



WELCOME!

We're glad you're here!

The webinar will start promptly at **9 AM PST / 11 AM CST**

Please read the following disclaimer: You are advised that any Information provided in this webinar is not legal advice. Ferry International assumes no responsibility for consequences resulting from the use of the Information. Some of the Information may be outdated or not consistent with current law. You are advised to review all your practices with legal counsel including, without limitation, practices respecting commissions on account of the settlement of legal proceedings against The National Association of REALTORS® (NAR) related to broker commissions. To the extent that any Information is contrary to law or best practices, Ferry International is not responsible for, and expressly disclaims liability of, damages of any kind arising out of use, reference to, or reliance on the Information.

@JasonPantana





#1 COACH in Real Estate Training



A DECADE OF DOMINANCE

Now 10 Consecutive Years!

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023







RIP-OFF &
DUPLICATE

WEBINAR OUTCOMES

- Pinpoint what matters most to buyers
- Articulate/communicate your value prop
- Real-world content marketing examples
- Craft messaging that moves the needle



ARE YOU

INTERESTED

OR COMMITTED

- JASON PANTANA



***THE IMPEDIMENT TO ACTION
ADVANCES ACTION. WHAT STANDS
IN THE WAY BECOMES THE WAY.***

MARCUS AURELIUS

BECOME MORE
VALUABLE

- JASON PANTANA



**BUYERS IDENTIFIED DUE DILIGENCE
OR EVALUATING HOMES AS A BUYER'S
AGENT'S MOST VALUABLE SERVICE BY A
2:1 MARGIN OVER PRICE NEGOTIATION
AND ACCESS TO OFF-MARKET HOMES.**

1000watt

CORE PRINCIPLES

1

Sellers are divesting; buyers are investing.

2

Value *only* plays offense – never defense!

3

You get what your content attracts.

- JASON PANTANA



@jasonpantana

Q:

*How are you
driving **DEMAND**?*

BUYER MARKETING

1	Case studies: <i>How we did it!</i>	5	Area comparison video guides
2	Buyer stories: <i>Welcome home</i>	6	Neighborhood tours
3	Deal of the week!	7	Property tours: <i>Listing lowdowns</i>
4	Homebuyer hacks	8	Buyer streaming YouTube ad

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HOW WE

SHANNON MANGIN



AUSTIN, TX

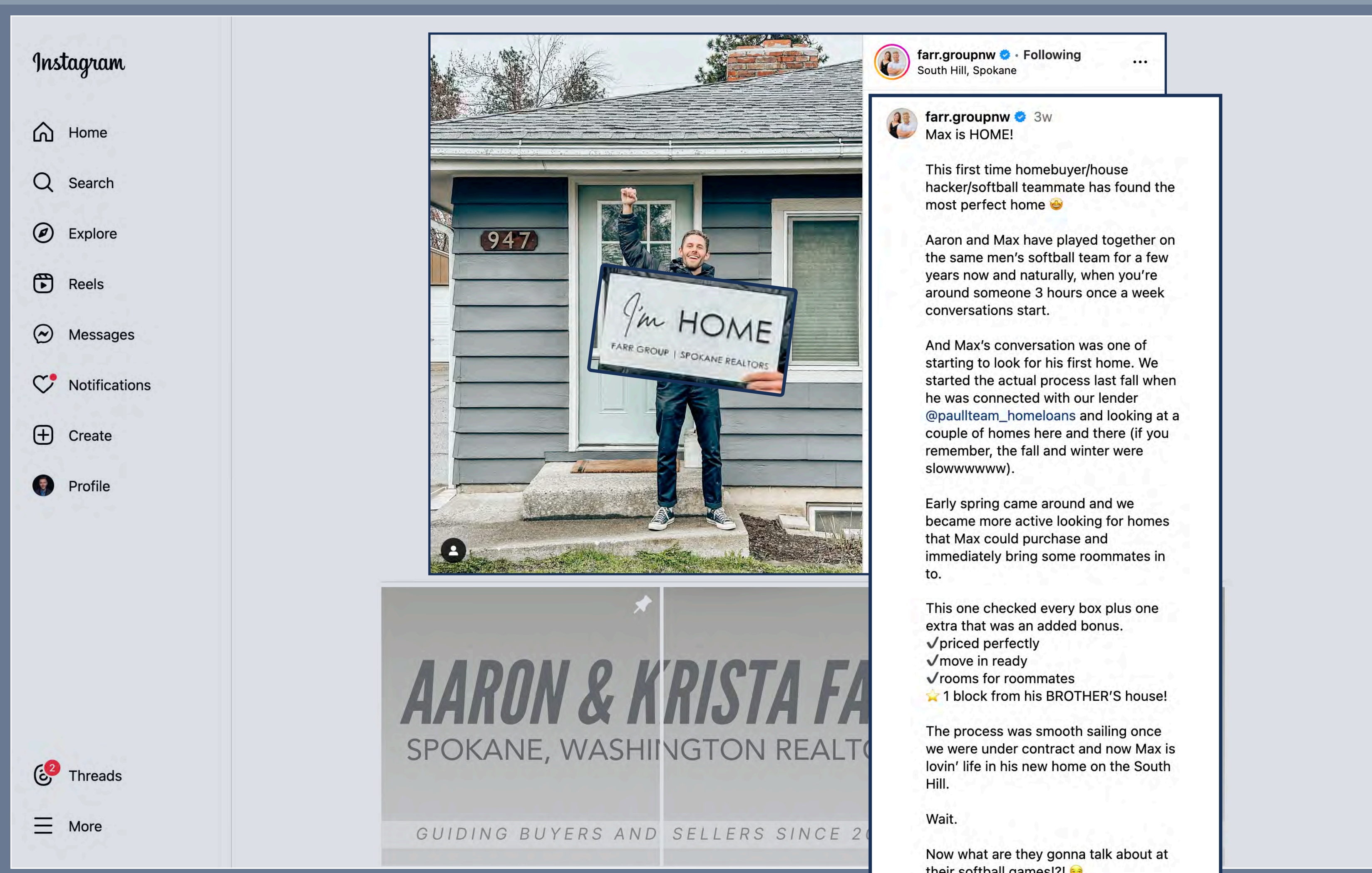
DID IT!

- JASON PANTANA

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WELCOME HOME



EXTREME

VANESSA REILLY



ATLANTA, GA

KEYS

- JASON PANTANA

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BUYERS

~~Listing~~ Attraction

CURAYTOR



Subject: CALGARY'S DEAL OF THE WEEK

Hey, I've just came across a property that might actually be one of the VERY best deals on the market. It's a single family home in Calgary's ultra-desirable NW for UNDER \$400k!

Here's why I love it:

- 1140 sq. Ft. With 3 Bedrooms Up!
- Detached Double Garage
- \$290,000 LESS than the average single family home!
- Could possibly add a secondary suite!
- Great investment potential!

Shoot me a reply if you want more info on this one, I'd be surprised if it lasts the weekend...

- Brad McCallum

20+
Responses



**Brad
McCallum**



Dean Linnell Top Contributor

BTW - this email drummed up a reply from one of the neighbours in this neighbourhood who may want to sell next year. His place is worth probably \$8m right now.

1w Like Reply

4

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- JASON PANTANA

@jimmymackin



Deal of the Week Text

Hey John,

Hope you're well. I know that you're not in the market right now, but I just came across a property in Calgary that might be one of the very best deals on the market.

Here are the details:

- Under \$400K
- \$290,000 LESS than the average single family home
- 1140 sq ft
- Detached Double Garage

Who do you know in your network that's in the market and might be interested?

@jimmymackin



Deal of the Week IG Poll



Jimmy Mackin

I just came across a property in Calgary that might be one of the VERY best deals on the market.

- Under \$400K
- 1140 sq ft
- Detached double garage

WANT ME TO SEND YOU THE DETAILS?

(A) Absolutely

(B) Yes

✓ 100%

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OR EVALUATING HOMES AS A BUYER'S
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BUYER BARRIERS

 Affordability

 Competition

 Repairs

 Mortgages

 Inventory

 Insurance

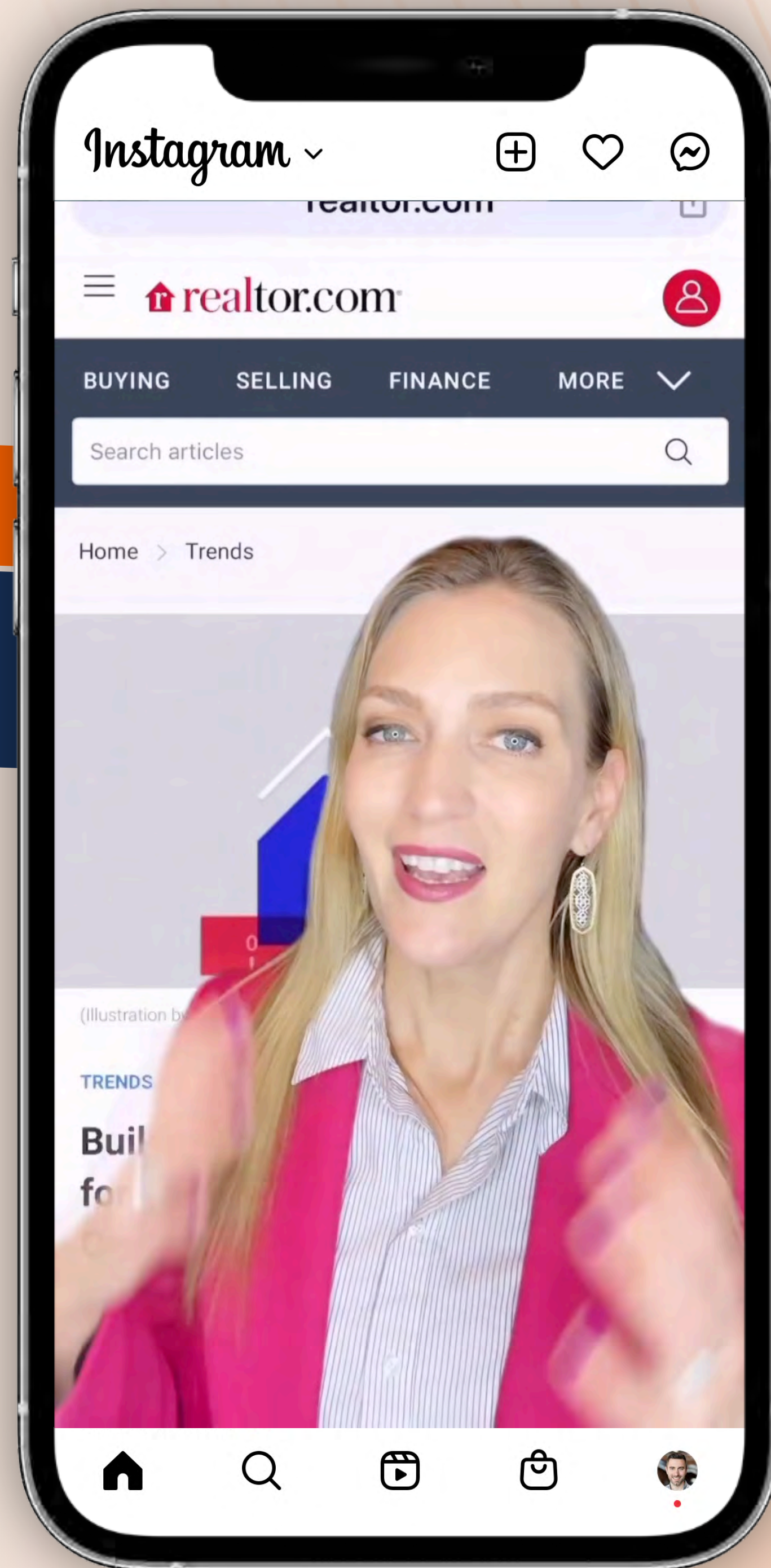
 Down Pmt.

 Cancellations

 Uncertainty

SHANNON MANGIN

HOMEBUYER



HACKS

AUSTIN, TX

- JASON PANTANA

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AREA GUIDES





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NEIGHBORHOOD TOURS

Instagram

Home

Search

Explore

Reels

Messages


Notifications

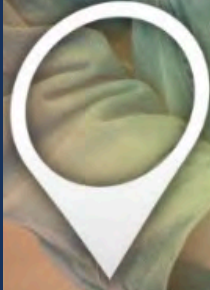
Create

Profile

Threads

More





GET LOCALIZED

EL DORADO PARK ESTATES

LONG BEACH

intirealty and giasilva.lb

Giulio Cercato • Be Creative

intirealty

Exploring El Dorado Park Estates in Long Beach! 🏡

Nestled in the east side of LB, El Dorado Park Estates is pure charm from the 60s & 70s 🏡🍷 @edpe_best.kept.secret

Running past a mix of beautifully remodeled homes and original gems, I feel the history in every step.




With family-friendly vibes and top-notch schools like Newcomb Academy, it's the dream spot for families settling roots. 🌟 Plus, El Dorado Park is the backyard playground! 🌿 @newcomb_k8_lbusd

And let's not forget the local treasures like Teofilo for cozy coffee and unique tea vibes @teofilocoffeecompany ☕️ (try their Calamansi drink- soooo good), @benleyvietnamese Benley for the best pho fix 🍜 (everything in their menu is fantastic and their service is always 5🌟s), and @twicebakedbakingco for those uh-amazing gluten-free goodies 🍪 everything we tried did not disappoint 😊

Because of its safe and tight-knit community feel, this neighborhood is just begging for daily strolls." 🌟


#ElDoradoParkEstates #LongBeachLiving #longbeachca #longbeachcalifornia #90808 #welovelongbeach

Edited · 7w



Liked by treserranorealtor and 93 others

March 10



Add a comment...

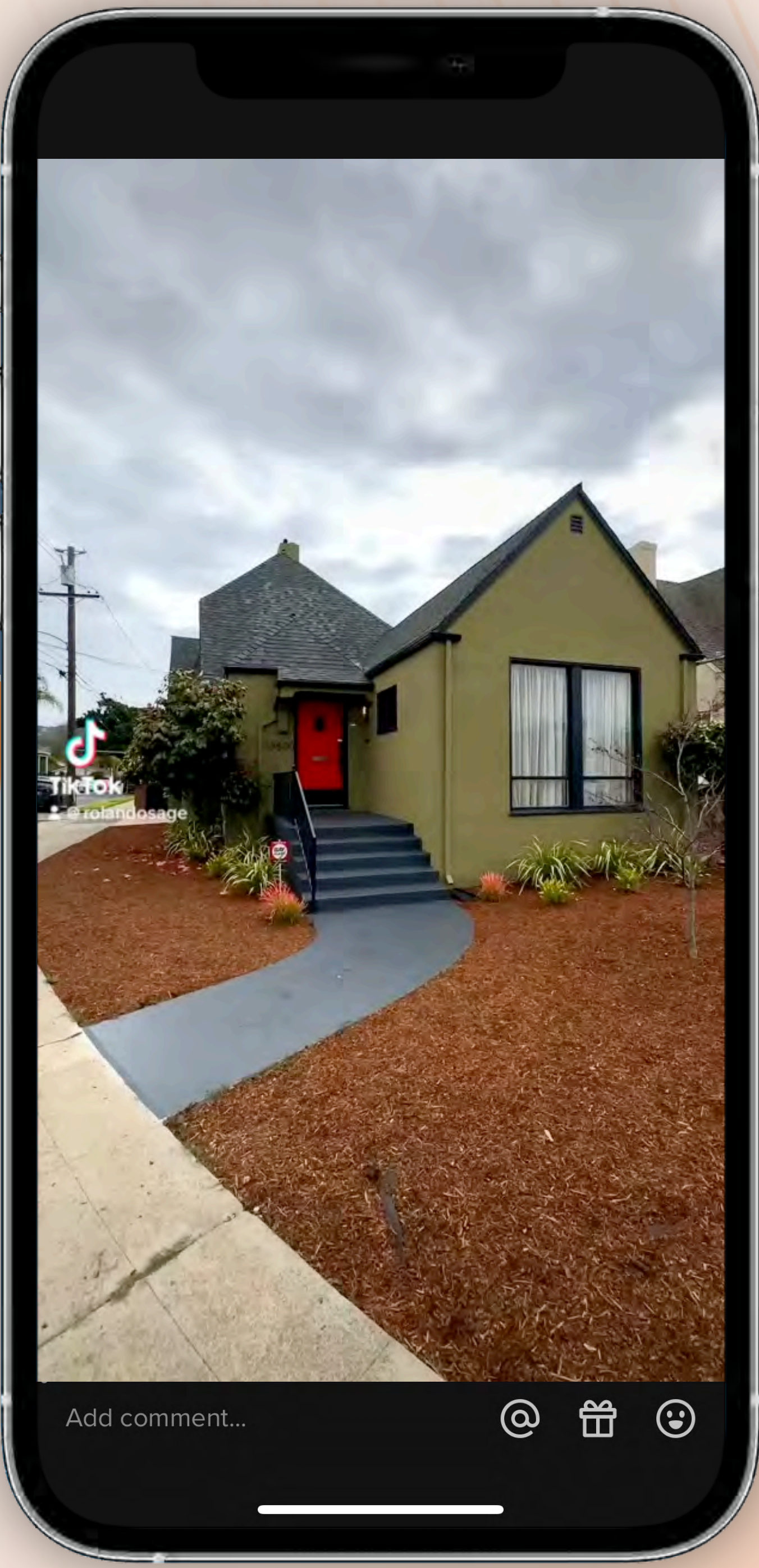
Post

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LISTING

ROLAND OSAGE



EAST BAY, CA

LOWDOWNS

- JASON PANTANA

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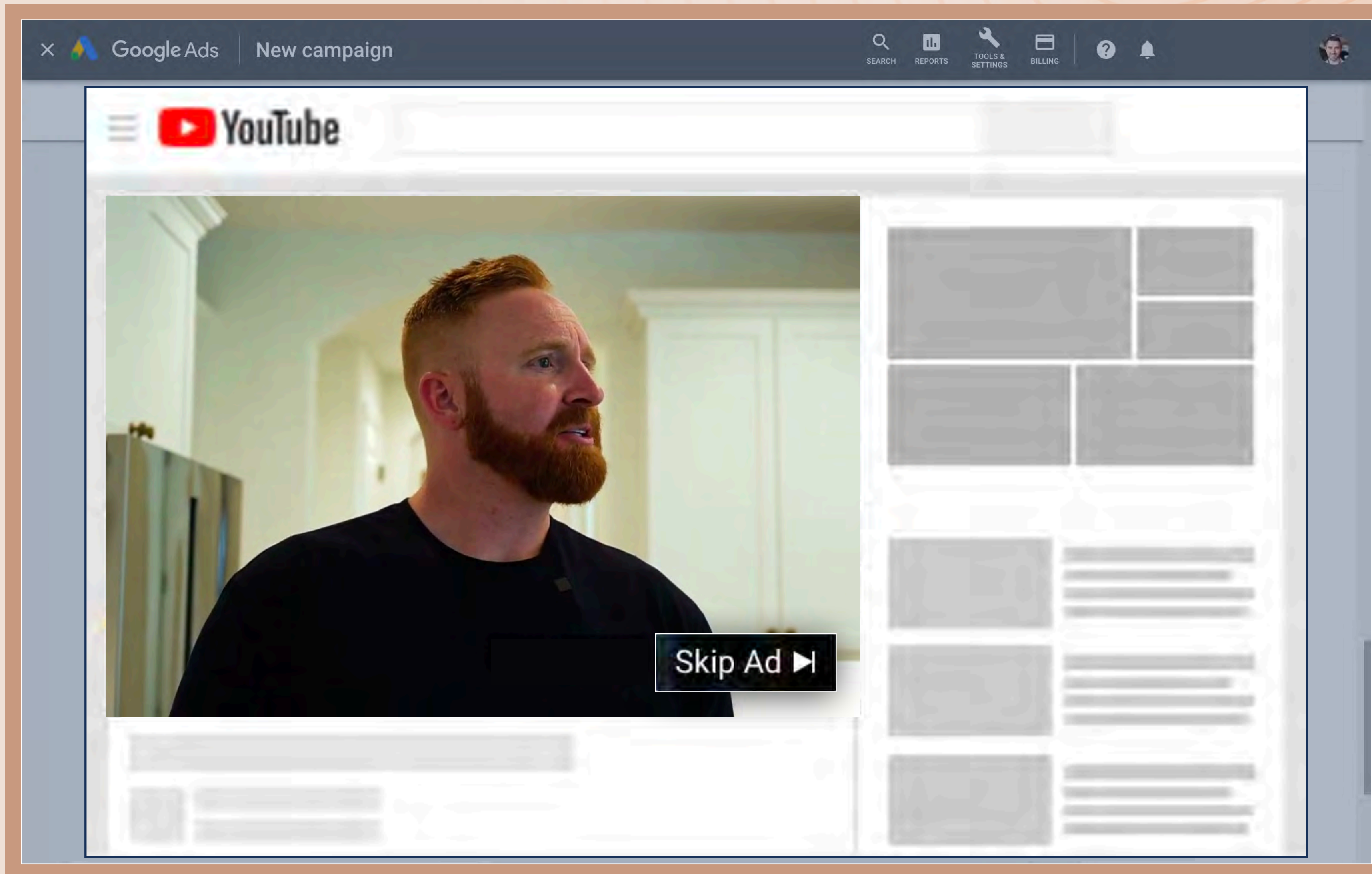
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YOUTUBE COMMERCIALS





Viera Real Estate
is our team's specialty.

THE FUTURE?



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VALUABLE

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Your Real Estate

Potential Unlocked:

**Sign up for a free coaching
consultation & discover how to...**

- Master lead generation
- Utilize expert closing scripts
- Adopt a systematic business growth strategy



 **800-624-9575**



ZACHARY FOUST

TEAM LEADER OF THE LOFT TEAM

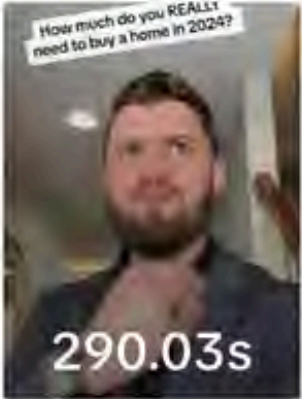


<

Video analysis

Performance

Viewers



Data since post time: Feb 18, 2024 12:09 PM

342K

28K

1,764

1,539

1,763

After 7 days since posting, data updates the next day. ⓘ

Total play time

6767h:44m:4s
+139.1h (vs 1d ago)

Average watch time

71.3s
+0.1s (vs 1d ago)

Watched full video

4.22%
+0.01% (vs 1d ago)

New followers

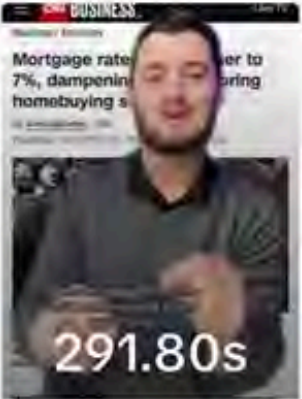
1226
+1021 (vs 1d ago)

<

Video analysis

Performance

Viewers



Data since post time: Mar 1, 2024 9:34 AM

140K

6,568

217

204

634

After 7 days since posting, data updates the next day. ⓘ

Total play time

2168h:17m:25s
+162.5h (vs 1d ago)

Average watch time

56.9s
-1.9s (vs 1d ago)

Watched full video

1.61%
-0.06% (vs 1d ago)

New followers

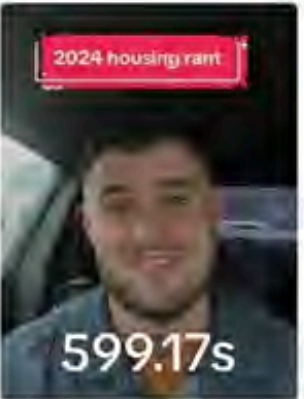
338
+323 (vs 1d ago)

< Messages

Video analysis

Performance

Viewers



Data since post time: Mar 6, 2024 6:40 PM

130K

6,982

252

239

1,027

After 7 days since posting, data updates the next day. ⓘ

Total play time

1892h:0m:19s
+29.5h (vs 1d ago)

Average watch time

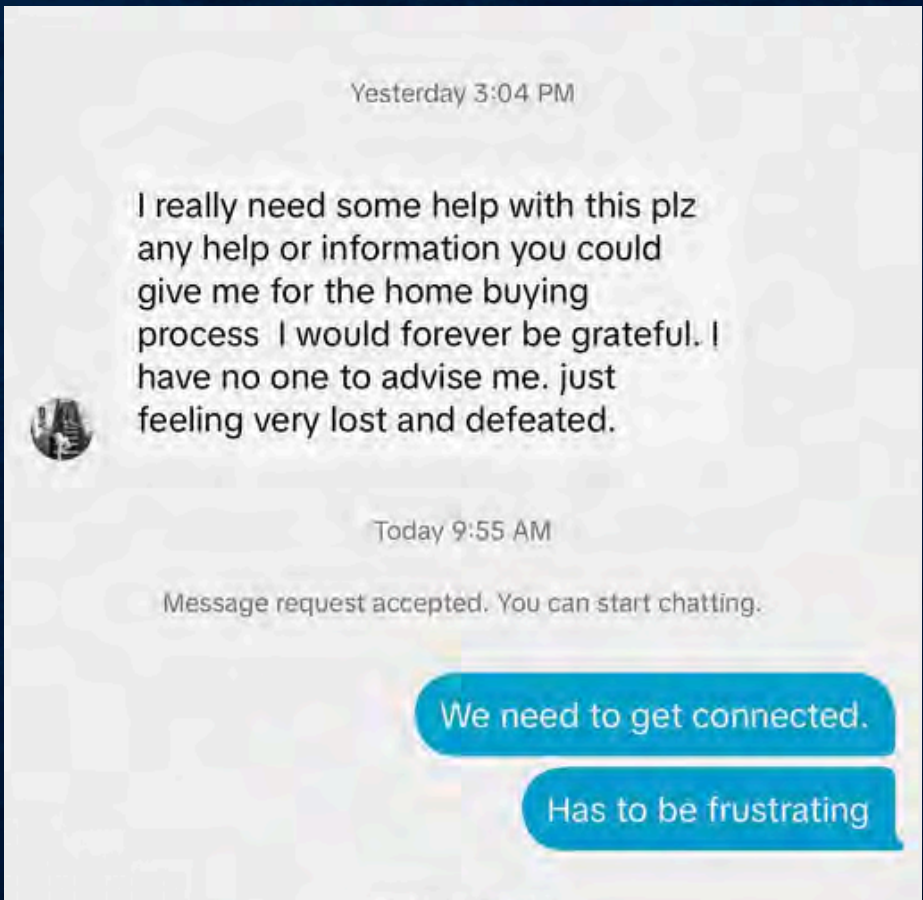
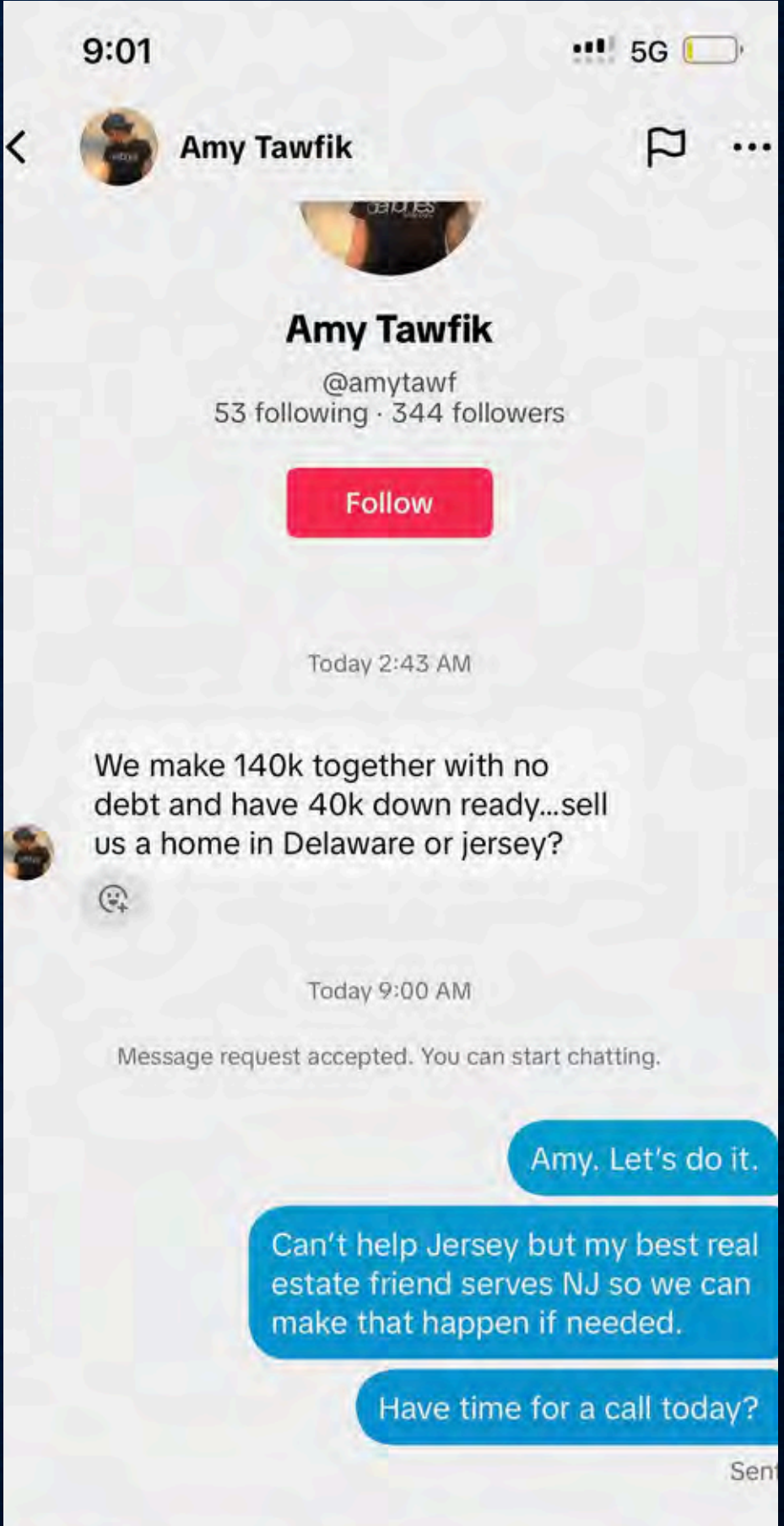
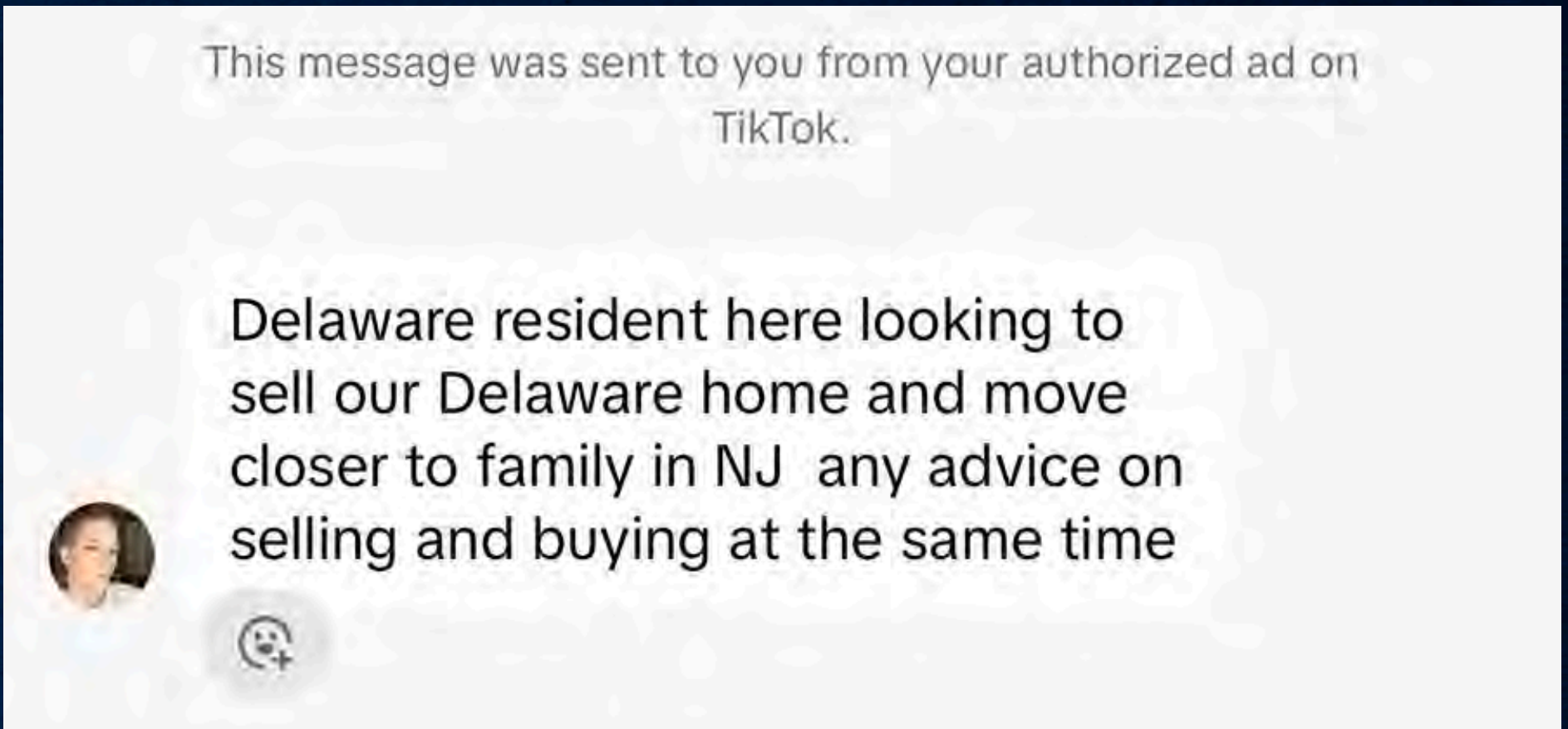
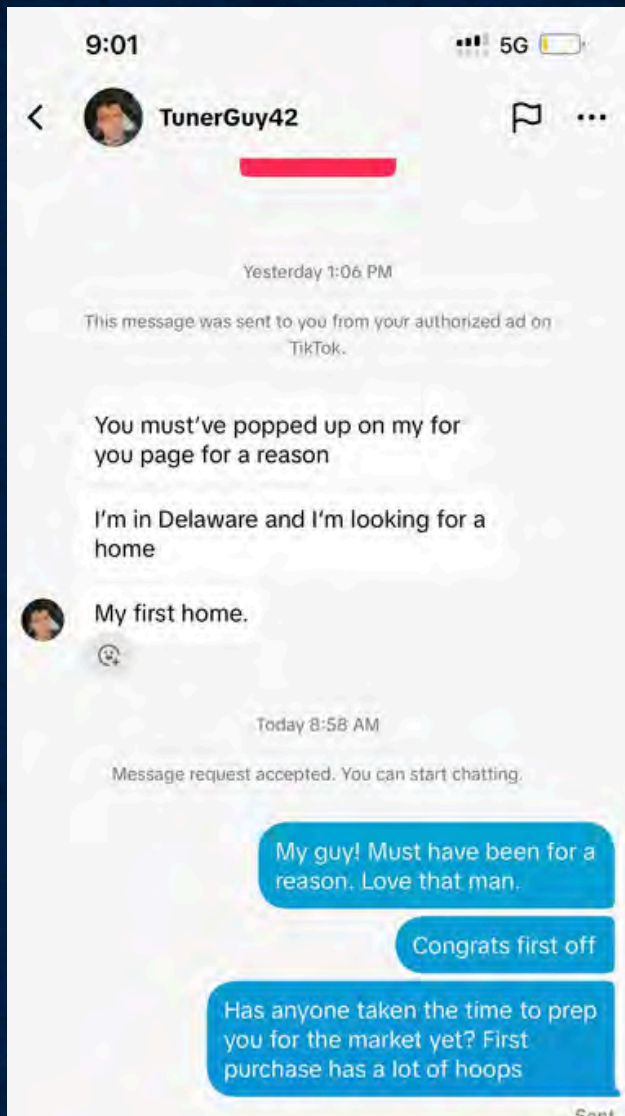
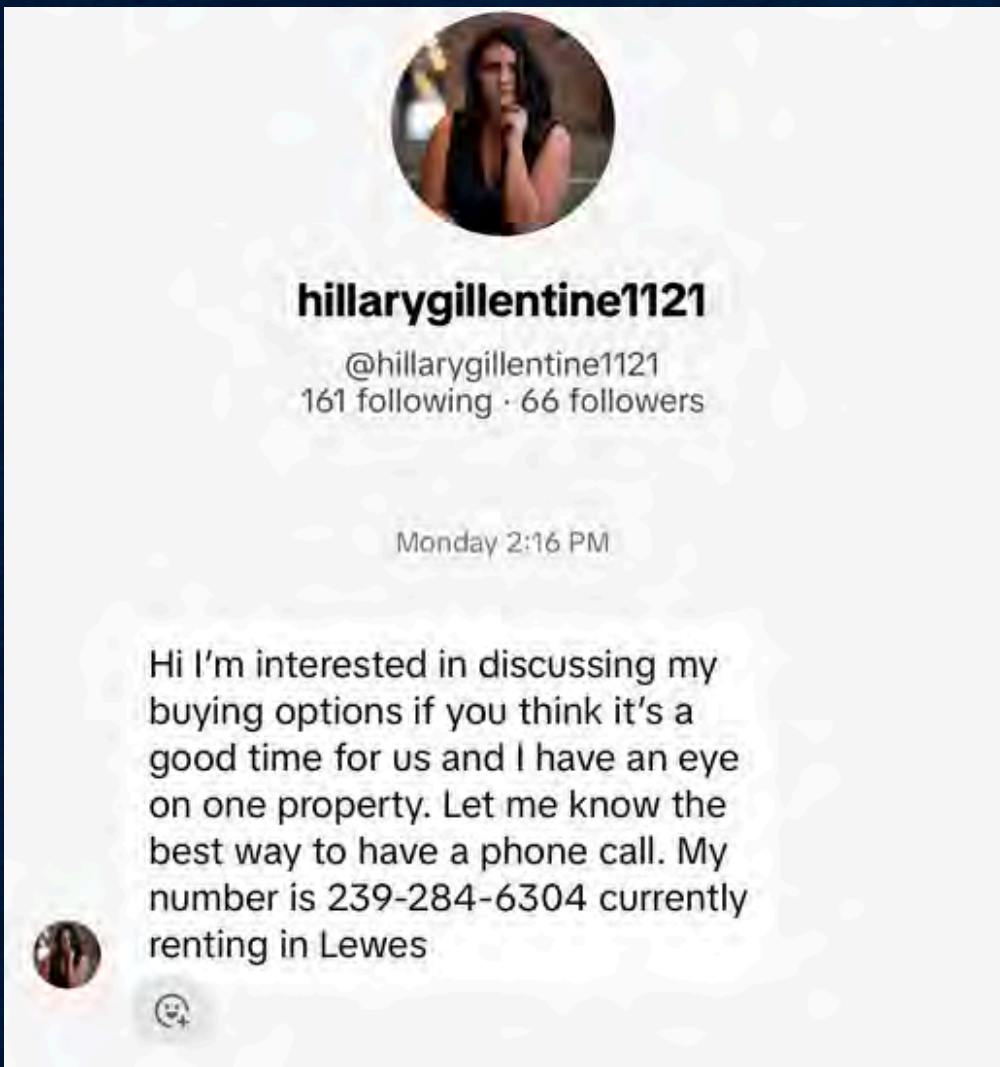
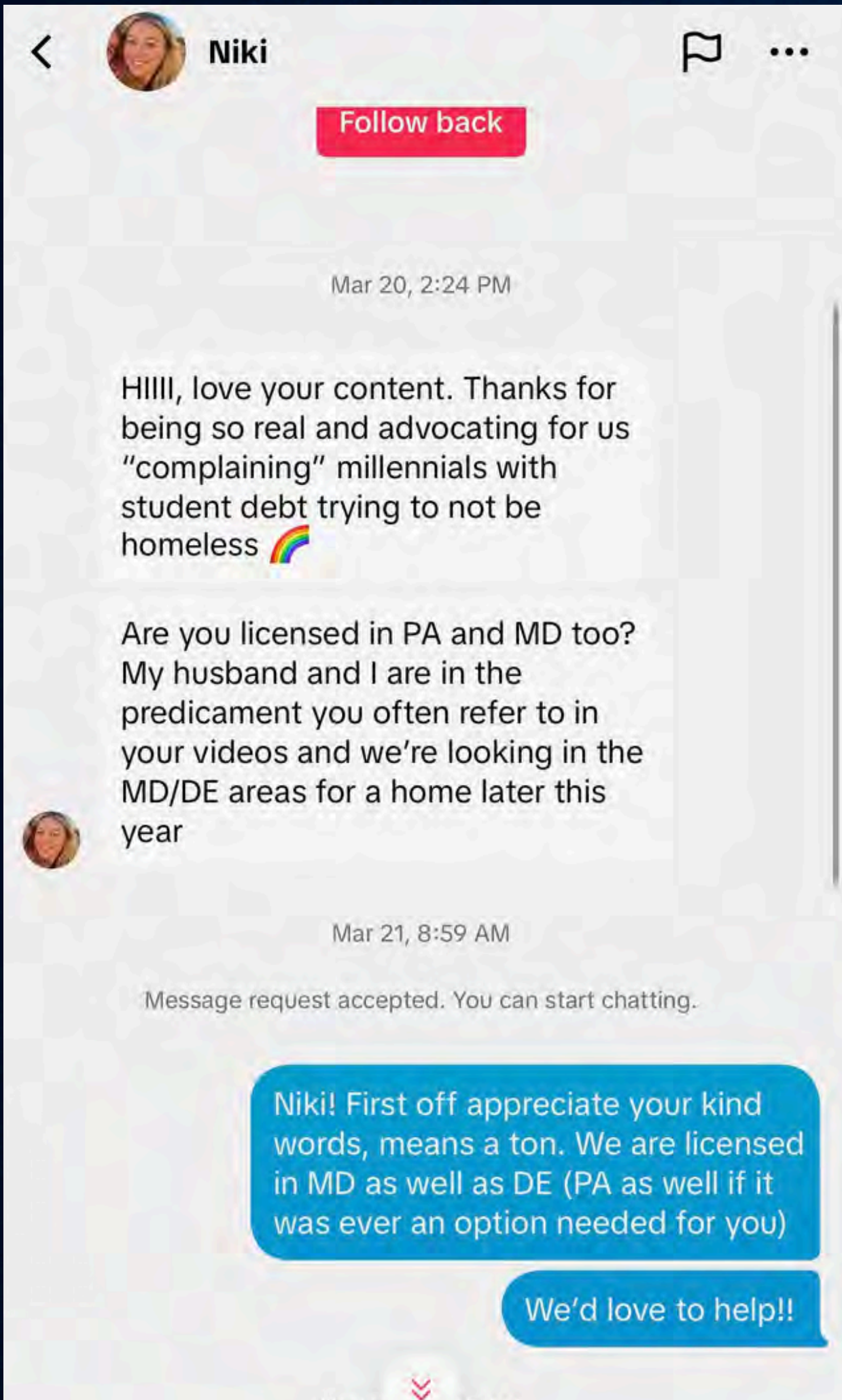
51.1s
-1.2s (vs 1d ago)

Watched full video

+0.72%
-0.01% (vs 1d ago)

New followers

415
+391 (vs 1d ago)





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