

Bri Martin's

2025

TOM FERRY

SUCCESS
SUMMIT
NOTES



Every drought
ends in recovery.

TOM FERRY

If you're giving the
market your power...

 YOU'RE dead.

TOM FERRY

Speed is
Expected
Trust is
Earned.

Kristi Jencks

Getting ready
is a Myth.

You start.

You suck
You figure it out.

You get better.

Tom Ferry

Be first.
Be fast.

5 Insights

- 1 Consolidation Happens
It's uber competitive.
- 2 Consumer Behaviors
are Changing
- 3 Marketing is the Ultimate
Competitive Advantage
- 4 Sellers Choose Competence
(demonstratable skills &
experience)
- 5 Be first. Be fast.

In a drought...

Momentum's biggest threat is:

You choosing ego over economics

Your ego is **LAZY & MANIPULATIVE**

Your ego loves to **COMPLAIN**

If you've ever said to yourself...

- * I'm tired of...
- * I don't want to do videos...
- * I just don't like doing...

That's your ego.

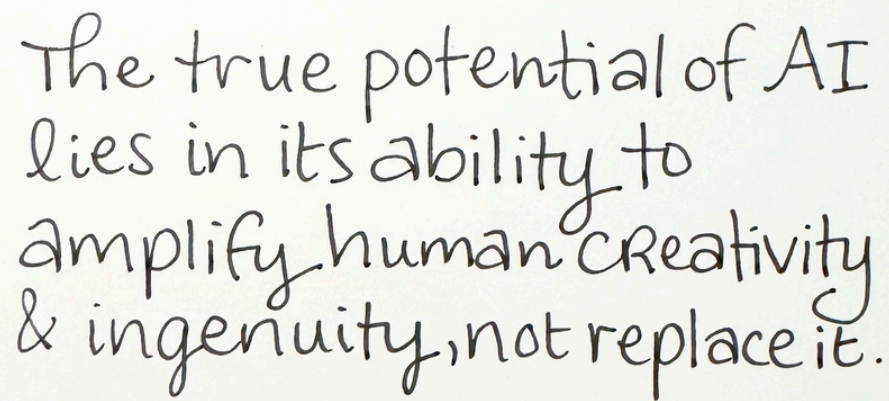
Ego loves getting organized.

Getting ready is a myth.

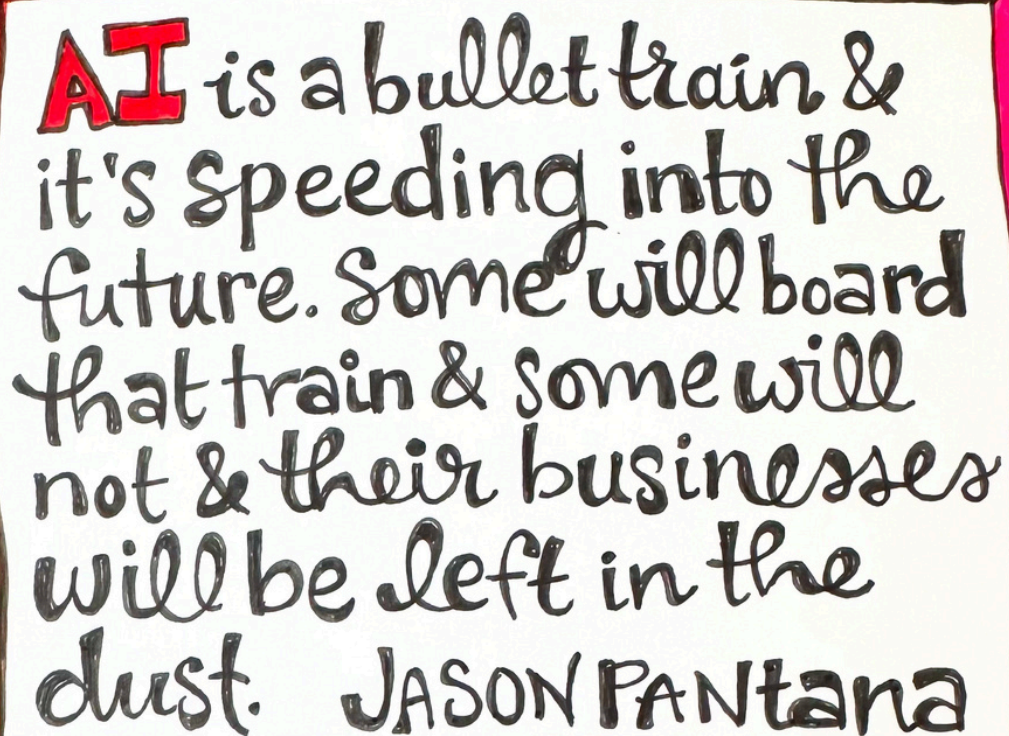
Just Start

Now is
the time to set aside
the ego & do what it takes to generate &
sustain momentum.

Bri

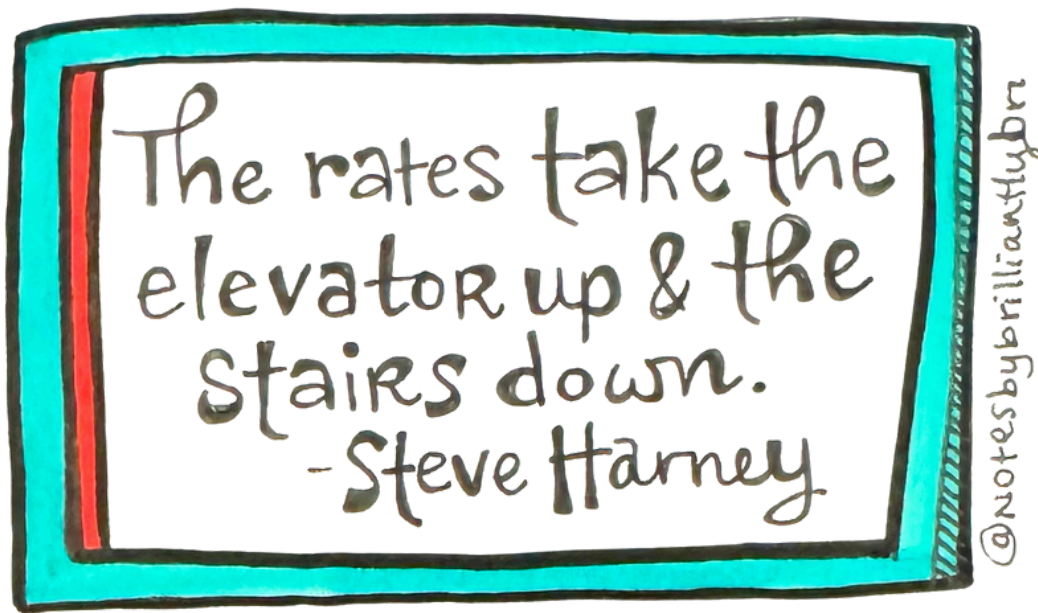


The true potential of AI
lies in its ability to
amplify human creativity
& ingenuity, not replace it.



AI is a bullet train &
it's speeding into the
future. Some will board
that train & some will
not & their businesses
will be left in the
dust. JASON PANTANA

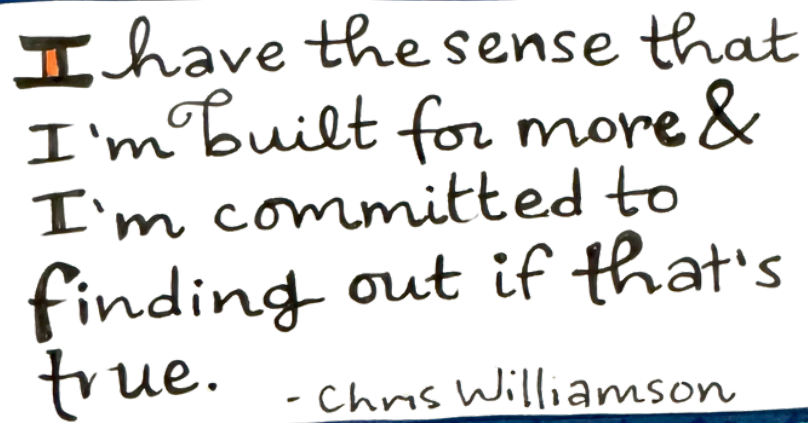
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Fun first.
Relationships
next.
Success follows.
- Jeff Mays

It's not
the market,
It's you.
Tom Ferry

Emulate
~~OVER~~
comparison
Jeff Bannan

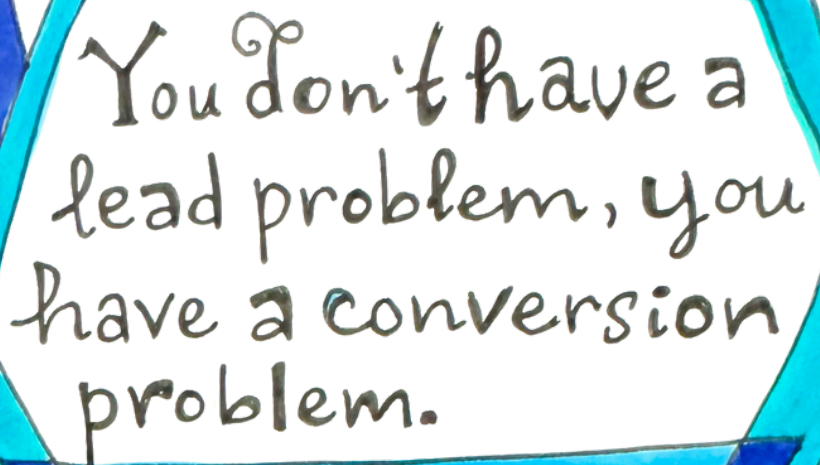


I have the sense that
I'm built for more &
I'm committed to
finding out if that's
true. - Chris Williamson



Go all in
on your
most
passionate
self.

83u



You don't have a
lead problem, you
have a conversion
problem.

@notesbybrilliantlybri

Jimmy Mackin

Listing Marketing Masterclass

① Turn Instagram fans into appointments.

To get results on social media, you need to remove you as the bottleneck

→ You can do faceless videos ←

Teaser > **Offer** > **Conversation Starter**

Call out +
Feature stack +
Location +
Price Anchor +
Shhh

This just
happened +
Shock factor +
Offer

Personalized Hook +
Prompt +
Poll Option

Instagram Lead Funnel

Views + Follows

Engagement

Appointments

Reels

Stories

DM's

② Add a new lead pillar: **EXPIREDS!**

27% of listings
are expiring

45% average re-list
rates for the last
12 months.

③ Create more opportunities from our database.

Your hottest leads are
not on Zillow

3 Cardinal
Sins:

- Sound like everyone else
- Make too many requests
- create a defense response

Make your
offers simple
& irresistible

4 C's of building an influential brand on YouTube

Ken Pozek

#1 **Clarity** - Who's your ideal audience?

#2 **Content** - What are you going to show them?

Live Stream Real Estate
(Thursdays @ 7p) tours moving to...
community tours

#3 **Consistency** - How often are you showing up?

- Time block research, shooting & posting
- Keep an 'ideas' note on your phone
- Evergreen ideas

#4 **Curious** - Always work to improve

Bri

Don't stress about
how you look or sound
on camera - that's
exactly who you are.

Hit record.

Bri

Am I willing to do the
work for as long as
it takes?

Bri

Jimmy Mackin

5 Most Marketable Moments

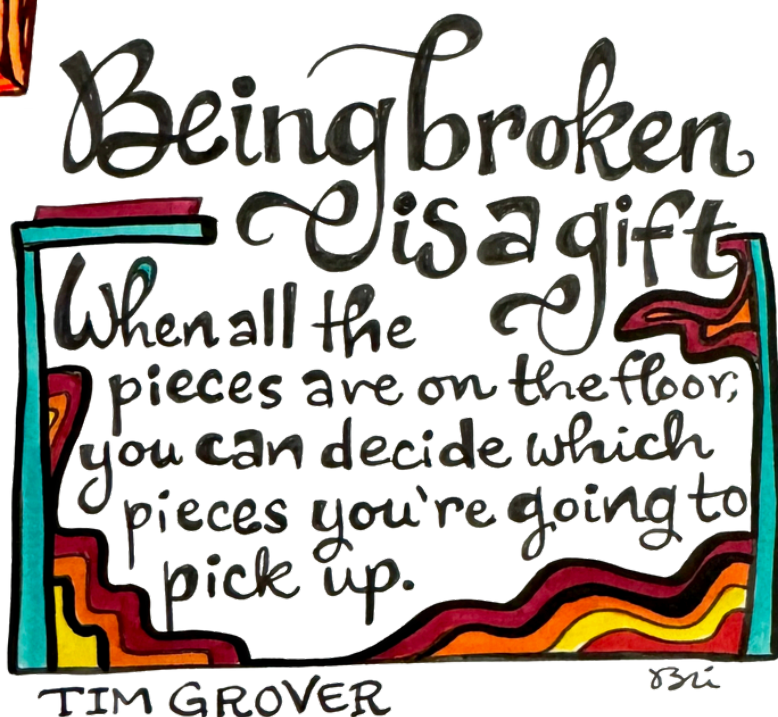
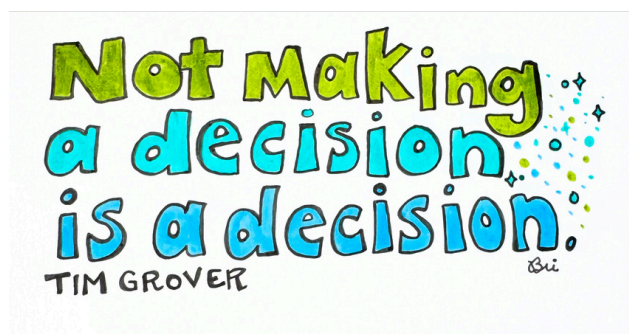
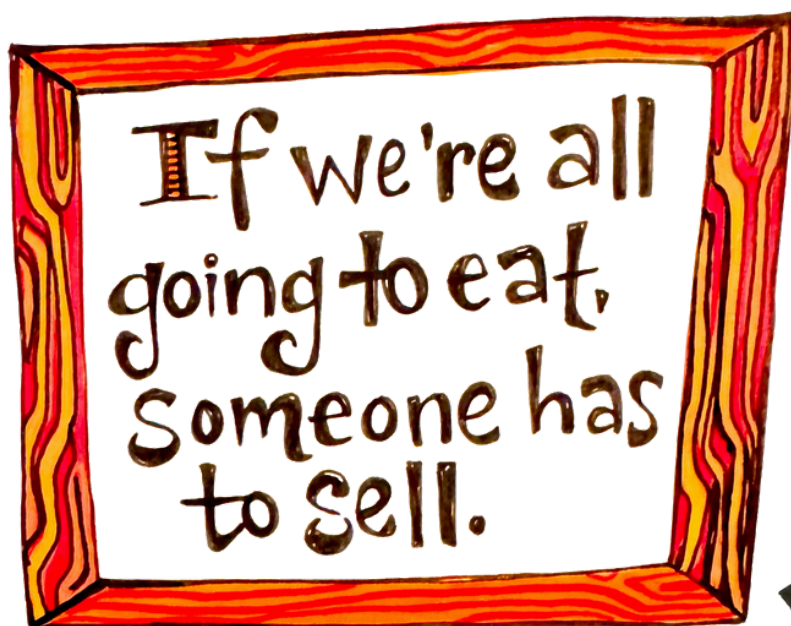
- Pre-Listing Appointment
- Post-Listing Appointment
- 24 hours before
- 1st open house
- Just sold

Bri

Logic
loses
DEALS

Matthew Ferry

Bri



Tim Grover

Courses of Action

- Let go of your inhibitions
- Push your boundaries
- Explore your limitations
- Find out what stimulates you.
- Make a decision today that you've been putting off
 - Commit to that decision
- Act on that commitment
- Know exactly who you are

share & follow:

↳ @notesbybrilliantlybri ◀

Take simple, positive steps every single day in every aspect of your life.

You have to feel good & be happy.

Bad attitude =
Bad results

Andy Tse

In order to win,
you have to become
the villain in
someone else's
story

TIM
GROVER

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You got here by fighting
By persevering

Your difficulties,

Your failures, were
your training grounds.

**Don't bring
your scars,**

**Bring the fucking
fire)** TIM G
GROVER

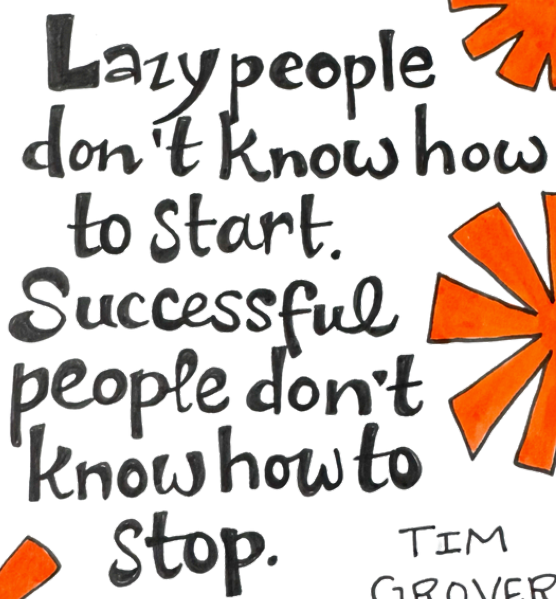
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Your next heartbeat
is not promised.

Stop spending your
heartbeats on people
that don't deserve
them.

Make people earn
those heartbeats.

Tim
Grover



Lazy people
don't know how
to start.
Successful
people don't
know how to
stop.

TIM
GROVER

Agent is
the Job.
Advisor is
the Value.

TOM
FERRY

83u



In a sea of
sameness,
differentiation
is everything
-Kristi Jencks

83u

You need
to be the
HERO

TOM
FERRY

Bri



In business, there's
no standing still, you're
either gaining
momentum or losing it.

TOM FERRY

Bri

You can't automate
relationships. But
you can systematize
the moments that
create them.
-Kristi Jencks

Bri

Are you interested or obsessed?

TIM
GROVER

When you're obsessed, you're more focused. When you're more focused, you have more time. When you have more time, you're more relaxed. When you are more relaxed you can have more fun.

Interested people watch
obsessed people win.

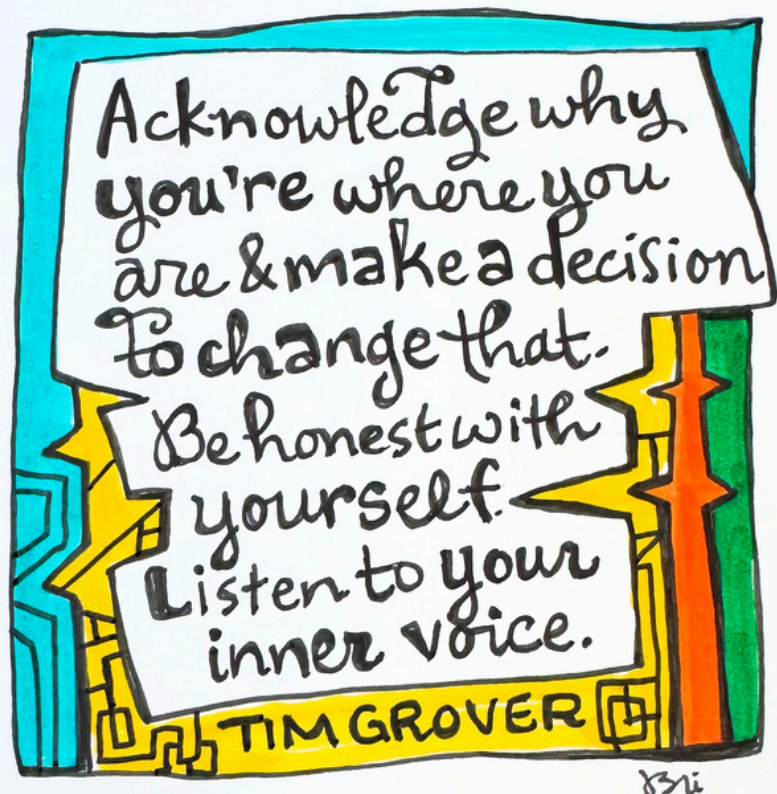
You can be obsessed with
multiple things, just
not at the same
moment

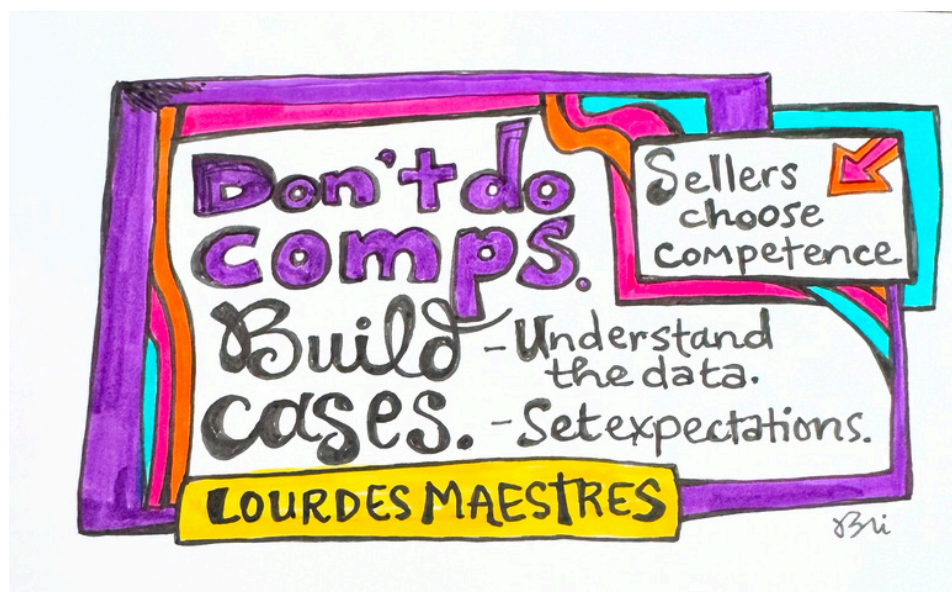
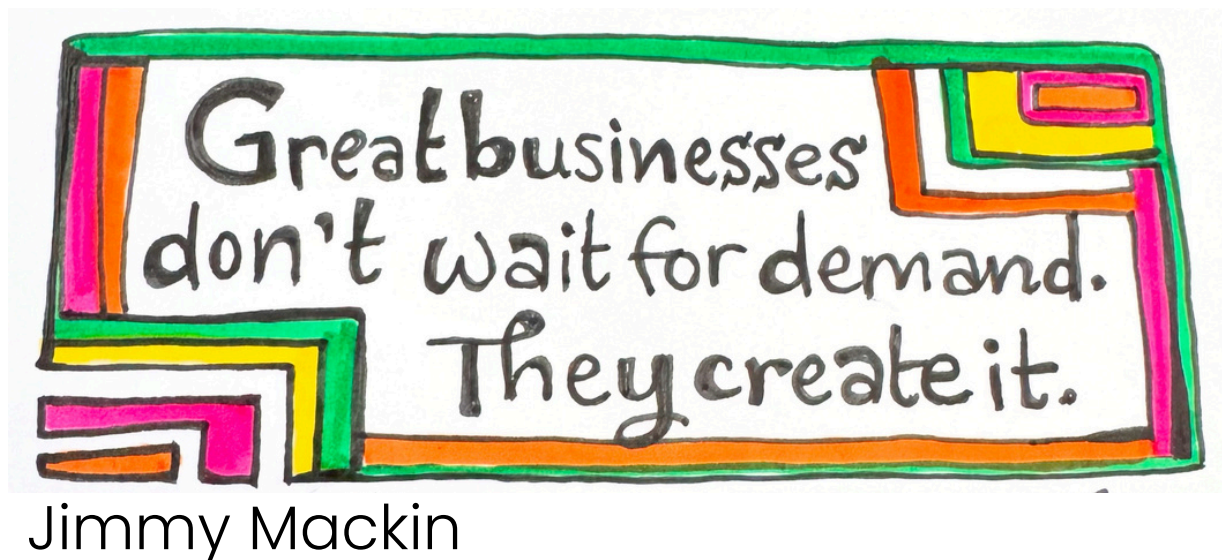
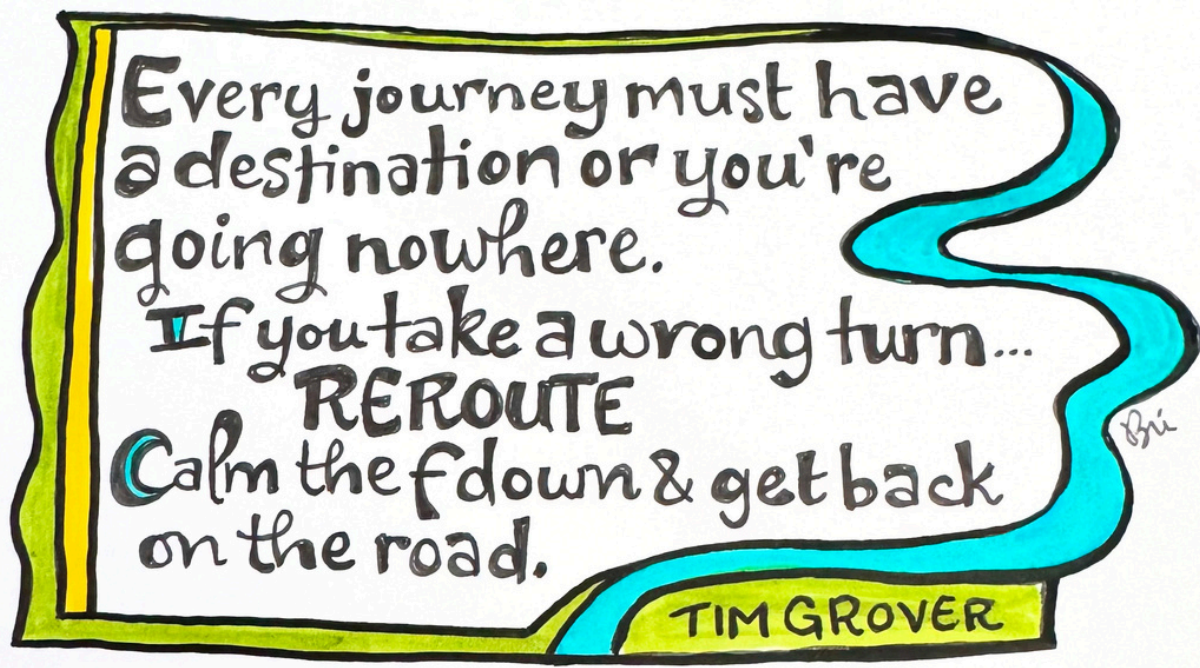
Bli

Bet on yourself

You will gamble on outcomes
you can't control, but you
hesitate to gamble on your-
self

TIM GROVER





Gino Blefari's 4 Pillars of Execution

Notes
by Bzi

Focus

Review all takeaways but then decide the top 3 goals that will have the most significant impact.

Leverage

For those 3 goals define the 2-3 'lead measures' (daily/weekly actions)

Engagement

Create a simple, visible scoreboard to track your progress

Accountability

Establish a daily or weekly check in where you report on your commitments.

Once you start
doing what's
best for you...
you're going to
piss a lot of people
off.

Tim Grover Bzi

When you're nice,
you get taken
advantage of.
Be kind instead.
Respect > Being Liked

TIM GROVER

Bzi

Action over excuses

You don't have a lead problem, you have a conversion problem.

Getting ready is a myth. Just start.

Bring MASSIVE Value
Stop doing comps. Start building a case. Lourdes Maestres

Do better Don't wait

Rates drive growth

You have to commit until you get results.

You're either gaining momentum or losing it.

Your next heartbeat is not promised. Stop spending your heartbeats on people that don't deserve them.

Build community around your passions

Results Come from Repetition.

Drought is followed by a massive recovery

Speed is expected. Trust is earned. - Kristi Jender

Optimize your bios for AI

Bri's 2025 TOM FERRY SUCCESS SUMMIT TAKEAWAYS

Bet on yourself

It's not the market, it's you.

Pressure is a privilege

You can't scale sticky notes or hustle, but you can scale systems.

CLEAR MSGing wins

In life everything is hard, so choose your hard.

Scaling becomes natural when we align w/ partners who share our commitment to putting our clients first

Dig a BIG ASS moat around your business.

Bring the fucking fire

Leverage Google Alerts, a custom GPT & AI Avatar tools to churn out hyper-local content like Katie Day

If we're all going to eat, someone has to sell.

Be obsessed.

Not just interested.

The agents that have the most conversations will win.

Better marketing creates more conversations.

- JIMMY MACKIN

Blogging is back - because AI powered search rewards trusted voices.

Focus

Logic loses

Choose economics over ego.

CAREFUL gets you death by safety

Be first. Be fast.

Be Bold.

In a sea of sameness, differentiation is everything

fix incomplete data in our CRM's

We aren't here for just okay

Being Broken is a gift

Our goal is to never let our clients become another agent's lead.

Be yourself.

FARM

for the future show up & harvest

What stories are holding you back?

Be an advisor

Be the hero

You were born to be relentless, but taught to blend in. Go get back what's yours - Tim Grover

READY. FIRE. AIM.

Josh Altman

Build a war chest. - Andy Tse

Run towards pressure. Pressure tells us who we are & who we aren't.



I'm Bri Martin, associate broker and team leader of Team WyoCity with Real Broker out here in Casper, Wyoming! I've been a note-taker since around 2016, when I was asked to do it at a RE/MAX conference, and I've just kept going. That's also when I met Tom and jumped into coaching.

Being in this coaching program and connecting with so many of you has been a game-changer.

It's helped me push through some big challenges and celebrate some huge wins. I've been coaching with Johanna Fatherree since before my divorce in 2017, and she's been by my side through everything; from building and rebuilding my team, to those moments when I was barely keeping my head above water. She always reminded me to keep pushing forward and selling, no matter what.

I genuinely love taking notes for Tom and all the amazing speakers every year. Looking forward to an even brighter future, awesome friendships, and hopefully collaborating with as many of you as possible!

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