

“I’ve grown my team and I’ll DOUBLE my GCI this year!”



Member Spotlight: Amber Perry, The Property Group

Amber Perry is the Executive Broker and Realtor of The Property Group in Central Arkansas. With over 13 years of experience in the real estate industry, Amber consistently ranks as one of the top real estate agents in her market.

Amber signed up for coaching after plateauing in her own business. Since signing up, she’s on track to more than DOUBLE last year’s production and to continue to grow her team at The Property Group.

Amber shares her story and experience working with Tom Ferry – Your Coach:

“I’ve been in real estate for about 13 years, licensed 8. I knew before I got my license, I wanted to be more than your average agent.

I wanted to give clients MORE than what I saw other agents give.

So I worked my way up from receptionist to office manager, to marketing assistant, to relocation coordinator, to commissions originator and then brokers assistant.

After learning everything I possible could that goes on behind the scenes, I knew it was time to get my license. So in 2008 – I did!

Each year my business had small growth, but *consistent*.

In 2013 I got my brokers license, and in 2013-2014 I plateaued.

I had taken myself as far as I could on my own.

I was the realtor that had some sort of device in front of her at all time.

The point where my 2 kids (13 & 4) said “mommy can we watch a movie without you looking at your phone?” was when I needed to do something fast but I didn’t know what.

I was barely keeping my head above water.

Then, in 2015, a friend of mine got into Real Estate. She wanted to go to a Tom Ferry Event in Dallas. I didn’t think it was for me, but thought she might get something out of it since she was new, so I went with her and we made it a girls getaway.

Wow ... I was completely wrong.

At the event, it was like Tom was speaking directly to me the whole time!

I couldn’t believe how much of it actually applied to me. At the time, I was still a little skeptic, so I didn’t sign up for anything then. But I took some of the things I learned there and ran with them (the Do Doing Done board was a HUGE help along with so many other things!).

Then in August, my Realtor friend and I decided to go to the Summit.

Summit was AMAZING!

THAT is when I signed up for coaching.

And I couldn't decide between Core or Elite, because I was already successful, but plateauing. I knew I wanted to bring on my husband and be a team so we could help more people, *but didn't know how*.

I believe Coach Eileen is who I asked originally because she was in the back helping at the Summit....and that's when I made the decision to step out of my comfort zone.

I chose to be “committed not interested” and signed up for Elite coaching on the spot.

I have never looked back since.

I've been in coaching now 5 months or so, and I've surpassed my goals so far. My husband is licensed and we are team. I couldn't have done any of these without the amazing guidance of my Coach Joe.

I told Tom I lucked out with coaches and he told me, *I got exactly what I deserve*.

Thank you Tom and thank you Coach Joe for helping me see how to align my behaviors with my goals.

Last year, before I started coaching, my average sales price was \$135K. So far this year, it's \$260K and I'm on track to more than DOUBLE my numbers this year!

The biggest achievement I've had since joining coaching is STRUCTURE.

Before coaching I was trying to keep my head above water. Now, I PLAN everything. I don't do “last minute” marketing. I lead generate (never had to do that before because most of my business is repeats and referrals). Having coaching makes me accountable.

I know what I have to do, its priority level, when to do it each and every week. I LOVE the accountability.

I went to my first Elite+ Inner Circle Retreat in January. I had never been to any event by myself. I stepped WAY out of my comfort zone and attended by myself. I was nervous because here I am – a Realtor in Arkansas – that doesn't do as much as east/west coast agents do. Our average sale price is \$175,000.

So I felt like I wouldn't have anything to offer anyone else when I was networking at the event...

To my astonishment, both days I sat next to people that I was actually able to share stuff with. I couldn't believe it. I was able to share what I had learned so far from coaching and had implemented. It just made me feel really good to be able to share something and give back. I'm so glad I went!

I LOVE being a part of the Tom Ferry community.”