



**Why Are
You Here?**

**“Create momentum in the
2nd half of 2025!”**

**There's 162 days left
in 2025! #LetsGo**

?

Q: “Will my July  to
December  Goals Require a
Different Version of Me?”

different...

- ☐ Focus
- ☐ Beliefs / Mindset
- ☐ Marketing
- ☐ Skills / Dialogues
- ☐ Habits

That's Why
We're Here!

Today's Outcomes:

1. Quick market update and how to communicate it to your clients!
2. Insights on the new level of competition!
3. Level up our seller dialogues!
4. Improve service and get those listings sold.
5. Learn marketing that works.
6. Q: "Does online advertising still work?"

David **CHILDERS**



Meredith FOGLE



Meredith Fogle

The List Realty
Lead of Meredith Fogle Team

5.0 ★ 32 team reviews



\$580,000

3 bd | 4 ba | 1,360 sqft | Gaithersburg, MD

● Sold 7 days ago

35

Sales last 12 months

470

Total sales



Jimmy MACKIN



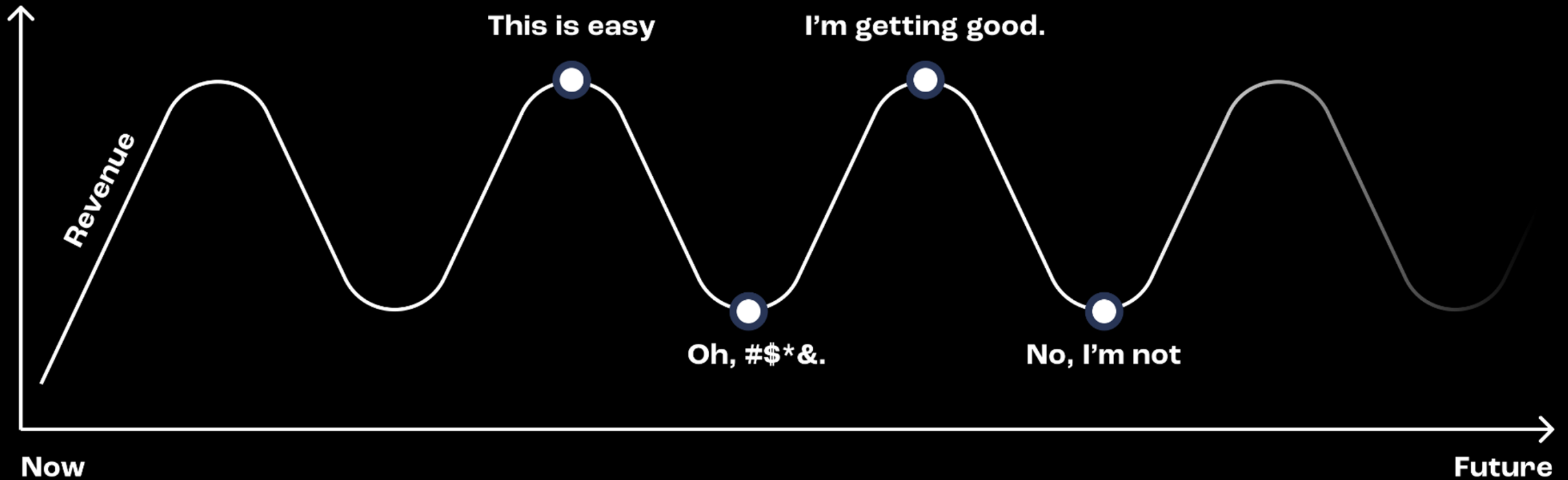
David **CHILDERS**



“How’s your Market?”

**“What Am I Working
on... Specifically to
Build a More
Reliable Business?”**

Vicious Cycle



All **Great Business** Have 6 Things in Common...

- 1. They Have Created a Known Brand!**
- 2. They Market & Educate**
- 3. They Exude Confidence & Convert**
- 4. They Have a Culture Committed to Follow Up and Nurture!**
- 5. They're Utilizing Tech to Enable More Reliable Service**
- 6. They Run Their Business via Systems**

Who's winning all the listings right now?

AGENTS

LISTINGS SOLD

Data for the first 6 months of 2024

1,111,200

0

215,534

2.7 per agent

507,275

91,117

6.8 per agent

530,127

30,557

14 per agent

369,627

6,255

24 per agent

131,246

2,579

36 per agent

79,658

2,134

123 per agent

224,824

AGENTS

LISTINGS SOLD

Data for the first 6 months of 2025

1,065,00 ↓

0 🤖

344,942 ↑

2.1 per agent

735,678 ↑

66,948

7.6 per agent

513,746 ↔

16,831

16 per agent

272,849 ↓

3,427 ↓

28 per agent

97,135 ↓

1,446 ↓

42 per agent

60,565 ↓

1,407 ↓

128 per agent

180,027 ↓

Summary: YoY 1st 6m/

2024:

1,111,200	= 0
215,534	= 32%
132,776	= 68%

2025:

1,065,000	= 0
344,942	= 40%
90,059	= 60%

**Good Markets Create
Bad Habits.**

**Tough Markets Create
Great Agents.**

4 insights

1. It's Uber Competitive.

(there's a consolidation happening)

Competition Index Trend (2009-2024)



2. Consumer Behaviors Are Changing.

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)

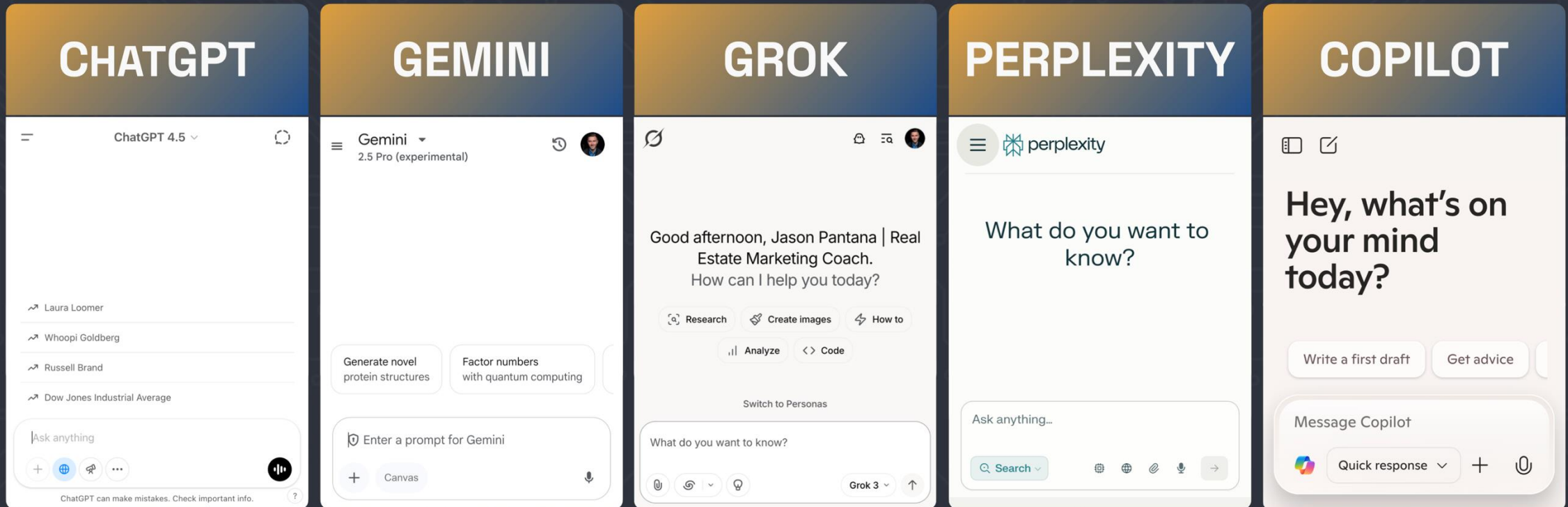
15% I used an online agent finding/matching service

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



Is Google search
antiquated?

GENERATIVE ENGINE OPTIMIZATION



SEARCH

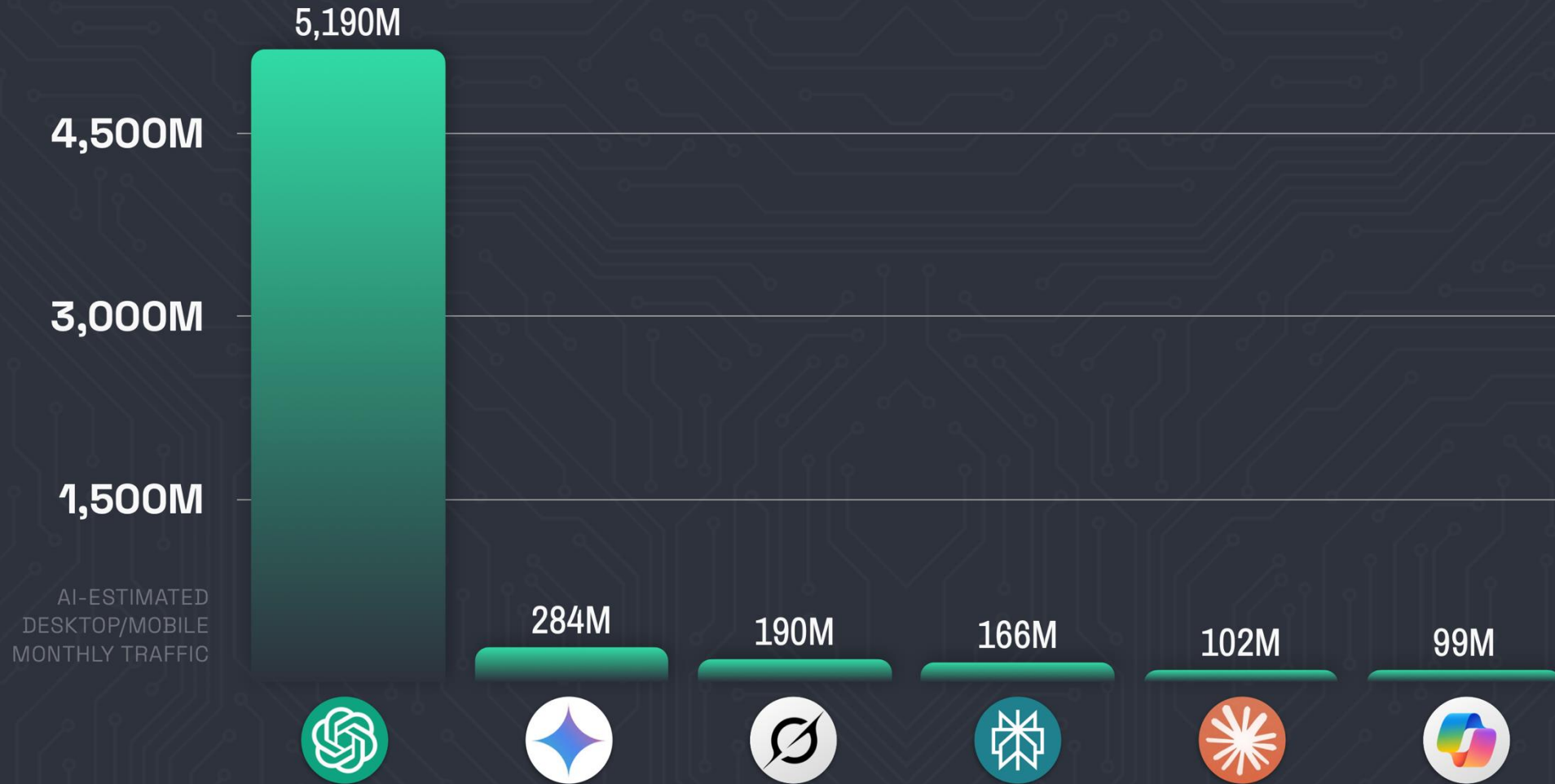
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VS

ASK



GENERATIVE ENGINE OPTIMIZATION



GENERATIVE ENGINE OPTIMIZATION

- 1 **AI search favors certain platforms**—so you need to **optimize your profiles** on the sites it trusts most.
- 2 **Your bio is critical**—because AI can't read reviews or dynamic content, only the **static info on your profile**.
- 3 **Blogging still works**—especially when you use AI to **answer long-tail questions** no one else is publishing.

Structured Data

Information that's organized in a clear, consistent format—***like a list or table***—so AI can easily scan and read it.

GENERATIVE ENGINE OPTIMIZATION

Top Sites

- 1 FastExpert
- 2 RealTrends
- 3 Yelp (10 Best)
- 4 HomeLight
+ usnews.com
- 5 Zillow
- 6 Reddit
- 7 Realtor.com
- 8 Expertise
- 9 Homes.com
- 10 Local Sites
- 11 Brand Sites
- 12 Your Site

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OPTIMIZE YOUR PROFILE BIOS



3. The Market Belongs To Those Who Market!

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

2023



2024



**Expired
listings
are up**

17%

4. We're in a Skills & Communication Market!

**I'm convinced sales & business
is a self development game
disguised as a money-making
opportunity.**

- diewithoutregretss

3 Groups **Winning** Majority of **Listings...**

- Teams arbitraging portals & aggressive marketing campaigns.
- The marketing prospectors.
- The social (on & offline) networker.

Jimmy MACKIN



OPTIMIZE YOUR PROFILE BIOS



Valuable?

Can Business Be Overwhelming?

**What's the
easiest 1st step...**

Make a Decision.

More of the Same?
Wait for the
market to improve?
Or Get Better?

**Who wants to move
from overwhelmed
to Calm, Focused & In
Action?**

Where we **systemize your business**

1. Managing my time
2. Consistent marketing and lead generation
3. Nurturing their database of past clients & high valued sphere
4. Having quality conversations (prospecting)
5. For follow up and appt setting
6. Launching listings and managing sellers
7. Onboarding and managing buyers
8. Managing escrows from contract to close
9. Managing my teams
10. Managing my tech stack
11. Managing my finances & budget
12. For for CANI of my presentations & skills
13. AI 'afy my business

- Want **more time** back?
- Get **more organized**?
- More **peace of mind**?
- Who's Interested in a
unlocking **\$155,880**
in commissions **guaranteed**?

**I'm willing to offer
13 agents...
10X Guarantee
\$155,800 in GCI**

To learn more 2 Options:

Call 800.624.9575

Or

Text "crush"

469.813.7011

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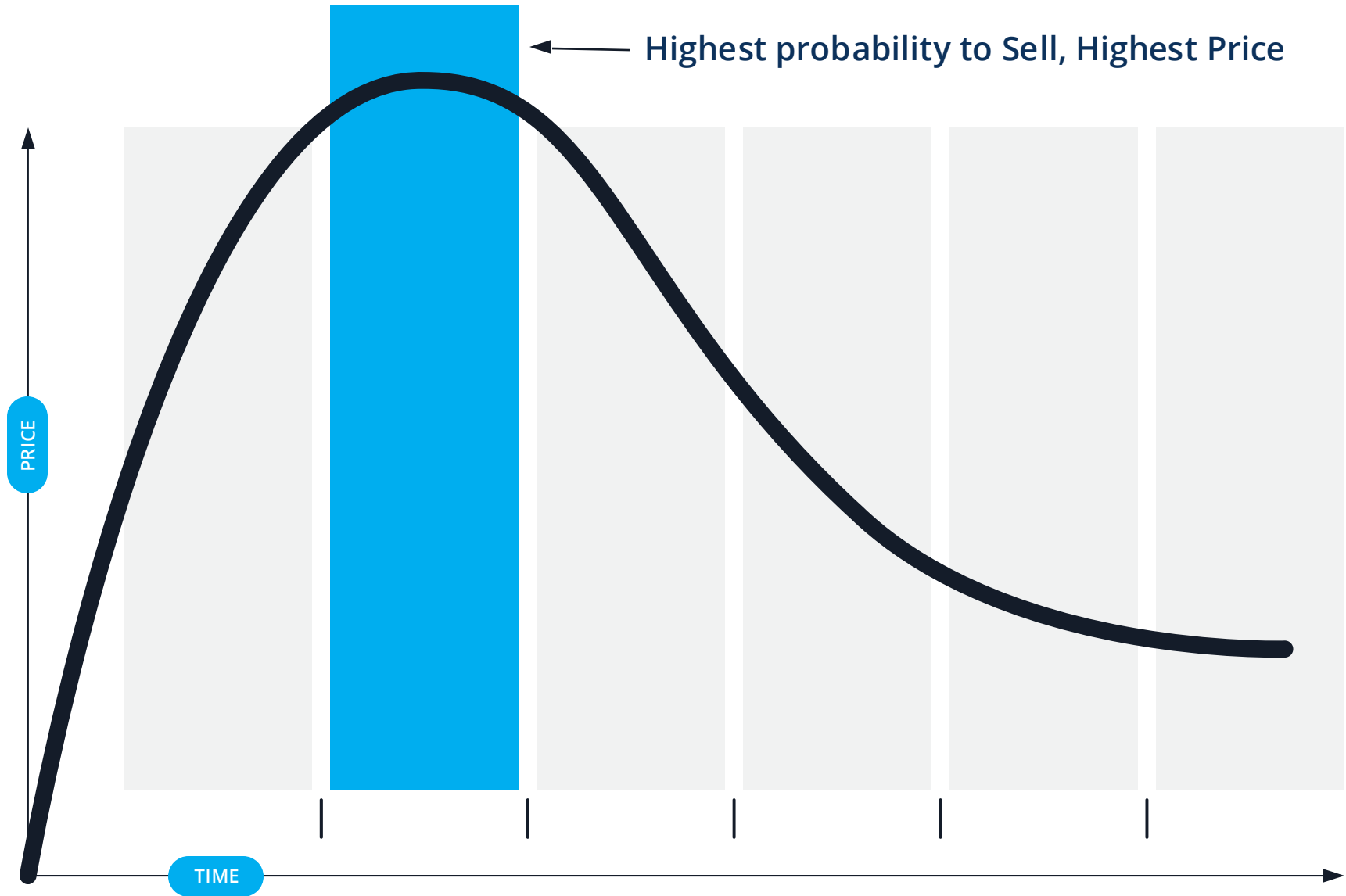
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**“If the homes not
selling, the price isn’t
compelling”**



SUCCESS SUMMIT 2025

TF TomFerry™



DALLAS, TX

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3 Strategies to enhance

1. Pricing

2. The “don’t fire me report”

3. Price reduction dialogues

Pricing Dialogues

THE LISTING EDGE

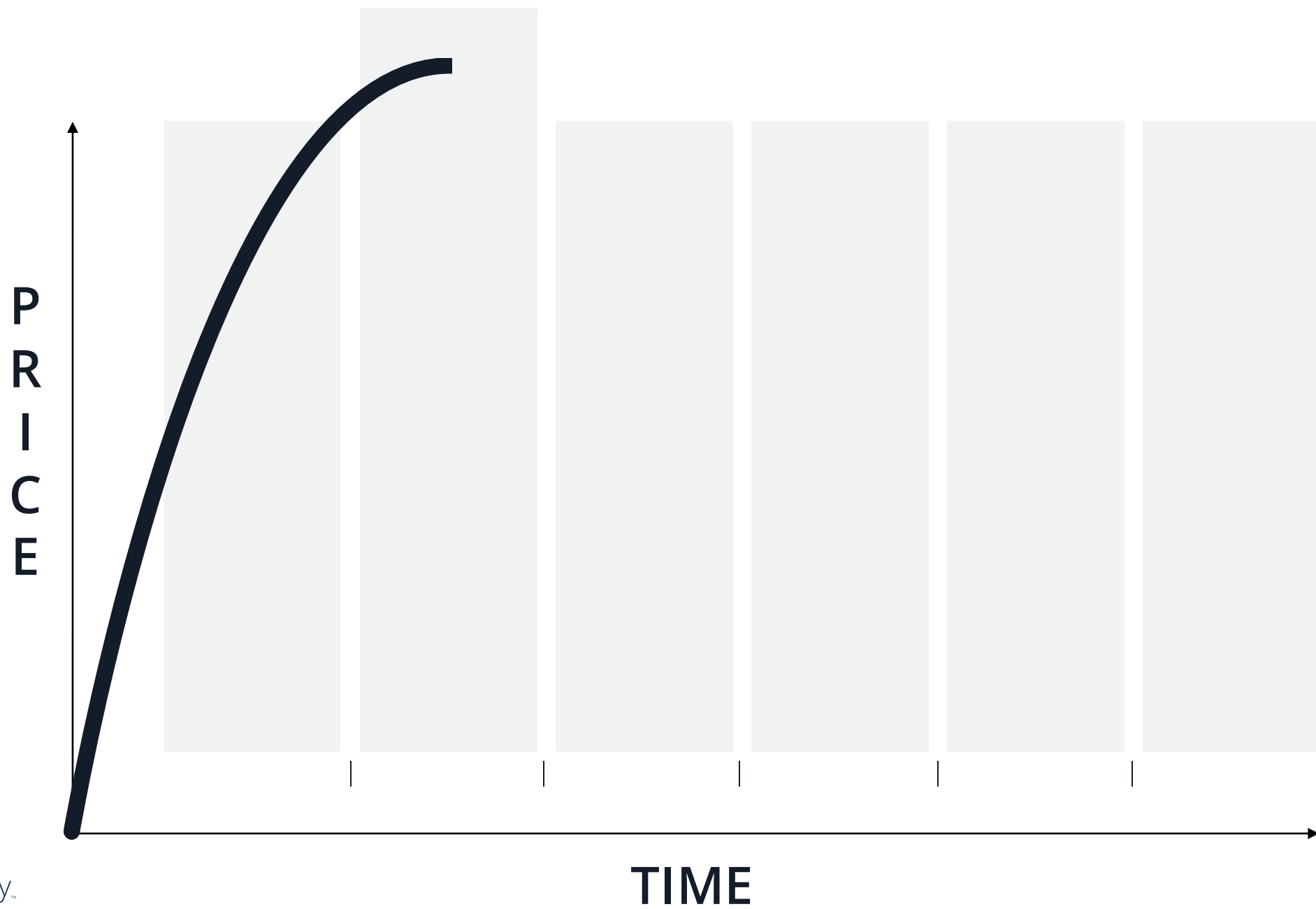
Let's review the market over the last 30/60 days...

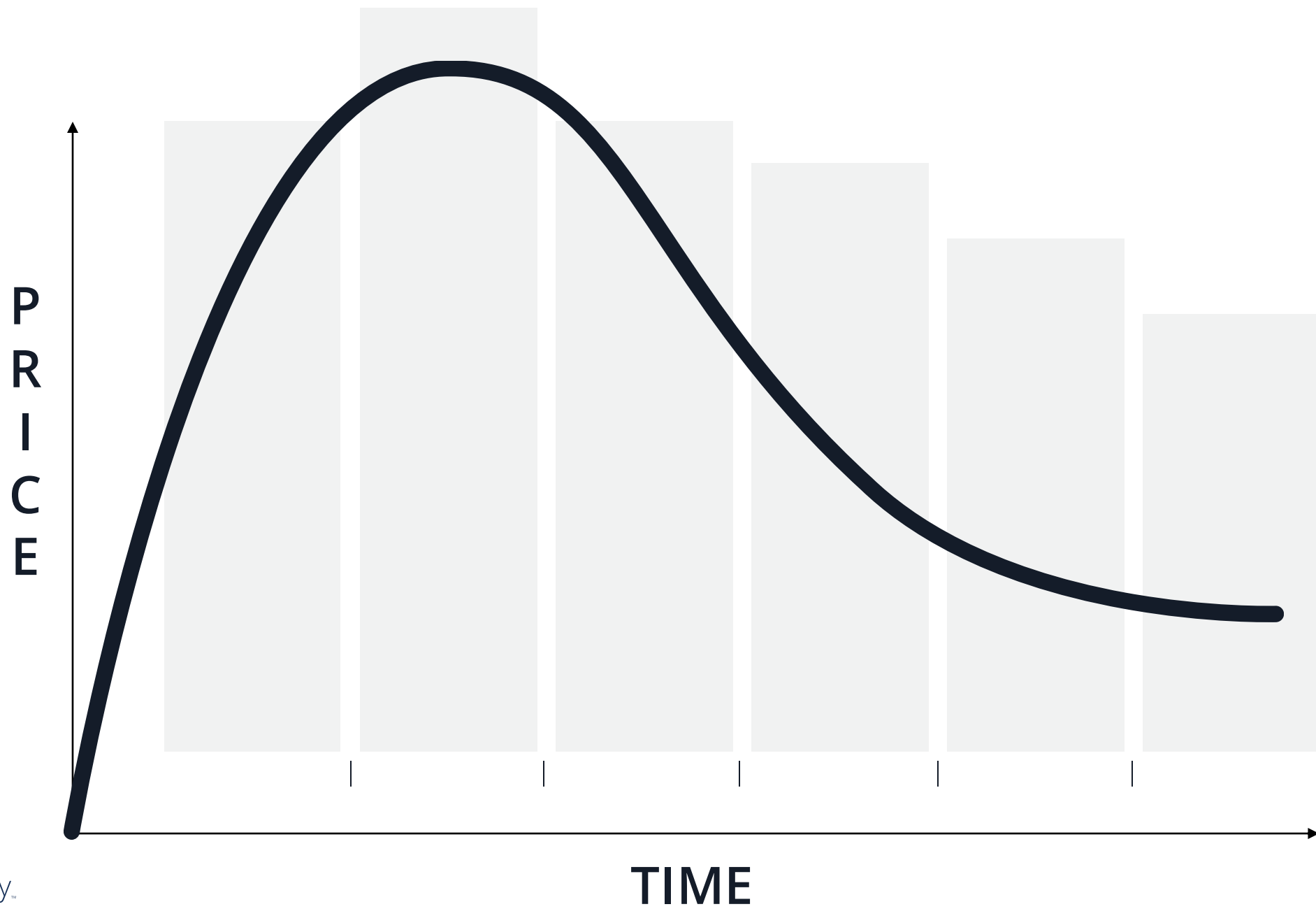
- **Buyers have a choice today of (X) listings active in our price range and features...**
- **We just added an additional (Y) new listings...**
- **We've seen (Z) homes come off the market... they didn't sell**
- **And we've had (y) homes sold in the last 30 days.**

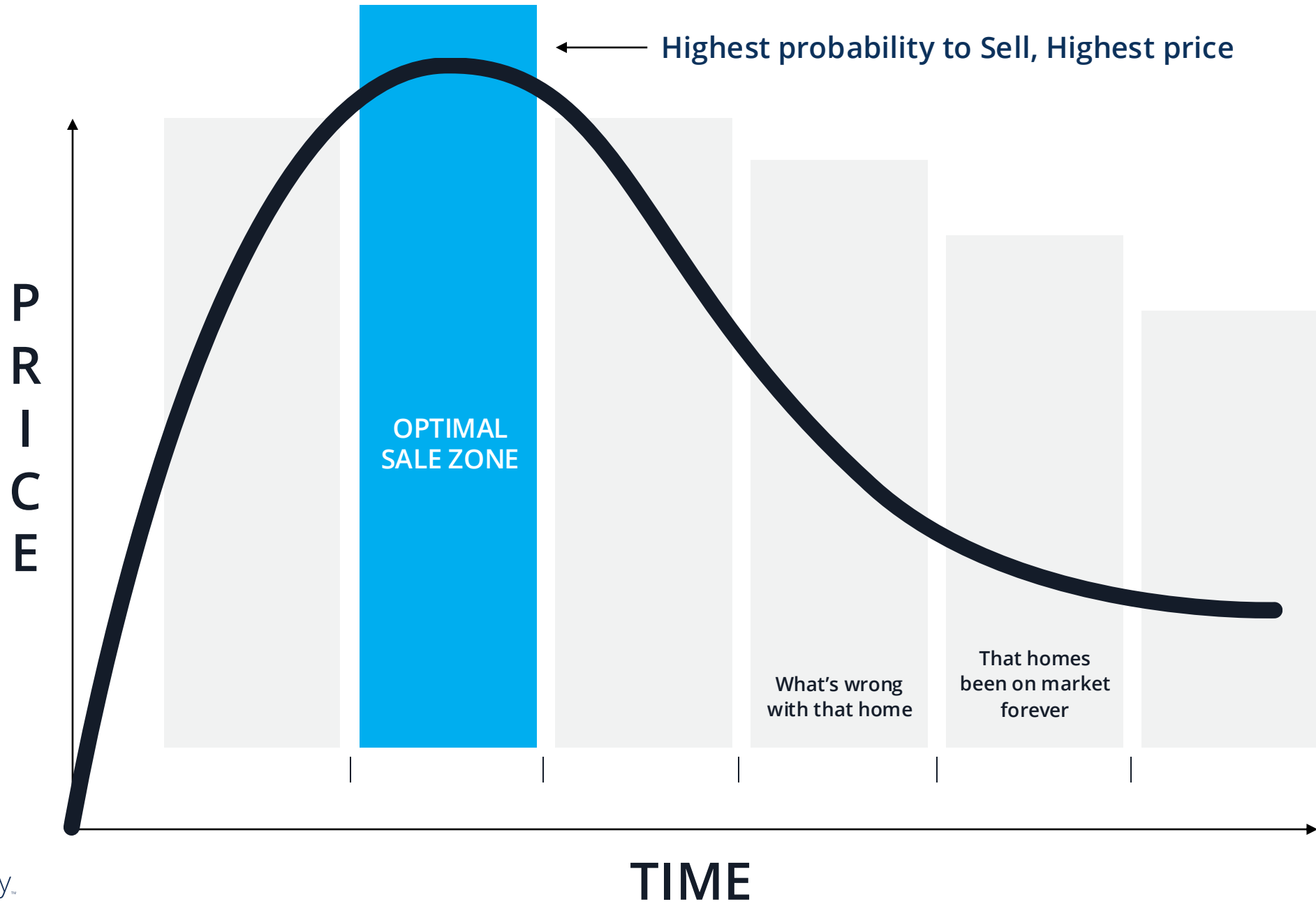
- **(Name), clearly, the market, the agents and most importantly the buyers have spoken...**
 - **They've told us... our pricing is off.**
 - **I'm going to recommend... We amend the price to (X)**
 - **What would you like to do?**
-
- **If needed, go to "alternatives"**

- **“Now that we’ve reviewed the market... I want you to be empowered to... price your home to sell... and to generate the highest possible net proceeds... in the right time frame... for you/your family...”**
- **Here’s what I know... most agents price homes by looking at the comparable recent sales... and then ask the home seller “Where they’d like to price the property”...**
- **I take a very different approach... I study homes, prices, communities, what’s hot and what’s not... every single day... and here’s what I’ve discovered...**





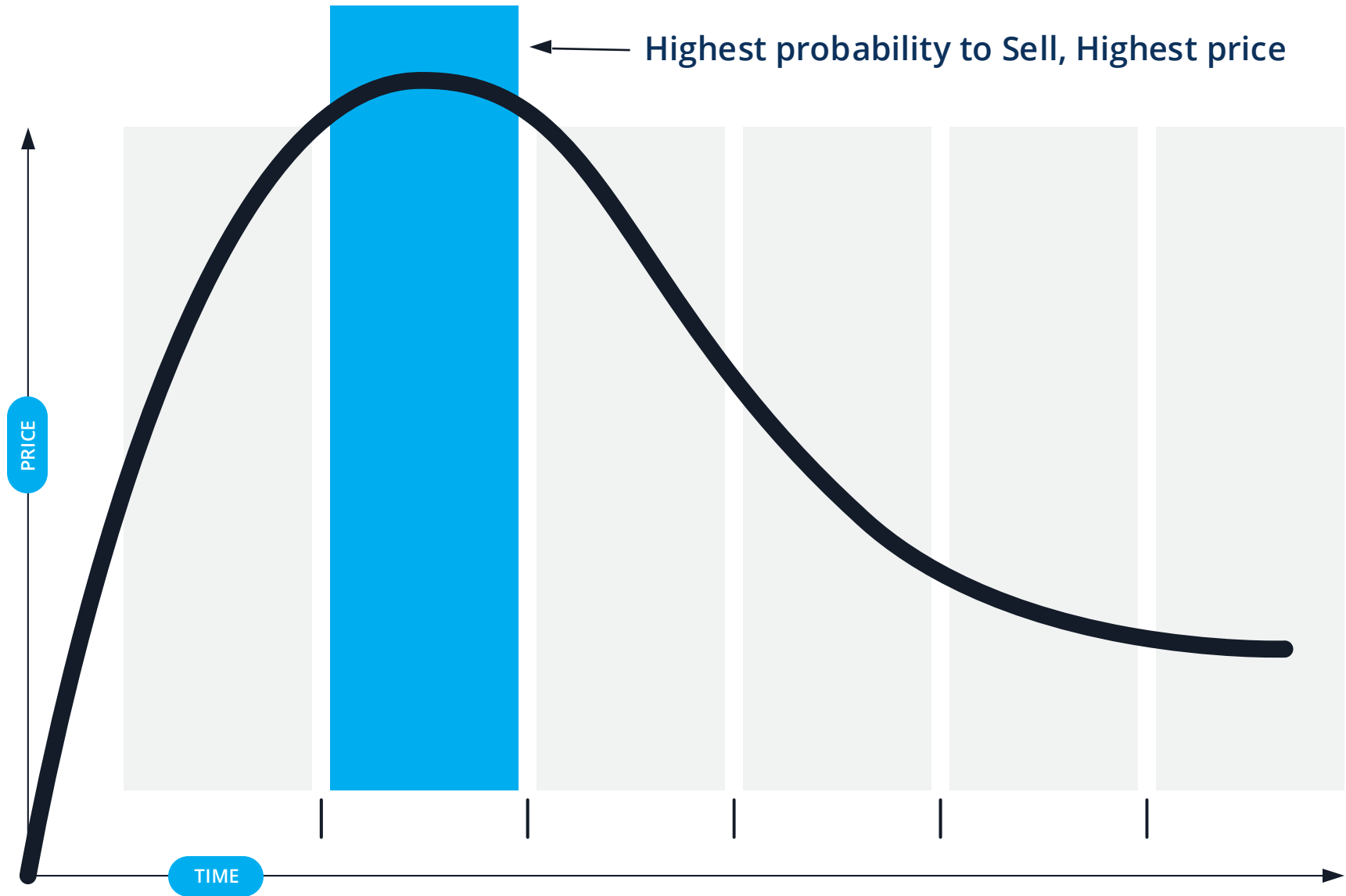




**I've found there's three ways to price a home.
Lets go through them together... lets just keep in
mind the graph...**

- 1. (Trying to set a record price)**
- 2. (What buyers are actually paying)**
- 3. (Create a frenzy/bidding war)**

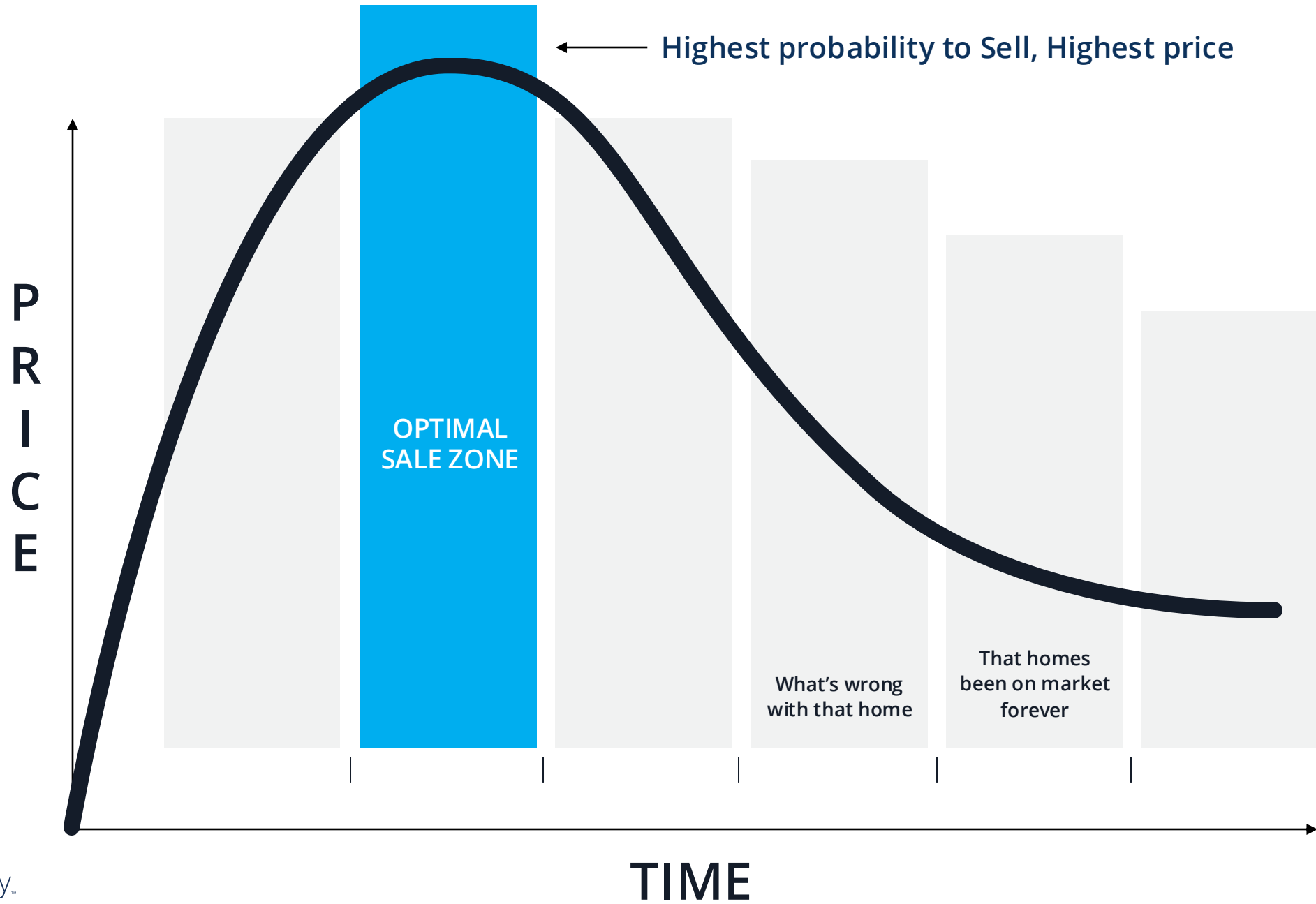
- Which option do you believe can generate the highest net proceeds? And get it done in a reasonable time?**



“But, another agent said they could sell it for way more than your numbers”.

“Another agent said, they could...”

- **(name) I could line up a 1,000 agents outside your door..... Every good agent looks at the same comparable sales data.... We all see the same pricing...**
- **So... if another agent tells you a price that's WAY above what buyers are actually...**
- **Honestly, I think you should ask yourself why are they doing that? Are they not looking at the data? 🙄”**



“I’m going to strongly recommend a list price of \$_____. What would you like to do?”

**“If the homes not
selling, the price isn’t
compelling”**

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