



Day 3

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200K

Mikki **RAMEY**

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

 Charleston, SC

 mikramey@gmail.com

Homes sold: **175**

GCI: **\$1,580,000**

Volume: **\$86,500,500**



Sphere Growth:

\$0 to \$200K with Online Leads

Mikki Ramey



**Life is a series
of moments.**

From showing shock to celebration calls!



My Story

- **Personal**

- Wife
- Mother of 4
- Former Teacher

- **Real Estate Sales**

- 2004: 0
- 2008: 4
- 2023: 190 Units, \$96M Volume
- 2024: 168 Units, \$84M Volume

My Why: Then and Now...



Why pay for online leads?

- x To create business opportunities now!
- x To be a practitioner of real estate.
- x To build relationships.
- x To create opportunities for future business with **HIGHER PRICE POINTS** and **HIGHER COMMISSIONS**.





My Perspective on Online Leads...

DON'T BE A WHINER!

FOLLOW UP FOREVER!

AIM FOR OVERTIME!



SUCCESS SUMMIT

Commissions Our Team Made in 2023 from Repeat Online Leads & Medical Leads

ONLINE LEADS

Realtor.com/Zillow/Redfin/
Company App/Facebook
Total: \$222,020

MEDICAL LEADS

Total: \$179,000

GRAND TOTAL: \$401,020

Systems?



SYSTEMS FOR NEW LEADS: Call Immediately

Appointment

Location

Motivation

Follow Up After Call

Text from
Ylopo AI
(Raiya)

Drip Email
Begins
(Follow Up
Boss)

Call for 7
Days by
ISA

Dreaded Objections or Opportunities?

**“I closed on my
house last week!”**

**“I already have an
agent.”**



The Fortune is in the Follow-Up!

CLIENT EVENTS: 2

MONTHLY HOME VALUATION REPORTS: 12

ISA EMAILS: 4

VYRAL VIDEO NEWSLETTER + ALL TEXT
NEWSLETTER: 48

COMMENT ON CLIENTS' SOCIAL MEDIA: 2

DINNERS AT MY HOUSE

OVER 68 TOUCHES PER YEAR!

DM me with the word “SUMMIT”

Mikki Ramey

843.478.1684

mikramey@gmail.com



@JASONPANTANA





IF YOU DON'T HAVE A COMPETITIVE ADVANTAGE
DON'T COMPETE

Jack Welch

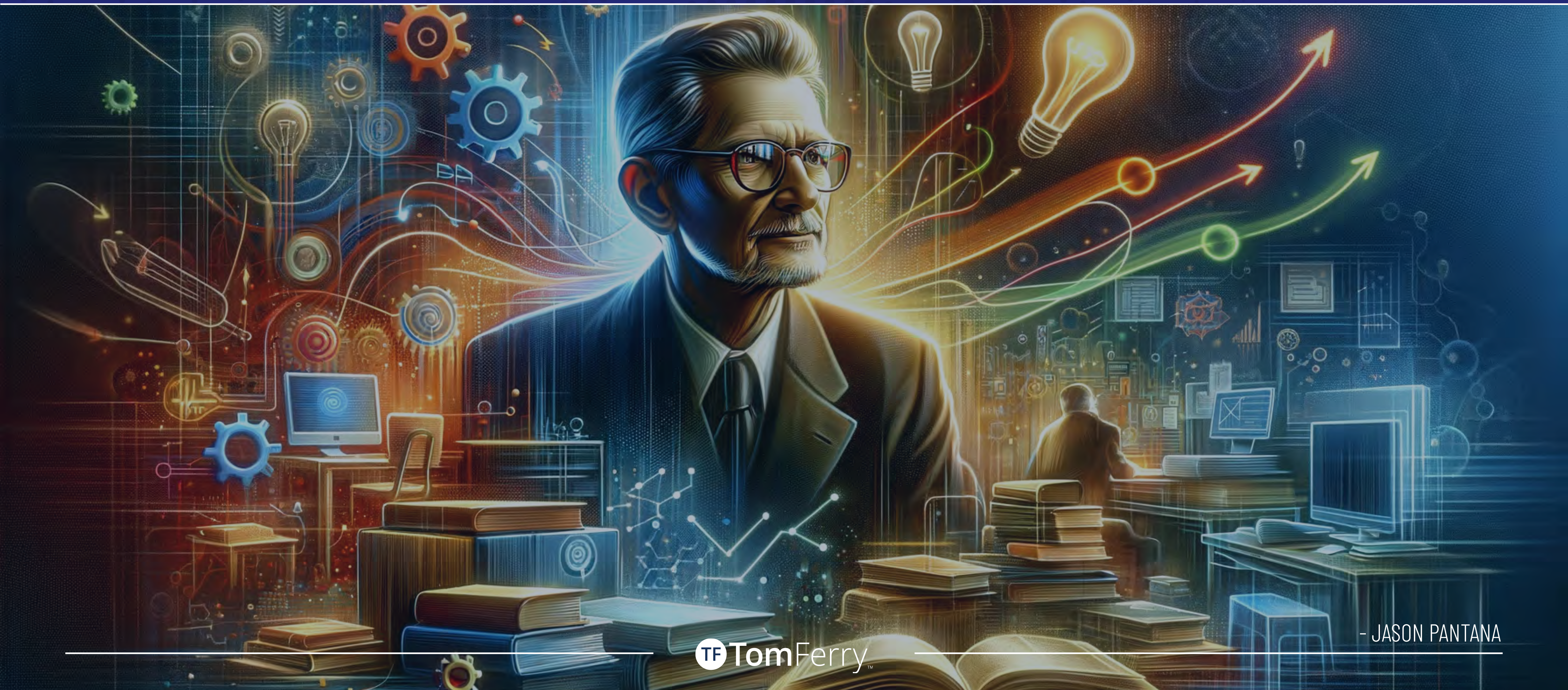


@jasonpantana

Q:

*Who's the seller's
dream agent?*

KNOWLEDGE BROKER



KNOWLEDGE BROKER



Trey Willard

***I saw you everywhere, you answered my call,
and you knew what you were talking about...***

CUT THROUGH **THE NOISE**

INSTANT EXPERTISE

THE MATRIX



LIMITLESS

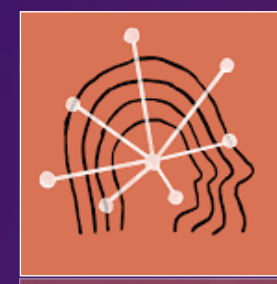


IRON MAN



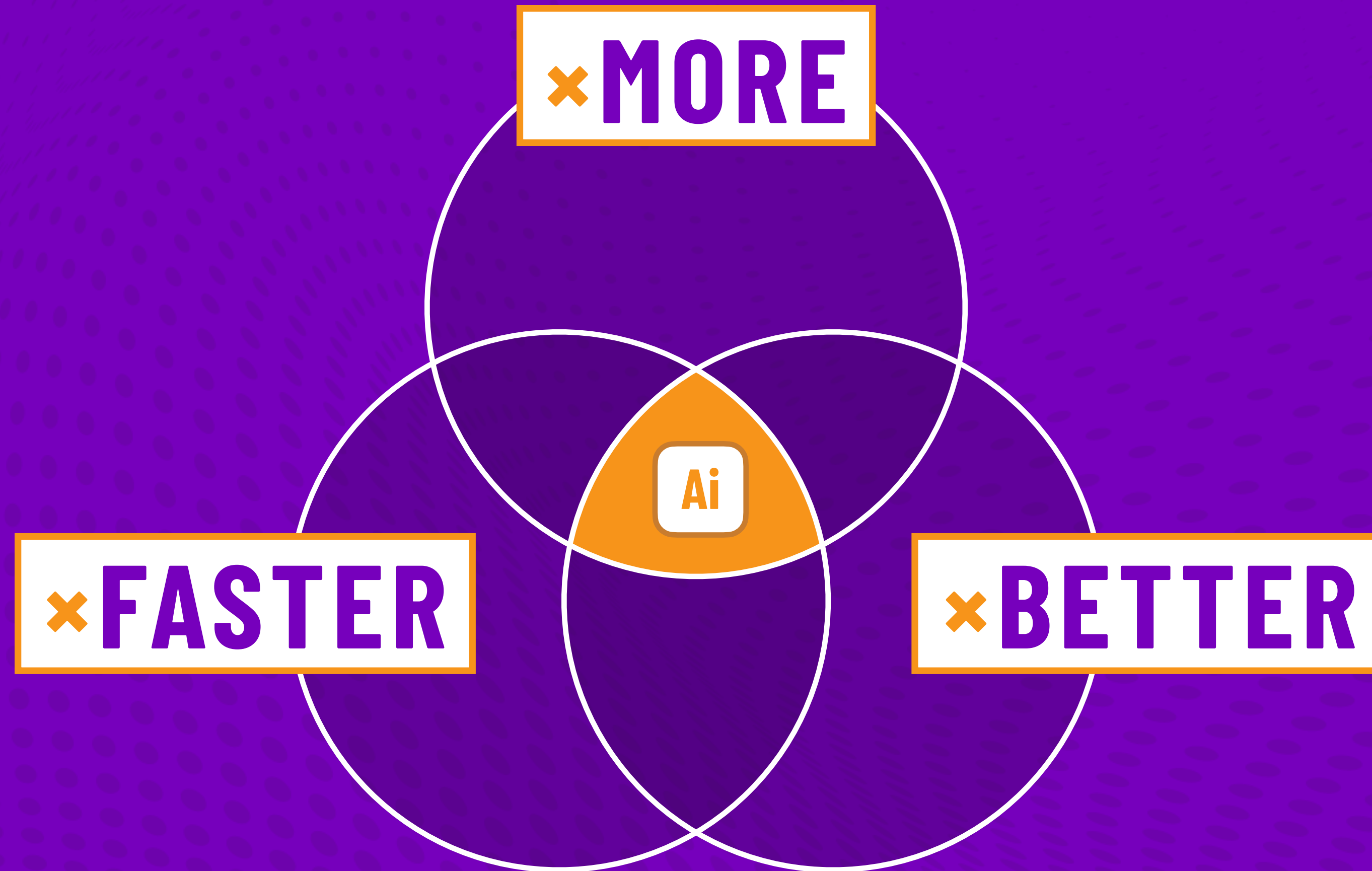
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GENERATIVE AI




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FORCE MULTIPLIER



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CHATGPT  OMG

MORE THAN TEXT

1. Documents
2. Spreadsheets
3. Images
4. Videos
5. PDFs

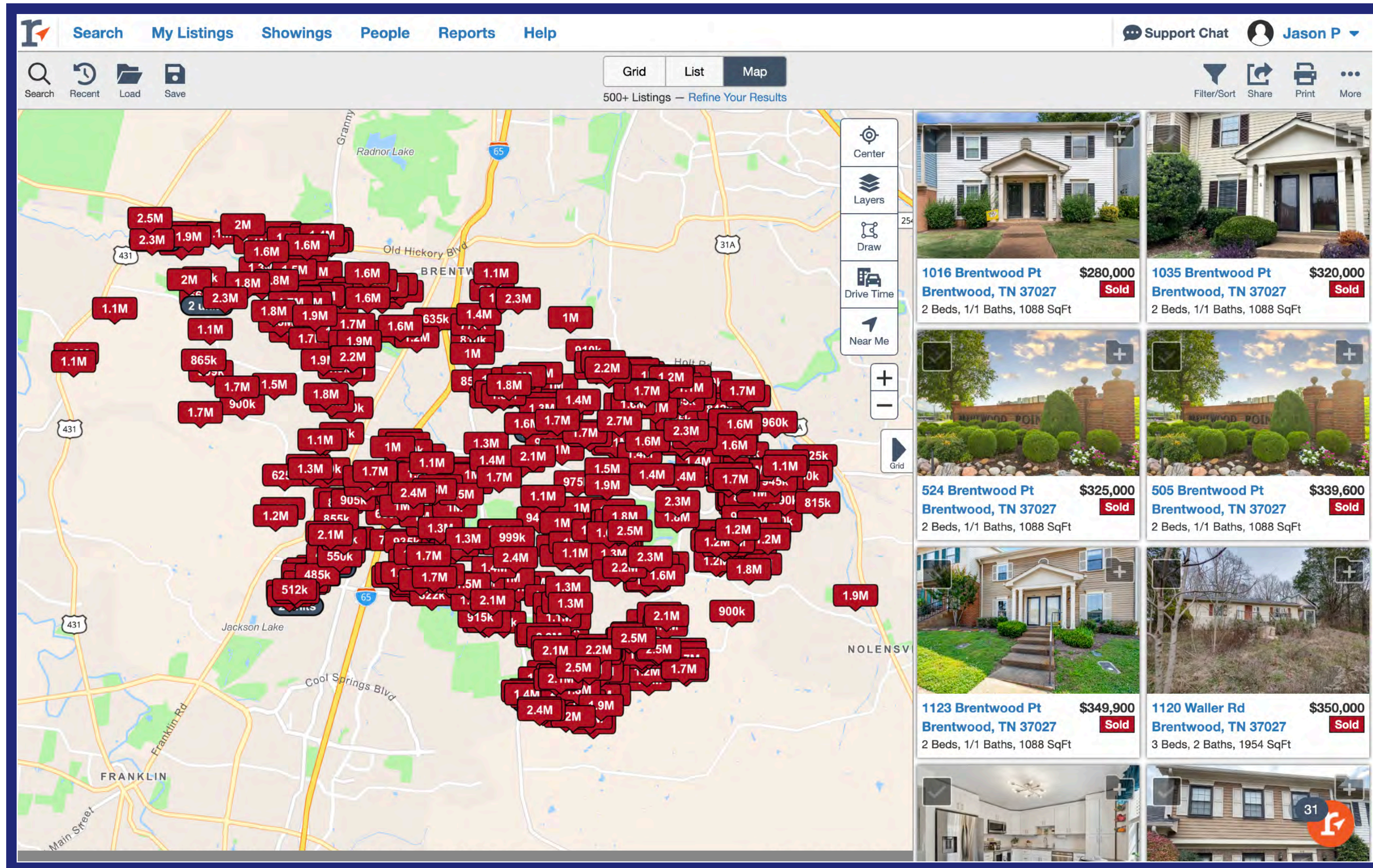
- A. Edit
- B. Analyze
- C. Convert
- D. Export
- E. Create

AMATEUR TO EXPERT

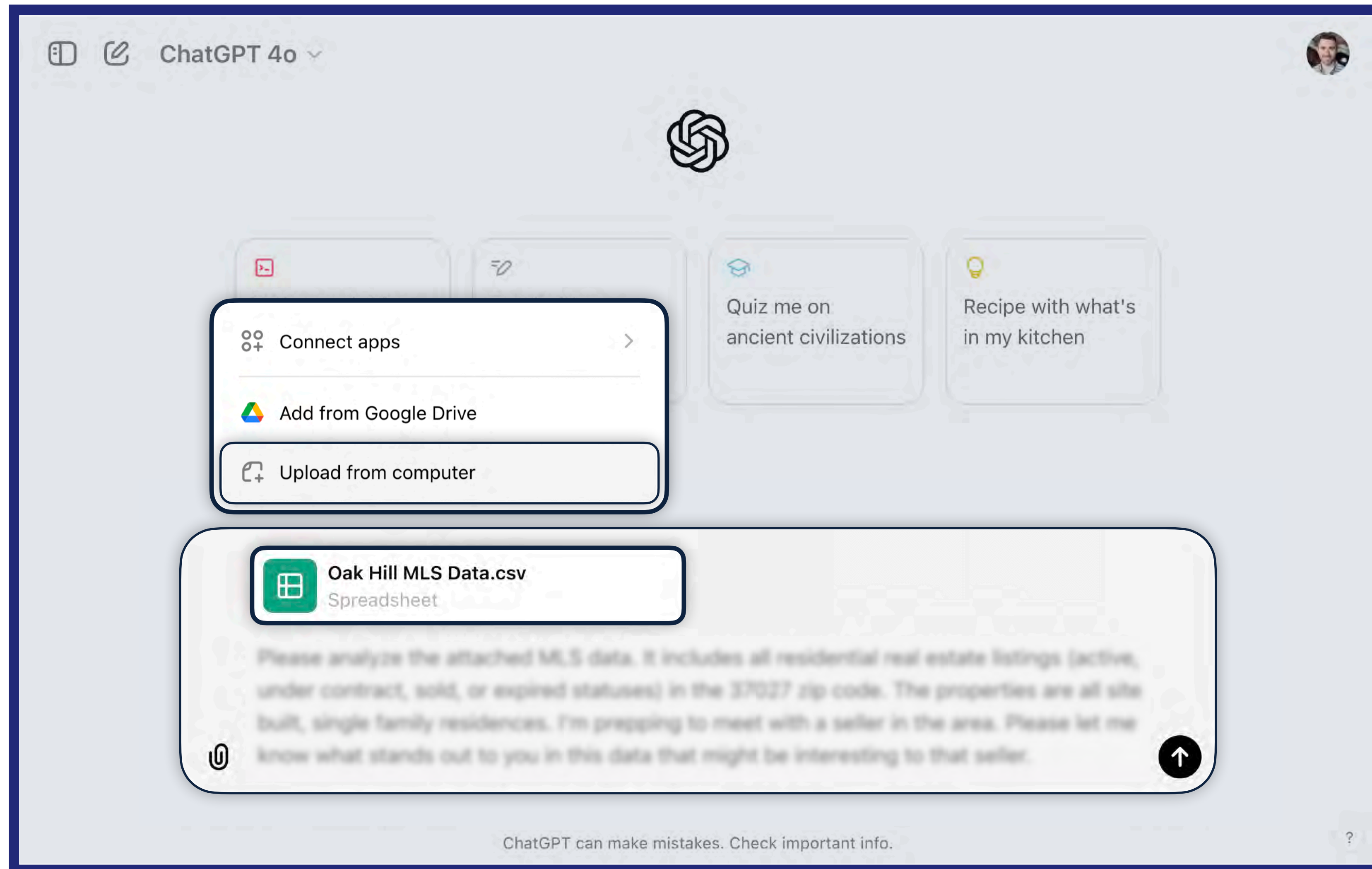
1

MARKET FACTOIDS

MARKET FACTOIDS



MARKET FACTOIDS



ARTIFICIAL REASONING



PROBABLISTIC

Estimates likelihoods
based on probabilities



DETERMINISTIC

Predicts outcomes
with factual certainty

MARKET FACTOIDS





@jasonpantana

Q:

*How important is
sounding smart?*

MARKET FACTOID

I'm preparing for a listing presentation and need a single, brilliant market insight that will impress a prospective seller. The subject property is a [describe the home: e.g., beds, baths, square footage, etc.]. The insight should be data-driven, nuanced, and specifically relevant to this property's unique characteristics and current market conditions. Importantly, the insight must be drawn exclusively from the provided MLS data, without fabricating or making up any statistics. It should reveal an unexpected value or trend that directly impacts the home's sale price or market positioning, making the seller think, "Wow, this agent really understands how to maximize my property's value."

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2


LISTING LIE DETECTOR


LISTING LIE DETECTOR


ChatGPT 4o




Python script for daily email reports


Text inviting neighbors to barbecue

Quiz me on ancient civilizations

Recipe with what's in my kitchen

Oak Hill MLS Data.csv
Spreadsheet

Using the uploaded MLS data, construct a table that accurately compares the performance of listing agents (not buyer agents) YTD. The table should include the following columns: A = Listing agent name (anonymized to protect identity), B = Listings taken, C = Listings sold, D = Listings unsold (including active, cancelled, and expired listings), E = Median list-to-sale price ratio (for sold listings), F = Median days on market, G = Price reduction data (how many, how much, etc.), and H = A one-sentence critique of the agent's performance. Use judgment to determine which column corresponds to each required data point in the dataset. Ensure that the data is drawn exclusively from the MLS dataset without fabricating or estimating any figures.



ChatGPT can make mistakes. Check important info.

TF TomFerry™

- JASON PANTANA

LISTING LIE DETECTOR

Agent Performance Comparison (Corrected List-To-Sale Ratio)

	Listing Agent	Listings Taken	Listings Sold	Listings Unsold	Median List-to-Sale F	Median Days on Mark	Price Reductions
1	Agent 1	13	1	12	83%	27	4
2	Agent 2	2	1	1	94%	98	1
3	Agent 3	1	1	0	100%	2	0
4	Agent 4	1	0	1	0%	13	0
5	Agent 5	1	0	1	0%	39	1
6	Agent 6	1	1	0	98%	171	1
7	Agent 7	1	1	0	97%	55	1
8	Agent 8	1	1	0	98%	8	0

Agent Performance ...

I have created the requested table comparing the performance of listing agents year-to-date (YTD). The table includes anonymized agent names, the number of listings taken, sold, and unsold, the median list-to-sale price ratio, median days on market, price reductions, and a brief critique of each agent's performance. If you need further analysis or adjustments, feel free to ask! [?]

Message ChatGPT

LISTING LIE DETECTOR

Using the uploaded MLS data, construct a table that accurately compares the performance of listing agents (not buyer agents) YTD. The table should include the following columns: A = Listing agent name (anonymized to protect identity), B = Listings taken, C = Listings sold, D = Listings unsold (including active, cancelled, and expired listings), E = Median list-to-sale price ratio (for sold listings), F = Median days on market, G = Price reduction data (how many, how much, etc.), and H = Statistical probability the agent will cut the price on their next listing. Use judgment to determine which column corresponds to each required data point in the dataset. Ensure that the data is drawn exclusively from the MLS dataset without fabricating or estimating any figures.

LISTING LIE DETECTOR

Using the uploaded MLS data, construct a table that accurately compares the performance of listing agents (not buyer agents) YTD. The table should include the following columns: A = Listing agent name (anonymized to protect identity), B = Listings taken, C = Listings sold, D = Listings unsold (including active, cancelled, and expired listings), E = Median list-to-sale price ratio (for sold listings), F = Median days on market, G = Price reduction data (how many, how much, etc.), and H = Statistical probability the agent will cut the price on their next listing. Use judgment to determine which column corresponds to each required data point in the dataset. Ensure that the data is drawn exclusively from the MLS dataset without fabricating or estimating any figures.

LISTING LIE DETECTOR

Using the uploaded MLS data, construct a table that accurately compares the performance of listing agents (not buyer agents) YTD. The table should include the following columns: A = Listing agent name (anonymized to protect identity), B = Listings taken, C = Listings sold, D = Listings unsold (including active, cancelled, and expired listings), E = Median list-to-sale price ratio (for sold listings), F = Median days on market, G = Price reduction data (how many, how much, etc.), and H = Statistical probability the agent will cut the price on their next listing. Use judgment to determine which column corresponds to each required data point in the dataset. Ensure that the data is drawn exclusively from the MLS dataset without fabricating or estimating any figures.

LISTING LIE DETECTOR


Sandra Pike

Halifax, Nova Scotia

Agent Performance Comparison (Corrected List-To-Sale Ratio)					
	Listing Agent	Listings Taken	Listings Sold	Listings Unsold	Median List-to-Sale F Median Days on Mark
				12	83% 27
				1	94% 98
3	Agent 3	1	1	0	100% 2
4	Agent 4	1	0	1	0% 13
5	Agent 5	1	0	1	0% 39
6	Agent 6	1	1	0	98% 171
7	Agent 7	1	1	0	97% 55
8	Agent 8	1	1	0	98% 8

Agent Performance ...

We created the requested table comparing the performance of listing agents year-to-date. The table includes anonymized agent data, the number of listings taken, sold, and unsold, the median list-to-sale price ratio, the median days on market, price reductions, and a breakdown of each agent's performance. If you need further analysis or adjustments, feel free to reach out.



AI LISTING MACHINE

AUTOMATE & DOMINATE

- JASON PANTANA

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YOU × AI = *MORE. FASTER. BETTER.*

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Meet Your New [Mar] Assistant



DATA PROCESSING



ANALYSIS

Uses generated code to examine the data




ABSORPTION

Directly ingests data into the AI model for analysis

3

CLIENT GOSSIP

CLIENT GOSSIP



Home

Roleplay

MLS Analysis

Market Info

Business Reviews

Templates

Chatbot



Advanced Settings

When you have a moment, please fill out your profile so we can serve you better. [Complete My Profile](#)

Business Reviews

Enhance your business strategy with our comprehensive Business Review Analysis feature, now supporting both Google and Zillow reviews. Log into your Google Business and Zillow accounts to have the AI analyze your reviews, uncovering hidden trends and patterns to transform raw data into actionable insights for improved customer satisfaction and business performance.

Cavalry Realty Group

 Google Reviews Zillow Reviews

Overall Sentiment

The overall sentiment of the reviews for Cavalry Realty Group is overwhelmingly positive, with a notable absence of negative feedback.

- Positive Sentiment:** The majority of reviews (over 90%) express satisfaction with the services provided. For example, Alex Avina praised Amber for her patience and helpfulness during the home-buying process, stating, "Choosing Cavalry Realty Group... was one of the best decisions we have made." Similarly, Chuck L highlighted the team's professionalism and communication, stating, "Work with them and you won't be disappointed!"
- Negative Sentiment:** There is one notable negative review from Yolanda Ramos, who expressed dissatisfaction with the service, claiming the team was only interested in a payday and left her to deal with issues post-transaction. This review stands out as it contrasts sharply with the overall positive feedback.

⚡ GENERATE CONTENT BASED ON PROVIDED INFORMATION

Social Media

Video Script

Email

Blog Post

Talking Points

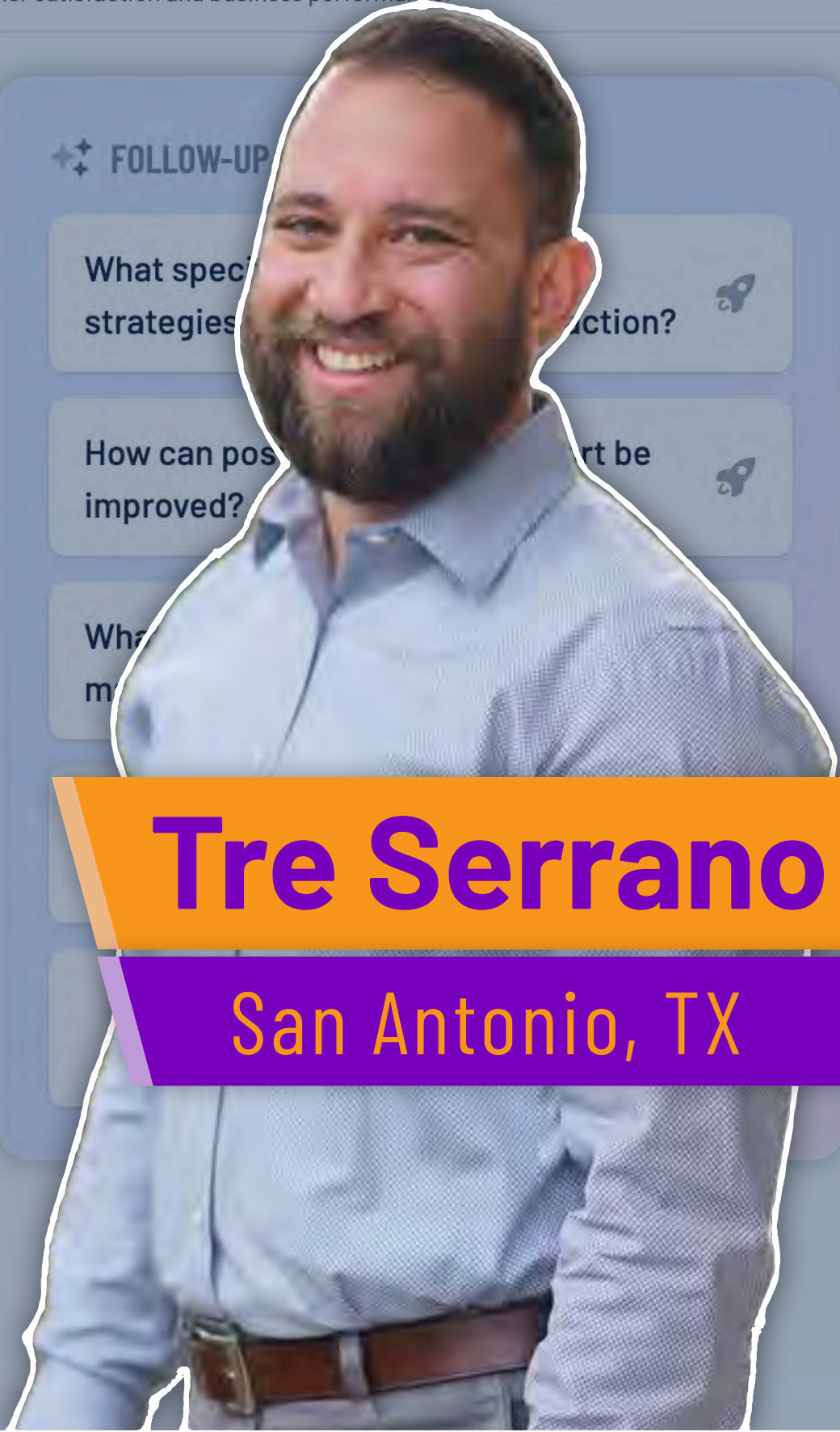
Others

FOLLOW-UP

What specific strategies can be implemented to improve customer satisfaction?

How can positive feedback be leveraged to improve service?

What metrics can be used to track the success of these strategies?



Tre Serrano

San Antonio, TX

4

ROLE-PLAY ROYALE

ROLE-PLAY ROYALE



VOICE



Meet Your New [Mar] Assistant





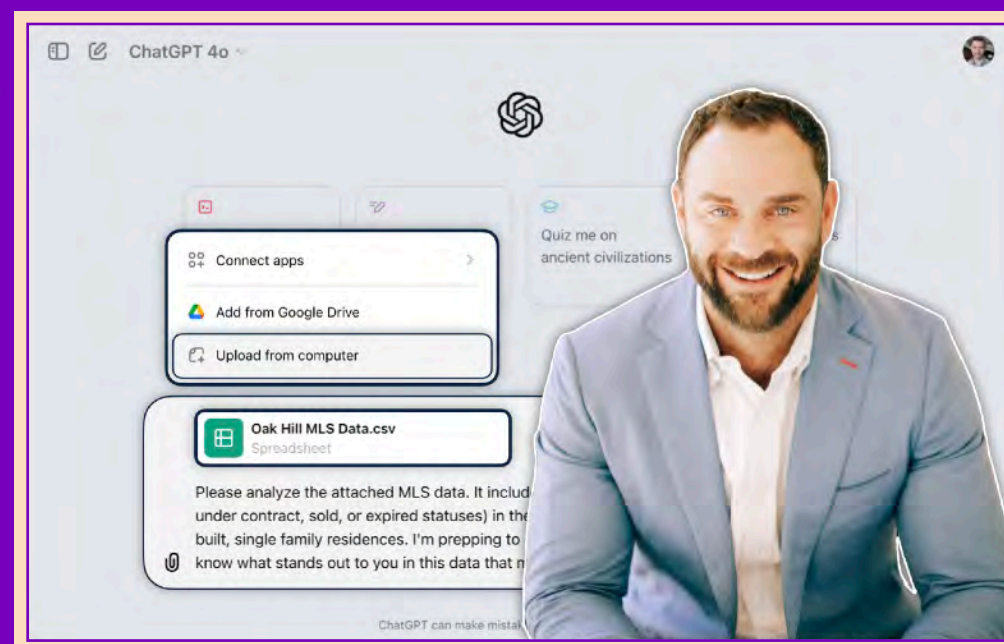
@jasonpantana

Q:

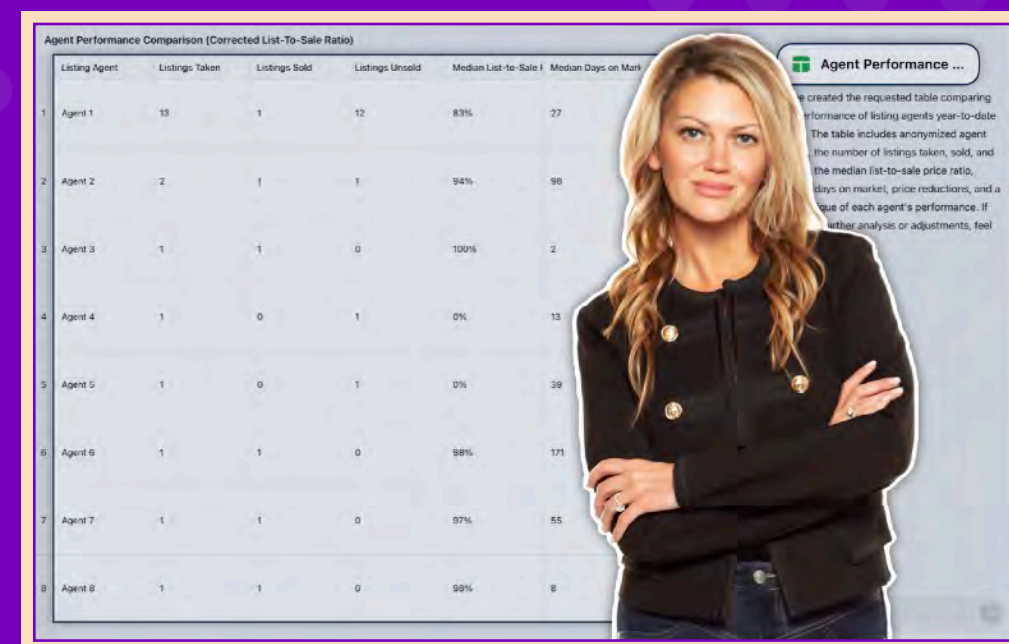
*What's giving you a
competitive edge?*

GENERATIVE AI

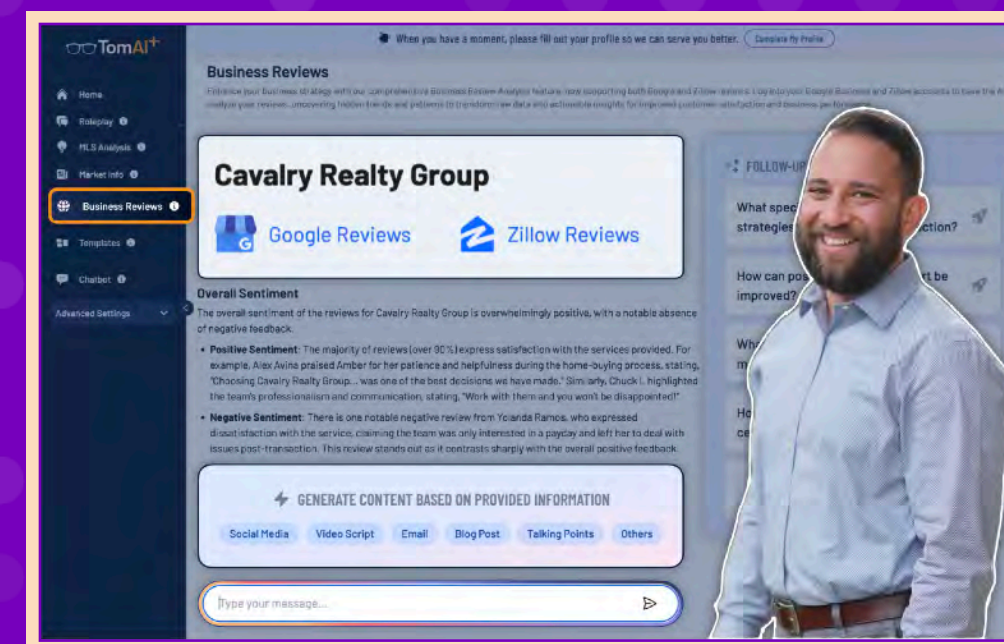
MARKET FACTOIDS



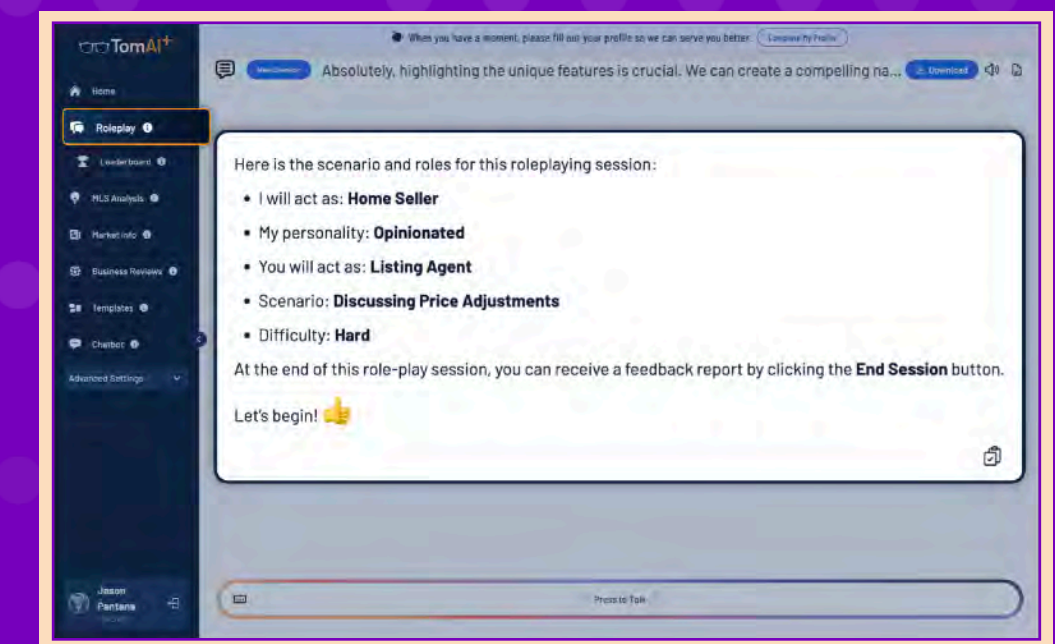
LISTING LIE DETECTOR



CLIENT GOSSIP



ROLE-PLAY ROYALE



SMARTER

FASTER

BETTER

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BECOME LISTING **DOMINANT**

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Meet Your New [Mar] Assistant



ROLE-PLAY ROYALE

When you have a moment, please fill out your profile so we can serve you better. [Complete My Profile](#)

New Session

New Session

Hey there 🖐️

To get started, please answer a few questions so I can tailor the experience to your preferences

WHO WOULD YOU LIKE ME (THE AI) TO BE?

Home Buyer

Home Seller

Buyer Agent

Listing Agent

Recruiter

Other

← Back

Next →

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ROLE-PLAY ROYALE

When you have a moment, please fill out your profile so we can serve you better. [Complete My Profile](#)

New Session

New Session

AI Role

AI Personality

Your Role

Scenario

Difficulty

Home Seller

...

...

...

...

PERFECT! WHAT PERSONALITY TRAITS WOULD YOU LIKE ME (THE AI) TO HAVE?

Neutral

Friendly

Enthusiastic

Opinionated

Skeptical

Assertive

Rude

Other

← Back

Next →

ROLE-PLAY ROYALE

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New Session

New Session

AI Role

AI Personality

Your Role

Scenario

Difficulty

Home Seller

Opinionated

...

...

...

AND WHO WILL YOU BE PORTRAYING?

Home Buyer

Home Seller

Buyer Agent

Listing Agent

Recruiter

Other

← Back

Next →

ROLE-PLAY ROYALE

When you have a moment, please fill out your profile so we can serve you better. [Complete My Profile](#)

New Session

New Session

AI Role

Home Seller

AI Personality

Opinionated

Your Role

Listing Agent

Scenario

...

Difficulty

...

AWESOME! WHAT SCENARIO WOULD YOU LIKE TO ROLEPLAY?

Discussing Price Adjustments

Understanding a Seller's Motivation to Sell

Preparing for a Successful Open House

Approaching an Expired Listing Owner

Other

← Back

Next →

ROLE-PLAY ROYALE

New Session

AI Role

AI Personality

Your Role

Scenario

Difficulty

Home Seller

Opinionated

Listing Agent

Discussing...

...

LAST QUESTION. WHAT LEVEL OF DIFFICULTY DO YOU PREFER FOR THIS SESSION?

Easy

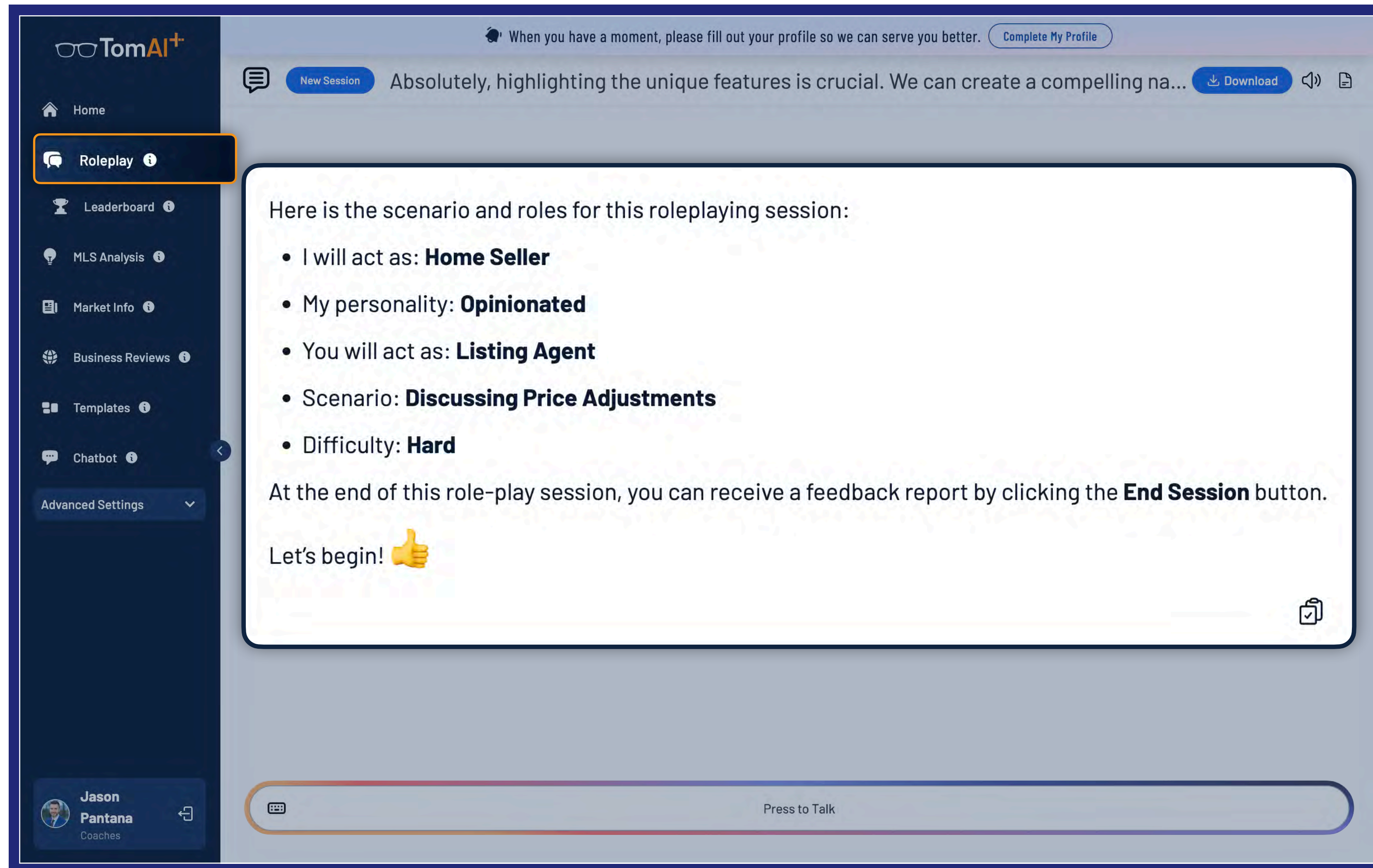
Medium

Hard





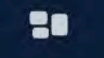






← Back

Begin ⚡

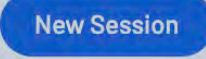


ROLE-PLAY ROYALE





ROLE-PLAY ROYALE







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 Absolutely, highlighting the unique features is crucial. We can create a compelling narrative around... [Download](#)  





Hi, I'm Alex, the homeowner. I've been thinking a lot about the price we've set for the house. I really believe it's worth more than what we've listed it at, considering all the upgrades and the prime location. I'm not too keen on dropping the price just yet. What's your strategy to get us the best offer without going lower?



   





Okay, I understand the importance of market positioning, but let's consider this: if we drop the price now, won't that just signal to buyers that we're desperate or that something's wrong with the property? Maybe we should hold firm for another couple of weeks and see if the market reacts to our current strategies. What do you think about waiting it out a bit longer?


 

I see your point about market momentum, but I'm still leaning towards holding the price for now. Let's give it another two weeks and reassess based on any new interest or offers that come in. If there's no significant movement, I'll be more open to discussing a price adjustment then. How does that sound to you?

 Press to Talk

ROLE-PLAY ROYALE

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Absolutely, highlighting the unique features is crucial. We can create a compelling narrative around... [Download](#)

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I see your point about market momentum, but I'm still leaning towards holding the price for now. Let's give it another two weeks and reassess based on any new interest or offers that come in. If there's no significant movement, I'll be more open to discussing a price adjustment then. How does that sound to you?

That sounds like a reasonable plan. Let's proceed with the slight price adjustment and the enhanced marketing efforts. I'm looking forward to seeing how these changes will impact the interest in the property. Please keep me updated with any significant developments.

Press to Talk



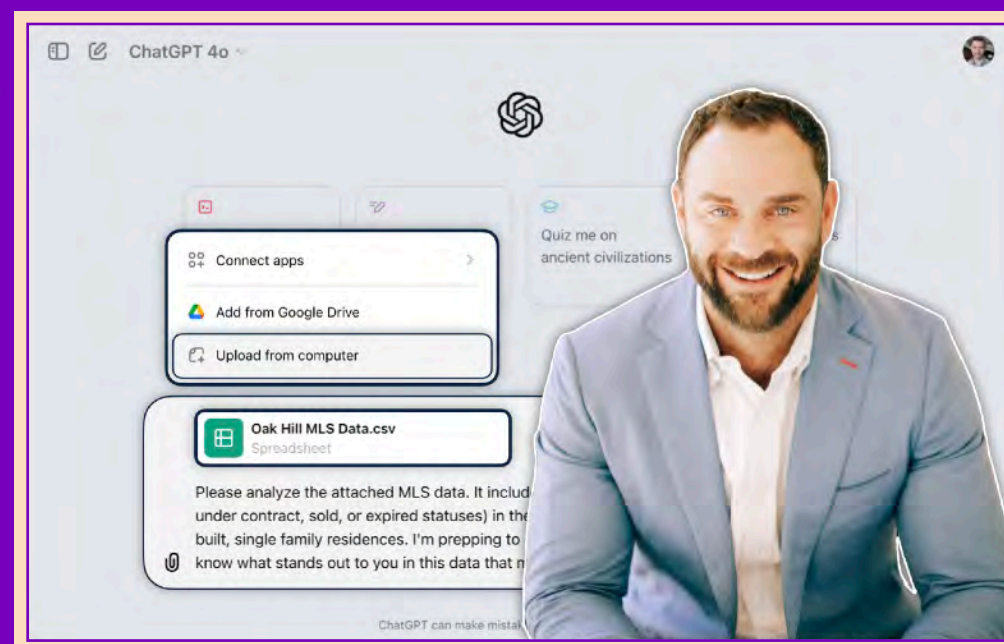
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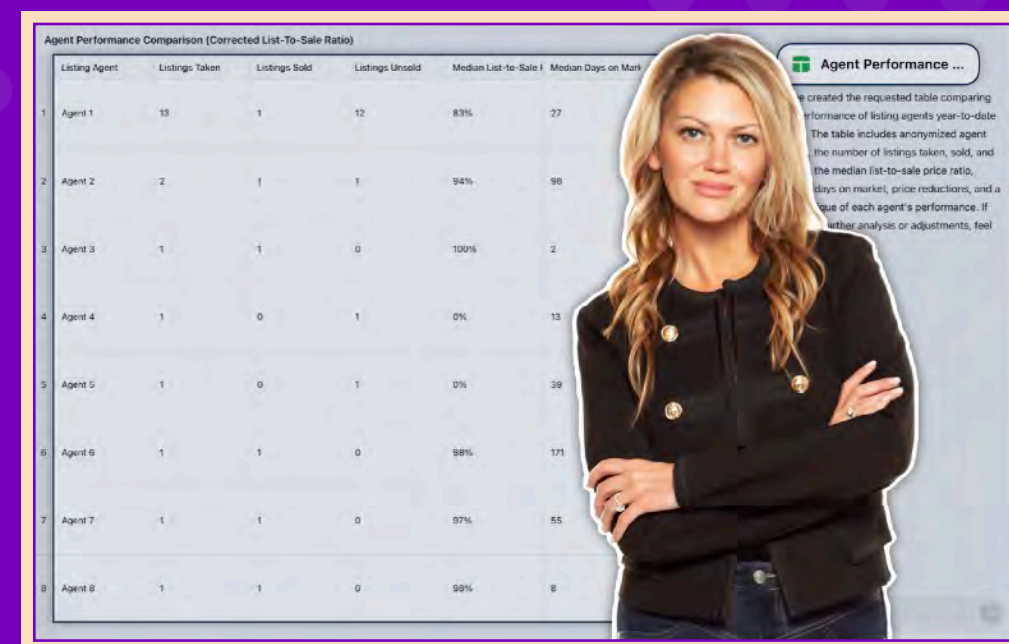
*What's giving you a
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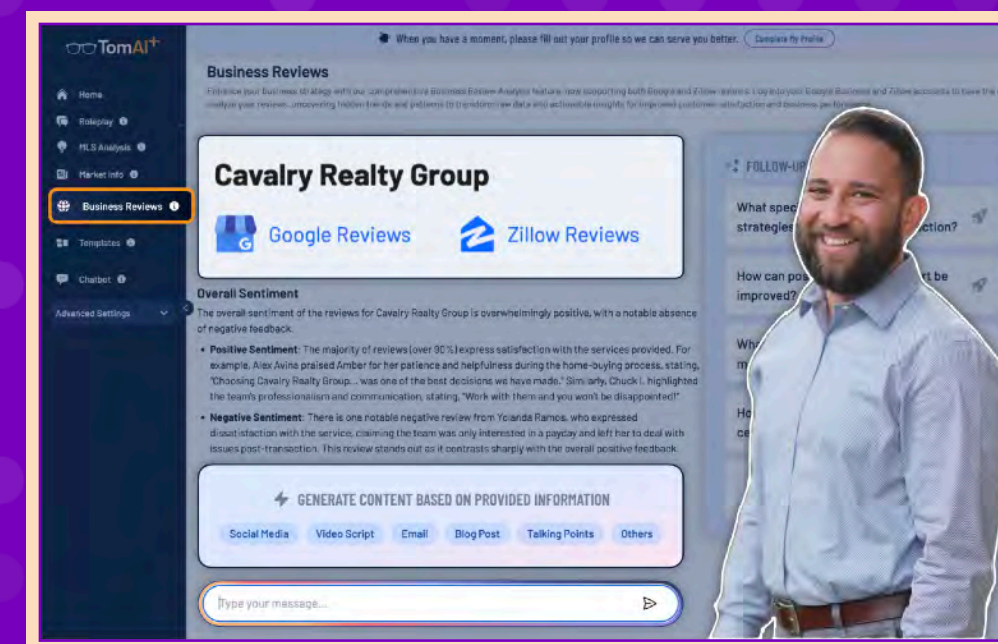
MARKET FACTOIDS



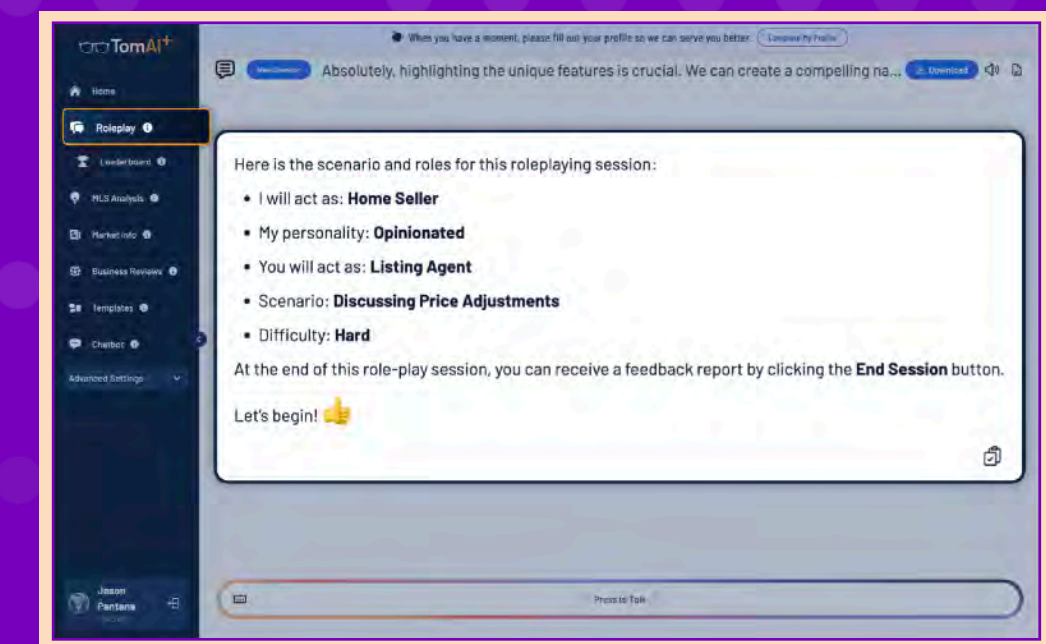
LISTING LIE DETECTOR



CLIENT GOSSIP



ROLE-PLAY ROYALE



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@JASONPANTANA



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Real estate agents and brokers should not discuss fees or commissions with other brokers as it is a violation of the Sherman Antitrust Act, which prohibits price-fixing, group boycotting and other antitrust violations.



SUCCESS SUMMIT

PalmAgent

Real Estate's #1 Closing Cost App



SUCCESS SUMMIT

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SUCCESS SUMMIT



A dark blue silhouette of a bison is positioned in the background, facing right. The bison's head is slightly lowered, and its horns are visible. The background is a gradient of blue and teal.

***Be the Bison
Charge the Storm!***



SUCCESS SUMMIT

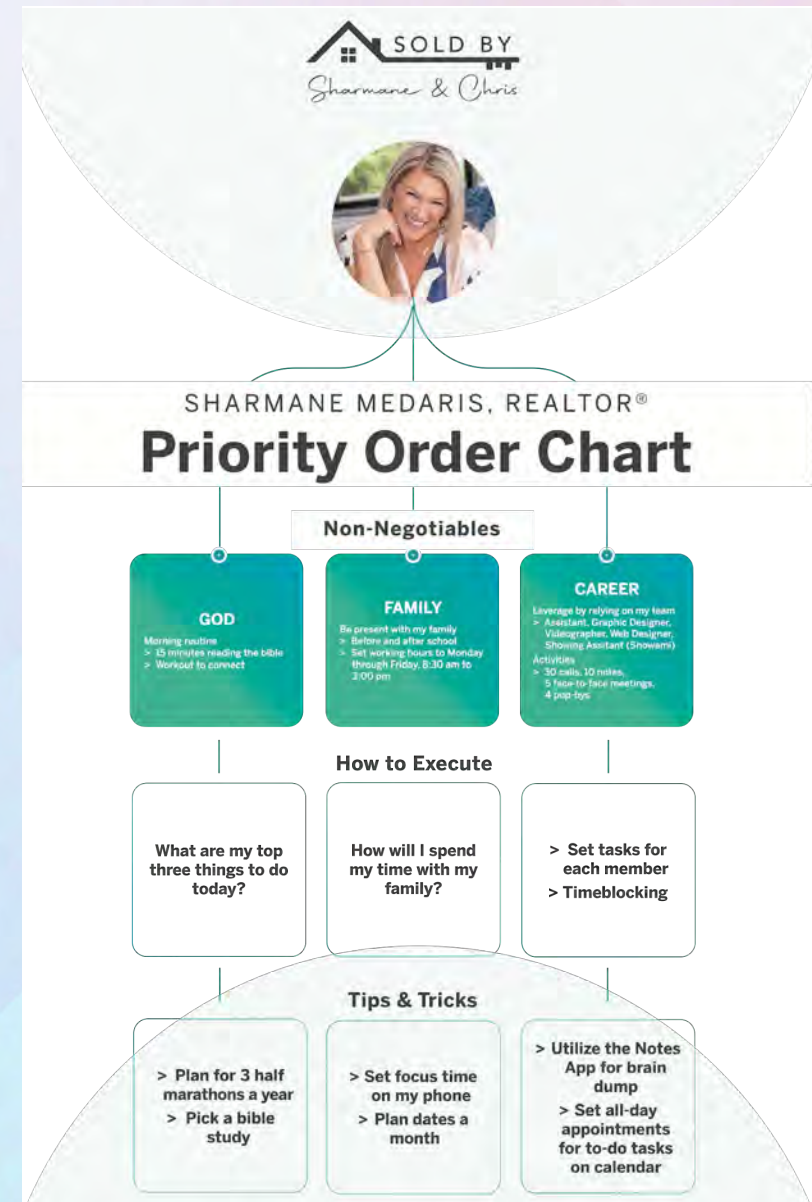
Let's Connect

 @soldbysharmane

 813.504.4479

 sharmane@soldbysharmane.com

DM me “**SUMMIT24**” for my Priority Order Playbook



1. The people around you shape your ability to think big.
2. Strong core values are essential for big thinkers, guiding your actions and expanding your vision.
- 3 Align with your significant other—reaching the finish line together is key.
- 4 Think big, but remember the small steps that get you there.



ABEL GILBERT
@growwithabel



ONEPATH REALTY
@onepathrealty



SOP for Creating a Goal Board to Execute Big Ideas

Jamie McMartin • @thejamiemcmartingroup • Houston, Texas

"Big" Goal Yearly (company-wide)	"Big" Goal Yearly (company-wide)	"Big" Goal Yearly (company-wide)
Sales	Marketing	Operations
1. S.M.A.R.T. Goal 2. S.M.A.R.T. Goal 3. S.M.A.R.T. Goal *Yearly (per department)	1. S.M.A.R.T. Goal 2. S.M.A.R.T. Goal 3. S.M.A.R.T. Goal *Yearly (per department)	1. S.M.A.R.T. Goal 2. S.M.A.R.T. Goal 3. S.M.A.R.T. Goal *Yearly (per department)
Large projects to focus on to achieve smart goals (these can change based on progress)	Large projects you will focus on to achieve smart goals (these can change based on progress)	Large projects you will focus on to achieve smart goals (these can change based on progress)
Quarterly goals (2-3)	Quarterly goals (2-3)	Quarterly goals (2-3)
List of specific tasks/projects you will complete to achieve quarterly goals Red - incomplete Blue - complete	List of specific tasks/projects you will complete to achieve quarterly goals Red - incomplete Blue - complete	List of specific tasks/projects you will complete to achieve quarterly goals Red - incomplete Blue - complete

Template

↑ Profit to 10% ★	↓ churn to 20% ★	↑ Sales by 10% ★
LEADERSHIP + FINANCE	OPERATIONS + MARKETING	SALES + RECRUITING
<ul style="list-style-type: none"> 3 new lead source opportunities increase community presence - 2 events/month increase brokerage involvement - 2 events/month 	<ul style="list-style-type: none"> improve transactions tracking - scale to 500 units/yr convert 1% of database create 10 deals through social 	<ul style="list-style-type: none"> close 800 units increase sales price by \$20k hire 30 agents
<ul style="list-style-type: none"> JMG partners (125) JM G legacy (+5) GISV functionality for business intelligence community + partnerships 	<ul style="list-style-type: none"> Hire personnel for support <ul style="list-style-type: none"> Listing coordinator ops/Inteq Agent Office mgmt RDM relationship + expansion Transaction/Client efficiency improvement <ul style="list-style-type: none"> Asana + GISV 	<ul style="list-style-type: none"> Proactive training <ul style="list-style-type: none"> Monthly training re-vamp Buyer + listing presentation focus Commission +2 menu Add a recruiting pillar ISA support plan Retention tracking - utilize FUB
Hire ISA/Client Care support JMG Partners vendor list Create mastermind for partners	60% Partners onboarding Relist/Price Reduce Terminations Property time Buyers Analytics/Data November December 2023 overview Tech JMG drive to compass Lease doc upload function New lead groups <ul style="list-style-type: none"> FUB ponds ISA tracking slack channels 	Onboarding Ashley Newton Numa Elshazly - 2/12 Update FUB video Marketing Recruiting Packet Agent tier & redemption Buyer set to met campaign automation About JMG video RDM start up
		State of the Union Lead team implementation Training course rol - schedules Recruiting Roadmap

Example



ListingLeads.com

Free Trial →





6:29

5G 31



February 23 • 26w
From Archive

This needs to be an SOP for
every listing appointment

Keep executing
@krysbenyamein 🔥🔥🔥



6:29

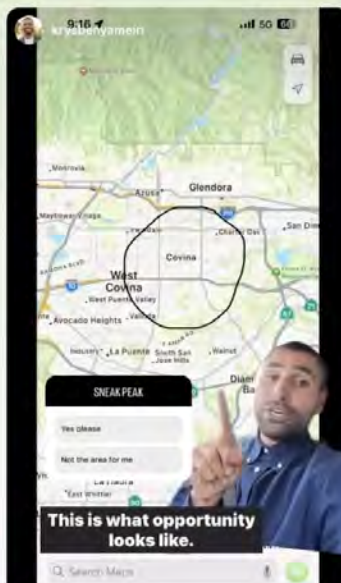
5G 31



March 11 • 24w
From Archive

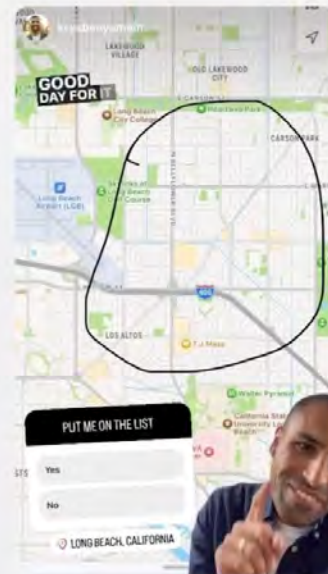
One my favorite marketers
in real estate

@krysbenyamein just put
executes the competition



May 23 • 14w
From Archive

Agents: More of this ↓





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.

Sincerely,
[Your Name]

Appointment Sales Letter

Hi,

My name is Steve Robe, I am the Broker/Owner of The Real Estate Elite.

The reason I'm reaching out is because I'm actually meeting with one of your neighbors on Tuesday at 1pm to discuss selling their home.

I'm reaching out to everyone in the neighborhood because I'm offering a FREE Home Equity Update while I'm in the area to folks who are exploring the idea of selling.

I'm not sure if it's for you, but I'm happy to swing by after my appointment and provide you any insight on how much you could get for your home in today's market.

If that's something you'd be interested in, text me at (262)705-8125.

Sincerely,
Steve Robe
Broker Owner
The Real Estate Elite

**REAL ESTATE REINVENTED...INTEGRITY...SERVICE
AND RESULTS**



**SCAN HERE
FOR MORE
INFORMATION**



YOUTUBE COMMERCIALS

The screenshot displays the Google Ads 'New campaign' setup page. The central focus is a preview of a YouTube video ad. The ad features a man with a beard, identified as 'SHANE BURGMAN', looking off-camera. A 'Skip Ad' button with a play icon is visible in the bottom right corner of the video player. The background of the ad shows a kitchen interior. To the right of the video player, there are several gray rectangular boxes representing placeholder text or images for the ad's layout. On the left side of the interface, the 'Create your ad' section is visible, showing options for video ad format: 'Skippable in-stream' (selected), 'Video display', and 'Bumper'. Below these, there is a 'Display URL' field with the text 'TomFerry.com'. At the bottom, the 'Ad name' field is labeled 'Ad #1'. The top navigation bar includes links for 'SEARCH', 'REPORTS', 'TOOLS & SETTINGS', 'BILLING', and a user profile icon.

TARGET AUDIENCES:



**GEOGRAPHIC
AREA(S)**



**HOMEOWNER
STATUS(ES)**



**PLANNING
A PURCHASE**



**MOVING
SOON**



**SEARCHING
FOR AGENTS**

- JASON PANTANA

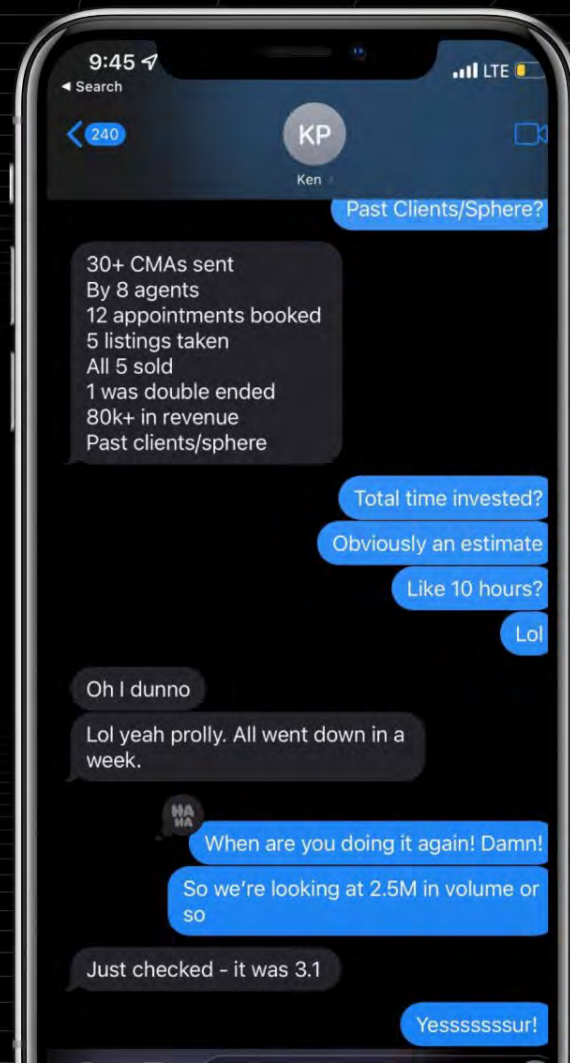
BECOME THE "I SEE YOU EVERYWHERE" AGENT



twim
This Week In Marketing



\$3.1M
generated in
one week.



“Equity Update Poll”

Do you want an equity report for your home?





Subject: My client was shocked

Hi John,

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

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

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

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

Can I prepare one for your home?

Let me know!

Sincerely,

Jimmy Mackin


Equity Update Direct Mail

Hi Neighbor,

We recently completed a Home Value Equity for one of your neighbors.

It turns out they gained \$37,200 in equity in the last 12 months.

You live in a highly desirable neighborhood, which might be the reason why 5 people sold in the last 3 months.

To find out how much your home's value has increased in the last 12 months, text me your address at  617-921-5263 and I'll prepare a free professional home value report for you. I'm looking forward to hearing from you!

Sincerely,

Jimmy Mackin

Mackin Realty

SELLER SOURCES

1000WATT

How did you choose the real estate agent who helped you sell your home?

9% They were a personal friend or family member

34% They were referred to me by a friend or family member

6% They live near me and I know them as a neighbor

28% I researched agents online
(reviews, transaction histories, etc)

15% I used an online agent finding/matching service

7% I saw a piece of advertising or marketing that impressed me

Subject Line: Favor

Hi (Insert First Name),

I have a small favor to ask.

I believe your story is worth sharing, and I'd love for you to take a moment to write about your experience working with us.

You can write it here: **The Coley Group on Google**

Your review matters because it helps future buyers and sellers make more informed decisions.

Thank you for taking the time to do this!

It really means the world to me.

Talk soon,

p.s.

Don't worry if you don't know what to write; I've included five simple questions to help you:

1. Why did you decide to make a move?
2. What were you looking for in your Realtor?
3. Why did you choose us?
4. What did you value most about our service?
5. What advice would you give to a potential buyer or seller?

The Coley Group

Website Directions Save Call

5.0 ★★★★★ 269 Google reviews

Real estate agency in Raleigh, North Carolina

Service options: Online appointments · Onsite services

Located in: North Hills

Address: 4350 Lassiter at North Hills Ave #256, Raleigh, NC 27609

Hours: Open · Closes 8 PM

Phone: (919) 283-5237

The Coley Group
4350 Lassiter at North Hills Ave #256, Raleigh, NC

5.0 ★★★★★ 269 reviews

Theresa Tong
2 reviews
★★★★★ 3 weeks ago · NEW

I had the pleasure of referring my clients to The Coley Group, and I must say that they exceeded all expectations! Amanda, their buyers agent, provided exceptional service. ... More

Like

Response from the owner 3 weeks ago
Thank you so much! We are so grateful for your trust in us with your clients. As you now, referrals are the lifeblood of our business so we are so appreciative!

Andres Fernandez
1 review
★★★★★ 1 week ago · NEW

Google Business Profile & Local Service Ads

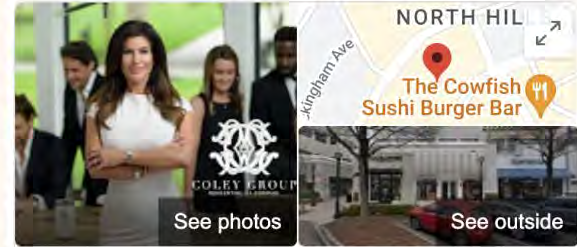
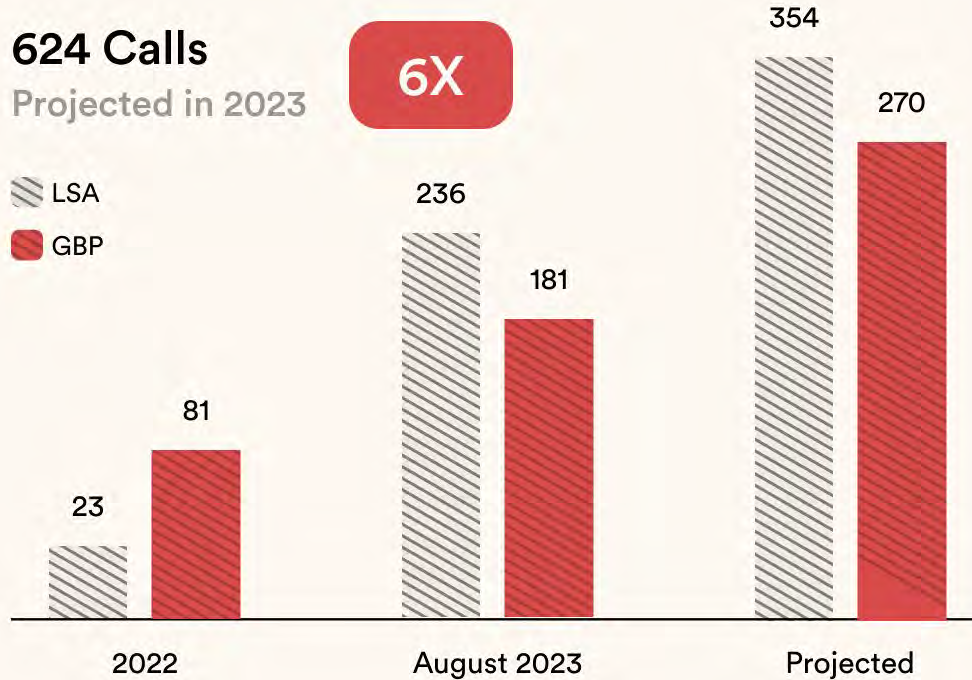
624 Calls

Projected in 2023

6X

LSA

GBP



The Coley Group



Website

Directions

Save

Call

5.0 ★★★★★ 260 Google reviews

Real estate agency in Raleigh, North Carolina

Service options: Online appointments · Onsite services

Address: 4350 Lassiter at North Hills Ave #256, Raleigh, NC 27609, United States

Hours: Open · Closes 8 p.m. ▼

Phone: +1 919-283-5237

Appointments: thecoleygroup.com

Providers ⓘ



Name your price

Hi Tom,


Could you finish this sentence for me?

"If I could sell my house for _____, I would list my home this spring.

I can't wait to hear your answer. 🙏

Sincerely,
Jimmy

Make Me Move Poll



Your story 10h


From Create Mode >

✕

JUST OUT OF CURIOSITY...





"If I could sell my house for \$ _____, I would list my home this summer."

DROP YOUR ANSWER BELOW
I CAN'T WAIT TO HEAR FROM YOU :)



Drop your \$ Amount


Type something...



Activity Boost Highlight More

7:42


Responses



hmleelin

\$1,250,000


Reply >



carlykoehneman

4M


Reply >



ruthieki

No price, moving is so awful! 😞


Reply >



elguapoesq

675


Reply >



mousb

We should chat- I'm thinking of moving back to Texas!


Reply >



bowejudi

725,000

Reply >




anitka_zlotakitka

580,000

Reply >

7:41


Responses



judeo15

750000


Reply >



sometimeessneha

900000


Reply >



paulaknows

500,000

Reply >



vagabond1982

\$2.5m

Reply >

Name Your Price Postcard

NAME YOUR PRICE



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April 92130

Prepared Exclusively for my Carmel Valley Neighbors

New Listings

Listings Under

Sold Listings

Average Days On Market

\$3.1m Average Sales Price



If you are considering selling your home, please call me for an up-to-date home evaluation. This is a complimentary service I enjoy providing for Carmel Valley homeowners.

(858) 771-2897
DRE #01872727



(858) 771-2897

real LUXURY

I'd love to connect on social!



@felicialewisgroup



Address	Sd	Ba	Sqft	List Price	Sold Price	Sold Date
4950 Rancho Verde Trl	5	6	8,244	\$6,690,000	\$6,690,000	4/5/24
13557 Penfield	5	4	2,852	\$2,985,000	\$3,100,000	4/5/24
3630 Torrey View Ct	5	4	3,504	\$2,488,000	\$2,650,000	4/4/24
5439 Shannon Ridge Ln	5	5	4,454	\$2,800,000	\$2,600,000	4/3/24
10871 Cadence Isle Ct	4	5	4,191	\$4,750,000	\$4,750,000	4/2/24
5369 Sweetwater Trl	4	5	3,122	\$2,699,000	\$3,020,000	4/2/24
12446 Del Vino Ct	5	6	6,304	\$5,850,000	\$5,800,000	3/29/24
4849 Carriage Run Dr	4	3	2,402	\$1,980,000	\$2,120,000	3/28/24
5190 Rancho Madera Bend	5	7	6,170	\$4,750,000	\$4,433,000	3/28/24
1461 Glendalf Way	4	4	3,695	\$3,150,000	\$3,200,000	3/27/24
10529 Gaylemont Ln	4	3	2,734	\$2,500,000	\$2,750,000	3/25/24
7638 Heatherly Ln	4	5	3,346	\$1,969,900	\$1,969,000	3/21/24
4482 Rosellif Pl	4	3	2,327	\$2,950,000	\$2,900,000	3/21/24
6373 Autumn Gold Way	5	4	3,178	\$2,150,000	\$2,260,000	3/21/24
3922 Santa Nella Place	3	3	2,220	\$1,679,000	\$1,818,835	3/20/24
13546 Silver Vine Path	4	3	2,810	\$2,378,000	\$2,525,000	3/20/24
3915 Del Mar Glen	3	3	2,232	\$1,950,000	\$2,250,000	3/14/24
10679 Gracewood Pl	5	4	3,094	\$2,799,999	\$2,875,000	3/11/24
1421 Fox Run Row	3	3	2,851	\$2,299,000	\$2,350,000	3/8/24
6701 Dondoro Trl	4	3	2,532	\$1,899,000	\$2,030,000	3/4/24
5444 Pearland Way	4	4	3,521	\$2,549,000	\$2,720,000	3/1/24



Are you curious to learn how much your home's value may have changed over the past 30 days?

Find out today from your Carmel Valley neighborhood expert!



FELICIA LEWIS
GROUP

Read Online | Cite this article: <https://doi.org/10.1017/S0022292419000051> In the *Journal of Child Psychology and Psychiatry*. Published online by Wiley Online Library on [05/08/2019]. See the Terms and Conditions (<https://onlinelibrary.wiley.com/terms-and-conditions>) on Wiley Online Library for rules of use; OA articles are governed by the applicable Creative Commons License



Nik Shewmaker

Group expert · a day ago · 🌐



Jimmy Mackin -- I have sent 80 letters in the last month and just received my first COME LIST ME as I sit in summit!!! THANK YOU for sharing your heart and wisdom!!!!



NIK SHEWMAKER, REALTOR 615.943.5557
REAL BROKER 844-591-7325
NASHVILLE@GMAIL.COM

Dear Michael,

I specialize in providing top-tier real estate services in Hendersonville and conduct home valuations every week. Understanding your property's current market value can be incredibly enlightening and beneficial, whether you're considering selling your home now or in the future.

Would you be open to discussing the current value of your home? Given the dynamic nature of the real estate market, you might be surprised at how much your property is worth.



Would you consider
selling for 10% More
than this?
Call or text
615.943.5557

1 of 1

5 bd | 4 ba | 3,700 sqft

97 Berry Hill Dr, Hendersonville, TN 37075

■ Off market

Zestimate®: **\$731,900** Rent Zestimate®:
\$3,734

Nik Shewmaker
615.943.5557
Nik Shewmaker



You, Meredith Moody Fogle, David Richins and 154 others

40 comments

Vik Just Sold Carousel

@MODERNCHICAGOHOMES



TRUST A ZESTIMATE?!

NOT SO FAST →

SHARE SAVE

Zillow

3 bd | 3 ba | 2,500 sqft
1632 W Julian St APT 3E, Chicago, IL 60622

JUST SOLD FOR \$885,000 →

Off market
Zestimate: ~~\$823,200~~ Rent Zestimate*: \$5,000/mo
Est. refi payment: \$5,992/mo Refinance your loan

Home value Owner tools Home details Neighborhood

Get pre-qualified for a loan
At Zillow Home Loans, we can pre-qualify you with no impact to your credit score.
Start now

Home value

I just sold this for \$61,800 above the Zestimate. Here's how: →

@MODERNCHICAGOHOMES →

@MODERNCHICAGOHOMES

Thinking of selling? Want to know what your home is REALLY worth?

Here's what I'm going to do:
Comment "Zestimate" or DM me
your Zestimate, and I'll send you a
Comparative Market Analysis
(CMA) tailored to your home — no
strings attached.

JUST SEND ME A MESSAGE!

SEND SAVE

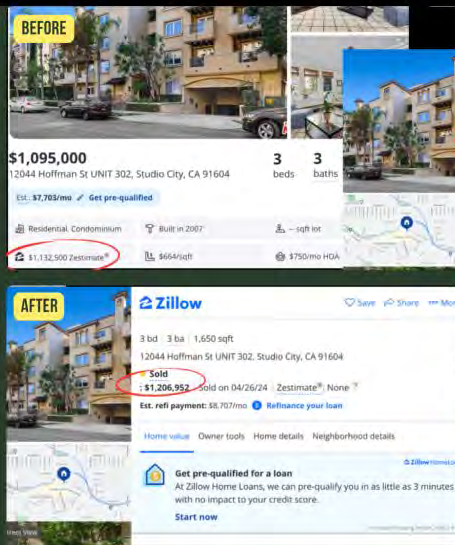
ZVA Postcard

The Zestimate estimated my client's home was worth \$1,132,500.

Our Sold Price **\$1,206,952**.

That's a **\$74,452** difference.

Flip over for the details



JUST SOLD FOR \$1,206,952

3 Bedrooms | 3 Bathrooms | 1,650 Sq. Ft.

When a home sells in your neighborhood,
it has a big impact on your home's value

Text **617-921-5263** to get an accurate
report of your home's value today.

(p.s. I think you might be surprised)



Agent Name
agent@emailaddress
+1 (XXX) 555-xxxx

If your home is currently listed, please disregard this notice as it is not our
intention to solicit other broker's listings.

The Truth Strategy

8z

Your neighbor recently entrusted my team with selling their home at **14556 W 3rd Ave.** Zillow estimated their home value at \$717,500. We sold it for \$820,000! That's a \$102,500 difference.



Anytime a home sells in your neighborhood, it has a big impact on your home's value. However, you can't always trust Zillow to get your home's value right.

Would you like me to prepare a professional home value report for your home? Feel free to call, text, or email me today.

Sincerely,

Jacob

Jacob Stark
REALTOR® at 8z Real Estate
303-997-0634
jacob@selling303.com
www.selling303.com



See how we did it by scanning the QR code or visiting selling303.com/thirdave

P.S. Curious what your home might sell for in today's market? Get your home value at:

www.selling303.com/myhome

*This is only an online estimate. Please call me for a more detailed and accurate analysis.

P.P.S. We have three more listings coming very soon, all in Littleton. If you have friends or family that would like to be in the area, have them reach out so we can keep them posted on when these will be hitting the market!

Your neighbor recently entrusted my team with selling their home at 14556 W 3rd Ave. Zillow estimated their home value at \$717,500. We sold it for \$820,000! That's a \$102,500 difference.

Relevant Hook



Anytime a home sells in your neighborhood, it has a big impact on your home's value. However, you can't always trust Zillow to get your home's value right.

Would you like me to prepare a professional home value report for your home? Feel free to call, text, or email me today.

Your neighbor recently entrusted my team with selling their home at 14556 W 3rd Ave. Zillow estimated their home value at \$717,500. We sold it for \$820,000! That's a \$102,500 difference.



Add Visual Proof

Anytime a home sells in your neighborhood, it has a big impact on your home's value. However, you can't always trust Zillow to get your home's value right.

Would you like me to prepare a professional home value report for your



Anytime a home sells in your neighborhood, it has a big impact on your home's value. However, you can't always trust Zillow to get your home's value right.

Tell Them
Why
They Should
Care

Would you like me to prepare a professional home value report for your home? Feel free to call, text, or email me today.

Sincerely,

Jacob Stark

Jacob Stark
REALTOR® at 8e Real Estate
303-997-0634
jacob@selling303.com
www.selling303.com



See how we did it by scanning
the QR code or visiting
selling303.com/thirdave

PS: Curious what your home might sell for in today's market?



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Would you like me to prepare a professional home value report for your home? Feel free to call, text, or email me today.

End with Direct Response CA

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selling303.com/thirdave

Drive Them to
a Landing Page

P.S. Curious what your home might sell for in today's market?
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Get your home value at: www.selling303.com/myhome

*This is only an online estimate. Please call me for a more
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P.P. S. We have three more listings coming very soon, all in
Littleton. If you have friends or family that would like to be in
the area, have them reach out so we can keep them posted
on when these will be hitting the market!

Home Value CTA

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Get your home value at: www.selling303.com/myhome





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detailed and accurate analysis.


P.P. S. We have three more listings coming very soon, all in
Littleton. If you have friends or family that would like to be in
the area, have them reach out so we can keep them posted
on when these will be hitting the market!




Ask For a
Referral

MID-TAIL KEYWORDS


 ×   

 Videos :




10:54

[Costs to SELL a Home in Vancouver & Camas Area](#)
YouTube · Living in Vancouver & Camas Washington
22 hours ago



11:13

[Selling a Home in Vancouver, WA | 5 Mistakes to AVOID](#)
YouTube · Living in Vancouver & Camas Washington
1 month ago



14:05

[RESOURCES for Data Junkies Buying or Selling a Home ...](#)
YouTube · Living in Vancouver & Camas Washington
Apr 26, 2023

[View all](#) →

Jeremy Applebaum



Hey Jimmy, Not only did we get our buyer under contract with those letters...just listed our 1st home off of them too! 2 deals so far off of 249 letters (83 letters sent 3 times over 6 weeks), less than a \$249 total investment on 4 appts, 5 come see me calls and in total gross commission income

Off-market listings

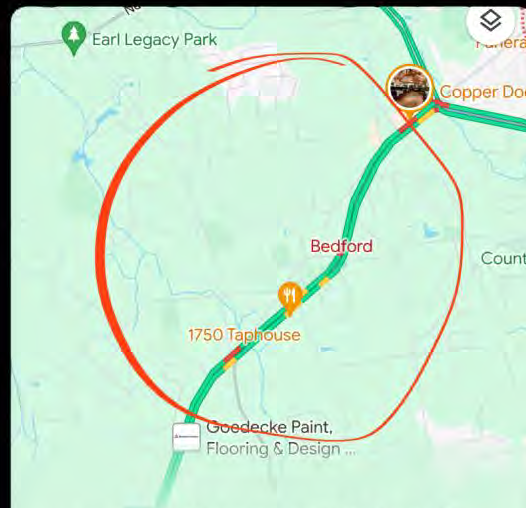
Subject: Potential Off-Market Listings

Hi [Name],

I'm reaching out because I'm calling 250 off-market listings in (insert area) this morning to see if anyone is thinking of selling.

If I come across any potential deals, would you like me to let you know?

Best regards,
[Your Name]



We're going to call all the off-market listings between 650-850k.

If we come across any potential deals, would you like us to let you know?

Absolutely

700

Magic Buyer Letter



Direct Mail Template



Dear Marcio and Douglas,

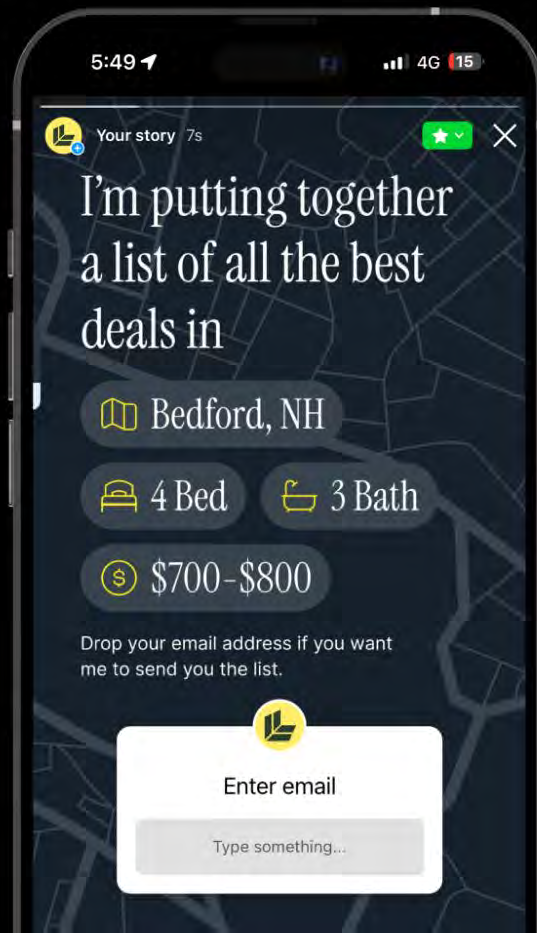
Our client Molly just missed out on a home in Lido Villas. Her grandkids live nearby and she really wants them to be able to walk over to her home. Molly would love a fenced yard for her dog if at all possible. Molly is a well-qualified buyer with a great lender and she is super flexible.

Her dream closing and possession would be preferred in the next 3 - 6 months. If you have even the earliest thoughts of making a move or you know a neighbor who might be, please send me a text message 913-961-1234.

Jeremy Applebaum

Licensed Associate Broker and Founder
Applebaum KC Homes - Real Broker, LLC
Jeremy@ApplebaumKC.com
www.ApplebaumKC.com

Putting together a list



My Circle Prospecting

My Circle Prospecting |

- ☐ 5+ Years Ownership
- ☐ 40% Equity
- ☐ Bedford, NH (Desired Neighborhood)
- ☐ \$600-\$800k (Desired Price Range)
- ☐ Single Family Home (Home Type)

Phone Script To Call

Hi there,

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?



Phone Script

Phone Script To Call

Hi there,

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?

(Yes, this is Tom.)



Phone Script

Phone Script To Call

Hi there,

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?

(Yes, this is Tom.)

Hi Tom,

I know you're not expecting my call, and I
only have a few minutes before my next
appointment, but I wanted to quickly
connect with you.

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



Phone Script

Phone Script To Call

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?

(Yes, this is Tom.)

Hi Tom,

I know you're not expecting my call, and I
only have a few minutes before my next
appointment, but I wanted to quickly
connect with you.

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

(Yes/No)



Phone Script

Phone Script To Call

appreciate my call and would be happy to connect with you.

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

(Yes/No)

It sold in just 5 days for \$15,000 above the asking price of \$795,000. To give you some context, this is significantly better than the typical home sale in our area right now.

I've spoken to a few of my buyers, and they are particularly interested in your neighborhood. I understand you probably not be thinking about selling right now, but I'd be terrible at my job if I didn't ask — can you think of anyone in your neighborhood who might consider selling if they had a great offer?

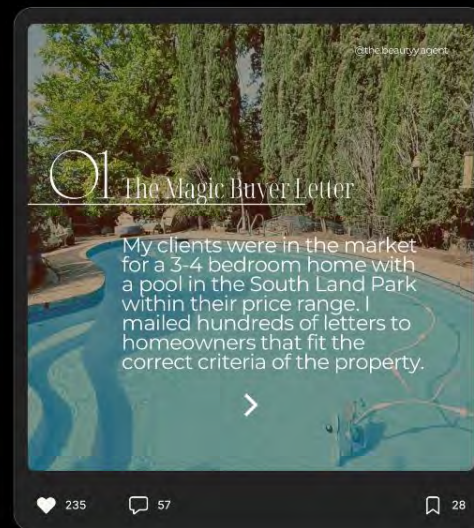
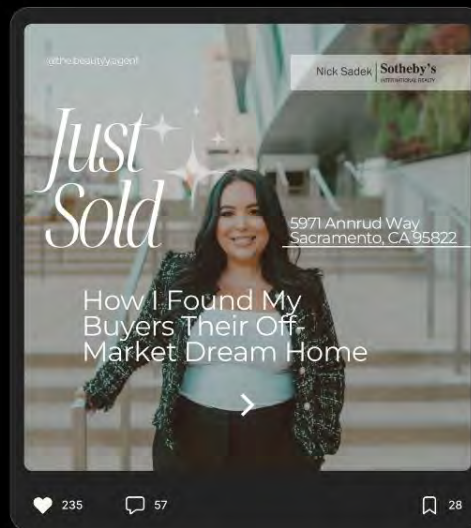


Phone Script

Off-Market Social



Social Shareables



Magic Buyer Letter Success Story

YOU WANT TO SELL BUT...

YOU'RE AFRAID THAT YOU WON'T BE ABLE TO FIND A NEW HOME THAT YOU CAN AFFORD - I'VE GOT GOOD NEWS.

I'M AN EXPERT IN HELPING MY CLIENTS FIND OFF-MARKET LISTINGS.

I RECENTLY JUST HELPED MY CLIENT TOM PURCHASE A 🏠 4-BEDROOM, 🛁 3-BATH HOME IN BEDFORD VILLAGE FOR \$15,500 BELOW THE 📈 MARKET VALUE.

THIS HOME WAS NEVER ON MLS. 🤔

ONCE TOM TOLD ME WHAT HE WAS LOOKING, I WENT TO WORK BUILDING A LIST OF HOMES THAT MET HIS CRITERIA, CONTACTING THE HOMEOWNERS, FACILITATING PRIVATE SHOWINGS AND FINALLY NEGOTIATING A FAIR SALES PRICE.

NO BIDDING WAR.

NO HIGH-PRESSURE SALE.

SO IF YOU'RE LOOKING TO MAKE A MOVE AND YOU'RE TIRED OF JUST SCROLLING THROUGH ZILLOW EVERY DAY, 💬 TEXT ME AT 617-921-5263 AND I CAN HELP YOU GET STARTED ON MAKING YOUR NEXT MOVE.



Direct Mail Template

SELLER'S STAGE

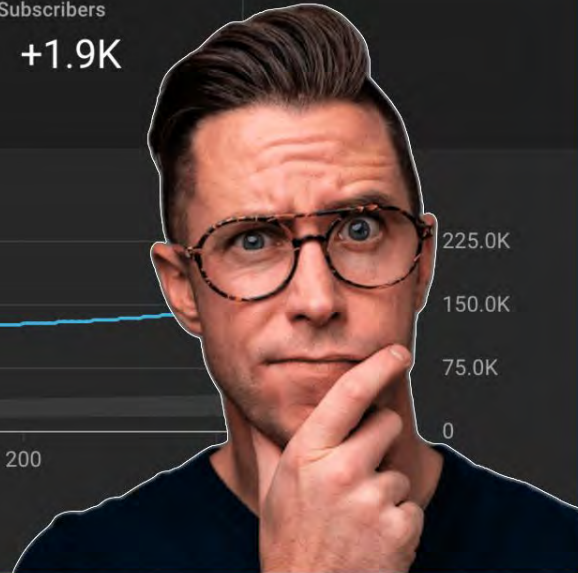
This video has gotten 195,875 views since it was published

Views
195.9K 

Watch time (hours)
10.0K 

Subscribers
+1.9K

● This video ● Typical performance



The number of
EXPIREDS has
doubled in the
last 12 months.

2023



2024



Expired Letter



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 your 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 \$885,000.

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.

I look forward to hearing from you.

[Your Name]

Planning to use this letter? Let us know how it goes in an Instagram story and [tag us!](#)

Want to get more listings? Talk with the Curaytor team about how we develop and deploy listing attraction strategies.



Your home deserves to sell.

You've been through months of uncertainty, stress, and frustration.

What you need now is an approach that isn't just more of the same.
I've been persistent because I've helped people just like you.

Just last month, I helped a homeowner in a similar situation. Their home had been on the market for 90 days with no offers. After implementing my marketing strategy, we secured a buyer in just 21 days and sold the home for \$20,000 above the original asking price.

You've likely noticed my calls, emails, and letters.

This isn't just follow-up; it's a reflection of how hard I work for my clients.

If you're open to the idea of a 30-day listing agreement, call me directly at [555-555-5555] and I can go over the plan so I can get to work for you.

Sincerely,

[Agent Name]

P.S. Even if we don't end up working together, I have a few suggestions on ways to help you stand out in this increasingly competitive market.

Show the sweat

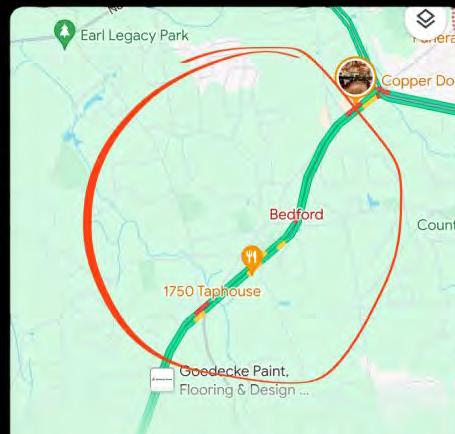


We're going to call all the off-market listings between 650-850k.

If we come across any potential deals, would you like us to let you know?

Absolutely

Yes



We're going to call all the off-market listings between 650-850k.

If we come across any potential deals, would you like us to let you know?

Absolutely

Yes

The Anti-Just Sold Campaign



MOST AGENTS WON'T TELL YOU THIS, BUT NOT ALL HOMES SELL QUICKLY, AND NOT ALL AGENTS ARE EQUIPPED TO HANDLE AN EXTENDED TIME ON THE MARKET.

WE RECENTLY CLOSED ON A HOME THAT TOOK 89 DAYS TO SELL, AND OUR CLIENT WAS THRILLED. HERE'S A BREAKDOWN OF THE CHALLENGES WE FACED:

- 🏠 LOTS OF INVENTORY: THERE WERE 155 OTHER ACTIVE LISTINGS WITHIN A 3-MILE RADIUS.
- 🔧 NEEDS REPAIRS: THE HOME LACKED CURB APPEAL AND NEEDED UPDATES.
- 💰 AFFORDABILITY ISSUES: BUYER DEMAND FOR THIS PRICE POINT HAD BEEN WANING.
- 📉 SEASONAL SLUMP: IT'S SUMMER IN PHOENIX, NOT EXACTLY THE BUSY SEASON FOR REAL ESTATE.

DESPITE THESE CHALLENGES, OUR CLIENT WALKED AWAY WITH \$190,000 AND AVOIDED THE STRESS OF MULTIPLE PRICE REDUCTIONS OR TAKING THE HOME OFF THE MARKET DUE TO LACK OF INTEREST.

IN THIS MARKET, YOU NEED MORE THAN A 🏡 SIGN IN THE YARD TO SELL YOUR HOME.

AT THE LAUGHTON TEAM, WE'RE NOT AFRAID OF HARD WORK.

THAT'S WHY 368 CLIENTS HAVE HIRED US THIS YEAR TO SELL THEIR HOME.

IF YOU'RE CONSIDERING SELLING, CONTACT US AT [YOUR PHONE NUMBER] FOR A COMPLIMENTARY HOME VALUE REPORT AND A PERSONALIZED SELLING STRATEGY.

WE LOOK FORWARD TO HELPING YOU. 🤝

Reasons Why People Are Selling This Summer

If you want to sell your home in North Hills, but are concerned that it's a bad time, we've got good news:

We're actually seeing a lot of strong activity in the Raleigh market.

Now might be a great time to sell and here's why:

1. Rates have stabilized.

Buyers are regaining confidence now that we're in a more balanced market.

2. Buyers will pay a premium for turnkey, move-in ready homes.

The average home sale price in North Hills reached \$1,266,375 in June.

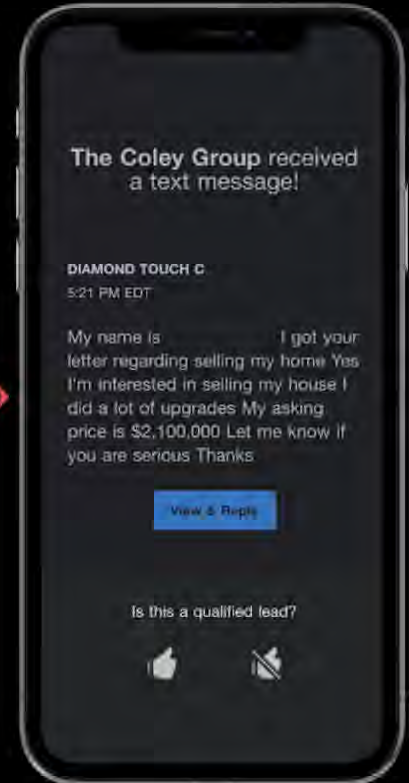
3. Homes in North Hills are selling fast.

In fact, the Median Days on Market is only 4 days.

We've helped more than 100 people sell their home already this year, and we'd love to help you, too. To set up a professional consultation to see what we can do for you, text or call us today at 919-873-4946. We look forward to hearing from you!

Sincerely,
Gretchen Colev
The Coley Group of Compass

Win!



Don't Accept Lowball Offers



If you're thinking about selling but are afraid the market is crashing, don't panic and accept a lowball cash offer.

Here's some important information you need to know:

- Most experts are predicting a 2-4% increase in home values.
- And more importantly, interest rates (once flirting with 8%) are inching closer to 6% every week.

This has caused a lot of my buyers to come off the sidelines and start actively shopping again.

If it's been more than 6 months since you've checked your home value with a professional, text me at 555-555-555 and I'll prepare a custom report for you today.

I look forward to hearing from you!

(P.S. I think you're going to be surprised to learn the real value of your home.)

Homes that sit vs. homes that sell

Homes that sit

- ❌ Take some photos with an iPhone
- ❌ Add it to the MLS
- ❌ Wait for an offer



vs

Homes that sell



- ✅ Professional Photography
- ✅ 4K Video
- ✅ Home Staging
- ✅ Targeted Direct Mail
- ✅ Social Media Promotions
- ✅ Viral Youtube Videos
- ✅ Award-Winning Listing Description



There are 10,723 homes in Metro Atlanta just took a price cut in the last week.

At Domo Realty we believe that selling should be quick and easy not long and painful.

During July and August, our sellers pocketed \$105,500 more in equity because we sold their homes for 7.9% more than the average Metro Atlanta Realtor

Here's how we do it:

Professional Photography 4K Video Home Staging

Targeted Direct Mail Social Media Promotions

Viral Youtube Videos Award-Winning Listing Description

Whether you're thinking of selling in the next 3 months for 3 years the first step is to have a conversation. Call me anytime [404.556.1733](tel:404.556.1733)



If your property is listed with a Real Estate Broker, please disregard. It is not our intention to solicit the offerings or clients of other Real Estate Brokers.

Vanessa Reilly
domoREALTY.com
direct 404.556.1733
office 404.974.9550
@domoRealty



Bank Rate - Postcard

IS THIS WHY SO MANY PEOPLE ARE SELLING?

In the last 30 days, I've received 10+ phone calls from clients who are exploring selling because they've gained so much equity in the last 4 years but the home is becoming too expensive.



Agent Name
Agent Brokerage



COST OF OWNING A HOME

According to Bankrate.com, the annual cost of **maintaining a home is up 26% from just four years ago.**

This is likely why we're seeing so many more homes hit the market.

The good news is that buyer demand in our area is still strong.

I know it's a bit of a crazy question, but—if you got a great offer, would you consider selling?

If the answer is yes, **text me at [Agent Phone Number]**



Days on market postcard



-\$19,058



Day 1

Day 14

Day 30

Day 60

If you have a \$725,000 house that's on the market for 90 days, we estimate that you'd lose \$19,058 in holding costs.

Every day that your home is sitting on the market with no viable offers, you're losing money.

To the average agent, it might sound like overkill that we spend so much time preparing our clients' homes for launch. But in our opinion, there's no other option.

That's why our clients' homes sell 42% faster than the average agent.

I'm not sure if you're thinking about selling but if you're open to the idea and you want to explore your options, I'd love to help.

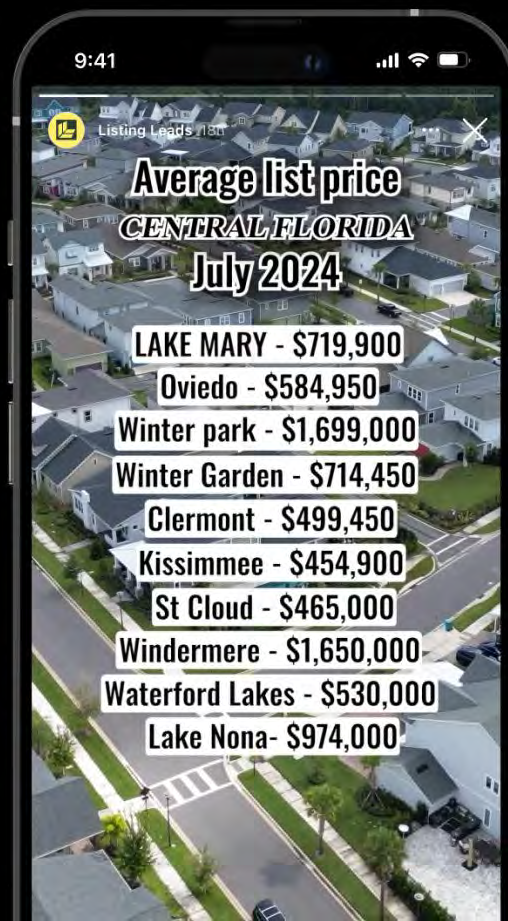
Just call or text me at 555-555-555 to get started.

Sincerely,
John Smith

[INSERT AGENT NAME]
[INSERT TEAM NAME]



Viral Market Update



Viral Market Update Email

Subject: How does your area rank?

I just wrapped up an analysis of our area to better understand how each neighborhood compares.

Here's the breakdown of my research:

- Lake Mary: \$719,900. Up 13%
- Oviedo: \$584,950. Up 9%
- Winter Park: \$1,699,000. Up 3%
- Winter Garden: \$714,450. Up 11%
- Clermont: \$499,450. Up 7%
- Kissimmee: \$454,900. Up 6%
- St. Cloud: \$465,000. Up 8.5%
- Windermere: \$1,650,000. Up 17%
- Waterford Lakes: \$530,000. Up 8%
- Lake Nona: \$974,000. Up 4%

As always, I want to make sure you're informed and up-to-date on what's happening in our area.

If you have any questions, I'm here for you!

P.S. I'll be calling around the Lake Mary, Winter Park, and Windermere neighborhoods next week for homes between \$500,000 and \$1,000,000 for my buyers. If I come across any potential deals, would you like me to let you know?

Seller Activation Email



Subject: Would you sell if...?

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

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

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

Forward to a Friend

Subject: Forward to a Friend

We're about to list a property in the next 24 hours that I believe will sell within 7-10 days.

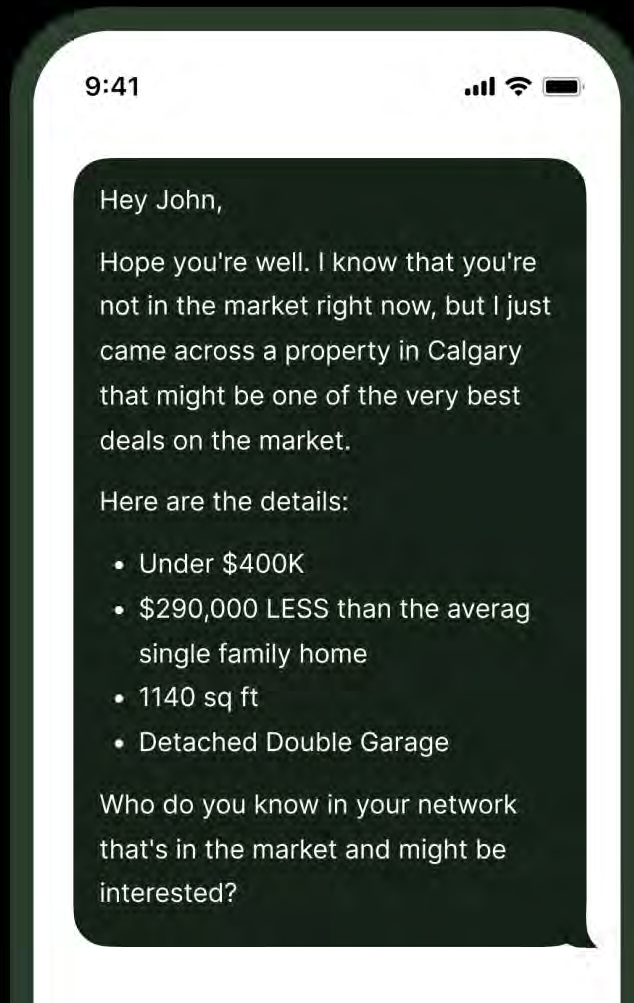
The home is located in Boston and will be listed for \$450,000 .

Forward this email to a friend who you know is in the market but hasn't found a home yet.

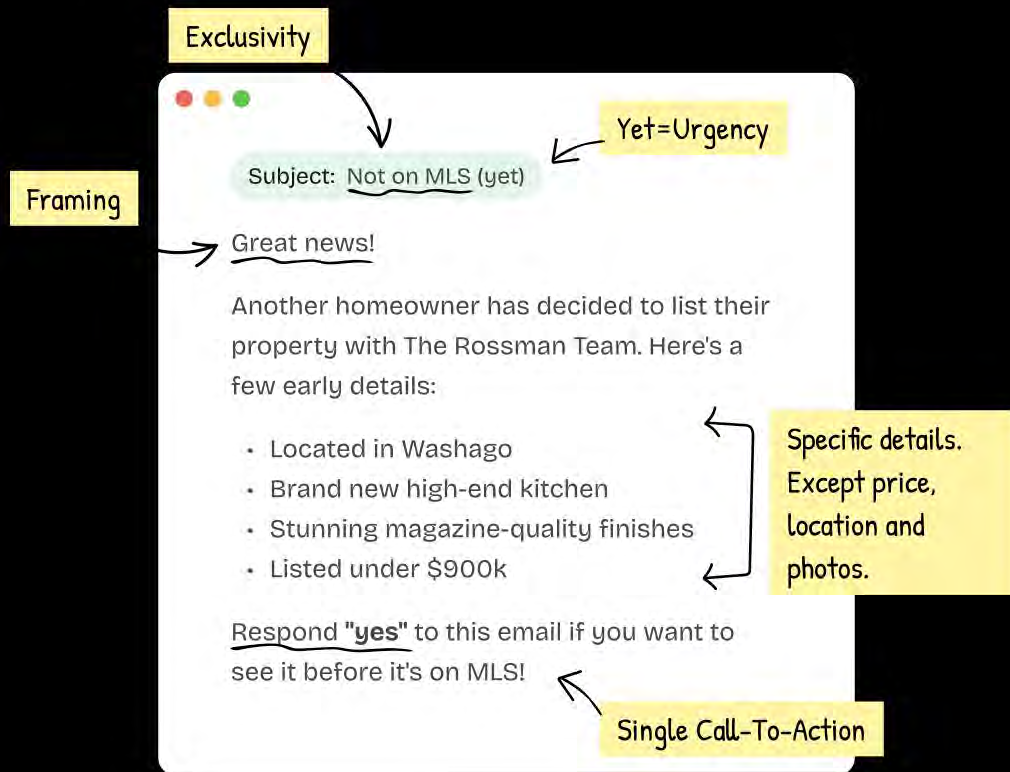
Here's my personal cell: 555-555-5555

They can call me directly and I can give them all the details before it hits the market.

Deal Of The Week SOI Text



16+ Replies From Coming Soon



Total Words = 47 🗨️

Domo Realty - Just Sold



vanessa@domoREALTY.com 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

Don't Settle For Less - Shannon Gillette



Don't Settle For Less.

Yes, the market has slowed.

Yes, days on market have more than doubled.

Yes, there are 8,000 more active listings than just 24 months ago.

But that doesn't mean you should settle for less.

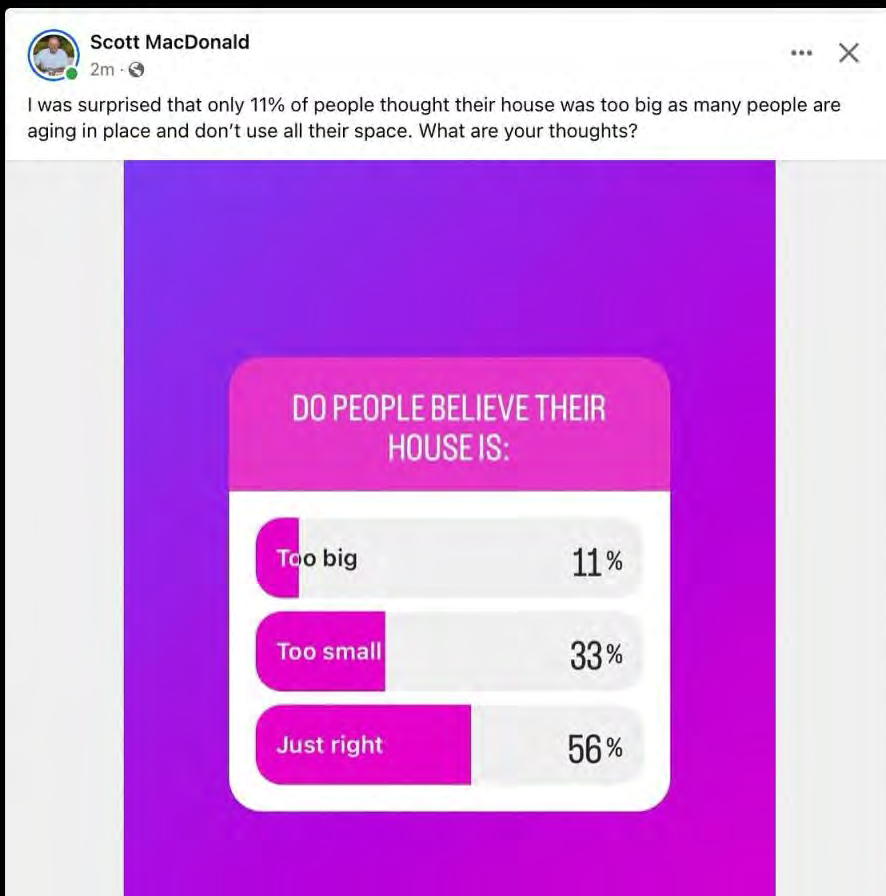
We just had a record-breaking sale in Morrison Ranch.

How did we do it?

- Engaged thousands of buyers with a compelling listing video.
- Reached 50,000+ dedicated followers through expert Instagram promotion.
- Increased local awareness with hand-delivered high-quality flyers.
- Maximized exposure with a 3-day Open House.
- Expertly negotiated and coordinated buyer contingencies, inspections, and appraisals to ensure an on-time closing.

This resulted in our clients home becoming only 1 of 2 homes under

House too big?



Small Admission

○○○

SUBJECT LINE: JUST OUT OF CURIOSITY...

Hi **!first_name!**,

I know rates are high, and that makes buying a challenge.

But if I had a house that checked off all your must-haves and the price was within your budget, would you want to make an offer?



Sent to **1,355** people
with an **87% open rate.**

Simple Just Sold (excluding info) Jordan Rossman

August 2023

Dear Homeowner,

My name is Jordan Rossman. I am the real estate professional who just sold 312 Oxford Street in your neighbourhood.

I'm reaching out to you because I wanted to share with you a few relevant details about the sale that you won't find online.

Our team listed 312 Oxford St. and after a distinct preparation and marketing strategy, sold it in just three days for 97.8% of the asking price. In total we had 11 showings, 3 of which were generated directly from our online marketing strategy. As you can imagine, our clients were thrilled with these results!

If you're thinking about selling your property or are curious what it would be worth in today's real estate climate, I'd love the opportunity to connect with you.

Call or text me anytime at (705) 345-0797.

Sincerely,

A handwritten signature in black ink that reads "Jordan Rossman". The script is fluid and cursive, with the first letters of "Jordan" and "Rossman" being capitalized and prominent.

Jordan Rossman
Sales Representative / Team Leader
The Rossman Team
jordan@rossmanteam.com

Seller Activation 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

Magic Buyer Letter - Rework



Dear homeowner,

If you're in your forever home, ignore this letter.

However, if you're open to the idea of potentially selling your home, I have information that might be valuable to you.

My client is actively searching for a home like yours.

We've reviewed every home currently on the market and are now directly reaching out to homeowners in your area who may be considering selling.

Here's some important information about my buyer:

- They are pre-qualified for up to \$785,000
- They can make a \$120,000 down payment
- They are flexible regarding the closing date

Even if you're months away from deciding whether to sell your home, it would still be worth having a brief conversation.

We've assisted 153 clients in buying and selling in the last 12 months, and we'd love to help our client find their dream home.

My personal cell is 555-555-5555.

I look forward to hearing from you.

Jimmy Mackin

p.s. If you're not sure of your home's worth because it's been awhile since you've had a professional evaluation, I can prepare a customized report for you today. Call or text me at 555-555-5555.

200K

Lourdes **MAESTRES**

Turbocharge Your Growth



Fort Lauderdale, FL



Imaestres@yourcoach.com

Homes sold: **108**

GCI: **\$1,962,434**

Volume: **\$79,751,925**



Turbocharge Your Growth

Lourdes Maestres



THIS WAS ME FOR 10 YEARS



Prospecting attorneys,
expired listings, and
door knocking



Burned out



Limited vacations



Rich and poor



Reactive



One buyer's agent



35-40 transactions



14-hour days



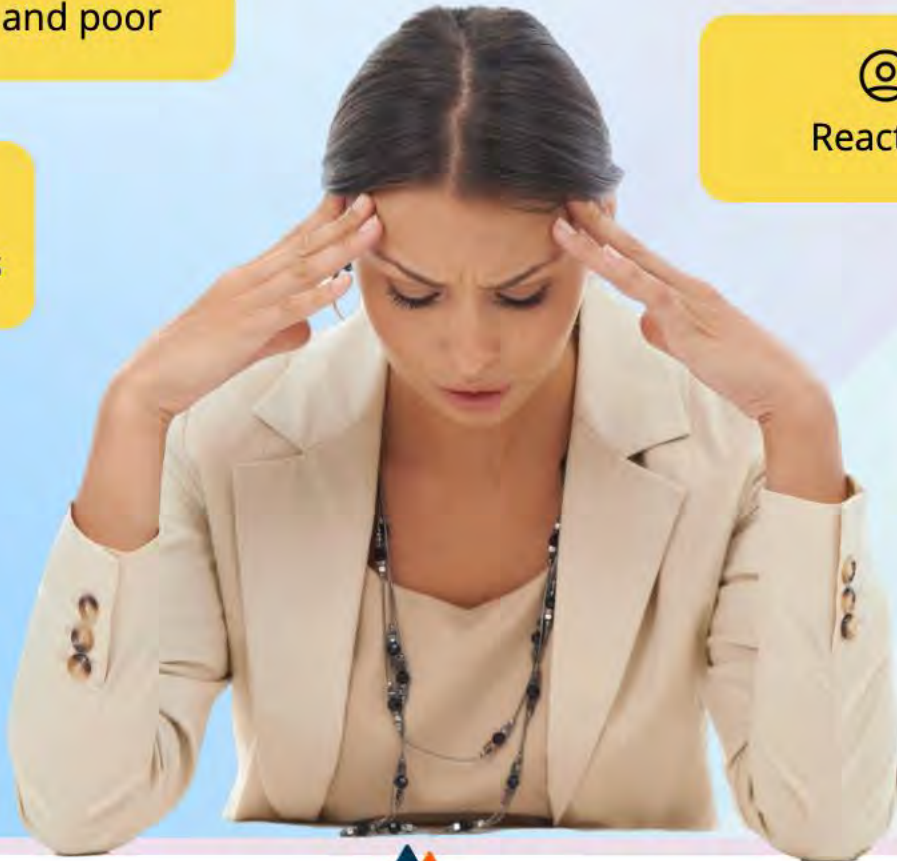
3x5 cards



One full-time
assistant



Worked weekends



THE MPH TEAM ORGANIZATIONAL STRUCTURE



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



S.O.P. MASTER LIST

BUYER LEADS SOP

1. Buyer online leads - Buyer's exclusive
2. Buyer online leads nurture plan
3. "Do Not Fire Me" report for buyers
4. Past client nurturing plan
5. Lead management audit
6. Agents daily tracking - Scorecard
7. Pending contracts
8. Buyer's exclusive
9. One time showing agreements

OPERATIONS SOP0

10. EOS weekly reporting
11. Incoming referrals process
12. Outbound referrals process
13. Tracking lead sources - Abbreviations
14. Google reviews
15. Lenders introduction process
16. Localize campaign

LISTINGS SOP

17. Listing appointment follow-up process
18. Pre-listing process documents
19. Listing signed process
20. Weekly sellers report for active listings
21. Listing marketing flywheel
22. Private exclusive process
23. Listing input
24. Open houses management
25. Door knocking leads process

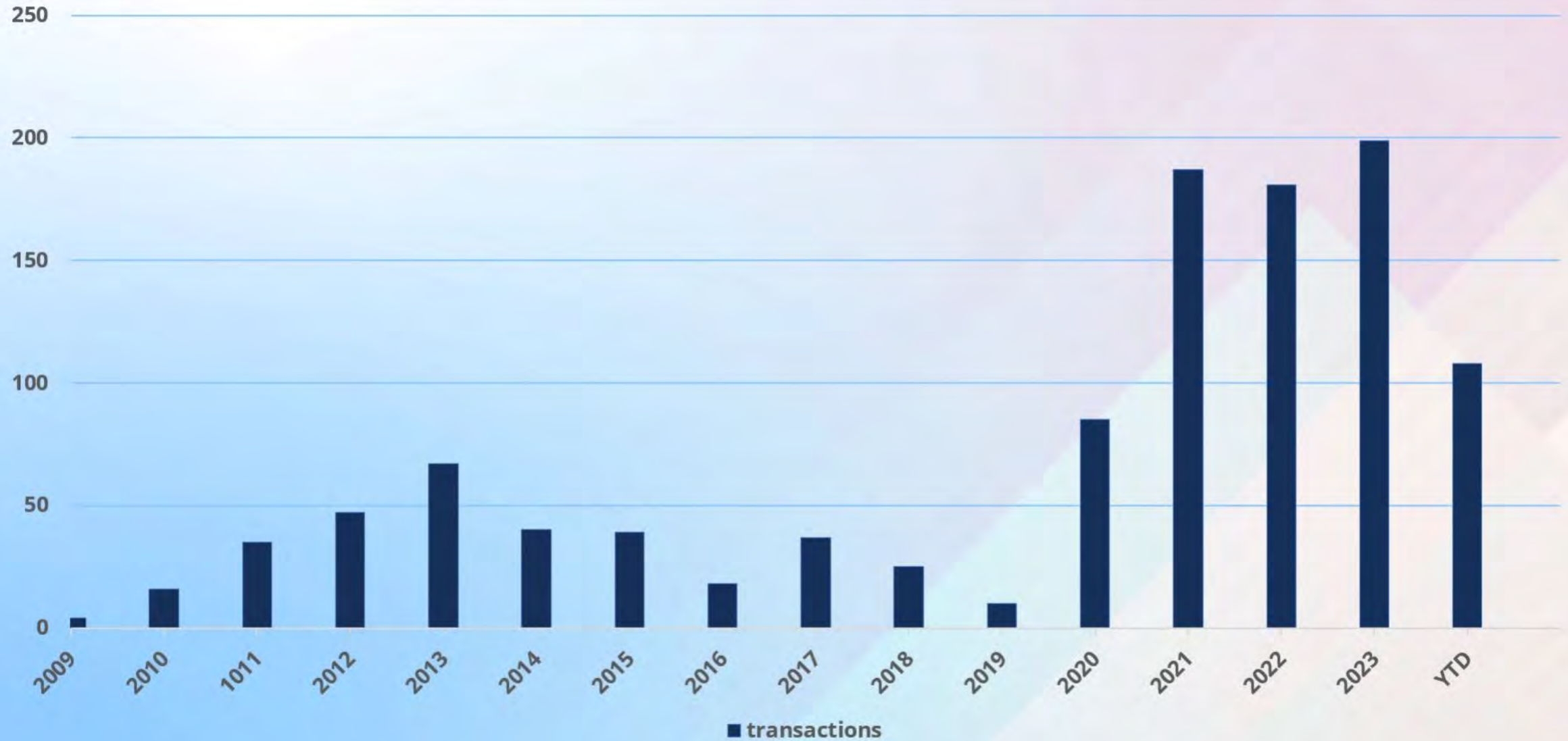
RECRUITING & RETENTION

26. Onboarding checklist - Angela
27. Recruiting attraction agents
28. Recruiting pre-screening
29. Recruiting abroad staff
30. Lourdes 1-1 agents
31. Triannual onboarding
32. LinkedIn engagement
33. Zillow sync-CRM - New agents
34. 30-60-90 staff performance
35. 30-60-90 agents performance
36. Off-boarding agents - Exit
37. Importing agents sphere - CRM
38. Removal process
39. Monitoring agents that have been removed

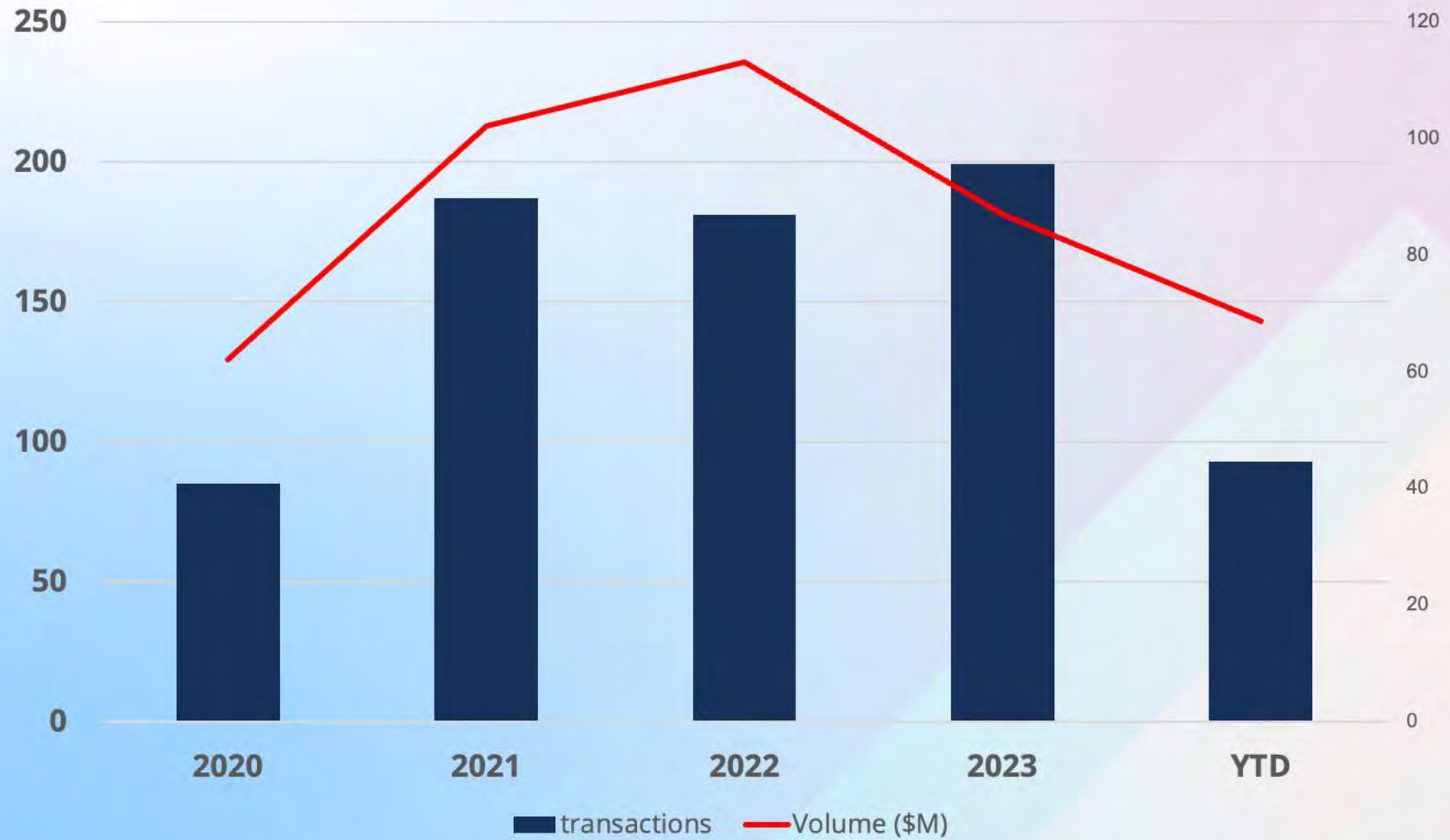
MARKETING

40. Past client campaign
41. Attorneys campaign
42. Targeted list w/ Google for mailers - Magic buyer letters
43. How to hiring an editor on Flvrr
44. Video editing instructions
45. Video editing organization - Google Drive
46. Newsletters process
47. Market reports process
48. Landing pages content creation
49. Landing pages set up
50. "Did You Hear About Your Neighbor?" postcards
51. Uploading YouTube videos
52. Writing YouTube descriptions
53. Newsletter creative content
54. Newsletters - Sendgrid
55. Meta Ads
56. Loomly
57. Google Business Profile - uploading images
58. Compass Marketing
59. Listing Leads site - Jimmy Mackin
60. QR codes
61. Signs - Up, down, custom
62. Vistaprint - postcards, door hangers - Place orders
63. Moo - Business cards - design and place orders

15 Years of Evolution in Real Estate



5 Years of Evolution in Real Estate



ONLINE LEADS - STANDARD OPERATING PROCEDURES

1. New script - Auto text
2. Appointment set - Auto email
3. Non-exclusive B/A - Signatures
4. Appointment met - Set B/C
5. Buyer consultation - Signed
6. Client Care
7. "Do Not Fire Me" report
8. Nurture plan

Last 2 weeks

Appointments set : 29

Showing agreements signed : 24

Conversion 82%

Buyer's consults completed: 19

Buyer's exclusives signed: 14

Conversion: 74%



STEP 1 - Automatic text message

PROPERTY SPECIFIC SCRIPT



Closing: So, just to recap, we will be all set to meet on Friday at 2PM . As soon as we disconnect, you are going to receive a text message and an email from me. The email will include a **1 time showing agreement**, which is basically an agreement that I will give you the tour of the home and if you do purchase the home, **I will be the agent representing you.** **This agreement is required by law.**

(YOU MAY GET QUESTIONS AND YOU WILL NEED TO BE PREPARED TO EXPLAIN)

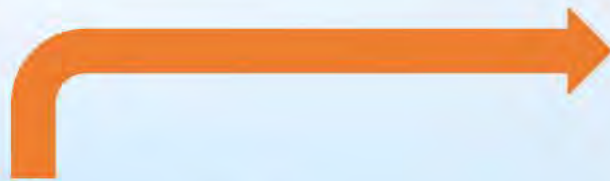
*This is Lourdes, your Fort Lauderdale Agent. As discussed, **I will be sending you an email outlining the next steps.** In the meantime, if you have any questions, please feel free to contact me directly at the number below.*

*Phone Number: [AGENT CELLPHONE]
Email: [AGENT EMAIL]*

TEXT MESSAGE

STEP 2 - Appointment Set

- **Automatic email**



Hi [BUYER],

I'm excited to work with you! Before we begin touring homes, [please review and sign](#) the Showing Agreement you will receive from Dotloop for e-signature.

A written agreement is required by law for us to tour homes. If you prefer to [sign this form in person](#) we can meet prior to the showing at my office located at 1200 E Las Olas Blvd, Suite 201, Fort Lauderdale, FL 33301.

Here's the form for your reference: [First Time Showing Agreement](#). Also, I've included a digital "[Home Buying: Step-by-Step Guide](#)" with valuable information about the home-buying process.

*If you need further explanation or wish to discuss, please contact me on my personal cell phone at [AGENT CELLPHONE]
Best regards.*

STEP 3 - Non-exclusive Buyer's Written Agreement

- Non-exclusive, property specific
- 82% get signed without pushback
- 18% disappear 🐻



STEP 4 - 1st Appointment Met - Buyer Consultation



- Agent may complete a buyer consultation right after 1st showing
- Buyer “must” sign an **exclusive agreement** for **30/60/90/180/365** days
- 74% conversion

STEP 5 - Buyer Consultation

- Top priorities
- Budget
- Timeline
- Neighborhoods or areas
- Type of home
- Non-negotiables
- Familiarity with the current real estate market
- Home to sell
- Pre-approved
- Concerns or fears
- Familiarity with home insurance
- Interviewed other agents
- [What is your understanding about buyer-broker commissions?](#)



STEP 6 - Client Care

- **Introduction:**

Hi [Client's Name], this is [Your Name]. I am the client care manager for THE MPH Team at Compass Fort Lauderdale

- **Acknowledgment:**

I understand you looked at 123 Main Street with Amy on Tuesday. I wanted to follow up to ensure everything went well and to see if there are any questions or concerns you might have.

- **Feedback Gathering:**

Was there anything specific that stood out to you or any areas where you feel we did not address.

- **Next Steps:**

Have you set up a time to see more homes with Amy yet? Can we help you set up a day for a buyer consultation or to tour more homes?

- **Reassurance:**

Our goal is to ensure you feel completely supported throughout this process. Please feel free to reach out at any time if you have any questions or need anything.

- **Closing:**

Thank you for choosing The MPH Team. We truly appreciate your trust in us. Have a great day, and we'll be in touch soon.



STEP 7 - Don't Fire Me Report for Buyers

Mr. Buyer , here is our weekly recap 👍

We have toured so far the following properties (*include link to tour sheets*)

123 Banana Street

123 Main Street

124 Yes Street



🔍 In the last 7 days, 123 Banana Street **reduced their price** to \$250,000.

🔍 In the last 7 days, 124 Yes Street **went under contract.** I spoke to the agent and they said it is not solid and there were contingencies to fulfill.

🔍 In the last 7 days, 123 Water Street **closed** for \$235,000, which is **94% of the list price.**

🔍 In the last 7 days, my team and I **have made a total of 750 calls** using our dialer system and neighborhood search capabilities. **We spoke to 45** homeowners in an effort to identify an off-market opportunity. So far we don't have a match

🔍 In the last 7 days, I personally **knocked on 5 doors.**

🔍 In the last 30 days, we have **mailed 250 letters to** homeowners in the Coral Ridge area that seem to match your criteria.

We received 1 phone call and will be meeting the homeowner next week or we haven't found a match yet.

STEP 8 - Nurture Plan

- Automated 13 texts & emails over the course of 365 days



Day 7		
TEXT	Send at 10:13 AM	Text: Hey [FIRSTNAME], I know you said you were while out from pur...
Day 15		
EMAIL	Send at 8:00 PM	Subject: Checking in!
Day 50		
TEXT	Send at 4:32 PM	Text: Hey! It's [AGENT FIRSTNAME], Just checking in to see if there a...
Day 75		
EMAIL	Send at 9:43 AM	Subject: Are you liking what you see?
Day 76		
TEXT	Send at 1:07 PM	Text: Happy [DAYOFWEEK]! 🌟 Just checking to see if you received m...
Day 130		
EMAIL	Send at 9:20 AM	Subject: Has your timeline changed?
Day 190		
EMAIL	Send at 4:15 PM	Subject: Listings added every minute!

Day 200		
TEXT	Send at 11:32 AM	Text: Hi [FIRSTNAME], I have a note to follow up with you. How is eve...
Day 230		
EMAIL	Send at 8:34 AM	Subject: Any Favorites?
Day 250		
EMAIL	Send at 4:35 PM	Subject: Let's get you home!
Day 301		
TEXT	Send at 9:52 AM	Text: Good [TIMEOFDAY]! [AGENT FIRSTNAME] again! :) It has been...
Day 330		
EMAIL	Send at 12:15 PM	Subject: Just an update
Day 365		
TEXT	Send at 5:45 PM	Text: Hey [FIRSTNAME]! It looks like we fell out of touch. 🙏 Here is m...



WE ALL WANT MORE LISTINGS!

2023 RECAP

- **54 LISTINGS SOLD**



YEAR TO DATE

Listings taken: 68

Listings sold: 36

Listings active: 31

LISTING BOOTCAMP - 9 WEEKS

Week 1: Listing Presentation Challenge - Show Me What You Got

Week 2: Scripts - Pre & Listing appointment

Week 3: Listing sources - Create your S.O.P.

Week 4: Master the CMA

Week 5: Get More Listings from Your Listings

Week 6: Do Not Fire Me report

Week 7: Scripts - Objections

Week 8: Listing Presentation Challenge

Week 9: Listing Presentation Challenge - Graduation



HOW WE MARKET OUR LISTINGS

PRE-LISTING

Video call to action : "Send me a DM if you would like to get the information before it goes out to the public."

\$20 - Editing

Organic IG & FB

Generate leads (VIP list)

200 calls - Mojo

Reverse prospecting buyer matches - text

Reverse prospecting phone calls

ACTIVE LISTING

Promote video 1-2 mins - YouTube paid ads

Multiple open houses

Knock on 25 doors minimum

Featured newsletters

200 Mojo dialing weekly

Reverse prospecting - text and email

Do Not Fire Me report

SOLD LISTING

Sold - Storytelling video

Storytelling Landing page

200 door-knocks

200 calls weekly x 6 weeks

Mail 200-500 postcards x 6 weeks

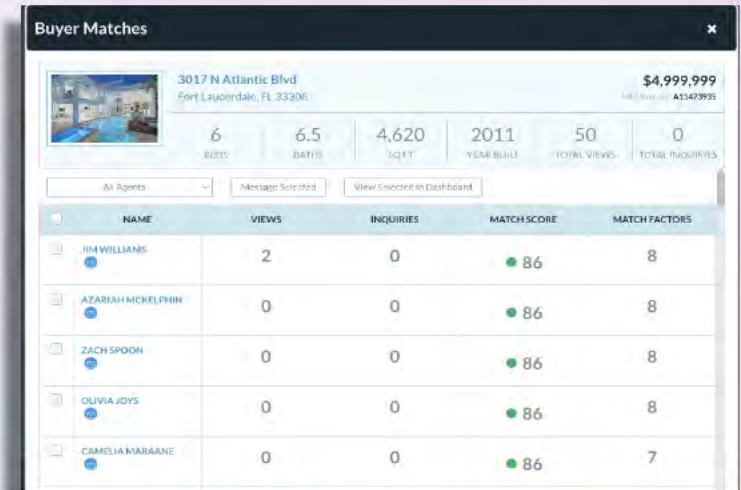
Paid ads: IG, FB & YouTube

Google Business Profile

HOW WE MARKET OUR LISTINGS

PRE-LISTING

1. Video call to action : "Send me a DM if you would like to get the information before it goes out to the public."
2. \$20
3. Organic IG & FB
4. Generate leads (VIP list)
5. 200 Calls - Mojo
6. Reverse prospecting Buyer matches - text
7. Reverse-prospecting phone calls



Buyer Matches

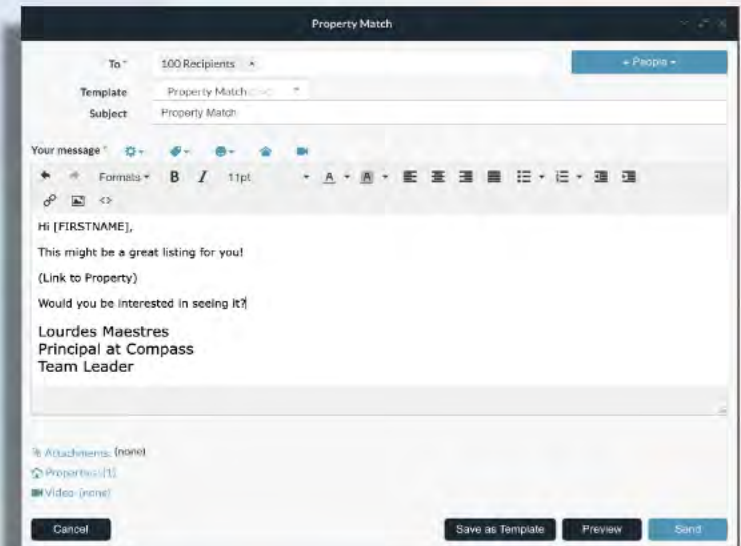
3017 N Atlantic Blvd
Fort Lauderdale, FL 33306

\$4,999,999

6 BEDS 6.5 BATHS 4,620 SQ FT 2011 YEAR BUILT 50 TOTAL VIEWS 0 TOTAL INQUIRIES

All Agents Message Screened View Escrowed in Dashboard

	NAME	VIEWS	INQUIRIES	MATCH SCORE	MATCH FACTORS
<input type="checkbox"/>	JIM WILLIAMS	2	0	86	8
<input type="checkbox"/>	ATARIAH MCKELPAIN	0	0	86	8
<input type="checkbox"/>	ZACH SPOON	0	0	86	8
<input type="checkbox"/>	OLIVIA JOYS	0	0	86	8
<input type="checkbox"/>	CAMELIA MARAANE	0	0	86	7



Property Match

To: 100 Recipients + People

Template: Property Match

Subject: Property Match

Your message

Hi [FIRSTNAME],

This might be a great listing for you!

(Link to Property)

Would you be interested in seeing it?

Lourdes Maestres
Principal at Compass
Team Leader

Attachments: (none)

Properties: [1]

Video: (none)

Cancel Save as Template Preview Send

HOW WE MARKET OUR LISTINGS

ACTIVE LISTING

1. Promote video 1-2 mins- YouTube paid ads
2. Multiple open houses
3. Knock on 25 doors minimum
4. Featured newsletters
5. 200 Mojo dialing weekly
6. Reverse-prospecting - text and email
7. Do Not Fire Me report

COMPASS

Lourdes Maestres





RecapFort Lauderdale

1 message

Lourdes Maestres

Tue, Jan 2, 2024 at 6:21 PM

SHOWING ACTIVITY :

- We have been active on the market for 71 days
- 5 showings request  3 completed  2 canceled
- 1 buyer canceled after they drove by because of the homeless, they didn't like the street
- 1 Buyer on November 2nd (Direct no broker) owns 2 condos at the Palms and a house on las Olas, she liked the house but didn't like the size of the lot and privacy
- 1 Buyer December 3rd (came with another broker) - wasn't interested - preferred palm beach
- 1 Buyer came during the open house- and did a 2nd showing with the wife (they live at Hermitage building)
Feedback: house needed too much work- no specific- they loved the art and the pool area .
- 1 Buyer - reschedule- change of schedule
- 1 Brokers Open 
- 3 Open houses 

MARKET ACTIVITY

- Broward county has 74 available homes between \$5M-\$7M
- Fort Lauderdale has 39 available homes between \$5M-\$7M
- 8 are dry lots and 31 are waterfront
- Since we listed, another 16 homes have been listed between \$5M-\$7M in fort lauderdale
- Fort Lauderdale has 6 Months of inventory up from 4.5 Months a year ago (see attached report)
- 11 Homes have sold in the last 6 Months between \$5M-\$7M in fort lauderdale (all of them waterfront) no Dry lots have sold recently in this price point
- There is 1 pending sale in the same area under contract (below is the link) (this house needs complete renovation)
https://www.compass.com/listing/3500-vista-park-fort-lauderdale-fl-33308/1062847287429119457/?origin=listing_page&origin_type=copy_url&agent_id=5ce7f9ee04d3016f05cec9ea
- This is your direct competition:
www.compass.com/listing-presentation/view/cma/cma-990c4399-c128-4c7c-889c-bd8fa5f0564a/v/version-1704237263

PRICING COMMENTS:

- Based on my professional experience ,market conditions and condition of the home, I believe the value of the home is in the range of \$5.250M - \$5.3M

ONLINE ACTIVITY :

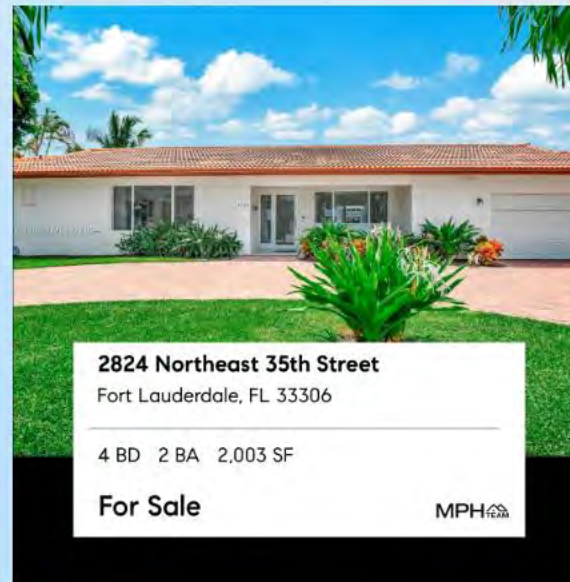
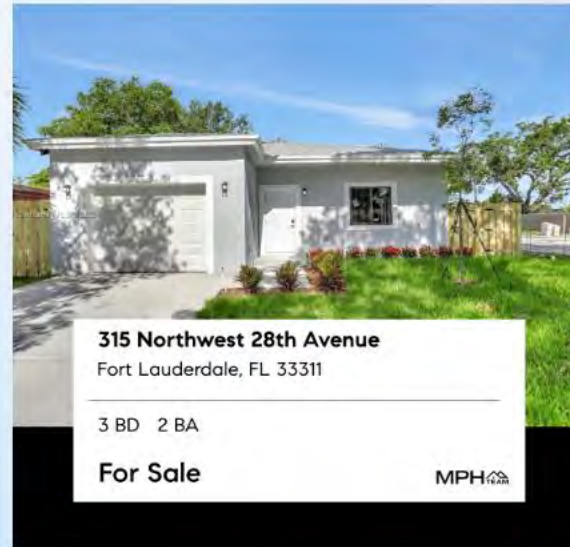
- Total views on Compass, Zillow, Realtor.com & others = 7128
- Facebook paid advertising clicks 603
- 38% of the buyers looking are from south florida
- See report attached

Lourdes Maestres
Real Estate Advisor
Team Leader - The MPH Team
Business Coach with Tom Ferry
Principal at Compass

HOW WE MARKET OUR LISTINGS

SOLD LISTING

1. Sold - Storytelling video
2. Storytelling landing page
3. 200 Door-knocks
4. 200 calls weekly x 6 weeks
5. Mail 200-500 postcards x 6 weeks
6. Paid ads: IG, FB, & YouTube
7. Google Business Profile



FOR RENT

1000 SW 19th St,
Fort Lauderdale, FL 33315
3 Beds | 2 Baths | 1,584 SqFt
\$3,500 Monthly

This beautifully renovated home features a private pool, lush tropical landscaping, and state-of-the-art amenities, all within a charming, walkable neighborhood close to local dining. Enjoy luxury living in the heart of River Oaks.

INTERESTED? CLICK TO LEARN MORE!

Sold - Storytelling

1. How we met
2. When did they buy the home?
3. What renovations were done recently?
4. Marketing strategy
(How many OH, showings, video views, doors knocked, phone calls, and newsletters)
5. Offer activity
6. Negotiations
7. Successful closing




LANDING PAGE AND POST CARD

MPHCS | COMPASS


SEARCH HOMES | FEATURED | ABOUT | HOME ESTIMATE



LOURDES MAESTRES



Did you hear about your neighbors, the Sharma Family?

Record-Breaking Sale



Watch on   **MA DID IT!**

HERE'S THE STORY...

- HOW WE MET**
As part of our commitment to keeping Fort Lauderdale residents informed about the latest real estate market statistics, one of our team members contacted Mr. Sharma back in 2022. We arranged a meeting at his home during its construction phase. Over the next 12 months, we not only the relationship, personally showing him with the latest market statistics and insights, until Mr. Sharma decided to hire Lourdes Maestres and Nidhi Sharma.
- PROPERTY HISTORY**
In 2021 the owner purchased the home for \$5.7M. The home was completely gutted for the studs and rebuilt with new structural elements, a roof deck made with steel and beams, each bathroom and bedroom are unique in design. They built 2 kitchens, an elevator and installed a massive projector for entertainment.
- MARKETING STRATEGY**
Social Ads, Google, Facebook, and Instagram ads.
Video/Shorts, Featured in multiple high-end publications.
Exclusive Showings, Shared with over 45,000 high-net-worth individuals.
Virtual Open House, Hosted a private event to showcase the home to a limited list of real estate developers.
Personal Experiences, Our team also made hundreds of phone calls and knocked on 30 doors a week for 4 months... ensuring everyone knew of our find!
- SHOWING ACTIVITY**
We had 8 private showings to qualified buyers, including professional athletes. Several buyers wanting to relocate from, or family from Miami looking to move to Fort Lauderdale, as well as buyers from New York and New Jersey.
- SUCCESSFUL CLOSE**
28 days later, we closed the sale with a builder's warranty in place.

QUESTIONS? SET UP A CONSULTATION WITH LOURDES

YOUR SUCCESS STORY STARTS HERE!

Lourdes Maestres:

lourdes@maestres.com

7985553422

Question or Message

*By clicking "Book a Consultation with Lourdes" you are expressly consenting, in writing, to receive telemarketing and other messages, including articles or press releases, via automated calls or texts from [southfloridarealestate.com](https://www.southfloridarealestate.com) at the number you provided above. This consent is not required to purchase any good or services. Message and data rates may apply. Frequency varies. [Add HELP for info on STOP or cancel. More details in Terms of Use and Privacy Policy.](#)

[BOOK A CONSULTATION WITH LOURDES](#)

Did you hear about your neighbor?

Book a consultation with
Lourdes Maestres
(954) 833-0933



COMPASS MPHCS

Scan to see what we did!



YEAR-TO-DATE RESULTS

1. Buyer consultations completed: 45
2. Buyer exclusive agreements signed: 37
3. New appointments set - CRM: 490
4. New customers met: 580
5. Homes shown: 2,135
6. Existing customer met 2nd time: 653
7. Buyer's offers written & signed: 188

8. Listing Appointment completed: 67
9. Referrals received: 56
11. Outbound calls logged - CRM: 41,542
12. Outbound calls - MOJO: 13,724
13. Outbound texts - CRM: 21,387
14. Outbound emails - CRM: 8,943





The MPH Toolkit



Let's Connect

This information is provided for informational purposes only and does not constitute legal advice. The laws and rules referenced in this presentation may have changed or could be affected by case law at any time without notice. If you have a legal question, you should consult with your attorney.

Real estate agents and brokers should not discuss fees or commissions with other brokers as it is a violation of the Sherman Antitrust Act, which prohibits price-fixing, group boycotting and other antitrust violations.



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Intimate Mastermind.

Plus, dinner at my home with
Kathy, Nana & Duke 🐕

PRIVATE MASTERMIND:

Oct 17th / Nov 13th – Tom's Office or Home

**30 participants per session only.*

Book Your Seat



Business is Solving Problems



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Safe to say **YOU**
NEED to take

WAY MORE
LISTINGS!



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AGENTS

LISTINGS SOLD



Data for the first 7 months of 2024

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

**"YOU NEED
to Prioritize
LISTINGS!"**

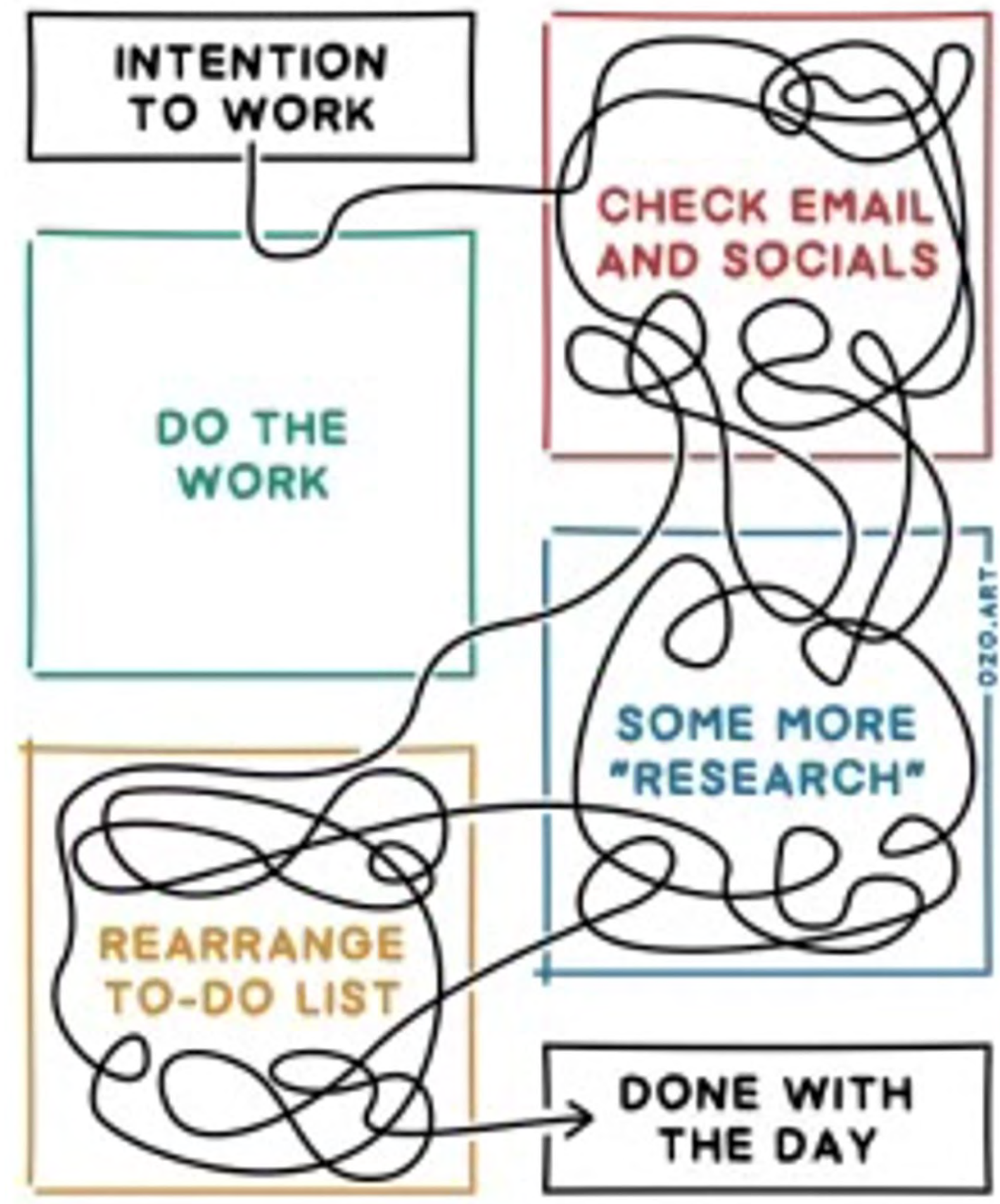
8%

GENERATES REVENUE



92%

ADMINISTRATIVE TASKS



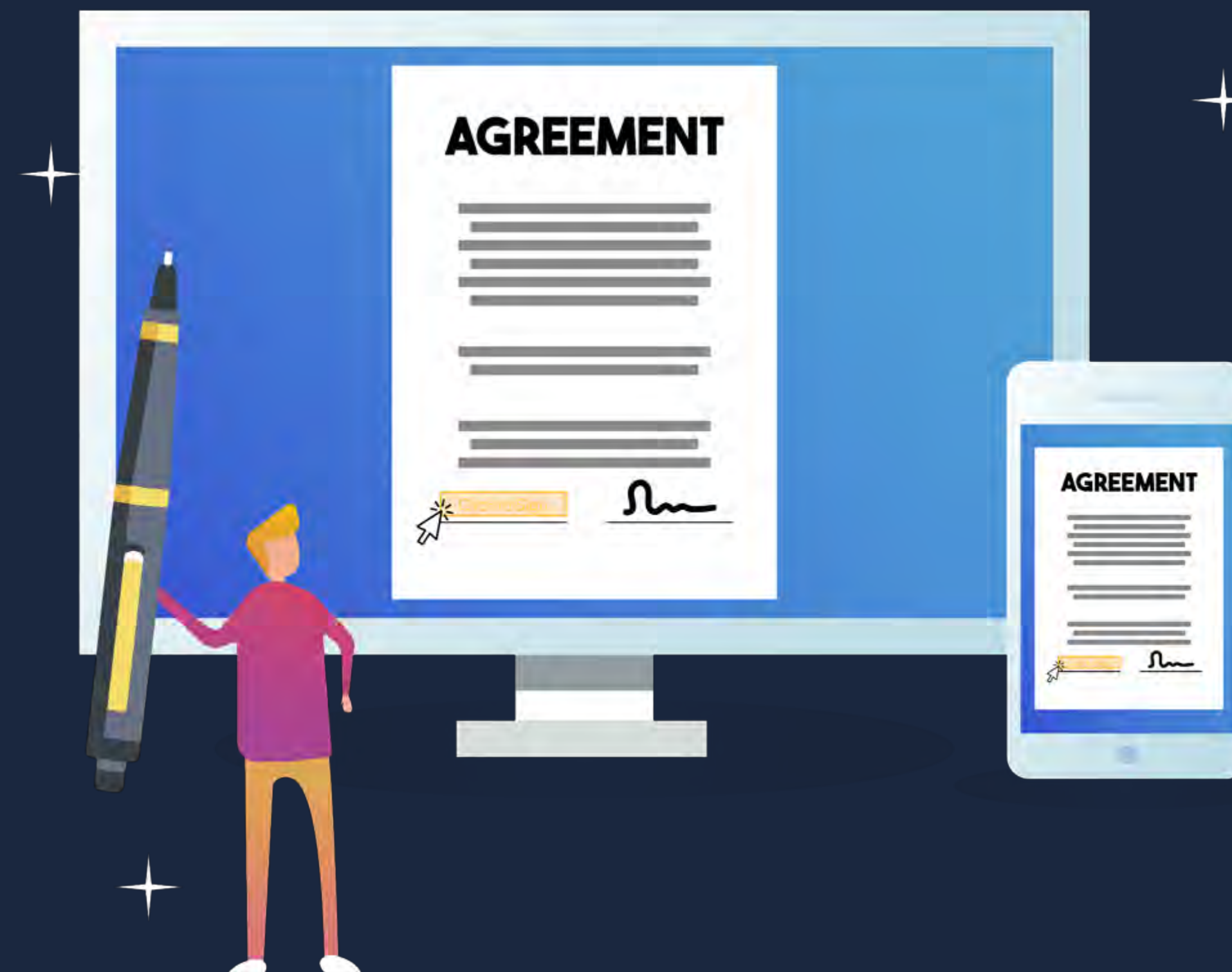
You don't have a **time management** problem,
you have a **prioritization** problem!

Sign to **SHOW**

ONE-CLICK SHOWING AGREEMENTS

SENT & SIGNED

IN 60 SECONDS OR LESS!



**SCAN TO
SIGN UP!**

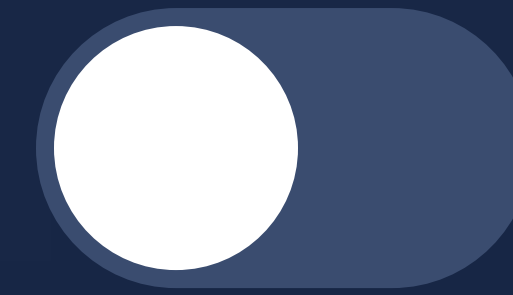


STOP!

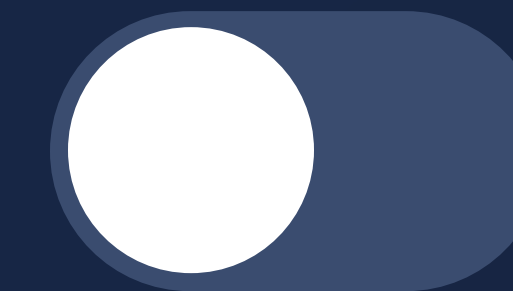


SUCCESS SUMMIT

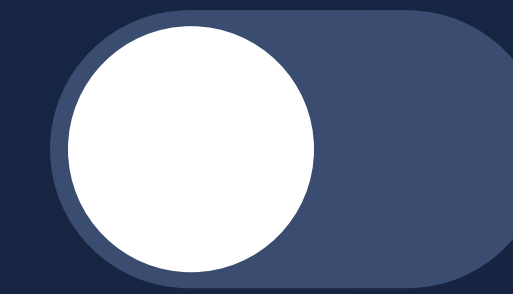
DECISIONS



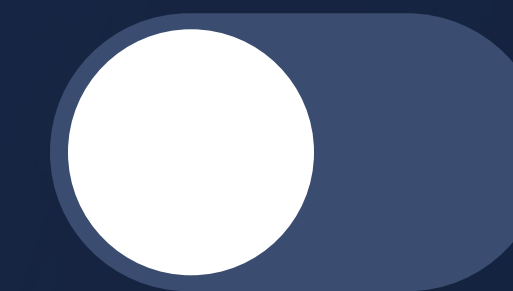
KNOWLEDGE



ACTIONS



STRUCTURE

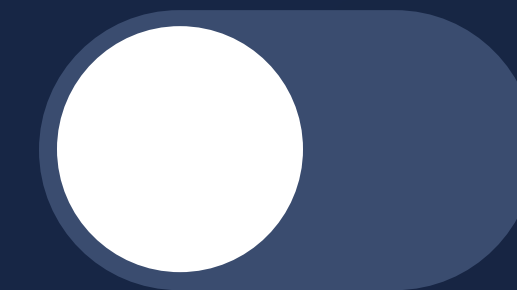


SUCCESS SUMMIT

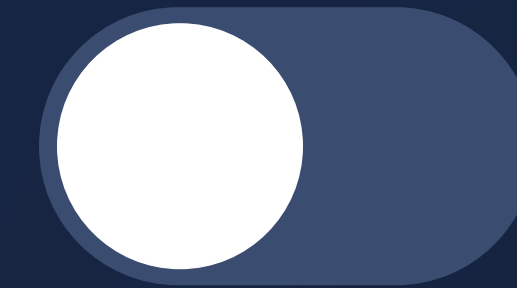
DECISIONS



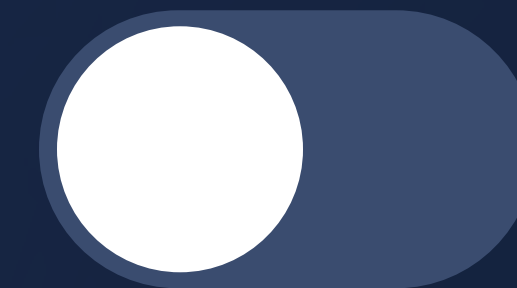
KNOWLEDGE



ACTIONS



STRUCTURE



SUCCESS SUMMIT

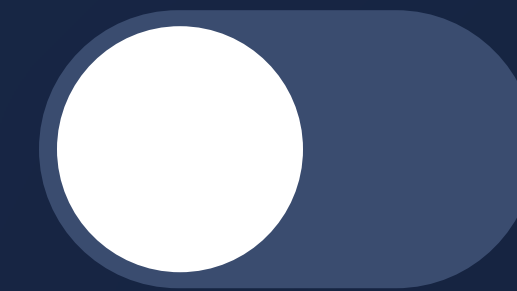
DECISIONS



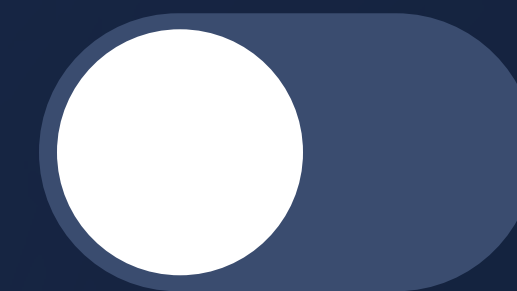
KNOWLEDGE



ACTIONS



STRUCTURE



SUCCESS SUMMIT

DECISIONS



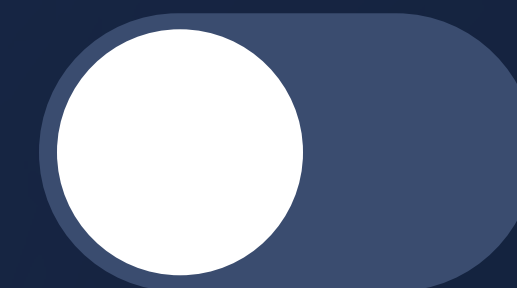
KNOWLEDGE



ACTIONS



STRUCTURE



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Action Solves
Everything!



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Bezos: Decision Process.

- 1. If its easy to decide and easy to reverse
Do it immediately.**
- 2. If its difficult to decide and difficult to reverse. Make a decision on when you'll decide. (24/48)**

DECISIONS



KNOWLEDGE



ACTIONS



STRUCTURE



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How do you define Structure?
When Deals and Dollars continue
to come in...
with or without you”



**To stay PRIORITIZED in 2024/25.
No more than 3 - 5 MEASURABLE
BUSINESS GOALS PER QUARTER.**



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SAMPLE GOALS

1. Your Business Results:

Volume, Transactions Closed, GCI, After Tax Profits

2. Getting More Attention! - Scaling Trust & Likeability

Reach, Followers, Referrals, Inbounds, Business Opportunities Generated, Recognition

3. Goal for a Bold # of Appointments:

of Initial Buyer Consultations

of Listing Appointments





What are My Top 3 Personal Goals for Q4?

Relationships?

Health?

Spirit?

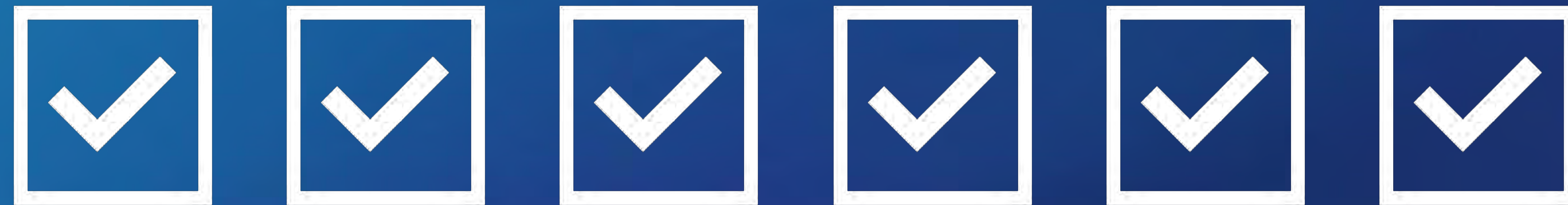
Savings?

Contribution?



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Get all of this UP & VISUAL!
& measure your results to know



“AM I ON OR OFF TRACK?”



When we measure performance,

PERFORMANCE IMPROVES.



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

SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
<ul style="list-style-type: none"> • 401 units, 17+M volume, • ↑ conversion by 5% 	<ul style="list-style-type: none"> • Scale for 10 new agents/month • Streamline training platform • Operationalize conversion 	<ul style="list-style-type: none"> • 2 transactions for every listing • 1% conversion of database • 50 closed deals from social media 	<ul style="list-style-type: none"> • +4 agents per month • +24 legacy agents • 4 recruiting events 	
<p>Conversion Tracking System</p> <p>Trainual - Lessons</p> <p>Trainual - Video Support</p> <p>Lead Rotation Management</p> <p>Mentor Training</p> <p>Establish Fliers</p> <p>Visual for ballpen</p> <p>Tracking System</p> <p>Hire ISA</p> <p>Train ISA</p>	<p>Trainual - onboarding</p> <p>Trainual - New Agent Training</p> <p>Trainual - Exp Agent Training</p> <p>Trainual - All JMO Processes</p> <p>KPI Tracking System</p> <p>Campaigns for Zip Codes</p> <p>Cognito</p> <p>Sold.com</p> <p>Google Voice</p> <p>Last Pass</p> <p>ISA System (c)</p> <p>Action Plan - Buyer Under Contract</p> <p>Action Plan - Seller Under Contract</p> <p>Agent checklist / Task Reminders</p> <p>Circle Dial</p> <p>Google Reviews</p>	<p>Action Plans</p> <p>Seller Notepad</p> <p>Expireds</p> <p>New Construction</p> <p>Lease 1 year</p> <p>Lease 2 year</p> <p>FSBO</p> <p>Recruiting Emails (24)</p> <p>Buyer Presentation</p> <p>You Tube Ads</p> <p>Google PPC</p> <p>Website Goals</p> <p>SE</p> <p>SW</p> <p>NE</p> <p>NW</p> <p>VIDEO</p> <p>Listing Campaign</p> <p>Favorite Rooms</p> <p>Professional office</p> <p>Listing presentation</p> <p>Listing coordinator</p> <p>Photographer</p> <p>Marketing</p> <p>Strategy</p> <p>Negotiations</p> <p>Re-sharing a home/city</p> <p>Support Team</p> <p>Showing Smart</p> <p>Setting seller expectations</p> <p>Se. Joseph</p> <p>Open House</p> <p>When open commercial</p> <p>Language</p> <p>Supra vs. Lock Box</p> <p>Recruiting Campaign</p> <p>Tools to succeed</p> <p>Lead focused</p> <p>Training (Days) Mentor</p> <p>Listing collateral</p> <p>Community Pages</p> <p>Once 401</p> <p>Grand Lakes</p> <p>Elysian</p> <p>Bridgewater</p> <p>Cine Island</p> <p>Old Katy</p> <p>Cine SW</p> <p>Crofts Creek</p> <p>Other</p> <p>Seller - Listings Live</p> <p>Seller - Under Contract</p> <p>Buyer - Buyer interested</p> <p>Buyer - Looking at homes</p> <p>Buyer - Closing table</p>	<p>calls per day</p> <p>interviews per week</p> <p>Q1 event</p>	<p>SISU → CTE</p> <p>Tracking System</p> <p>Referrals</p> <p>Legacy</p> <p>Pod Leaders</p> <p>2023 Budget</p> <p>List to close process refinement</p> <ul style="list-style-type: none"> • Supra/sign pick up • client on line email • Slack until closing • Caption vault <p>Listing Coordinator Hire</p>



Jamie McMartin



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Re-imagine our dashboard & weekly meeting

3 Departments: No more
than 16 #'s that determine the
health of our business



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(sample) Re-Set Our Weekly Dashboard

1. \$ Revenue =
2. Profit \$ + % =
3. Closed Volume =
4. Closed Sales =
5. Pending Revenue =
6. Pending Volume =
7. Pending Sales =
8. Active Listings =
9. A. L. Volume =
10. Coming Soon/Volume =
11. New Leads Generated =
12. New Listing Appts =
13. LA conversion % =
14. New Buyer Appts =
15. Buyer Appt Conv % =
16. New 4.8 🖱️ Reviews =

100%

View only

E2

*1/2/2022

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1			Company Scorecard														
2	WHO REPORTS	OWNERSHIP	MEASURABLES	Weekly GOAL	*1/2/2022	Total	9-Jan	Total	16-Jan	Total	23-Jan	Total	30-Jan	Total	6-Feb	Total	13-Feb
3					*These totals include some 2022 numbers												
4	TC	Team Lead	New Listings Taken		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
5	TC	Team Lead	New Buyers Pending		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
6	TC	Team Lead	Buyers Under Contract (GCI)		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
7	TC	Team Lead	Listings Under Contract (GCI)		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
8	TC	Team Lead	Units Closed		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
9	VA	Sales Manager	Listing Appts. Set		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
10	VA	Sales Manager	Listing Appts. Met		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
11	VA	Sales Manager	Buyer Appts. Set		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
12	VA	Sales Manager	Buyer Appts. Met + Showings		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
13	Operations	Operations	New Agents Hired (Monthly)		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
14	Operations	Operations	Profitability		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
15	VA	Operations	New Leads		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
16	Operations	Operations	Reviews		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
17			Weekly % of Goal Met		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%		0.00%
18																	
19																	
20			Quarterly Process	Goal	Actual	Quarterly Process	Agent PPP	Q1 goal									

Make Data Driven Decisions!



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How can we install **MORE
STRUCTURE to the business?**



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“Move it Forward” Meetings

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





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

Tom



SUCCESS SUMMIT



SUCCESS SUMMIT



Quarterly Review & Set New Commitments!



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**What commitments am I willing
to declare today about how
I plan to run my business,
going forward?**



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