

A portrait of Tom Ferry, a man with short grey hair, a beard, and black-rimmed glasses, smiling. He is wearing a black bomber jacket over a light blue collared shirt. The background is a blurred outdoor scene with trees.

CONTROL THE NARRATIVE

CONTROL THE MARKET

Confident Agent Checklist (Spring 2025 Edition)

Tom Ferry



Ferry Intl.



@TomFerry

Confident Agent CHECKLIST


Spring 2025 Edition

How to Take Control, Show Up, and Win

This isn't the time to pull back — it's the time to lean in.

The market is shifting, not stopping. Headlines cause panic — you bring perspective. Use this quick guide to take back control, build momentum, and lead with confidence.

Whether you're a solo agent or a team leader, consistency and clarity will separate you from those who freeze.




Confidence is a strategy — and you're in charge of how you show up.



MINDSET

**"Confidence is your strategy.
You control the message."**



Remind Yourself

→ *"This is a shift, not a crisis"*

Focus only on what's within your control


→ *Mindset, Marketing, Messaging*

Use future-facing language

→ *"Options," "Strategy," "Opportunity,"
"Strong Market Fundamentals"*

Control the **NARRATIVE**

**“Let fear drive others —
you lead with facts, calm, and consistency.”**



**Create a short market update video or carousel
using facts like:**

- 83% of homeowners have rates under 6%
- 40% of homes are owned free and clear
- Equity is strong, and inventory is improving

**Share video or visual post across email, Instagram,
and LinkedIn**

Anchor client confidence with messaging like:

“Headlines are meant to stir emotion — I’m here to deliver clarity.”

Reinforce:

“You’ve made smart moves before. You’ll do it again.”

Action + MARKETING

"You do more when you believe you can."

Choose to **market more**, not less, this season

Send a clear, value-based message to your database (text, email, or DM):

- *"The market is shifting – not stopping. Here's what that means for you..."*

Post a update or data graphic on:

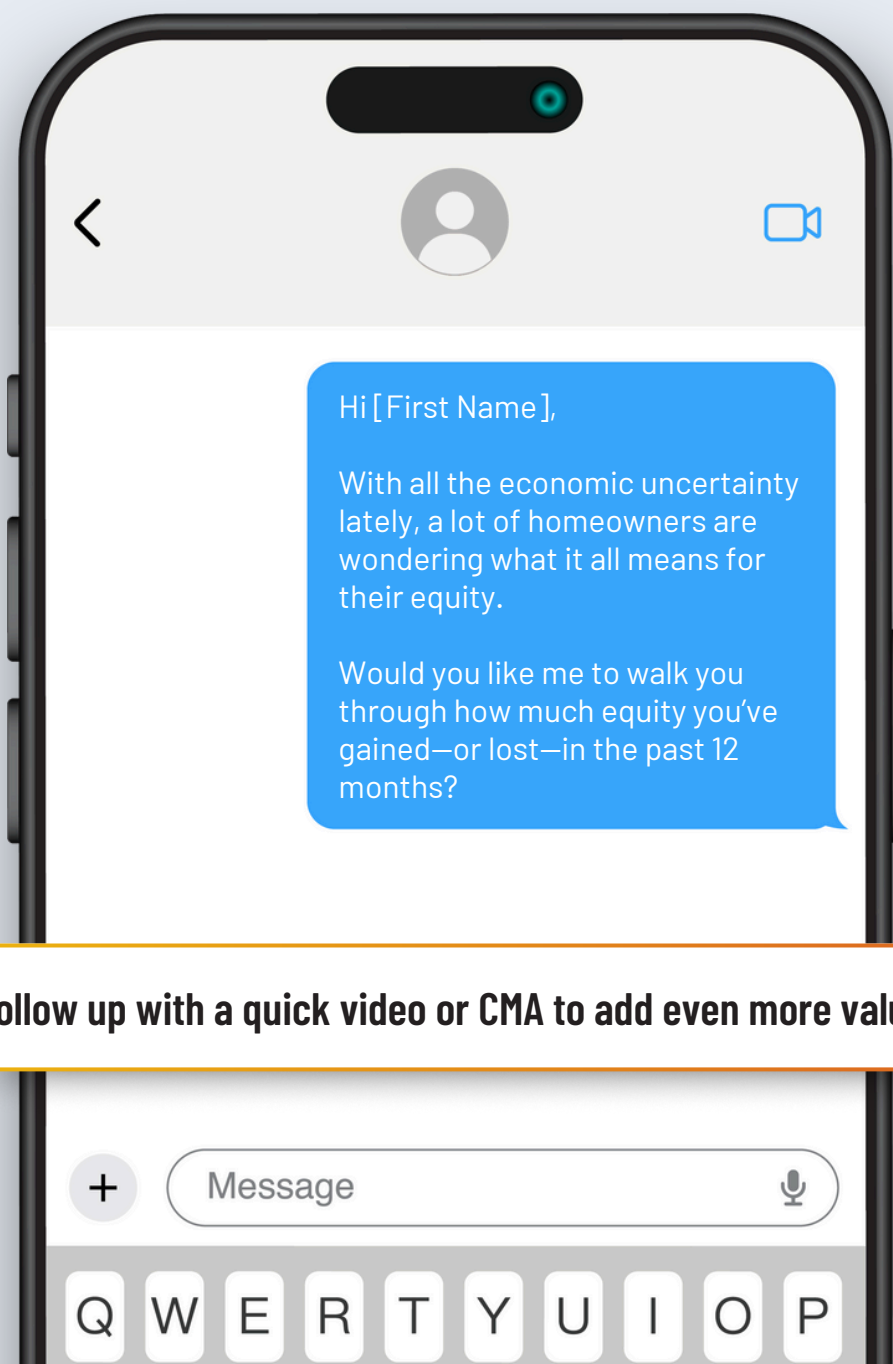
- Builder incentives
- Rate drops
- Inventory shifts

Invite engagement:

- *"Bought a home in the last 2 years and unsure what it's worth? DM me."*

Action + MARKETING

Use this **Plug-and-Play Text Strategy** to reconnect:



Follow up with a quick video or CMA to add even more value

Build Confidence **THROUGH ACTION**

Take one small action that builds momentum: a call, a message, a post

Log a recent client win, positive message, or forward-moving conversation

Reflect on past seasons where you overcame challenges and adapted (*2020, rate spikes, price surges – proof that you're capable and resilient*)

Confidence is a choice.
Choose to lead.
Choose to show up.
CHOOSE TO WIN.

How Top Tom Ferry Coaches Are Keeping Their Agents in Action

The market may have shifted — but that's exactly when leadership, structure, and clarity matter most. In the following pages, you'll learn how four powerhouse TF coaches are helping their agents move through hesitation, burnout, and uncertainty with confidence and strategy.



COACH JEFF MAYS

Micro Goals MAX RESULTS



Jeff reminds his clients that most slumps are self-generated, and that action – not opinion – drives results.

JEFF'S TOP STRATEGIES:

- **Set a daily micro-goal:** One appointment, or use the 5/5/4 framework
- **Start every day at zero:** Act like no one knows you
- **Make a bet:** Gamify your goals with an accountability partner
- **Focus short-term:** Create and commit to a 90-day action plan
- **Double your output:** More calls, texts, open houses, previews
- **Stay face-to-face:** Book lunch or coffee with someone every week
- **Call your "raving fans:"** Past clients who already trust you
- **Know your numbers:** Most stories agents tell themselves are just noise
- **Use data to challenge opinions:**

"You're telling me no one's buying? March YoY sales are flat, DoM is stable, and values are up 1%. So what's really going on here?"

MINDSET REFRAMER:

"You're not stuck – you're under-informed or under-committed. Let's fix that."

COACH SEAN RYAN

Recalibrate Mindset WITH MARKET CONTEXT



Sean's coaching centers around using data to shift perception. When agents are stuck in emotion or anecdotal fear, he challenges them to replace assumptions with actuals.

SEAN'S CHECKLIST FOR CLARITY & CONTROL:

- **Gather local market stats weekly:**
 - Year-to-date residential sales
 - Current active listings
 - Inventory breakdown by price point or property type
 - Days on market now vs. last year
 - Average sale prices vs. average list prices
- **Compare this year's numbers with last year's:** Most markets aren't as "down" as agents believe
- **Stay grounded:** Fill out a local market tracker worksheet to ground your talking points
- **Use those stats to educate your clients (and yourself):**
"You're not losing — you're just out of context."

KEY MINDSET SHIFT:

"It's not the market that's unclear. It's your understanding of it."

Sean helps his agents *lead with clarity*, calm client nerves, and anchor their confidence in data — not emotion.

COACH ALYSSIA ESSIG

Acknowledge. Empathize. **STRATEGIZE.**



Alyssia meets her clients exactly where they are – burnt out, overwhelmed, or just stuck in indecision – and gives them a framework to move forward.

ALYSSIA'S GO-TO STRUCTURE:

1. Acknowledge what's real: the market is tougher, and people are stressed
2. Empathize with both clients and agents – survival mode is real
3. Strategize a way forward rooted in clarity and control

KEY REMINDERS SHE GIVES HER AGENTS:

- You must be the calm in the storm
- You need to ask better questions to find the *real* objection
- **Control what you can:** time, conversations, mindset
- **Know the product better than ever:** listings, trends, comps
- Communicate and reset expectations mid-process
- Accept a lower conversion rate – and fill the pipeline to offset it
- Take action, even if the payoff isn't immediate

"No one ever regretted a day when they took action."

COACH EMILY KETTENBURG

Teach Through **THE TURBULENCE**



Emily's approach is rooted in certainty – helping agents understand and explain the current landscape with confidence.

HER RECENT COACHING THEMES:

- Review the 10 ways to create and convey certainty (internally and externally)
- Teach agents how to explain the difference between a recession and a market shift
- Role-play how to talk to clients who are unsure due to headlines or misinformation
- Encourage agents to lean into education – because clarity creates confidence

MINDSET SHIFT:

"Your motivation isn't broken – your consumer's perception is foggy. Clear the lens."

HANNAH DUBYNE'S APPROACH

Control the Narrative, OWN THE MARKET



When Hannah Dubyne moved to a brand-new city at 21 with no sphere, no clients, and no local connections, she didn't panic — she built her presence from scratch. She didn't wait for leads or referrals. Instead, she made daily appointments with herself, studied the market harder than anyone else, and became the expert her future clients didn't even know they needed.

That same mindset applies in a shifting market.

Just like stepping into a new city, navigating a market transition requires you to decide how you show up — curious, prepared, and confident. The conditions are different, but the psychology is the same:

You can't control the market. But you can control your narrative, your calendar, and your commitment to show up every day like a professional.

HANNAH'S

Core Strategy for STAYING IN CONTROL

1. Make Appointments with Yourself

"If I didn't have client appointments, I made appointments with myself."

- Block time in your calendar like you already have business.
- Tour 3-5 homes a day (vacant or easy to access).
- Treat every preview as a market education opportunity.

2. Learn the Market Better Than Anyone

- Use hot sheets daily — know what's new, pending, expired, and sitting.
- Visit neighborhoods, study inventory, and talk to neighbors.
- Use Google Earth to understand how your market has evolved.

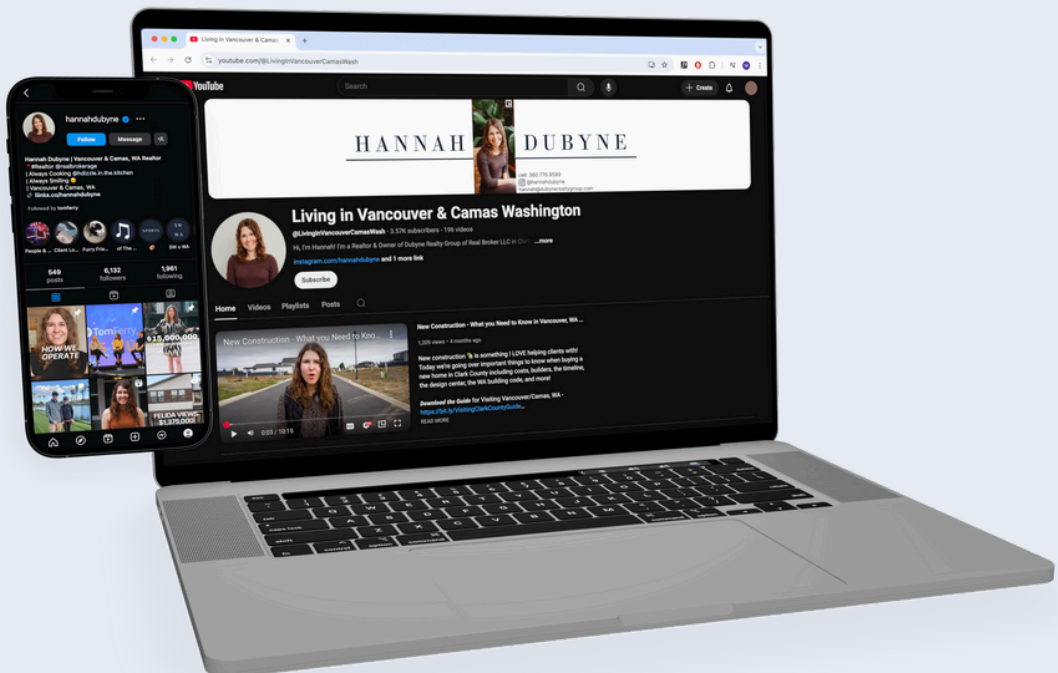
3. Own Local Knowledge

"You have to be a practitioner of your work. You have to be a knowledge broker."

- Know historical price trends, builder activity, and local development.
- Research county records, permits, and long-term zoning plans.
- Understand what locals know — even if you're new.

Tools Hannah Uses to **CONTROL THE NARRATIVE**

- MLS Hot Sheets (daily)
- Historical Google Earth and local newspaper archives
- Consistent open houses (2 every weekend)
- “Weekend Happenings with Hannah” – her hyper-local email newsletter
- Regular video content across Instagram, YouTube, and email



WATCH HANNAH'S WEBINAR [🔗](#)

Why IT WORKS

Confidence doesn't come from luck – it comes from preparation. Hannah shows that controlling your time, your education, and your voice in the market leads to trust, credibility, and results.

“When you carry yourself with confidence, everything goes over better.”

