

Happy June 1st!

5 months in...

***How's your results
year to date?***

Up – Flat – Behind?

How's the market?

Complicated!



***“Complexity
is the enemy of ACTION!”***

**41,000 agents, 3 countries,
61 cities...**

What's the “**key**” that
unlocks this market?

Confidence.

Confidence is everything & in my opinion the best way to attain it is to immerse yourself in what you're needing to become confident in.

Practicing what you preach is imperative as a leader. Teaching others is also what has helped that confidence bloom

Be obsessed or be average!

That's it!!!! Can I quote you on that? 👊



You don't have a
time management
problem,

A Confidence Problem!

Confidence.

From sales calls, to listing appointments, to pricing & price reductions,

Confidence.

onboarding buyers &
earning your fee, to
negotiating contracts to
close.

Confidence.

shooting videos... & Trying
something new, outside of
my comfort zone.

Confidence.

using AI tools, creating
marketing & content that
generates business.



Carolyn Young

PREMIER AGENT™ ⓘ

Samson Properties

Lead of Carolyn Young & Associates

5.0 ★ 731 team reviews

TEAM Recent Sales

Sales numbers represent all team members



\$445,000

3 bd | 3 ba | 1,500 sqft | New Windsor, MD

● Sold 3 days ago



\$500,000

4 bd | 3 ba | 1,649 sqft | Berryville, VA

● Sold 3 days ago



\$28

2 bd

● So

523

Sales last 12 months

3,825

Total sales

\$12K-\$5.6M

Price range

\$559K

Average price



This one is better :



Carolyn ›

"Along with the strategies and systems, the most valuable thing I gained from being part of the Tom Ferry ecosystem was confidence. Being surrounded by people who think bigger, achieve at a high level, and openly share their knowledge made me realize that the goals I once thought were out of reach were actually possible. It changed the way I saw myself and my potential. That confidence became the foundation for my growth and truly for everything I've built today."

The Key is
Confidence.

THE SALES FLYWHEEL



What happens if you remove Confidence?



TODAY'S LINEUP

Four voices. One Result. Confidence.



David Childers

Host & Market Insights

3 MIN

Your weekly read on the real estate market.



Jimmy Mackin

Listing Leads, Founder

8 MIN

Two listing attraction campaigns to run now.



Alyssia Essig

Top-Producing Agent

18 MIN

The buyer onboarding system that converts prospects.



Jeremy Davis

Founder, PalmAgent

5 MIN

Help Buyers using math > feelings

U P N E X T

David Childers

Your weekly 3-minute market confidence builder.

→ **Inside Pivot every week.**

8 MIN

LISTING ATTRACTION

Two Campaigns. Run Them This Week.

Jimmy Mackin / Founder, Listing Leads

“Nobody in this country thinks about listing attraction at a higher level than Jimmy Mackin.”

18 MIN

THE BUYER ONBOARDING SYSTEM

From prospects to successful homeowners.

Alyssia Essig / Top-Producing Agent @Alyssiaessig

Watch closely. This is exactly what shows up in your inbox every week as a Pivot member.

STOP AND LOOK AT WHAT JUST HAPPENED.

In the last 40ish minutes...

DAVID CHILDERS

**A weekly market
read.**

JIMMY MACKIN

**Two listing
campaigns.**

ALYSSIA ESSIG

**A full onboarding
system.**

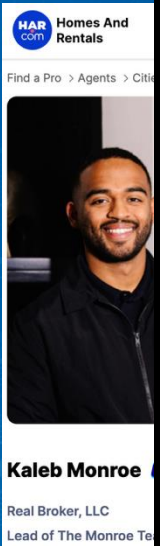
THE PROBLEM I'VE OBSERVED ...

**Agents are drowning in content.
But most are overwhelmed
& starving for execution.**

The market has pivoted to a Skills-based. AI-disrupted. Skeptical Consumer.

Most agents lack the confidence to do what it takes to thrive.

Ka M



HAR.com Homes And Rentals
Find a Pro > Agents > Citi
Kaleb Monroe
Real Broker, LLC
Lead of The Monroe Te

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**What would happen if you
received this level of
training every week?**

**NOT with the intention
of “doing it all”...**

**But, doing a little more
this week, then last
week.**

THAT'S WHY WE BUILT

PIVOT

WHAT'S INSIDE PIVOT

What's required to gain **CONFIDENCE**?

01 Weekly trainings

Learning, building confidence & actions to take this week.

02 Written support materials

You're executing, not taking notes.

03 Live office hours (for ?'s)

Ask the agent who taught the training.

04 David's market insights

Walk into appointments as the market expert.

05 Belong to a private community

Surrounded by agents leveling up.



PIVOT

by  TomFerry™

David Childers



Market Data
Actionable Strategies &
Execution

David is the CEO of Keeping Current Matters (KCM), the most trusted real estate news and insights provider. With over 20 years in the industry, he empowers agents by simplifying complex market data into actionable strategies, enhancing their expertise and client trust.

Shannon Gillette

📍 Queen Creek, AZ 🏠 Gillette Group | Real Broker 🏠 Active Agent In Real Estate

👤 Team Leader

Active Agent



Social Media
Brand
Marketing

Shannon Gillette is a recognized leader in the real estate industry, celebrated for her innovative marketing strategies, cinematic video production, and advanced use of technology. A frequent guest on national TV and industry podcasts, Shannon has earned numerous accolades, including Realtor of the Year from Real Producers Magazine. Her marketing strategies are widely regarded as among the best in the country, solidifying her reputation as a trusted expert in the field.

PIVOT | by **TF TomFerry**™



Aaron Cuha

📍 Park City, UT 🏠 Soil Global Realty 📅 In Real Estate since 1990

🚗 Tom Ferry Coach since 2016

Tom Ferry Coach



YouTube Growth
AI Implementation
Skill Development

Aaron's training is built for agents who want YouTube to generate leads — not just views. His sessions cover channel setup, content strategy, and the posting systems that compound over time. Members get checklists, video frameworks, and the exact workflow he uses to turn a single piece of content into consistent inbound leads from buyers and sellers who already trust you before the first call.

PIVOT

by **TF** TomFerry.



MarkAnthony Ball

📍 San Antonio, TX 🏠 eXp Realty 🏡 Real Estate Agent

👤 Tom Ferry Client | Speaker

Active Agent



Social media,
Prospecting

MarkAnthony is a San Antonio-based agent who blends cutting-edge media – including cinematic video, high-quality photos, and storytelling – with luxury real estate expertise to create immersive client experiences.

PIVOT | by **TF TomFerry**



Carolyn Young

📍 Virginia, Maryland, Washington D.C

🏠 Carolyn Young Team | Samson Properties 🚩 Agent & Team Lead

🏠 Tom Ferry Client

Active Agent



**The Price
Reduction
Conversation**

Carolyn Young, of Carolyn Young Homes at Samson Properties, stands as a well-known figure in the real estate industry, renowned not only for her remarkable sales production but also for her exceptional leadership and expertise in marketing and mindset.

PIVOT | by **TF TomFerry**™



Jenny Hensley

📍 Raleigh, NC 🏠 Luxe Residential 🏡 Real Estate Agent

👤 Tom Ferry Client | Speaker

Active Agent



Pop-Bys,
Turning one transaction
into referrals

Jenny is a top-producing agent in the Raleigh, NC area who focuses on consistently nurturing her sphere of influence through bespoke client gifts and hyper-personal touches — building a reputation where her name is synonymous with care and trust.

PIVOT | by **TF TomFerry**™



**NOT with the intention
of “doing it all”...**

**But, building your Confidence
by doing a little more this
week, then last week.**

**Can you do it
on your own?**

IF YOU TRIED TO BUY THIS SEPARATELY...

Stack the math.

Weekly coaching from a top-producing agent	\$1,299+ /mo
Listing strategies from Jimmy Mackin's level	\$10,000+ /mo
Weekly market intelligence	\$99+ /mo
Office hours	\$1,299+ /mo
Written materials, scripts, templates + Community	Priceless
TOTAL VALUE	\$12,697+ /mo

PIVOT IS

\$149

monthly

BUT TODAY, YOU GET IT FOR

~~\$149~~

\$99



MONTHLY / LOCKED FOR LIFE



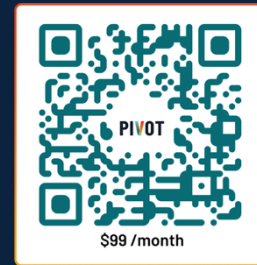
DO THE MATH.

\$99 a month is...

\$3.30 a day.

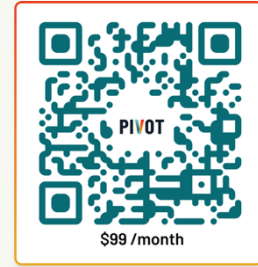
If one tactic from one training puts one extra deal on your board this year — this pays for itself for the next decade.

A small price to pay for
Confidence.



ONE MEMBERSHIP. ONE PRICE.

Who Should Join Us?



INDIVIDUAL AGENTS

Your weekly edge.

Stay on track. Run the playbook of the best agents in the country.



ONE MEMBERSHIP. ONE PRICE.

Who Should Join Us?

TEAM LEADERS

Keep your team sharp.

Every week. Without you being the bottleneck.

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Who Should Join Us?



BROKERS & MANAGERS

Your supplemental training layer.

World-class weekly training for your agents — without you having to build it.

TEAM LEADERS

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Every week. Without you being the bottleneck.

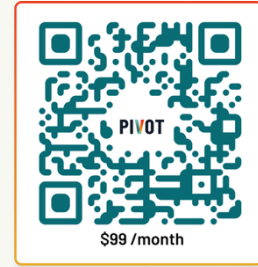
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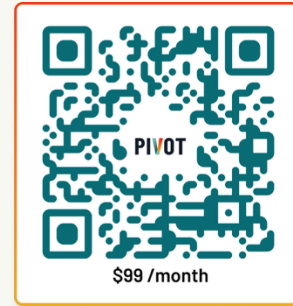
Who Should Join Us?



INDIVIDUAL AGENTS

Your weekly edge.

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THE GUARANTEE

No contracts. No catch.

Cancel anytime.

No contract. No commitment. Walk away whenever you want.

\$99 locked for life.

We raise the price next month, next year, five years — you stay at \$99.

All trainings recorded for your 24/7 access.

Watch live, watch on the go. Just watch.

TF coaching members,
PIVOT is free &
inside **REVii** for you.

SCAN. JOIN. WIN.

Lock in your \$99.



or visit

Using data to help clients make decisions.

*Jeremy Davis the CEO of PalmAgent
Americas #1 closing calculator*

SCAN. JOIN. WIN.

Lock in your \$99.



or visit

SEE YOU
TUESDAY

(9am PDT)

I N S I D E P I V O T .

— *Tom*