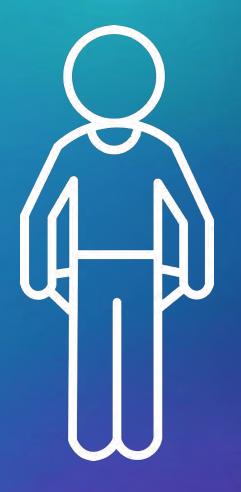


Day 2

#### **Table of Contents**

I Want You to Be Wealthy – Tom Ferry
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Live Podcast: Today's Top Marketing Strategies for Winning Listings! – Jason
Pantana, Jimmy Mackin, + Jill Biggs, Vanessa Reilly, Ashley Blackmore
Winning Listings: The Keys to a "Yes" – Stephanie Younger
My Ultimate 5-Step Marketing Formula – Jimmy Mackin
How I 4X'd My Business: The Secret to Skyrocketing Success – Jenny Hensley
10 Scripts in 10 Minutes to Double Conversion – Jeff Mays
The Power of Exposure! + An Ultra-Special Guest – Tom Ferry





In our industry...
the vast majority work
because they have to.

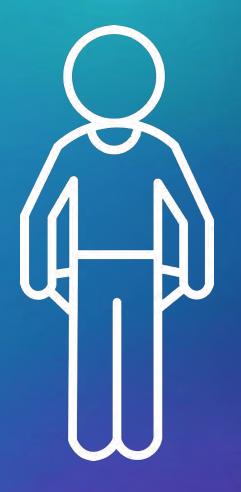
They've worked for decades and retire broke.





# How many Months/Years can I live comfortably without a closing/paycheck?





In our industry...
the vast majority work
because they have to.

They've worked for decades and retire broke.



#### THE HIERARCHY OF FINANCIAL NEEDS

Like **Maslow's hierarchy of needs**, financial needs are categorized according to stages...

BUILDING A SOLID FOUNDATION centers on moving through each stage of the ladder.

Below, we illustrate how these stages provide essential lessons in both creating and retaining wealth.



From investing to tax planning, wealth management plays an important role in financial health.

# Why most people will never become wealthy

THE MISTAKES TO AVOID

# You have no target!





\*Average household net worth = \$121,411

\*15,298,070 households (about 11.8%) have

\$1,000,000 or more net worth

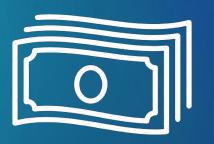
\*The top 10% of household wealth started at \$1,219,126

The top 5% of household wealth started at \$2,584,130

The top 1% of household wealth started at \$11,099,167

\*Survey results collected from February, 2019 - April, 2020 from the <u>Federal Reserve SCF</u>. This is the most recent data in 2021.





#### **SET GOALS:**

- 1. My net worth will be (x) by (y)
- 2. My cash flow from investments covers our expenses & lifestyle by (date)





# They don't ask for help. Or worse they ask the wrong people.





"You don't understand my situation..."

"You don't know my family..."

"You don't understand, in my market..."

"I don't know anyone who..."

"I'm too (fill in the excuse)"



### Feeling Stuck ?





# "A Wealthy Mindset is <u>DEVELOPED</u> from <u>Education</u> & <u>Exposure</u> to people doing more than me."



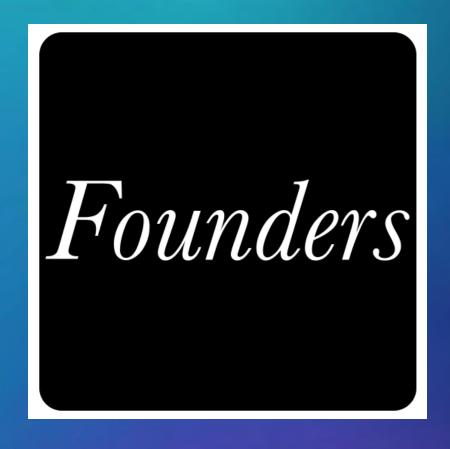


# Too much time in the wrong rooms, having the wrong conversations, with the wrong people.

(Fear & intimidation of wealthy people!)



#### **PodCasts!**







#### **RELATIONSHIPS TO CURATE & LEARN FROM**

- 1. A TAX ADVISOR Taxes & tax strategy on investing
  - 2. AN ATTORNEY To run ideas by them
    - Please set up your trust!
- 3. A FINANCIAL PLANNER Mostly for insurance coverage
- 4. MONEY MANAGER(S) Who manages your equities/portfolio
- 5. A BANKER & MORTGAGE PARTNER For mortgages/credit
  - 6. MENTORS To run ideas past and learn from experiences





### They Don't Have a Plan for Income or Investing





### Continue to Stockpile Cash!

(money market or bonds/treasuries)



#### **Advice for my Clients**

Know your cost to run your life and business vs current cash flow.

Get this up and visual!

Upgrade the "wealth building team" around you!

Invest in dividend producing stocks

Invest in more real estate, REiT's, Syndications & then Plex's, Multifamily

Be Patient.
Give yourself some grace



#### **Investment Properties**



1. Decide, alone or in partnership(s)?



- 2. Buying multi family where there's less competition + traditional financing available (*vs larger unit buildings*).
  - 2, 3, 4 doors in one purchase. Buy, wait, refinance, cash out, repeat.



- 3. Buying SFR's w/ a clear path for price appreciation + room to increase rents.
  - Attractive for AirBnB's, longer term rentals and resale.



4. Invest in Syndications.



5. Invest in publicly traded REIT's.



- The Brrrr method Finding fixer properties, Buy, Rehab, Rent, Refinance
   & Repeat.
  - You can find the deals











FOR WHAT PERIOD?:

Your Infinity Net Worth (Days):

0

#### ATTENTION! Please complete the Calculator before completing this section. This Worksheet will automatically populate.

TRADITIONAL NET WORTH (This Value will automatically populate when you complete the Traditional Net Worth Worksheet)	\$0	INCOME SPREAD (This Value will automatically populate when you complete the Traditional Net Worth Worksheet)	\$0
MONTHLY INCOME (This Value will automatically populate when you complete the Income Spread Worksheet)	\$0	MONTHLY EXPENSES (This Value will automatically populate when you complete the Income Spread Worksheet)	\$0

#### Assets

Total Checking/Savings/Cash Accounts:	\$0
Personal Residence(s) (Gross Value):	\$0
Investment Real Estate (Gross Value):	\$0
Brokerage Accounts (Non-Retirement):	\$0
Brokerage Accounts (Retirement):	\$0
Value of All Other Assets:	\$0
Residential Mortgage(s) (Total Balance):	\$0
Investment Mortgage(s) (Total Balance):	\$0
All Other Debt (Total):	\$0

nce):	\$0
otal):	\$0

Total Current Monthly Expenses:	\$0

Cash Accounts	\$0
Taxable Investments	\$0
Real Estate Value	\$0
Retirement Accounts	\$0
Other Assets	\$0
	\$0

Liabilities		
	All Mortgages	\$0
	<b>Total Other Debt</b>	\$0
	The second secon	10

Total Current Net Worth	\$0
Total Current Net Worth	ŞU



You

**Your Spouse** 

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МΔ	RKET	I I NII E	FXP	I NS	
				<b>5114</b>	

Signage

**Print Material** 

**Branding** 

**Online Leads** 

Social Media

**Other Marketing Expenses** 

### REALTOR DUES & LICENSING STAFFING EXPENSES LISTING EXPENSES

Open House Property Advertising Staging & Prep

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Located in illūm under Financial Foundations.



### What am I committing to?



200K

### Shannon GILLETTE

From Posts to Profits: Making \$200K on Instagram

Queen Creek, AZ

shannon@gilette-group.com

Homes sold: 122

GCI: **\$1,000,203** 

Volume: **\$79,830,419** 





### Shannon Gillette Arizona Realtor & Team Leader

TV Host | Founder of The Gillette Group at Real Broker Top 10 Team – Phoenix East Valley







# "It doesn't matter how great you are if no one knows you exist."



#### Routine



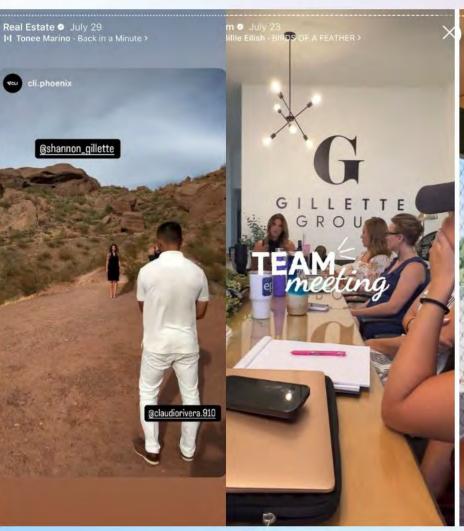






### Workday









#### Life OUTSIDE of Work











#### **Premium Home Tours**









"To be successful at anything you don't have to be different. You simply have to be what most people aren't: Consistent."





@SHANNON\_GILLETTE





#### @JASONPANTANA

















# AN UNSOLD LISTING IS CASH TRAPPED IN LIMBO (FOR YOU AND THE SELLER!)

#### @JASONPANTANA















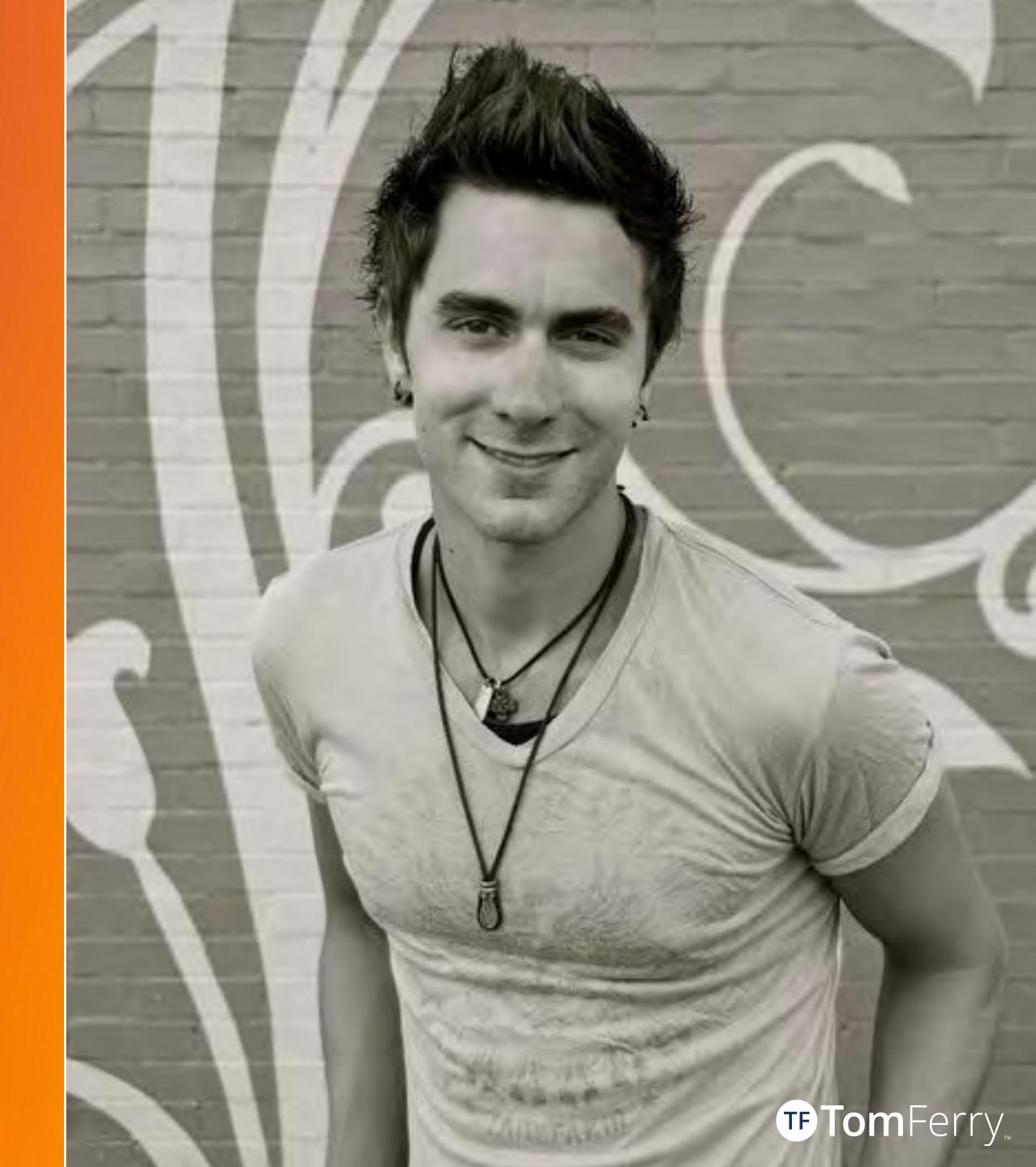
#### @JASONPANTANA











# INSTANT CAREER CHANGE







#### @JASONPANTANA











Expectations can only be met when understood by all parties.

Bobbie Noreen

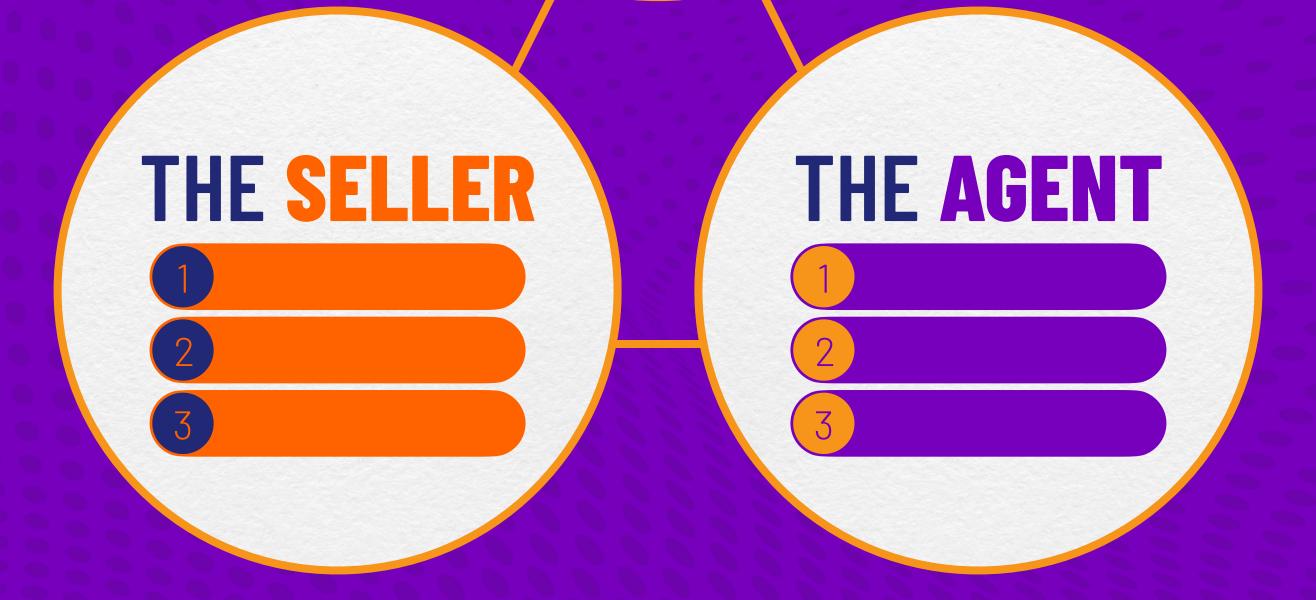






# Why do sellers insist on overpricing?





# A COMMON FOE



#### THE SELLER

- Prop. condition
- 2 Sale terms
- 3 List price

#### THE AGENT

- 1
- 2
- 3

- JASON PANTANA





#### THE SELLER

- Prop. condition
- 2 Sale terms
- 3 List price

#### THE AGENT

- 1 Marketing plan
- 2
- 3

- JASON PANTANA

#### SCRIPT

"It's my job to expose your property to the largest pool of ready, willing, able, and interested buyers, to mobilize the local real estate community, and to cause your home to sell."





















# PRICE REFLECTS (CONDITION ) LOCATION









## MARKETING IS BAIT; PRICE IS THE HOOK



#### THE SELLER

- Prop. condition
- 2 Sale terms
- 3 List price

#### THE AGENT

- 1 Marketing plan
- 2 Negotiation

(3)

## MOMENTU

- JASON PANTANA





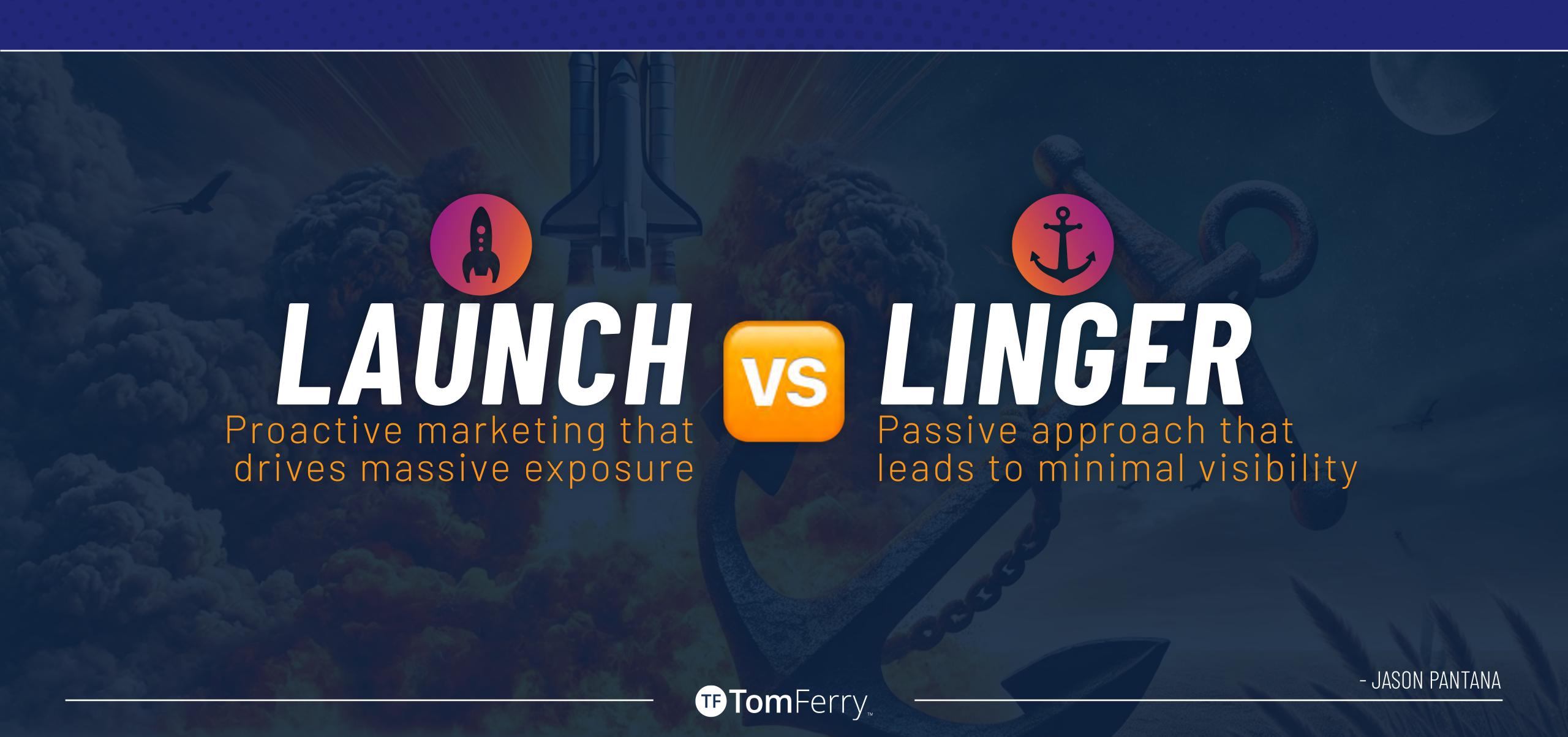








## LISTING STRATEGY





#### THE SELLER

- Prop. condition
- 2 Sale terms
- 3 List price

#### THE AGENT

- 1 Marketing plan
- 2 Negotiation
- 3 Deal support

## MOMENTU

- JASON PANTANA

#### TERMINATION RATE

**REDFIN** | News

Cold Feet: Buyers Backed Out of Deals at Record Rate in June as Home Prices Hit All-

"Nearly 56,000 home-purchase agreements were canceled in June, equal to 14.9% of homes that went under contract that month—the highest percentage of any June on record yet."

droppe ces because their homes are sitting on the market, causing listings to pile up; active listings posted biggest annual gain on record.

Nearly 56,000 home-purchase agreements were canceled in June, equal to 14.9% of homes that went under contract that month—the highest percentage of any June on record.

Home Purchases Fall Through at Highest June Rate on Record Monthly pending home sales that fell out of contract, as % of overall pending home sales







# EXPECTATIONS CAN ONLY BE MET WHEN UNDERSTOOD BY ALL PARTIES

Bobbie Noreen



# BECOME LISTING DOMENIANT

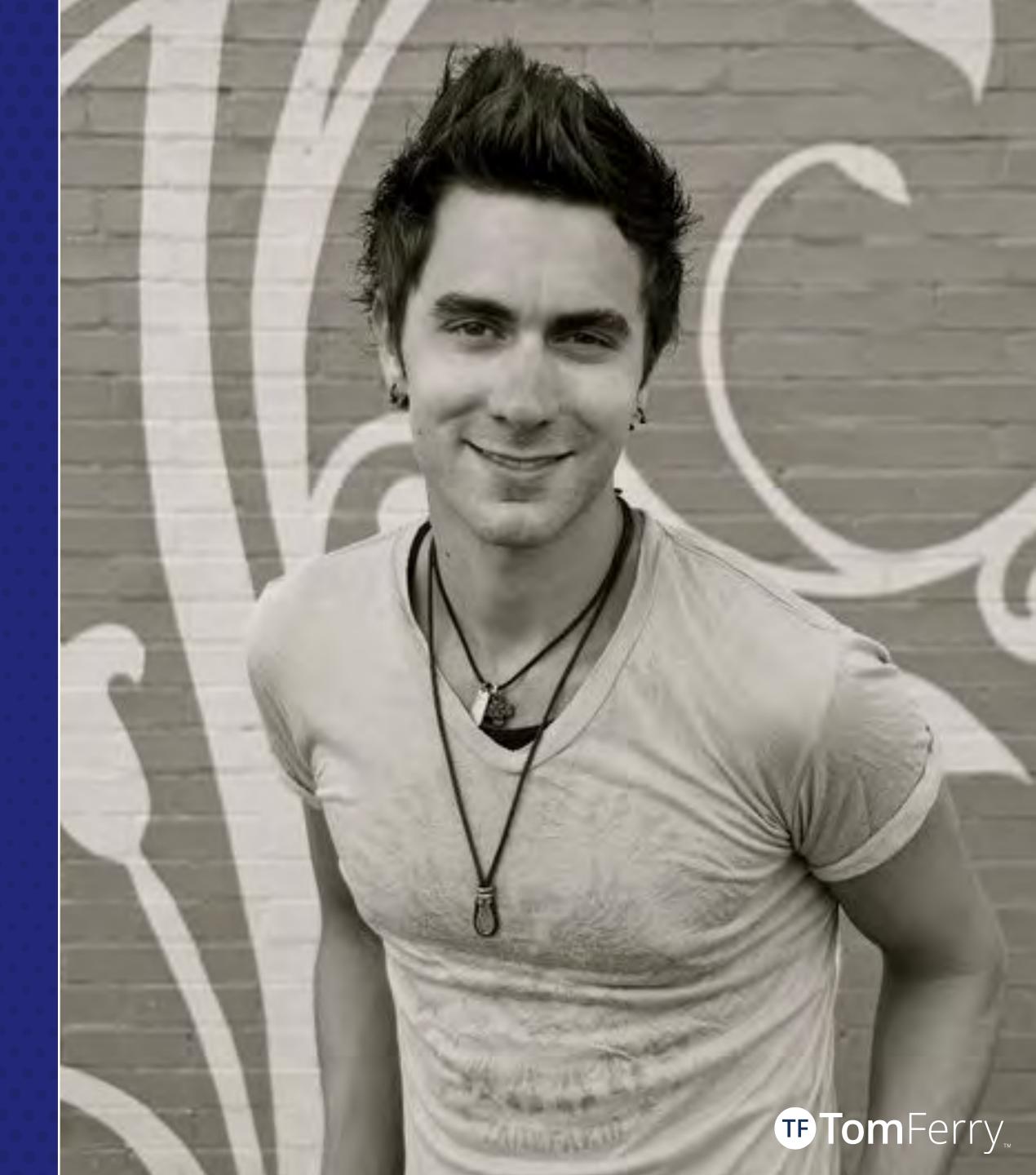
#### @JASONPANTANA











#### @JASONPANTANA











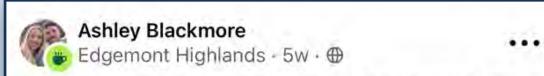




#### UNTAPPED NETWORKS

...





I have a client in a post occupancy on their home for only 60 days.

They need a house in Durango asap.

- In town with 2 car garage minimum
- Like the river trail, avenues, riverview, kinda larger lot homes

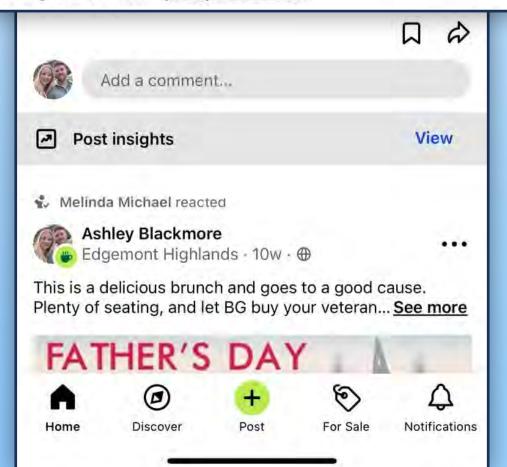
\$1,300,000.00 is max limit

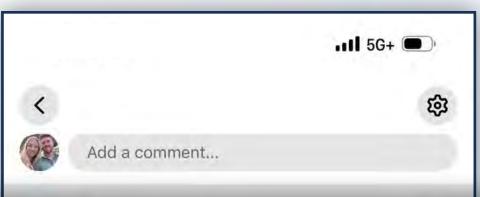
purchasing with cash

If it needs significant remodel less.

I am a licensed realtor so all pricing will need to included compensation (negotiable) thank you in advance.

Ashley Blackmore (970)903-7477





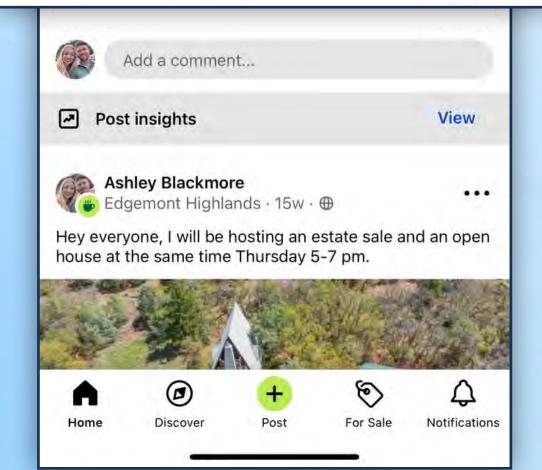


Desperately needing a 3 bed 2 bath 2000 sq ft + home with enough acreage to park a 30' RV and space for a shop or has a detached garage.

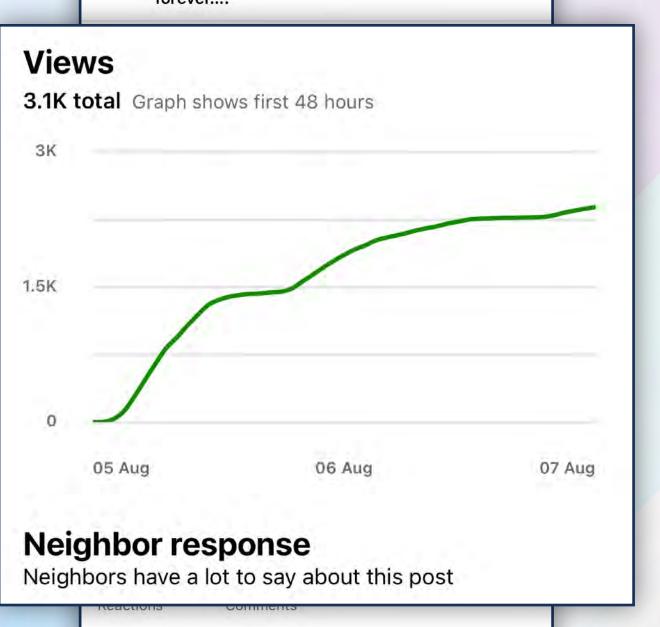
Under \$950k.

My buyer is relocated here for work and has been stuck in a short term rental, their work pays for some closing fees and we are almost close to loosing our time frame to get it done.

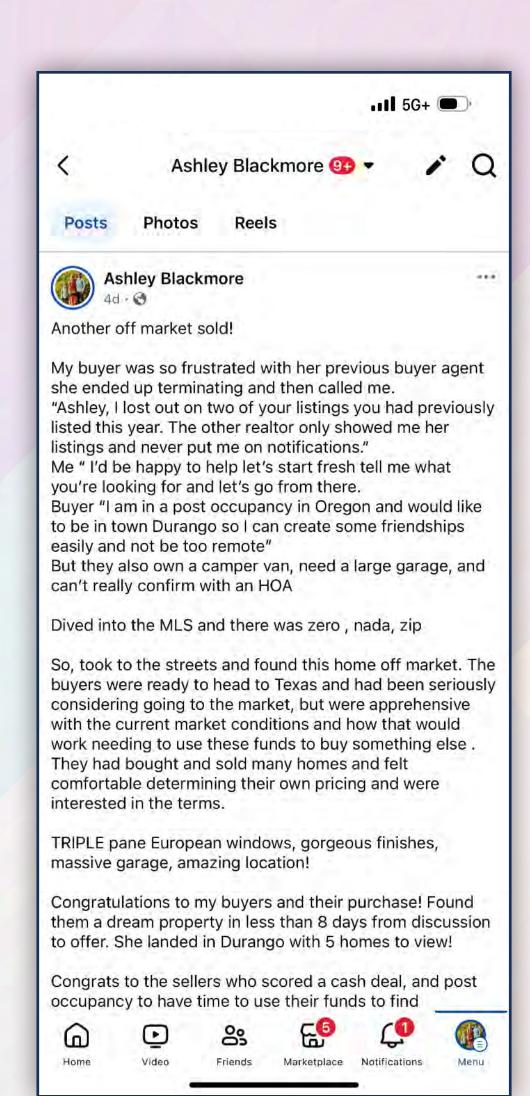
This is a SERIOUS buyer and is not a tire kicker.
Cell and or good WiFi service is mandatory - but more importantly is that it's within 20 minutes or less to downtown.





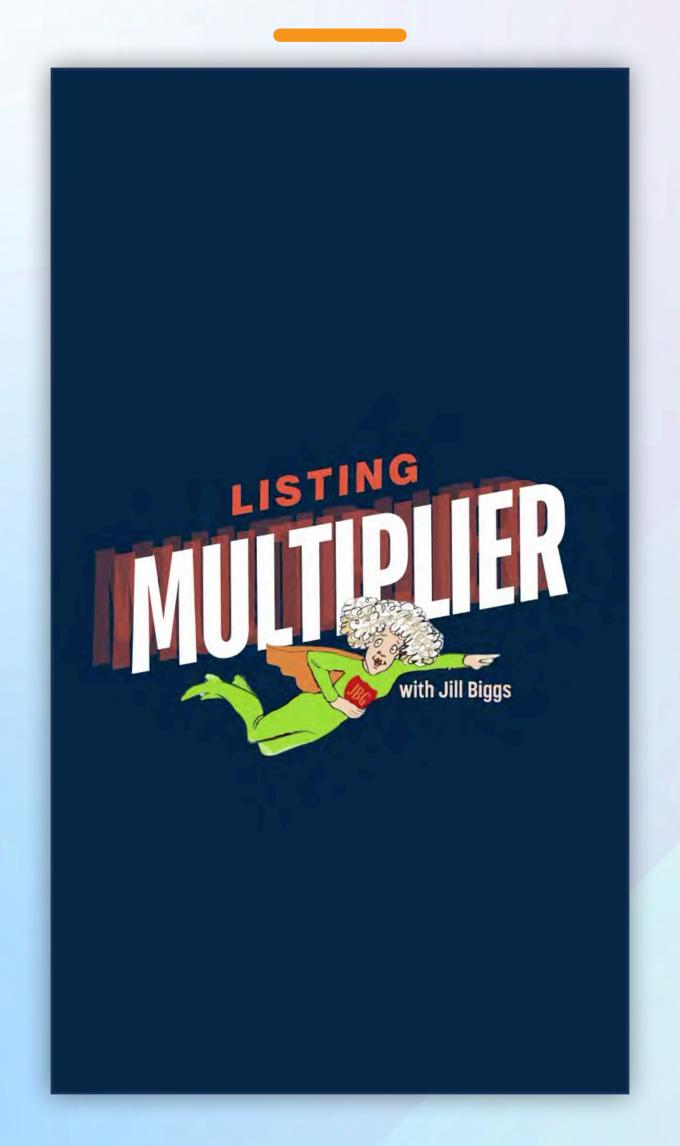


Create new post





### LISTING FLYWHEEL





#### LISTING MULTIPLIER

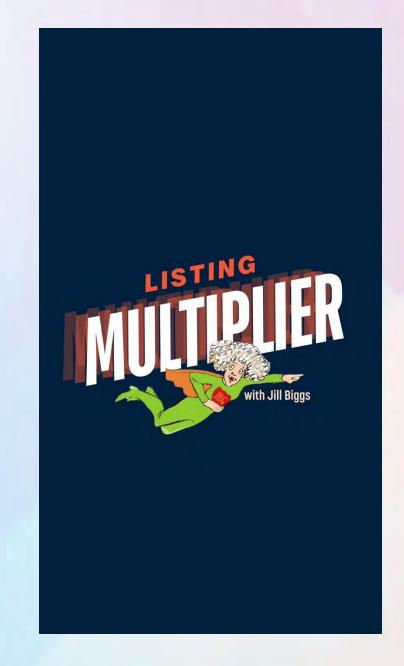
How our team turns 1 listing into 4

#### **JILL BIGGS**

CEO & Team Leader - The Jill Biggs Group Northern New Jersey jill@jillbiggsgroup.com @thejillbiggsgroup @jillkbiggs

### FOR FULL FLYWHEEL with links to built-out processes:

Email JILL@JILLBIGGSGROUP.COM Subject "FLYWHEEL"







<u>vanessa@domoREALTY.com</u> c.404.556.1733 o.404.974.9550

Dear Neighbor,

Guess who helped your neighbor at 3852 Foxford Dr. say goodbye to their home? That's right, it's me, Vanessa Reilly, at your service!

Here's the scoop you won't find online. The owners started preparing for the sale of their home almost 2 years in advance. We had been talking and consulting on where to spend and where to save money through an entire pool renovation, refinishing of floors, paint and all the other important details.

Our marketing campaign was a huge success and included:

- A professional YouTube video that racked up over 77,000 local views.
- A 3-D floor plan that let folks explore without moving from their couch.
- A social media storm that caught everyone's attention.
- And a Zillow Showcase Listing Upgrade that double the eyes on the prize.

The result? A whopping 97 visitors through the open houses, 24 private tours, and not one, but two offers! The cherry on top? We just sold for over the asking price: \$705,000, no strings attached, and the buyer took it as is - no repair headaches for our seller.

Wondering what your castle might fetch in today's rollercoaster market? Shoot me an email or give me a ring. Let's chat.

Cheers to a fantastic day!

Vanessa Reilly vanessa@domoREALTY.com (404) 556-1733







p.s. If your house is currently listed with another Real Estate Broker please disregard. It is not our intention to solicit the offerings or clients of other Real Estate Brokers





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Vanessa Reilly
<a href="mailto:vanessa@domoREALTY.com">vanessa@domoREALTY.com</a>
(404) 556-1733

See how I do things differently





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Dear Neighbor,

This is Dr. Lutz smiling from ear to ear because he just sold his house for \$1,052,000. I'm so proud of his selling journey I wanted to share it with you!

He's an example of persistence and determination. He could have easily taken the "AS-IS" selling route, but instead he chose to ask for help.



In January Dr. Lutz gave me a call and we got to work scheduling organizers, movers, painters, roofers, carpenters, plumbers, electricians, carpet installers, pool contractors and finally my award winning stagers! Four months later we were ready to take 2946 Cravey Trail to market – and boy did we ever!!

After investing in the best possible video and marketing for Dr. Lutz's home. We were able to help him attract over 7234 views on Zillow, 11,032 views on YouTube, 13 private showings and 68 people through the open house, which resulted in 3 strong offers.

We then guided him through the negotiations that netted him an incredible price that was \$152,000 MORE than his "dream price." His biggest concern was dealing with the inspections and repairs, but we insured everything was smooth sailing and he didn't have to fix a thing!

Considering the possibility of making a move in a year or two? Give me a ring. It's never too early to talk about the things you might need to do to get your home ready to sell. Plus, why not enjoy the upgrades and repairs before you sell!?

Cheers to a fantastic day!

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vanessa@domoREALTY.com
(404) 556-1733

Because your home is worth MORE





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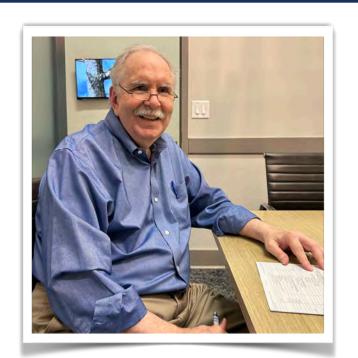
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Because your home is worth MORE

### Stephanie YOUNGER

Winning Listings: The Keys to a "Yes"

Q

Los Angeles, CA



stephanie@stephanieyounger.com

Homes sold: 179

GCI: **\$6,100,000** 

Volume: **\$262,463,221** 



### Winning Listings: The Keys to a "Yes"

A Listing Specialist's THREE STEP Seller Consultation

Stephanie Younger

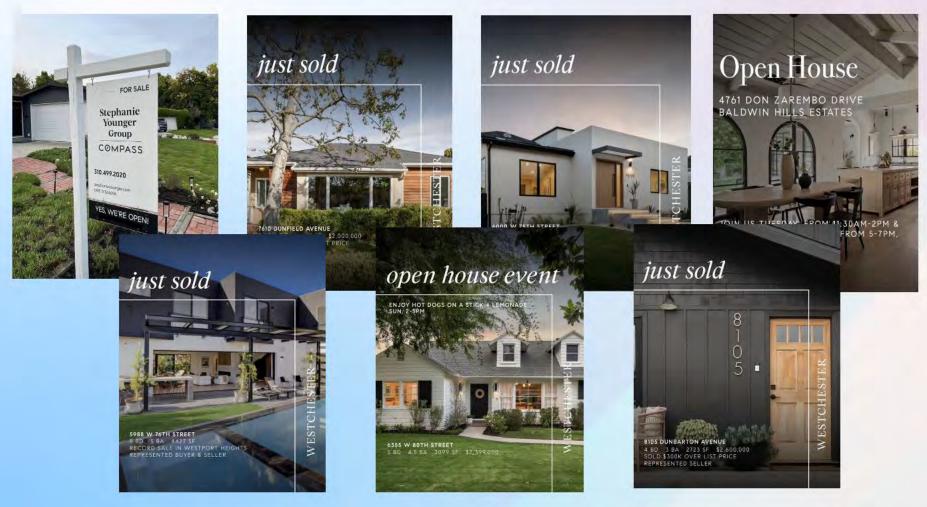


### NICE TO MEET Y'ALL!

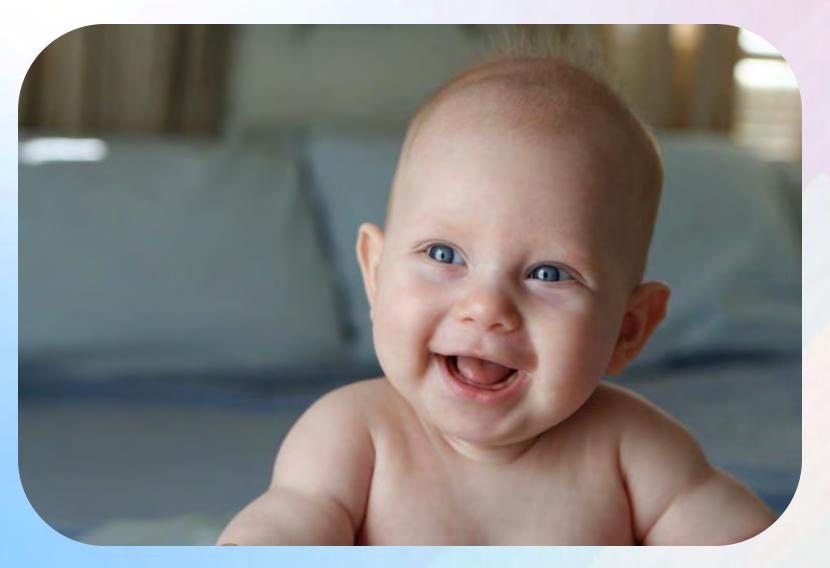




#### **WIN MORE LISTINGS!**













# THE ONE-STEP LISTING PRESENTATION ISN'T ENOUGH





# THE THREE-STEP SELLER CONSULTATION

**ONE STEP:** A Listing Presentation

**TWO STEP:** A Walk Through + A Listing Presentation

**THREE STEP:** The SELLER INTAKE + Walk Through + Listing Presentation



# Step #1 The Seller Intake Phone Call "I Hear You" Phase



## The SYG Seller Lead Questionnaire

- 1. All about the seller
- 2. All about the home
- 3. All about their opinion of value and their experience so far
- 4. All about their decision-making process
- 5. Confirming the next steps





#### 1. All About the Seller

- Where are you going and why there?
- Who else is moving with you?
- Do you have children? Do you have pets?
- Do any of your pets smoke?
   (INSERT LAUGHTER!!!!)





#### 2. All About the Home

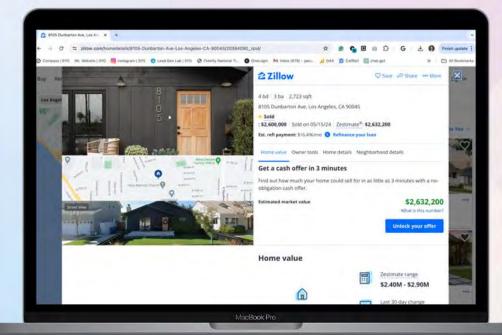
- What do you **LOVE** about your home?
- How is the closet space in your home?
  - And how many skeletons are in those closets?
     (AGAIN.... INSERT LAUGHTER!!!!)
- Is there anything that YOU think needs to be fixed or improved at your home prior to it coming on the market?





# 3. All About Their Opinion of Value & Their Experience

- What did you think about the price of your home on Zillow?
- Have you been going to any open houses in your neighborhood?
- At what price are you hoping to list your home?





# 4. All About Their Decision-Making Process

- Who else is involved in making this decision?
- Which other realtors have you already met with?
- How do you feel about the information they provided?





# 5. Confirming the Next Steps

- Step One is done √
- Schedule Steps Two and Three:
  - The 15-Minute Walk-Through
  - The "Seller Strategy Meeting"





### **PRO TIPS for Step One**

- The Seller Interview must happen live via phone.
- Slow down and be curious. Be prepared for this to take 30-45 minutes.
- Have fun and ask ALL of the questions!





# Step #2 The 15-Minute Walk-Through "I See You" Phase



### The 15-Minute Walk -Through

- Walk through, take photos.
- Show appreciation for the home and reserve all judgment.
- Be an investigator!
- Make the seller feel comfortable.



"The purpose of this appointment is for me to simply see your house. I wouldn't be doing my job if I attempted to price your house without seeing it."



### **PRO TIPS for Step Two**

- Remind them you live in this world too and they don't have to clean up for you.
- Create a feeling of reciprocity by bringing a little gift like a custom candle or swag.
- Always offer to remove shoes before entering.
- Always acknowledge the owner's dog first
  - they are good judges of character.





# Step #3 The Seller Strategy Meeting "I Know You" Phase

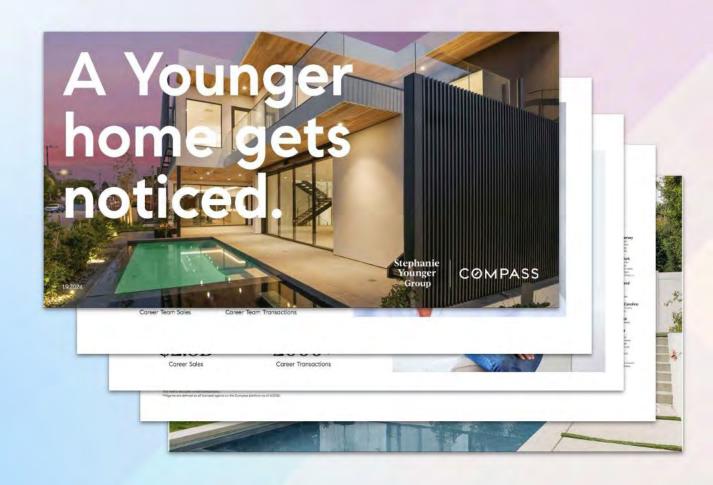


### **The Seller Strategy Meeting**

This is the part of the process that is your "traditional" listing presentation!

#### **SYG Presentation Includes:**

- Detailed CMA
- Overview of our process
- Marketing presentation tailored to the client's needs





### This is More Than a Job Interview... It's Personal

- You've heard their story ✓
- You've seen them living their real life ✓
- You know what they want personally and how they want to see their home presented





"People will forget what you said;
People will forget what you did;
But people will never forget how
you made them feel."

**Maya Angelou** 



### A Simple Formula

**Step One** 

The Seller Interview "I hear you."

**Step Two** 

The Walk-Through "I see you."

**Step Three** 

The Strategy Meeting "I know you."











### Thanks Y'all!

@stephanieyoungergroup

hello@stephanieyounger.com





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



#### \$100,000,000 Email

...

Subject: How much equity did you gain in 2023?

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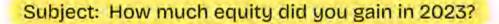
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Can I create one for your home?

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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 a client, and they were surprised to learn they gained \$49,000 in equity. Now, they're contacting their mortgage company to eliminate their PMI.











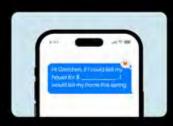






























ATTENTION STAND OUT IN A CROWDED MARKET

ATTENTION ---- STAND OUT IN A CROWDED MARKET

EMOTION ------ BUILD TRUST WITH YOUR CUSTOMERS

ATTENTION ---- STAND OUT IN A CROWDED MARKET

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ACTION ATTRACT PROSPECTS WITHOUT CHASING

ATTENTION STAND OUT IN A CROWDED MARKET

EMOTION BUILD TRUST WITH YOUR CUSTOMERS

ACTION ---- ATTRACT PROSPECTS WITHOUT CHASING

DISTRIBUTION ---- MAXIMIZE ROI

# The Blueprint



# ● Attention 日 日 ROLSTON





#### STARTING AT \$324,900.

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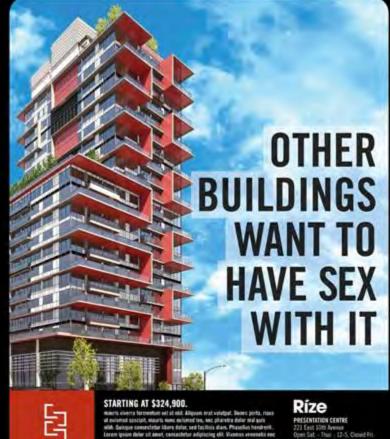
Pilotnovsa

PRESENTATION CENTRE 223 East 10th Avenue

Open Sut. - Thur. 12-5, Closed Fri. 604 688 8927

WE'LL BEFORE THE SHELL AND SERVICES AND SERV

# ● Attention 日 日 ROLSTON



# ROLSTON

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THEROLSTON COM

604 686 8907 info@therclifor.com

NAME AND POST OF THE PARTY OF THE PARTY OF

# Attention □ □ ROLSTON



# VANCOUVER - WE SINCERELY APOLOGIZE FOR THE SEX COMMENT IN OUR RECENT ROLSTON ADVERTISING CAMPAIGN.

The advertising campaign stating that "The Rolston was So Enticing Other Buildings Want To Have Sex With It" was considered alarming by a number of people.

Tex, we did sell multiple homes at The Roiston because of this compaign but if the Sex comment was considered inappropriate, we do apologize.

in the future we will focus on presenting the Bolotoc condensions homes safely on their amazing prohibectural design, downtown Vancouver Secution and very affectable printing.

Aud, the this record, we droy the remor reporting the CN Source and The Bestime terming the Nove did The Relation have pre with the Moore pondernament in Service or Control to Statistical, And we would him the Golden development to stop collect. The Relation deposit Take you in that way and only would be the Control.

Check and the Naiston for yearself and see what all the furn is about

ROLSTON

Ríze

PRESENTATION CENTRE

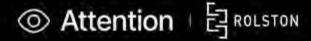
#140 - 1365 Grannife Stendt Open Sar - West 12-5, Glosef Flours, & Fri. 804,688,8927

Pilotnous

STARTING AT \$349,900.

Come into our new presentation usedne and use only Ratifice in an officialities to become person; that are result for parenthing bold....and arms? althout to saled it.

THEROLSTON.COM



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Yes, we did sell multiple homes at The Rolston because of this campaign but if the Sex comment was considered inappropriate, we do apologize.

In the future we will focus on presenting the Rolston condominium homes solely on their amazing architectural design, downtown Vancouver location and very affordable pricing.

And, for the record, we deny the rumor regarding the CN Tower and The Rolston having sex. Nor did The Rolston have sex with the Wave condominiums in Surrey or Centro homes in Richmond. And we would like the OnQue development to stop calling. The Rolston doesn't like you in that way and only wants to be friends.

Check out the Rolston for yourself and see what all the fuss is about!

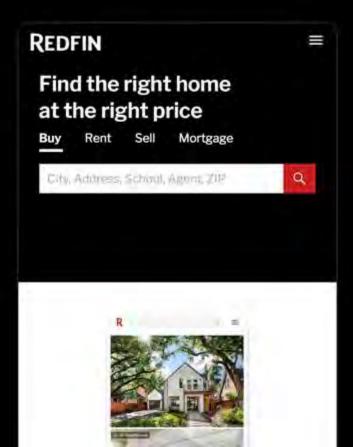


## Attention | All the things you can do to capture people's attention.

Pattern Interrupt	↓ ↓ ↑ ↓
Scarcity, FOMO, Loss Aversion	-``Q`- → @*
Priming	ဂို 🗲 ဂို
Surprising Statistic	✓ (*,*)
Comparison	₹ <u>=</u> ₹ <u>=</u>
Contrarian	四?
Personalization	ů ů
Curiosity	[©]

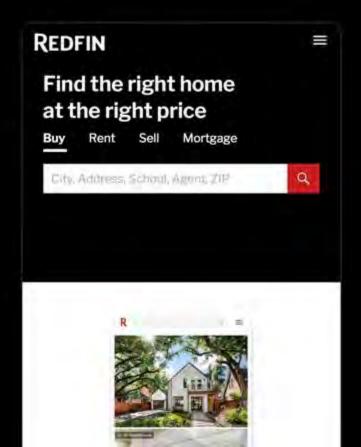
#### Attention | Scarcity

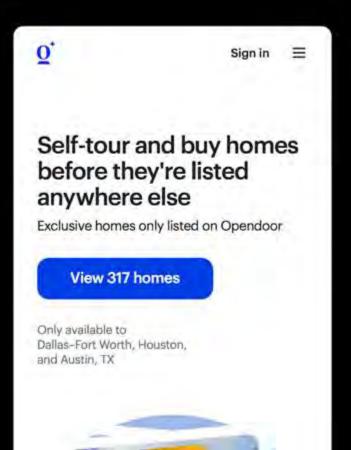




#### 







INSTEAD OF

Coming Soon: 55 Main Street Bedford, NH

INSTEAD OF

#### Coming Soon: 55 Main Street Bedford, NH

TRY THESE

PRIMING -> Forward this to a friend

INSTEAD OF

#### Coming Soon: 55 Main Street Bedford, NH

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**SCARCITY** — Exclusivity ends in 24 hours

INSTEAD OF

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PATTERN INTERUPT -> I don't want to share this with you (but I have to)

INSTEAD OF

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TRY THESE

PRIMING -> Forward this to a friend

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SURPRISING STATISTICS — Homes like this sell in 8.4 Days

INSTEAD OF

#### Coming Soon: 55 Main Street Bedford, NH

TRY THESE

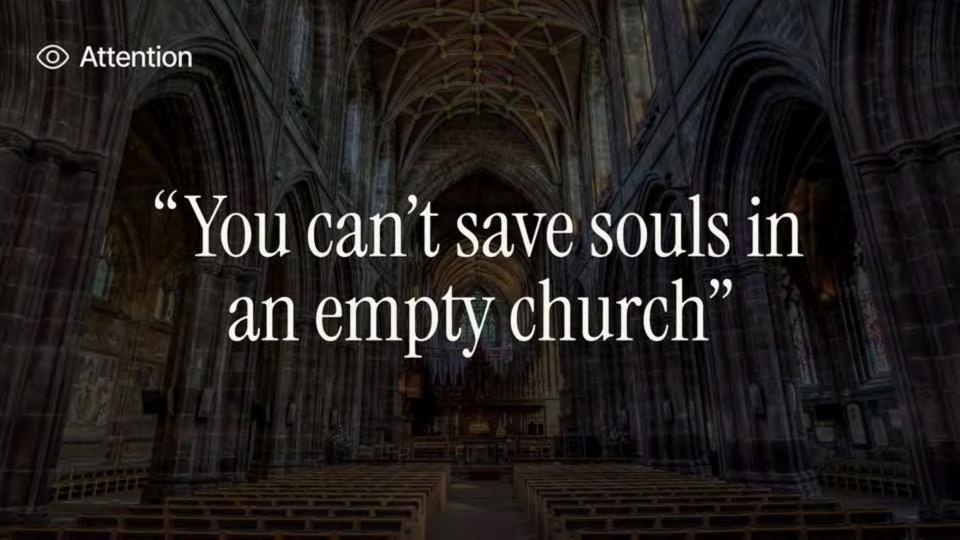
PRIMING -> Forward this to a friend

**SCARCITY** — Exclusivity ends in 24 hours

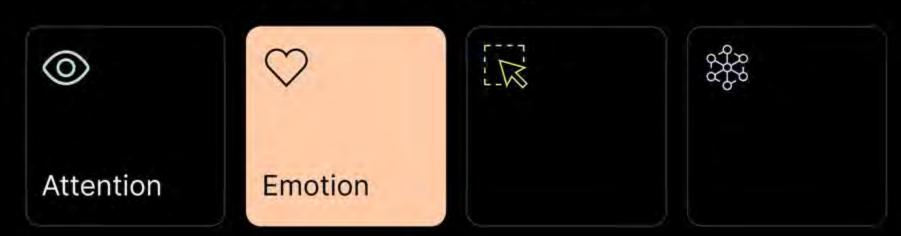
PATTERN INTERUPT -> I don't want to share this with you (but I have to)

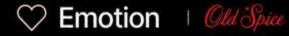
SURPRISING STATISTICS --- Homes like this sell in 8.4 Days

**CURIOSITY** — Would it be helpful if...?



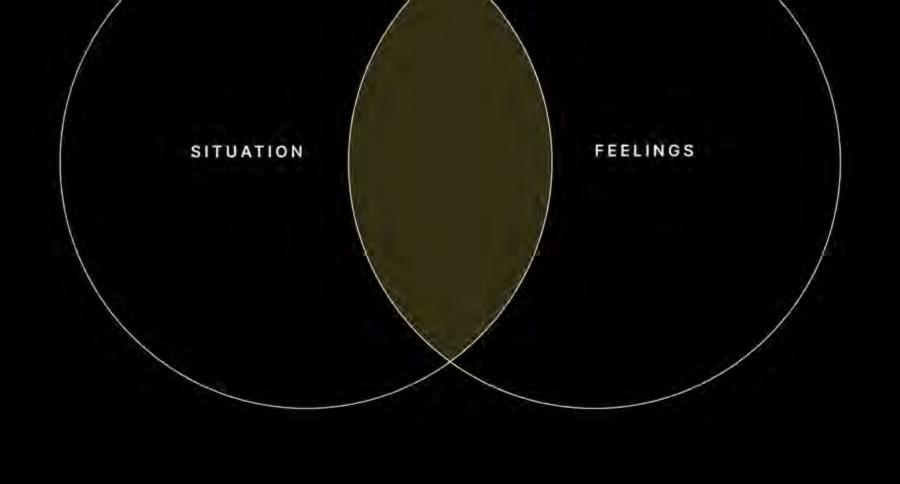
# The Blueprint

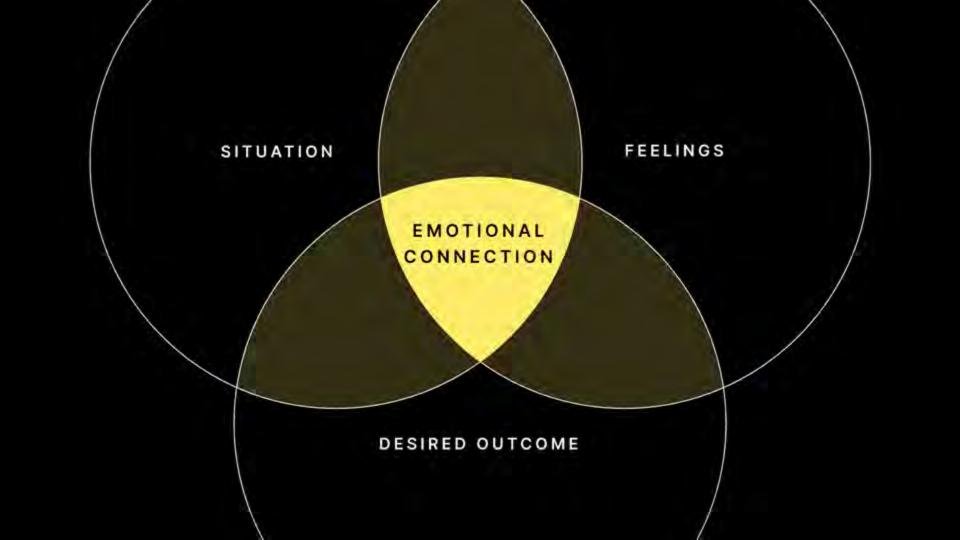














## **Situation**

They just spent the last 6 months in limbo and now they are getting bombarded with calls and messages form agents.



# **| Situation**

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# | Feelings

They are disappointed, frustrated and annoyed.



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## Outcome

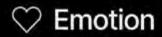
They still want to sell their home but they don't want to live through the same experience again and they have a deep mistrust of real estate agents.

#### Emotion | Expired Listing

Dear Matthew,

I noticed that your property listing at 654 Elmwood Street has

- expired and I am sorry to hear that it has not yet been sold.
- I would like to offer my services in an effort to ease the burden and anxiety of the home selling process.





Now that your home didn't sell, you've had a wave of agents promising you "they can get the deal done."

You've heard this story before.

You're not buying it.

At this point, you're frustrated, disappointed and likely pretty annoyed because your phone hasn't stopped ringing for the last two weeks.

If a home doesn't sell, it's for three reasons:

- 1. It was priced incorrectly
- 2. It didn't get enough exposure
- 3. It wasn't presented properly

Now, if you believe the reason you're home didn't sell is because of #1...

You don't need another agent, you just need a lower price.

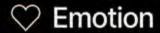
But if you believe the reason the home didn't sell is because of #2 and #3, this is where we can help.

To sell for top dollar, there are 10 essential marketing tactics.

I've reviewed your home on the Multiple Listing Service and you're missing 6 of them. I'm confident that if we fix them, you could sell your home for \$865,000.

Even if you're not planning on re-listing your home, I'd love the opportunity to share with you my insight on what to do to ensure that you don't have to experience this again.

My personal cell is 555-555-5555.



#### SITUATION



Now that your home didn't sell, you've had a wave of agents promising you "they can get the deal done."

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- 3. It wasn't presented properly

Now, if you believe the reason you've home didn't sail is because of Irt ...

You don't need another agent, you just need a lower price.

But if you believe the reason the home didn't sell is because of #2 and #5, this is where we can help.

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SITUATION

FEELING



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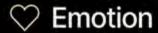
But if you believe the reason the home didn't sell is because of #2 and #5. this is where we can help.

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SITUATION

FEELING

DESIRED OUTCOME



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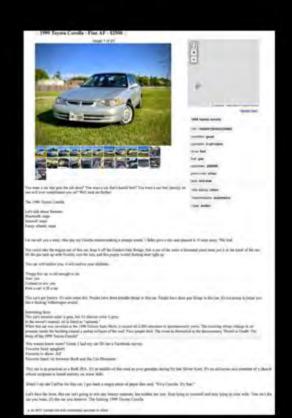
My pereopal call to 666-559-6665.













You want a car that gets the job done? You want a car that's hassle free? You want a car that literally no one will ever compliment you on? Well look no further.

The 1999 Toyota Corolla.

Let's talk about features.

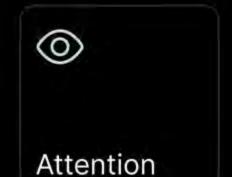
Bluetooth: nope

Sunroof: nope

Fancy wheels: nope

Let me tell you a story. One day my Corolla started making a strange sound. I didn't give a shit and ignored it. It went away. The End.

# The Blueprint





**Emotion** 







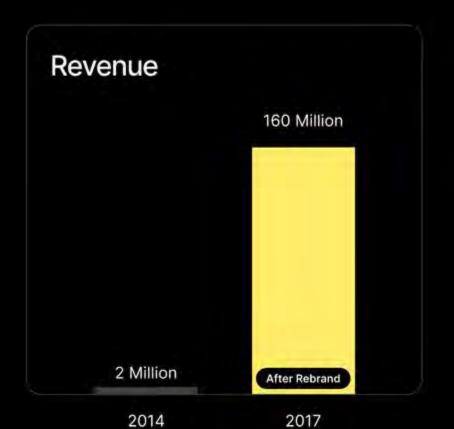


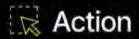
# Revenue 2 Million

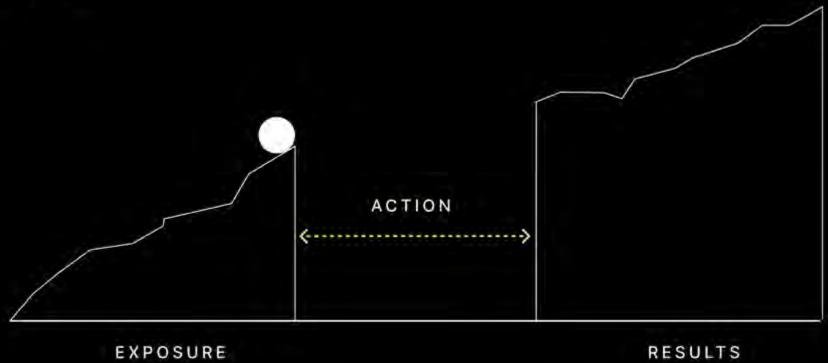
2014

# Action | RXBAR®









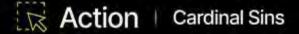


"Don't Miss This One-Time Offer!"



"Don't Miss This One-Time Offer!"

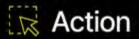
TOO MANY ASKS —— Click, Call, Text, Scan, and Subscribe



TOO PUSHY ——— "Don't Miss This One-Time Offer!"

TOO MANY ASKS —— Click, Call, Text, Scan, and Subscribe

TOO GENERIC ——— "Find Out How Much Your Home Is Worth"



CLARITY





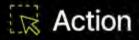
COMPELLING



I reviewed my clients Zestimate. It was off by \$123,000. Have you checked yours recently?



# 55 Main Street just sold in your neighborhood. Has anyone called you to give you the details?

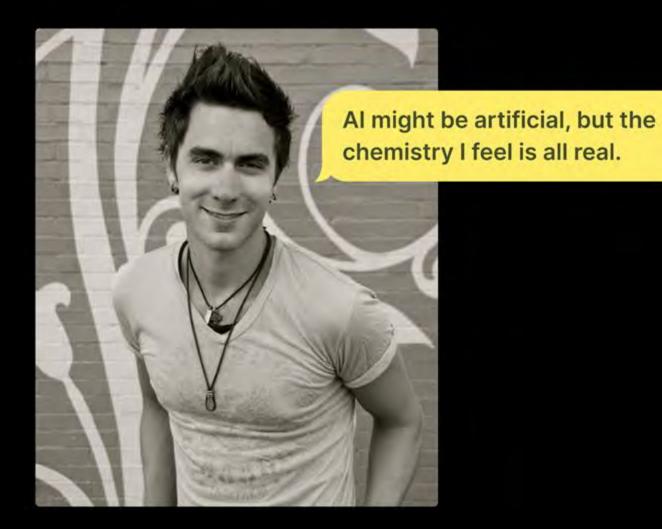


I'd be a terrible realtor if I didn't ask, would you consider selling your home if you got a great offer?



If the only thing you love about your home is your interest rate, have you explored renting your house instead of selling it?





# Action



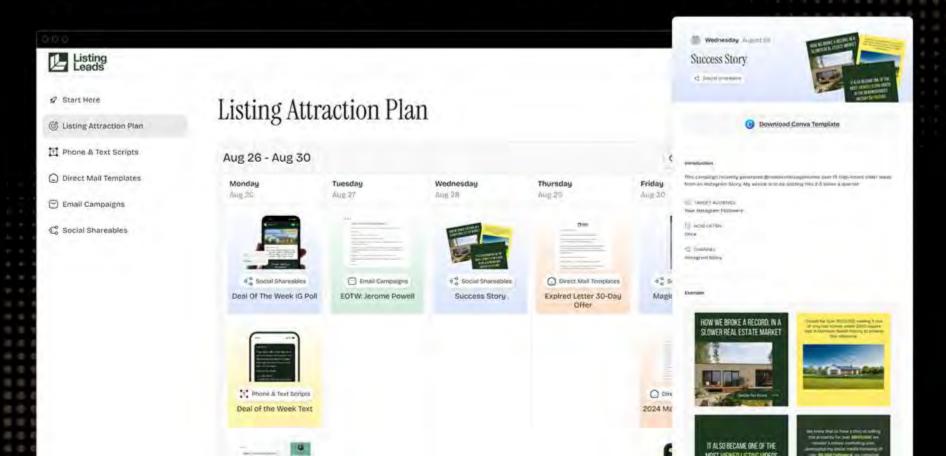
# Action







## Fastest Growing Membership Site in Real Estate History





### **Best Ads**











What's New

Phone & Text Scripts

(a) Direct Mail Templates

Email Campaigns

Social Shareables

## Best Ads



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HomeLight Home Value



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#### Spontored



Enter Your Address - See What Your House is Worth

Wei Presid Your House Value Bland On Delales Analysis & Show Clear Next Ships. Try Today! GML.

(X) Z Zvon

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By saving \$25,000° in commissions when selling your current home.







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We entige militare of form since to find the beld. performing real extain agents. A Top agent self self your house for 9.9% more and close 1 dix times faster on average. Unbooked Results, Dark Driven Results.

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Salarg Your Histor? Bland Dar Ru



G A HomeLight

#### Sponsored



#### What Do Home Inspectors Look For? The Top 5 Make-Or-Break Items

We Can histor You Charate The Best. Cooks Belween Agents & Sering Your Home For Gush, Gelf A Fast and . Flair Office Born Us in 65 Hours or Latto Steps Time & Passanii





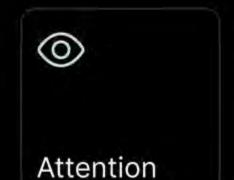


# ListingLeads.com

Free Trial  $\rightarrow$ 



# The Blueprint





**Emotion** 



Action





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April Aberle

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Can I create one for your home?

Let me know! Jimmy

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ATTENTION

**EMOTION** 

ACTION

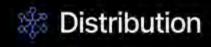
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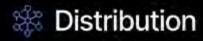
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# Distribution is the best kept secret in marketing.



Who sells the most fast food in the US?

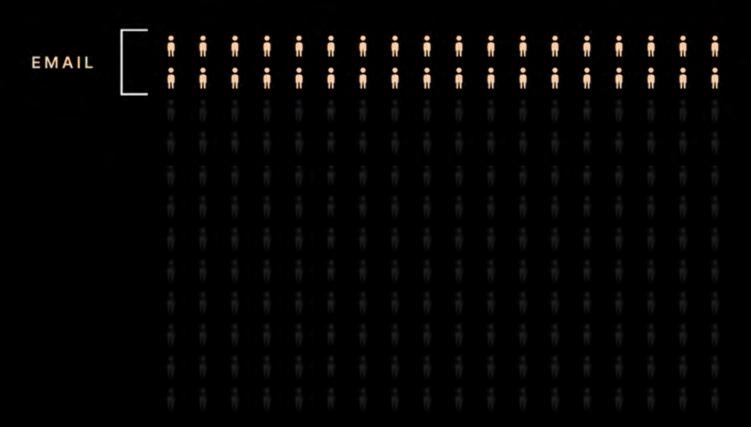




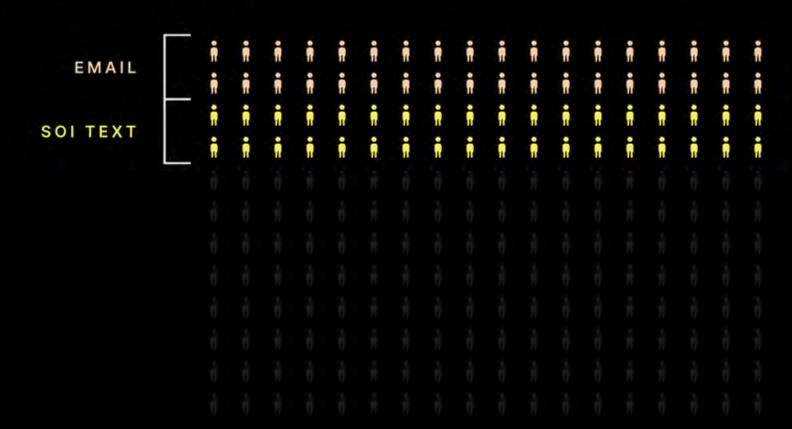
Who sells the most coffee in the US?



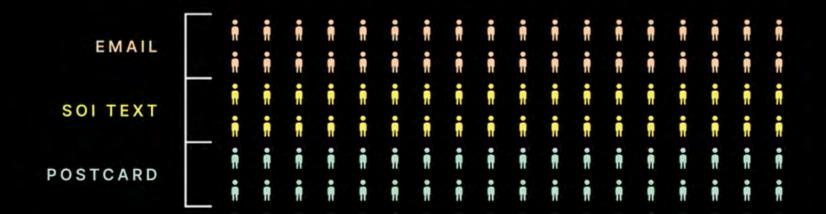




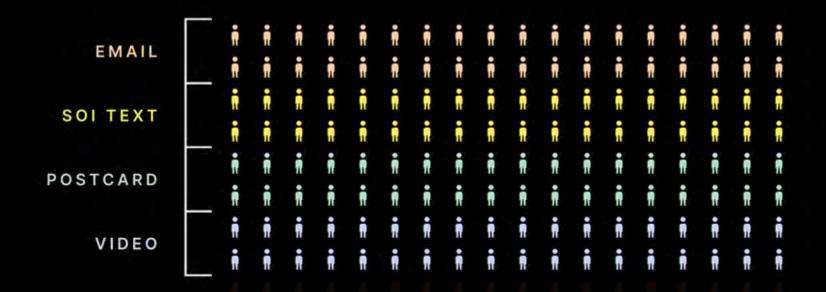




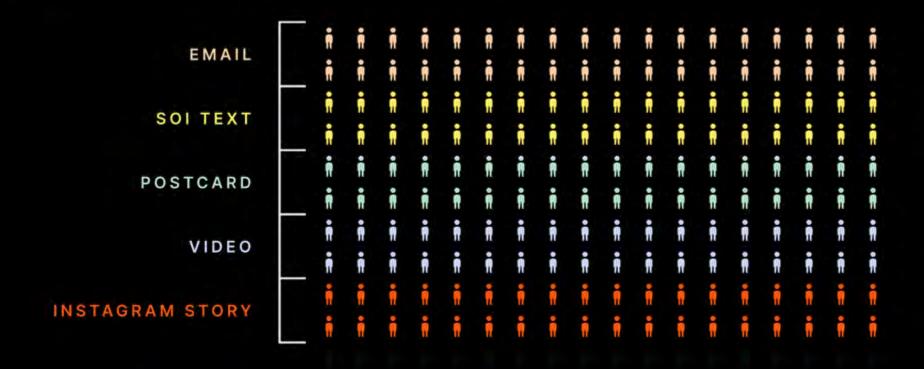




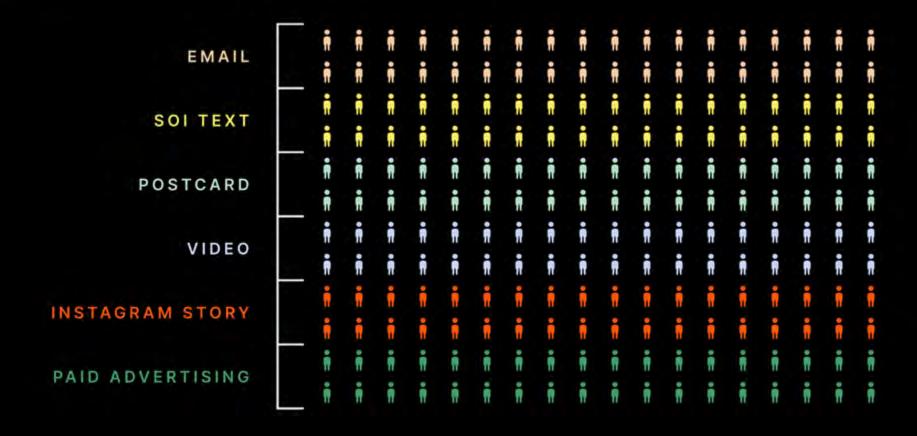












#### The Blueprint



Attention



**Emotion** 



Action



Distribution

## If you don't try to be great, you won't even be good.

**Paul Graham** 

200K

#### Jenny HENSLEY

How I 4X'd My Business: The Secret to Skyrocketing Success



Raleigh, NC



jhensley@luxeresidentialnc.com

Homes sold: 14

GCI: **\$234,562** 

Volume: **\$14,537,589** 



### THE PROBLEM



#### What Are We Talking About?

Create a SYSTEM for Scalable Business
Leverage People and Technology
Track to Become Profitable



#### Why Did I Choose Pop-By's?



**COMMUNITY** 



**TRUST** 



**ACCESSIBILITY** 



## Create a Strategy & Marketing Plan



#### **AUGUST**

#### 2024 BACK TO SCHOOL POP-BY

MON	TUE	WED	THU	FAI	SAT	SUN
	ORDER/	SHOP FOR MA	T TERIALS	2	3	4
CONFIRM RECIPIENT LIST	6	7	8	9 MAP OUT & ASSIGN THE DELIVERY ROUTES FOR JENNY & ZUZ	10	11
12	ASSEMBLE	14 BASKETS	15	16 DELIVERY DAYS!	17	18
19	20	21	22	23	24	25
26	27 HRST DAY OF WAKE COUNTY SCHOOLS	28	29	30	31	

#### POP-BY GOALS:

- 1. HIGH QUALITY/NAME BRAND GIFTS.
- 2, SHOP LOCAL WHEN POSSIBLE!
- 3. FILM! THE MORE B-ROLL THE BETTER.

#### NOTES

#### TRACK EVERYTHING:

- \* TIME
- MONEY SPENT
- \* INCOME
- \* CLIENT REPUSIS
- CLIENT TEXTS

"IF YOUR ASSISTANT DELIVERS THE POP-BY, BE SURE TO SEND THAT CLIENT A PERSONALIZED TEXT"



## **Corresponding Social Media Plan**

• Views: 54,400

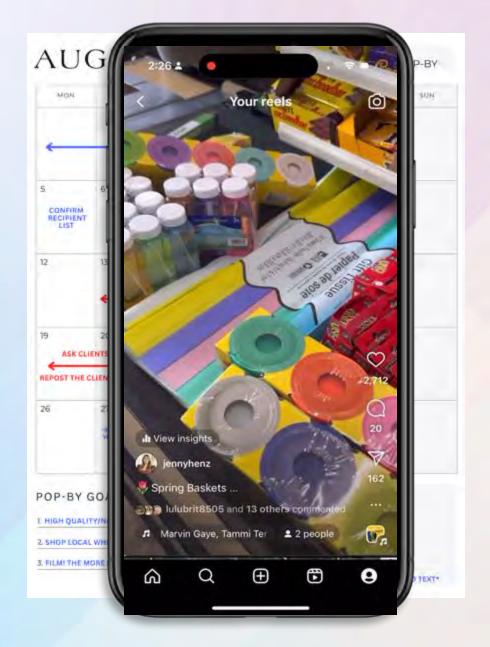
• Shares: 162

• Saves: 160

• Likes: 2,712

Unique Accounts Reached: 40,769

New Followers: 75















#### **GET TAGGED!**















YEARLY CALEND	AR	OCLIENTS W/ KIDS
JANUARY	FEBRUARY	MARCH
NEW YEAR'S WINE BOTTLES  • QTY: 30-40 • * REMINDER * • CREATE CUSTOM LABELS & RIBBON BY X DATE	VALENTINE'S CANDY BAGS (LOCAL IF POSSIBLEI)	NO POP BY'S IN MARCH (BREAK BETWEEN WINTER & SPRING POP BY'S)
APRIL	MAY	JUNE
• QTY: 50	7	(LOTS OF CLIENTS ON SUMMER VACATION)
	LOWERS? BRIGHT COLORS?	
<ul> <li>LOCAL IF POSSIBLE</li> <li>ARE THEY HIGH QUALITY P</li> </ul>		SEPTEMBER
O LOCAL IF POSSIBLE  ARE THEY HIGH QUALITY P  THEME: GARDENING? F  JULY  BACK TO SC  QTY: 30-40  ORDER ITEMS BY X DATE  DROP OFF BEFORE SCHOOL  ARE THEY HIGH QUALITY P	AUGUST HOOL BASKETS	NO POP BY'S IN SEPTEMBER
O LOCAL IF POSSIBLE  ARE THEY HIGH QUALITY P  THEME: GARDENING? F  JULY  BACK TO SC  QTY: 30-40  ORDER ITEMS BY X DATE  DROP OFF BEFORE SCHOOL  ARE THEY HIGH QUALITY P	AUGUST HOOL BASKETS LSTARTS RODUCTS?	NO POP BY'S IN

### HOW CAN YOU GROW FROM HERE?



#### The Numbers Never Lie...

- Total time spent: 56 hours
- Total cost: \$2,432
- GCI 2023 = \$125,000
- Return = 51x
- Hourly Rate: \$2,232

#### 2024 SO FAR:

- Volume: \$11,424,000
  - GCI: \$224,532



#### What Are We Talking About?

Create a SYSTEM for Scalable Business
Leverage People and Technology
Track to Become Profitable



### Jenny Hensley

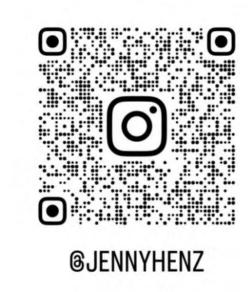
Raleigh, NC





O @JENNYHENZ







## 10 Dialogues - 10 Minutes Double Your Conversion

Jeff Mays



70 Clients \$500k+ GCI 42 Deals 120+ Appts



## Here's The Scenario... Here's What They Say.



#### **Online Leads**

#### **VIP Program**

"If I found you the perfect home and it wasn't on the market, would you want to know about it?" Buyer: "Of course. Absolutely."



"It's too detailed to explain over the phone or by email plus I'm sure you'll have some questions.

Let's set up a strategy session to see if this program works for you."

Buyer: "Sounds good."





#### **BUYER SERVICES**



**Carolyn Young** 

Ashburn, VA<br/>IG: carolynyounghomes



"If I found you the perfect home and it wasn't on the market... would you want to know about it?

We'd be happy to ONBOARD you to our VIP PROGRAM.



#### **Buyer Conversion - Open House**

#### **Off-Market Properties**

"Most buyers don't realize that **10-15**% of properties are sold **OFF-MARKET**. What that means is...if you see 10 houses online...there are a min. of 1-3 others you are **NOT** seeing. Would you want to know about these?"

OH Buyer - "Ahhhh...yes!"

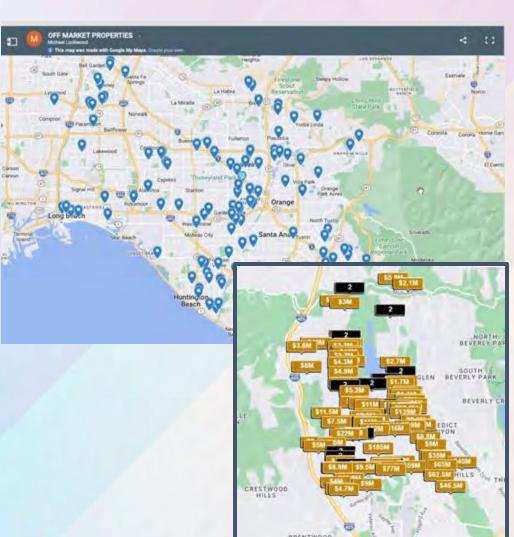
"Perfect...then what happens next is... let's get together to discuss how I can help you win in this market."



#### **Colton Whitney**

IG: colton\_whitney





#### "Most buyers don't realize that 10-15% of properties sell OFF-MARKET. Did You Know That?"



#### **Buyer Conversion**

#### I've Never Had To Sign Anything Before.

"I totally understand how you feel—most buyers have had the same concern.

If my Mom looked at houses...I'd have to ask her to sign this too. This agreement is crucial in finding your next home. And now it's a requirement.

Let's get the paperwork out of the way...so we can start looking at homes. Will that work?



## "If my Mom looked at houses... I'd have to ask her to sign this too."



#### **Buyer Conversion**

#### I Can't Afford To Pay or Don't Want To Pay You

"It seems like you're worried about the fee?" Buyer: Yeah...I am.

"And you probably don't want to pay any extra costs?" Buyer: No..I don't.

"What if we negotiate with the seller to cover that fee so your out-of-pocket costs won't increase. Would you feel more comfortable if we included that language in this agreement or our offer? Buyer: I would.



"What if we negotiate with the seller to cover that fee so your out-of-pocket costs won't increase?"



### Buyer Conversion 'Il Just Call Someone Else

"If you call me or another agent...including the listing agent...we're now legally required to have you sign this paperwork...basically you'll have to sign something."

Buyer: Really? Ok.

"It's kind of like test-driving a new car—they always asked you to sign something first.

Now it's a requirement in real estate too. I totally get it...so don't shoot the messenger. 

Buyer: So what does this mean?

"Has anyone explained the new process of buying a home? Buyer: Not really... not recently.

"Ok... then the next step is...let's go over the new forms and the updated contract you'll need to review before looking. And let's start to get to know each other. Would that help you out?



"It's kind of like test-driving a new car—
they always asked you to sign
something first.
Now it's a requirement
in real estate."



#### **Rate Text EVERY Lead This!**

OMG, did you see what interest rates are doing? They're starting to dropped big time!

This is what you've been waiting for: lower rates, more choices, and less competition. Plus, rates are expected to trend down over the next few months.

A 1% rates drop means your buying power went up 10%! 💪





"This is what you've been waiting for...
lower rates, more choices,
and less competition!
Plus rates are trending downward too."





500+ IG Leads 130+ IG Sales 4yrs in RE

> Elio Alanis Houston, TX









become a HOMEOWNER
THIS YEAR

Text Home 832-702-0422









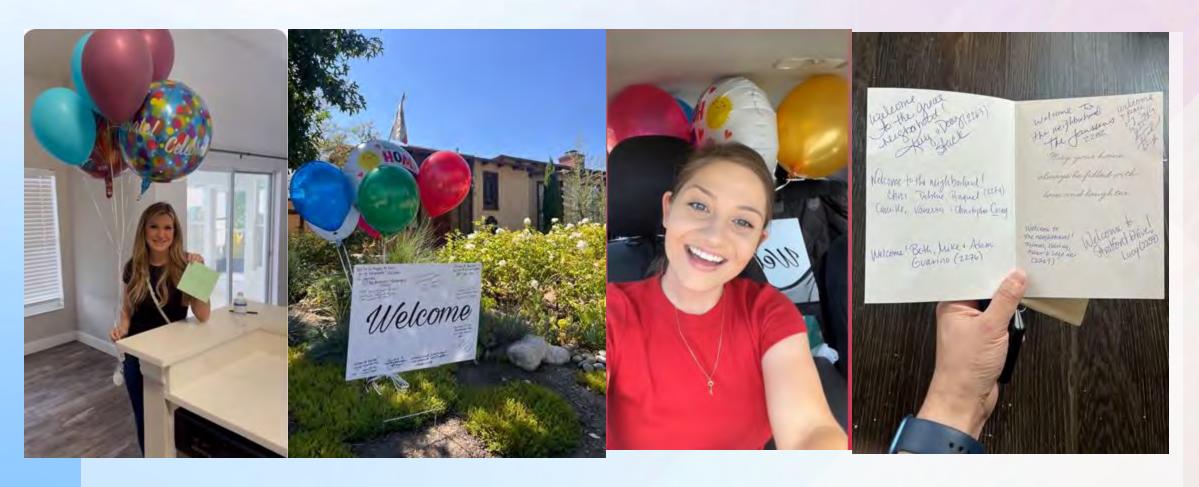
#### **Elio Alanis**

Houston, TX IG: eliorealtor

#### "Text HOME to get things started!"



#### **Marketing Winner**





## "Would you mind signing this 'Welcome to the Neighborhood' card for my buyer who's moving in this week?



Thank You...

You're The Best!

**Jeff Mays** 

IG: jeffmays\_RE







# "We become like the mentors we model most"





# "A great mentor converts decades of wisdom into immediate direction and action!"





# "We've all had transformational moments & mentors that shaped our Mindset"







## My Mom







# The Oracle... ©SteveHarney - 2010

Calm Down, Sit Down, Think. Plan. Act.

SUCCESS SUMMIT





"The best way to predict the future... is to create it yourself!"







# What would your mentors say to YOU about this moment & your business?

