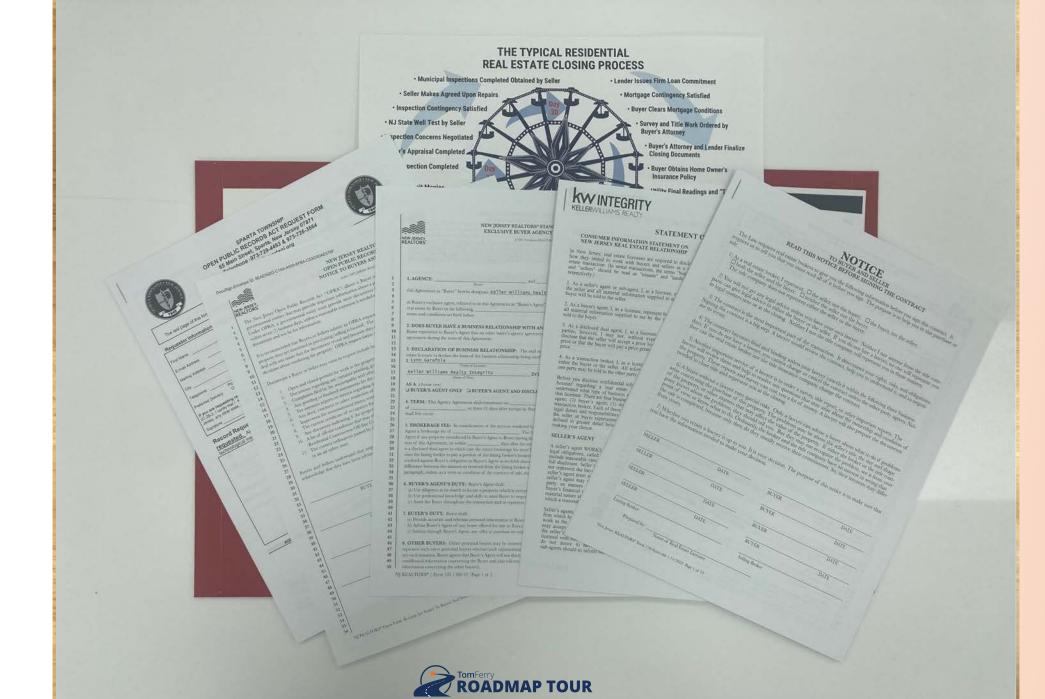
What questions do you have about what we do, how we get paid?"



If you're the cheapest.

If you're the cleases ... people don't expect you to be the CHEAPEST.





7 Trends

Actions: Brainstorm with Coach & Mastermind Partners

Modernize my Buyer Consultation
 Implement a Buyer Agency Agreement
 Create a list of "what you do" for clients
 Practice "like your income depends on it"



"Where do you **need to improve** your buyer agency/buyer consultation?"





100k in 100 Days



Real Estate Marketing Expert

JIMMY MACKIN

TOM FERRY



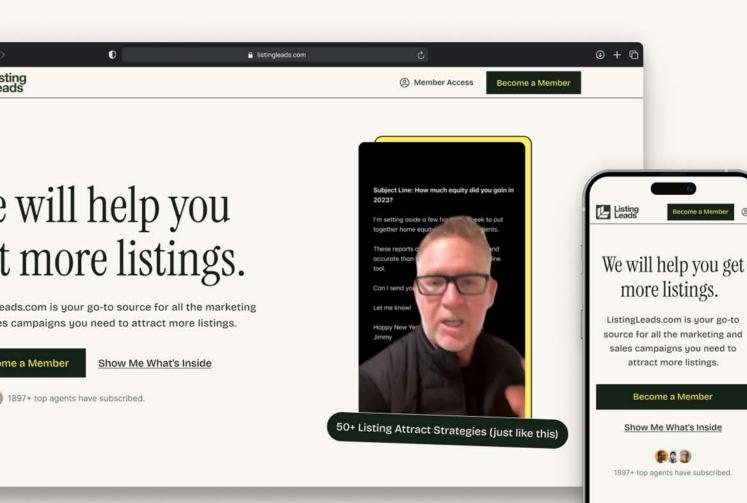












What's included in Listing Leads

You'll get instant access to the best listing attraction

Text Scripts

O Direct Mail Templates

Email Campaign

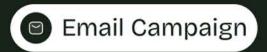
Social Shareables

with new drops every month.



Subject Line: How much equity did you gain in

0



Equity Update New Year Email



• • •

Subject: 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.

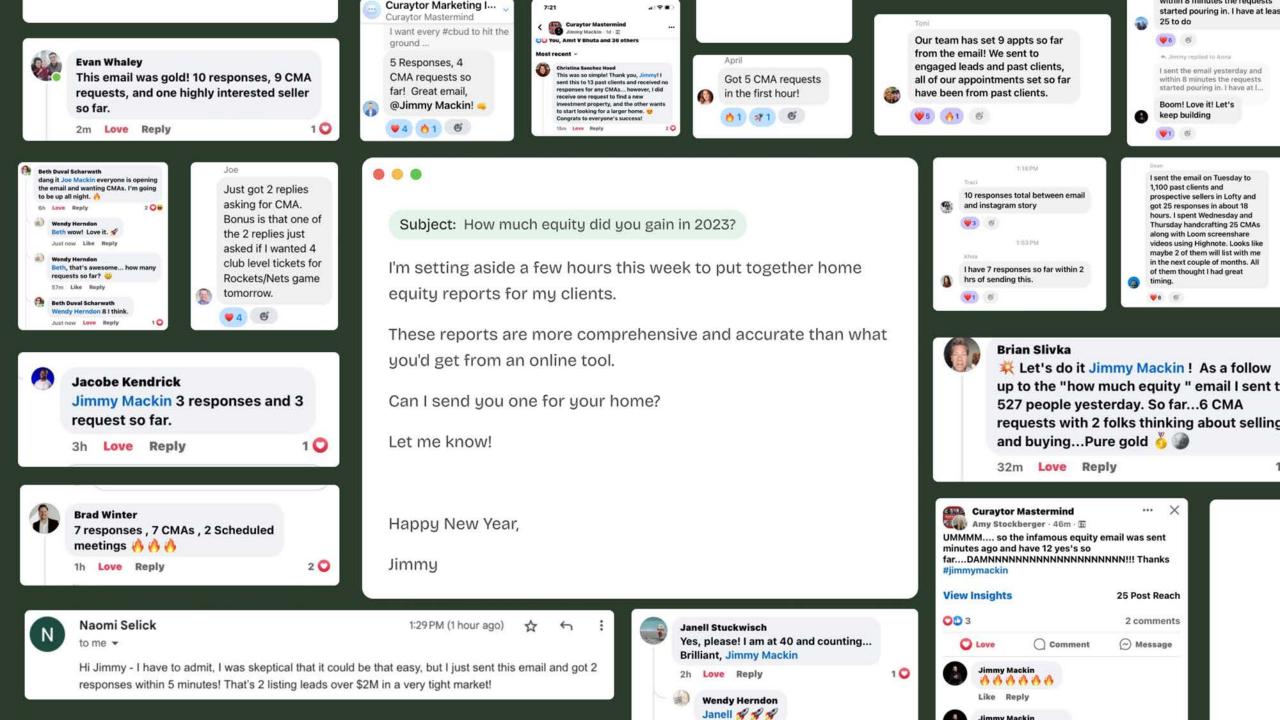
These reports are more comprehensive and accurate than what you'd get from an online tool.

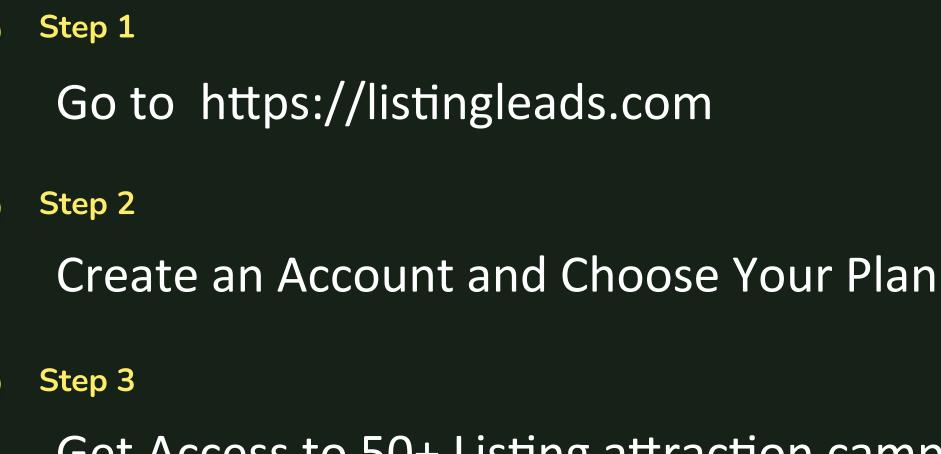
Can I send you one for your home?

Let me know!

Happy New Year,

Jimmy





Get Access to 50+ Listing attraction campaigns with new ones added every month





How are you Differentiating Yourself?



Agents & Teams are getting lost in the

"SEA OF SAMENESS"

. What will they do to standout?









"Those without a BRAND, compete on PRICE."



My Brand Is

My face, it's me (01/ My words, my stories (02/ My tone, how it makes people feel 03/ My reviews/reputation/track record (04/ My distribution – where & how often 05/ ⁷ The body of my work – in all mediums (06/ It's what my clients say about you (W.O.M.A.N) (07/



Where am I Famous? What am known for?







Vincent KESSEL

Q JUPITER/PALM BEACH AREA, FL

- COMPASS
- **KESSELLUXELIFESTYLES**

2022

Invested: **\$38,039.44** RDC Volume: **\$11,217,188** RDC GCI: **\$281,104**

2023

Invested: **\$49,043.36** RDC Volume: **\$22,210,000** RDC GCI: **\$572,600**

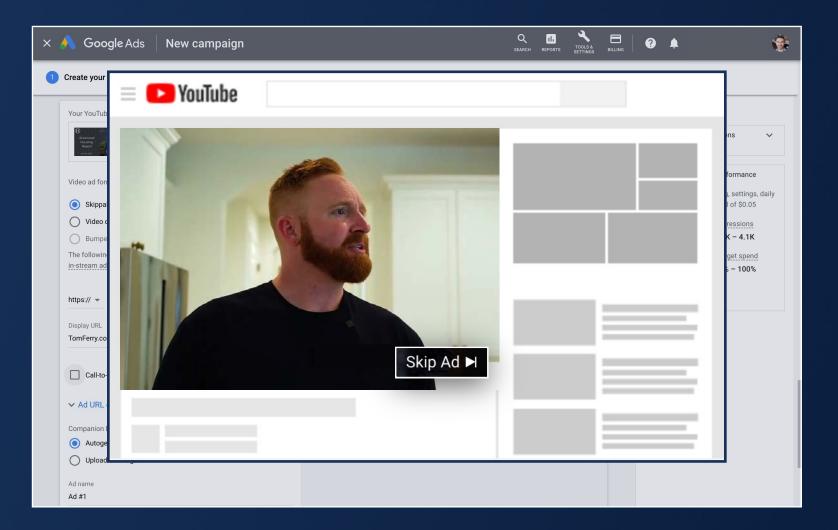
freator.com®



Be so good they can't ignore you.



YouTube Commercials





SHANE BURGMAN

Calles.









How else can l Differentiate Myself?







Answer this about your Brand...

"What am I FIRST in our market to do"

"We're the ONLY (x) to (y)"

"We are the most (x) in (city/community)"





"We're the FIRST to offer a Guaranteed Sale"

"I'm the ONLY agent to Pay For Your Pre-Selling Home Improvement"

"We are the most REVIEWED Team in North-West Houston"



Its the tale of the two





What are you thinking?





Win More Listings!



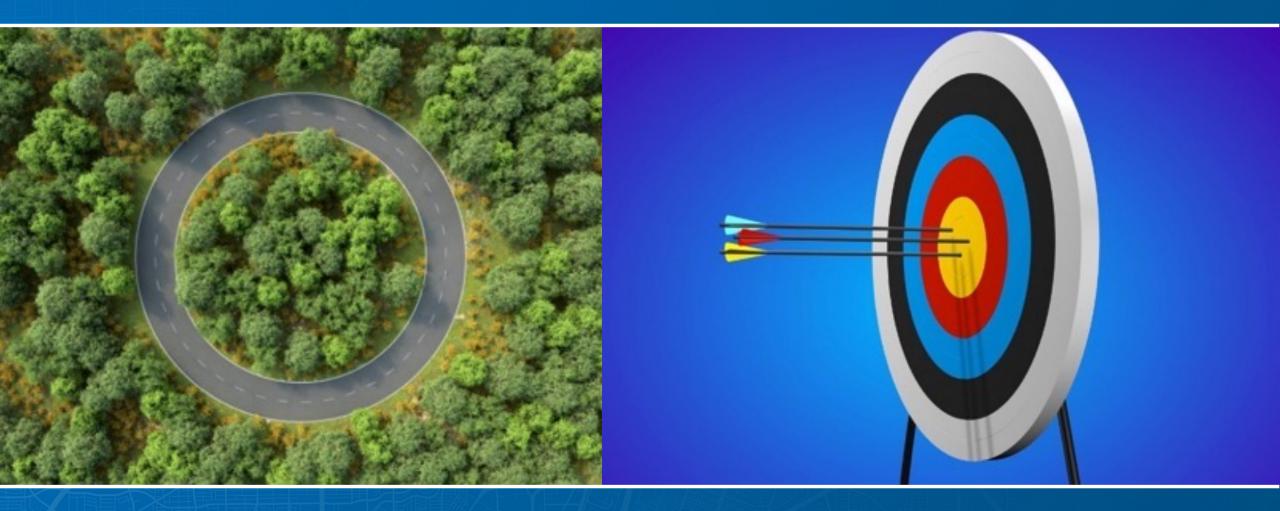
How can we install more structure to the business?





How do we create clarity?

TFTomFerry

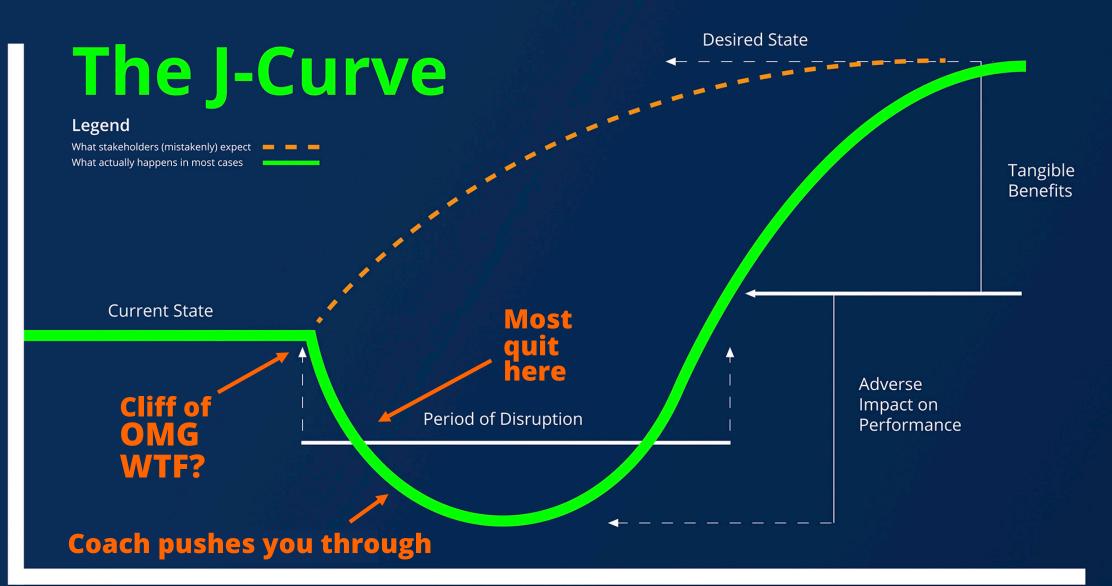




All Great Businesses have Six things in common...

1. A Great Mindset! 2. A Great Brand! **3.** Product! (Listings/You) 4. Great Marketing & Distribution! **5.** Great People! **6.** A Great Operating System!

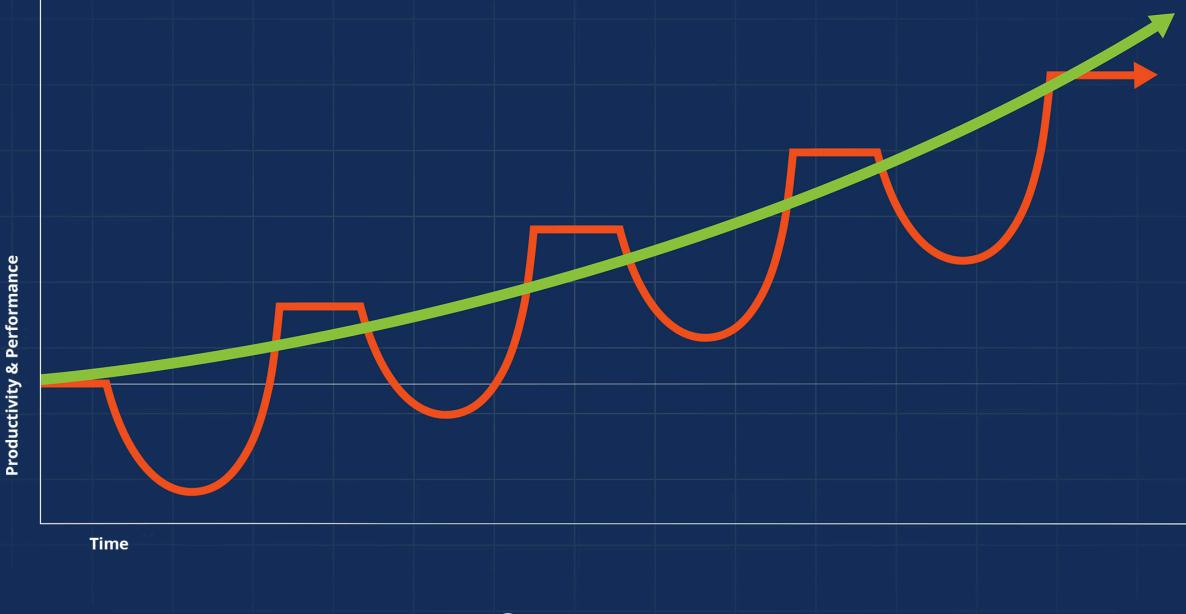
Q: Do YOU start & stop projects, marketing or prospecting?



Time



Adapted from David Viney, the J Curve effect observed in change







5 Things

2024 ELITE RETREAT



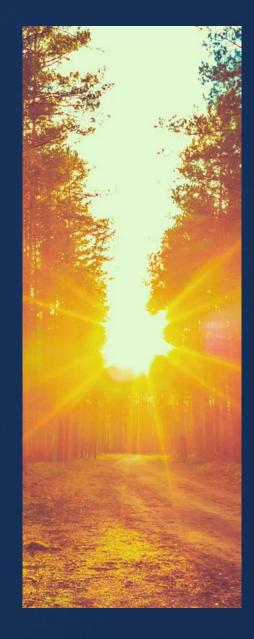
What are My Top 3 **Personal Goals** for Q2? **Relationships?** Health? Spirit? Savings? **Contribution?**



"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)

"Move it Forward" Meetings

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

2024 ELITE RETREAT

Tom's 5 F's : FOCUS

 \bigcirc

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 \bigcirc

What are your **3 most important goals** for the quarter?



Get It Up & Visual



SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
·411 units, 170 M Whene, · ↑ conversion by 5%	• Scale for 10 new agents/menth • streamline training platform • operationalize conversion	 2 transactions for every listing * conversion of database. 50 closed deals from social media 	 +4 agents per month +24 legacy agent6 4 recourting events 	
Cenversion The racing System Theinval - Lessens Trainval - Video Support Lead Potation Management Mentor Training Establish Tles Visual fir bullpen Training System Hire ISA Train ISA	Trainual - Onboarding Trainual - New Agent Training Trainual - EXP Agent Training Trainual - All JMO Processes KPI Tracking System Campaigns for Zip codes Cognito Sald can Google Vace Last Pass ISA system(c) Actim Plan - Buyer Under Cantract Agent Checkbist / Task Rominders Cuide Dial Google Penews	Action Plans without Science S	- callis per day - interviews per wverk Gl event	GIGU → CTE Tracking System Refervals Legary pod Leaders 2028 Budget List to Uose process befinement Gupra [sign pick up Giack until Closing Caption Vasilt Listing Coordinator Hire

Viene

TFTomFerry_"

When we MEASURE PERFORMANCE,

Performance Improves



205 209 209 205 202 205 200 199 198 197 196 195 198 198 198 198 186,185,184,183182,161,190,179,178,171,176,175,179 20161 166 167 164 163 162/16 160 199 158 577 156 155 15 51 151 199 198 191 196 195199 193192 1911 190139 136131 A 1951 25 127 1250 129 128 Xa 126 129 129 23 2014 18117 H6 H5 H9 H9 H3 HI HI H0 109 108 101 106 105 109 103 98 91 96 95 94 93 92 91 45 84 88 81 86 85 84 85 81 81 8 BAHALAbol 4 2× 21 21 70 10 19 17 11 16 14 13 17 11 10 981 65

20n

SOOKED: 20 APPTS APPTS CANCELED: 17 APPTS GONE ON: 18 LISTED BY JASON ? LISTED BY BRAND X. NEVER LISTED: 38 HERE WE COME 2017 BE READY! Jason Farris ► TFYC Core+ Private Group Follow - January 6 - IM

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

 \searrow

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



Film 1 to 2 shows

Study competition



Review my #'s (week, month, year)

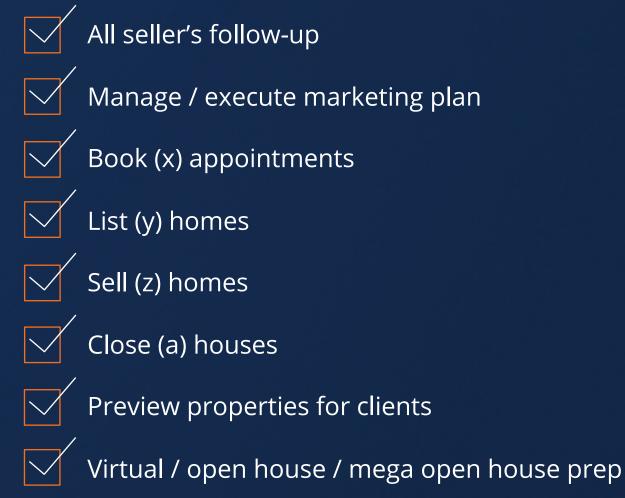
Coaching sessions



- Powerful skill development
- Team meeting







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?





TomFerry SUCCESS SUMMIT 2024

Save the date!

Dallas, TX August 27-29, 2024



tomferry.com/SUMMIT

