

THE ULTIMATE REAL ESTATE PLAYBOOK: LISTING ATTRACTION MULTIPLIER

The Viral Listing Strategy

5X Your Transactions from 1 Listing!

MEREDITH
FOGLE



The List Realty



@meredithfoglethelistrealty



AT A GLANCE

The Viral Listing Strategy is a comprehensive systems that works every time, regardless of market conditions, to leverage every listing into many more and create consistent revenue. In Meredith Fogle's words: "Every aspect is designed to maximize exposure and efficiency."



**The DMV
(DC, MD, VA)**

PRIMARY MARKET



\$650k

AVERAGE PRICE POINT



28

YEARS IN REAL ESTATE

2023 PRODUCTION STATS

64

TRANSACTIONS

\$ 32,755,945

SALES VOLUME

\$ 850,778

GCI

TOP LEAD SOURCES

- ✓ Database - 24%
- ✓ Geofarm - 22%
- ✓ Online leads - 9%

PRODUCTION

30% | 70%
Buyers | Sellers

TEAM STRUCTURE

- ✓ **15 agents**
- ✓ **4 staff members**

Meredith ON COACHING



"Tom Ferry Coaching has transformed my business and personal life in unimaginable ways. I initially joined to overcome inconsistent scaling and team-building struggles, I found myself trapped in a "J-curve" pattern, sacrificing important family moments for business highs and lows. **Tom Ferry Coaching provided the systems, strategies, and support I needed to build a solid foundation and a thriving team.** My coach has been pivotal, offering unwavering support and growth-driven guidance. **An invaluable benefit has been the incredible, family-like community of generous, innovative, and successful industry leaders.** The Tom Ferry Ecosystem provides next-level support and idea-sharing, to an often isolating industry and profession. I am endlessly grateful to Tom and his phenomenal team for the numerous gifts that being part of this incredible ecosystem has given me, my business, and my family."



BY THE NUMBERS

45

Transactions generated from 5 initial listings

\$30M+

Sales volume generated from strategy on average annually

\$750K

GCI generated from strategy on average annually





THE STORY

It all started during the housing crisis of 2008, a year that brought a significant market shift and left Meredith questioning everything she knew about real estate. **Rather than let this hold her back, she instead deconstructed her previous success to reverse-engineer a strategy that would work regardless of market conditions.** She began to see listings not as standalone transactions but as investments in future business, eventually developing the "Viral Listing Strategy Flywheel."

This groundbreaking strategy allowed her to leverage each listing to generate multiple new ones, entirely transforming her career. **Meredith employs a comprehensive system that changes the way agents approach listings by focusing on attracting more listings rather than just buyers.** This mindset and strategy have allowed her to turn 5 listings into 45, and to continue to scale from there.

Eventually, Meredith noticed a pattern: each listing generated three buyers, and one out of three buyers became a new listing.

The cornerstone of Meredith's strategy is the use of integrated technology. She began incorporating tech solutions early in her career to stay ahead of the curve and penetrate new markets. Utilizing tools like Monday.com, Google Workspace, and CRM systems like Follow Up Boss, her team maintains high efficiency.

Meredith's Viral Listing Strategy is built on the core belief: your first five listings are the hardest, but scaling becomes increasingly easier. This is because **every listing creates momentum and attracts more opportunities.** However, many agents make the fatal mistake of merely listing properties on the MLS and moving on to the next transaction. Truly successful agents market listings to create even more listings, leveraging each opportunity to its fullest potential.



THE STRATEGY

THE VIRAL LISTING STRATEGY

The Viral Listing Strategy aims to transform each listing into a cascade of new opportunities, potentially earning agents three buyers and two additional listings from one initial listing. It takes a comprehensive approach, blending Listing Systems and AI-powered tech tools to maximize each listing's potential and results.

- Comprised of a Listing Systems Suite and a Tech and AI suite.
- Blue outer ring for generating new listings and attracting buyers.
- Orange inner ring for enhanced tech and AI tools.
- Centralizes information capture via Google forms.

MARKETING MINDSET

Successful implementation requires agents to view marketing as an investment, not a cost. This proactive approach will not only maximize opportunities but also build a robust reputation, ensuring long-term success.

- Run mega open houses to attract future sellers.
- Offer to hold open houses for colleagues.
- Leverage innovative marketing techniques.
- Establish yourself as a significant market player.

SELLER-FOCUSED SYSTEMS

The strategy's success hinges on leveraging the outer ring systems. The Listing Lead Gen System Suite, Seller Discovery System, and Make My Listing Famous Marketing System are essential components that ensure each listing can create at least one additional listing and three buyers.

- Stack the odds for converting listing leads.
- Utilize a simple Google Form for capturing seller information.
- Prepare agents ahead of listing appointments.
- Employ video-heavy digital pre-listing presentations via Highnote.
- Increase likelihood of signed listing agreements.



THE STRATEGY

MAKE MY LISTING FAMOUS SYSTEM

This system incorporates professional photography, custom videos, comprehensive social media campaigns, and property-specific marketing materials to ensure maximum exposure and efficiency.

- Social media-driven marketing approach.
- Includes professional photography and custom videos.
- Comprehensive suite: website, email blast, door-hangers, etc.
- Mega Open House and Neighbor Sneak Preview for maximum exposure.
- Focuses on marketing investment rather than cost.

Meredith's 3 Action Items

FOR SUCCESS

1

Implement this strategy now! Apply the tactics to your next listing using tools you already have in place and evolve it as you go.

2

Apply the strategy even if your listing goes under contract before it hits the open market. Don't use the excuse that your listing sold too quickly to skip applying the Viral Listing Strategy.

3

Use a system template to track the steps and so you can reapply the strategy to every listing you take. Use a simple Google Sheet or an Excel spreadsheet to get started.

6 Things Meredith Will Do

MOVING FORWARD

1

Apply the strategy to her expansion farm areas.

2

Leverage the strategy to recruit agents to her company.

3

Train the system and strategy components to all agents she recruits.

4

Implement innovative tech and ai as new products come onto the market.

5

Leverage the strategy to attract new referral partners and expand her network.

6

Work with her Tom Ferry coach to help keep her accountable and implement these ideas!

Meredith's TOOLKIT



The Listing Flywheel

An overview of the stages in Meredith's Viral Listing Strategy.

Make My Listing Famous Marketing System

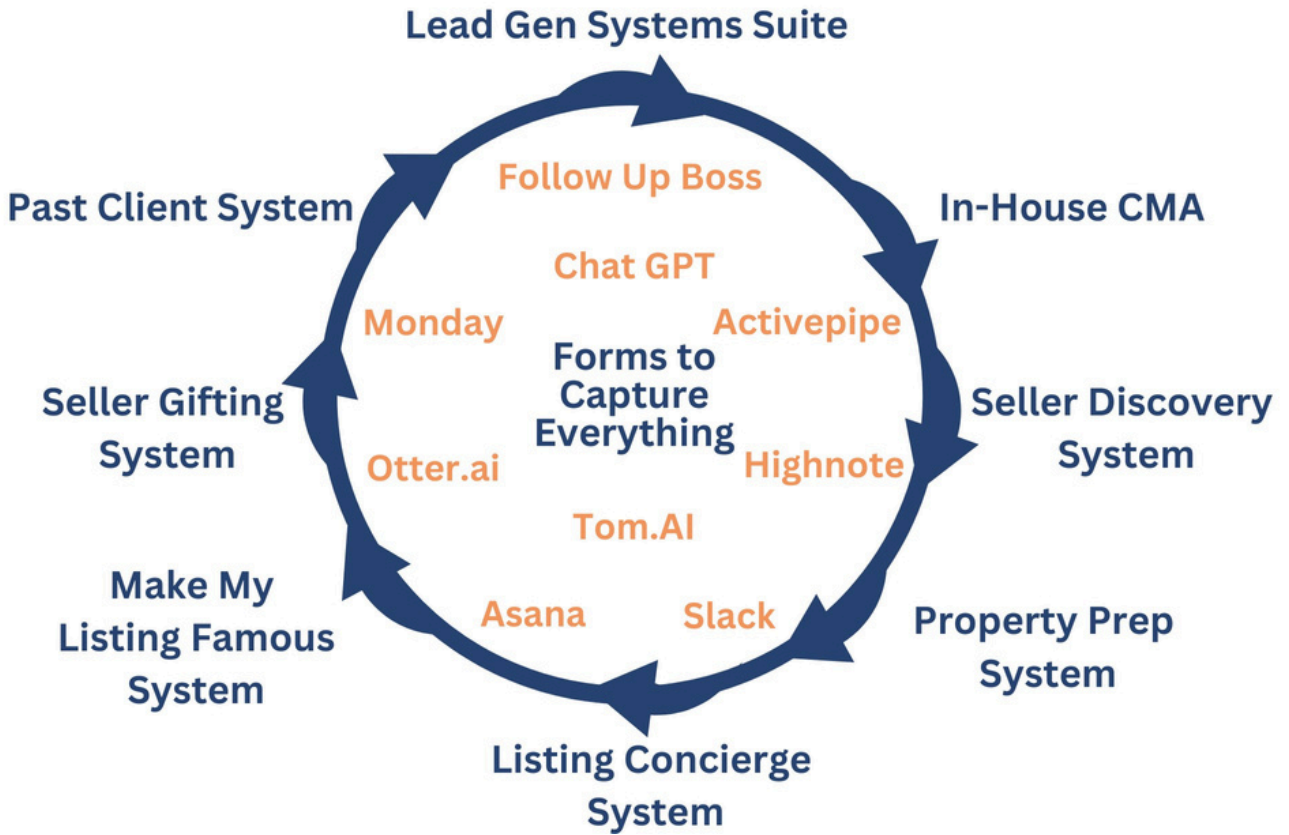
Overview of Meredith's listing marketing system.

Seller Discovery System Intake Form

Example of Meredith's Seller Discovery Intake Form hosted in Google Forms.

Viral Listing Tech and Applications Stack

An overview of the technology and applications Meredith has embedded into her process.



MEREDITH FOGLE

C: 301-602-3904 O:301-962-0999 | MEREDITH@THELISTREALTY.COM
MEREDITHFOGLE.COM | THE LIST REALTY

PRODUCED BY: MEREDITH FOGLE

Ferry International, LLC / 888.866.3377 / tomferry.com



SELLER DISCOVERY

GOOGLE FORM *system*

Why is now the right time for you to sell your house? *

Your answer

What is your perception of the market right now? *

- Strong market/good time to sell
- Weak market/challenging time to sell
- Don't know

Do you know with certainty where you are going next? Are you already working with an agent to help you find your next home? *

Your answer

Why am I the right agent to help you sell your home? *

Your answer

MEREDITH FOGLE

C: 301-602-3904 O:301-962-0999 | MEREDITH@THELISTREALTY.COM
MEREDITHFOGLE.COM | THE LIST REALTY

PRODUCED BY: MEREDITH FOGLE

Ferry International, LLC / 888.866.3377 / tomferry.com



SELLER DISCOVERY

GOOGLE FORM *system*

Have you met or spoken with any other agents? If so, what questions were left unanswered? Or what stopped you from working with them? *

Your answer

What do you know about us, our business and the way we do things differently to achieve exceptional results for sellers? *

Your answer

What do you know about the benefits of working with a team vs a solo agent? *

Your answer

Do you have idea of the price at which you'd like to list your house? *

Your answer

MEREDITH FOGLE

C: 301-602-3904 O:301-962-0999 | MEREDITH@THELISTREALTY.COM
MEREDITHFOGLE.COM | THE LIST REALTY

PRODUCED BY: MEREDITH FOGLE

Ferry International, LLC / 888.866.3377 / tomferry.com



SELLER DISCOVERY

GOOGLE FORM *system*

Do you have a minimum price for which you will sell your house? *

Your answer

What work do you think might be necessary to prepare your house to sell? *

Your answer

What are the top 3-4 questions you are hoping I'll be able to answer when we meet? *

Your answer

Assuming we agree it makes sense to work together, are you prepared to sign a listing agreement when we meet? *

Your answer

MEREDITH FOGLE

C: 301-602-3904 O:301-962-0999 | MEREDITH@THELISTREALTY.COM
MEREDITHFOGLE.COM | THE LIST REALTY

PRODUCED BY: MEREDITH FOGLE

Ferry International, LLC / 888.866.3377 / tomferry.com



VIRAL LISTING

TECH STACK APPLICATIONS

strategy

SYSTEM

Listing Lead Generation Systems Suite

TECH TOOLS

- Listingleads.com
- Canva
- Activepipe
- Follow Up Boss
- TomAI & Chat GPT

In-House CMA

- Slack
- Follow Up Boss

Seller Discovery System

- Google Suite
- Highnote
- Follow Up Boss

Property Prep System

- Google Suite
- Monday

Viral Listing Launch System

- Asana
- Slybroadcast

Make My Listing Famous Marketing System

- Google Suite
- Asana
- Capcut
- Buffer
- Canva
- Asana

Client Concierge System

- Follow Up Boss
- Listingleads.com

Past Client System

- Follow Up Boss
- Activepipe

MEREDITH FOGLE

C: 301-602-3904 O:301-962-0999 | MEREDITH@THELISTREALTY.COM
MEREDITHFOGLE.COM | THE LIST REALTY

PRODUCED BY: MEREDITH FOGLE

Ferry International, LLC / 888.866.3377 / tomferry.com



MAKE MY LISTING

MARKETING SYSTEM

famous

Coming Soon

- Create “Coming Soon” social media video post series
- Create list of 100 neighbors to call/door hang to invite to preview open house; obtain contact information
- Create and send preview open house Evite to neighbors
- Create event on Facebook and Google Business Page
- Plan mega open house, create QR code, and order marketing materials
- Complete agent intro video shoot

On Market

- Create and send 300 listing launch postcards to surrounding neighbors
- Shoot walkthrough video and post on all social media platforms
- Create social media post with virtual tour and boost post on Facebook/Instagram
- Install instant showing sign
- Post directional arrows at all intersections leading to the listing

Pending

- Create and send “Pending Announcement” Slybroadcast
- Create “Pending/Buyers Looking” social media series
- Create and mail 300 “Pending/Buyers Looking” postcards to neighbors
- Implement “Buyers Looking” (Magic Buyer Letter) system
- Edit website to update “Story of Sold” page

Sold

- Create social media “Story of Sold” series
- Create and send “Story of Sold” Slybroadcast
- Create and mail 300 “Story of Sold” postcards
- Create “Story of Sold” and Seller Seminar QR codes
- Deliver 100 “Did you hear about your neighbor” door hangers with Seller Seminar invitation on back

MEREDITH FOGLE

C: 301-602-3904 O: 301-962-0999 | MEREDITH@THELISTREALTY.COM
MEREDITHFOGLE.COM | THE LIST REALTY

PRODUCED BY: MEREDITH FOGLE

Ferry International, LLC / 888.866.3377 / tomferry.com