

Welcome to

# TOMM X

# THE BIG MOVE









# QUICK QUESTION... WHO WOULD LIKE TO...

- Deepen relationships within their community?
- Have more fun?
- Win more business without having to make a cold call?

\$14,000,000 → \$84,000,000

ALL<sup>0</sup> THROUGH THE  
POWER OF EVENTS



# YOU'RE THINKING...

- I don't know who to invite...
- I don't know where to start...
- No one will show up...

# GREAT EVENT

- What?
- When?
- Who?



★★★★★ a month ago

Absolutely love JD Team! Jen did an amazing photo project for our home town (for free) Santa photos with the amazing @picklephotography 🥰 it was a beautiful experience. Thank you for doing this ❤️

We did not have time this year with all things going on to get Christmas photos out so thank you so much!

YOUR FIRST YEAR,  
**YOU REALLY NEED TO SELL IT!**  
PROMOTE THE EVENT EVERYWHERE!





# LET'S GO BACK

- What?
- When?
- Who?





# THE ONE EVENT THAT CONTINUES TO DELIVER...



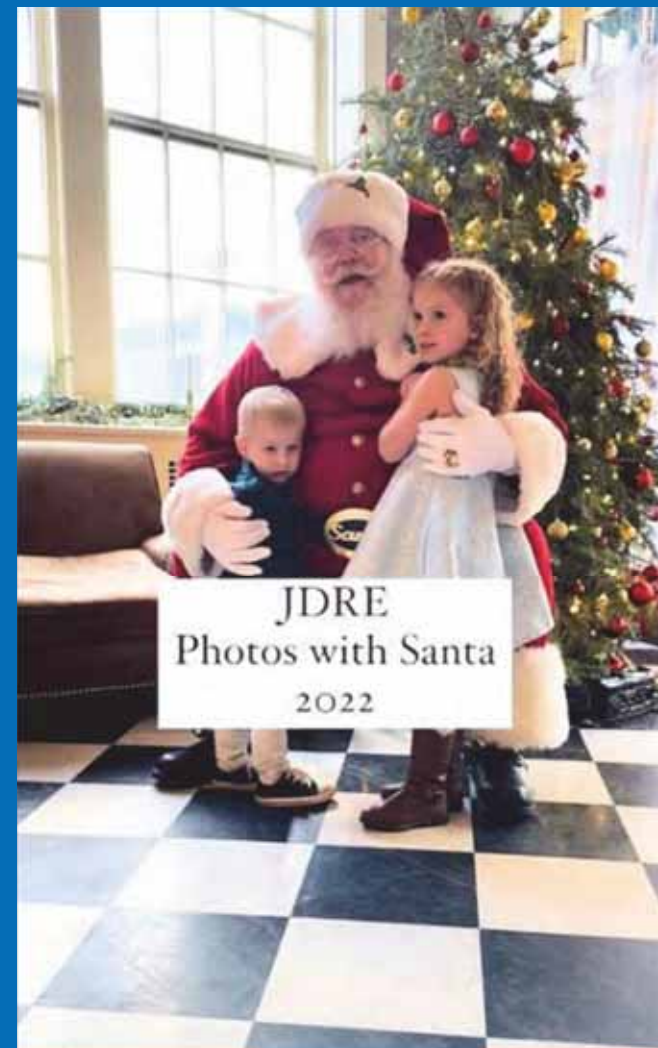


# EXPOSURE POTENTIAL

Before



During



After





# BEFORE

- Create a visually appealing event flyer (physical or digital)
- Dedicated event website for easy RSVP
- Utilize your email database
- Leverage your social media platforms
- Partner with local businesses



# DURING

- Hire someone to capture content
- Require guests to sign-in
- Branded photo booth
- Go selfie style live on Instagram and Facebook

# AFTER

- Follow-up email/Ask for reviews
- Share event highlight reel on social media
- Analyze the success of the event



# OUR EVENT LIST

- First Friday
- Downtown Trick or Treating
- Holiday Parade
- 4th of July Parade
- Cherry Festival
- Kiteboard for Cancer
- HRV Education
- Wrestling Team
- T-ball Team
- School Art Auction
- Photos with Santa
- Pumpkin Patch
- Clothing Swap
- Easter Egg Hunt
- Photos with the Easter Bunny
- Coat Drive
- Ice Cream in The Park
- Mother's Day
- Father's Day
- Thanksgiving
- 12 Days of Christmas
- Valentine's Day

# 3 TYPES OF EVENTS

- Annual events
- Community events and sponsorships
- Giveaways



# MOTHER'S DAY

IF YOU ARE  
A MOM  
YOU ARE A  
SUPERHERO  
PERIOD.

JDRE | real  
Team REAL BROKER LLC



# PHOTOS WITH SANTA

How it started VS How it's going





# RESULTS

- Cost: \$1,000
- 100 families attended and we captured an email for each one
- 5,544 views on Reels
- 23 tagged photos
- 16 Google reviews



MAKING OUR  
COMMUNITIES A  
PLACE THAT PEOPLE  
WANT TO CALL **HOME**







SCAN ME

FLOWCODE  
PRIVACY.FLOWCODE.COM

A graphic element on a blue background. It features a white rectangular frame containing a QR code. Above the QR code, the text "SCAN ME" is written in white. Below the QR code, the word "FLOWCODE" is written in black, and the URL "PRIVACY.FLOWCODE.COM" is written in black. The QR code itself is composed of black dots on a white background.

Welcome to

**TOMM** X



# #1 REAL ESTATE TEAM IN TRANSACTIONS *in* COLORADO.

PER 2023 REAL TRENDS



The Treasure Davis Team



@treasuredavisrealtor



@treasuredavisteam





PICTURE THIS....



10



# Tip #1

## Strategy Session

Dialogue– “My responsibility is to ensure your protection and craft a winning strategy for you.”

**BUYING STRATEGY**





Tip #2  
Do your  
research



Agent Full Report/Map

**20440 Taversham CT, Monument, CO 80132-8329** County: **El Paso**

**RESIDENTIAL-Single Family-Detached**

Status: **Sold**  
Price: **\$1,100,000**

Bed/Bath: **5, 4**  
Gar/Parking#: **3, Attached**  
Tot SqFt: **4,997** LP/SF: **\$220**  
Det Liv Qtr:  
Floor Plan: **Ranch**  
Year Built: **2005**  
Sub Area: **Kings Deer Highlands**  
DOM: **2** CDOM: **2**  
Sched#: **6104001003**  
MLS#: **6643913**



1 / 38

Directions/Cross: **E ON PALMER RIDGE, RIGHT ON KERSHAW, RIGHT ON TAVERSHAM, HOME IS AT END OF CUL-DE-SAC**

School District: **38-Lewis Palmer** Grade School: **Prairie Wind**

Middle School: **Palmer** High School: **Palmer Ridge**

Taxes: **\$3,997** Tax Year: **2022**

Covenants: **Yes** Complex Name:

HOA 1: **Kings Deer HOA** **719-488-2840** HOA 1 Dues: **\$300 Annual**

HOA 1 Dues Include: **Covenant Enforcement, Management**

Community Features: **Golf Course, Hiking or Biking Trails**

SQUARE FEET

Year Built:	<b>2005</b>	Const Status:	<b>Existing Home</b>	Est. Comp Date:
Total Sqft:	<b>4,997</b>	Floor Plan:	<b>Ranch</b>	Builder Name:
Finished Sqft:	<b>4,873</b>	Unit Desc:		Builder Model:
Above Grade Sqft:	<b>2,520</b>	Structure:	<b>Framed on Lot, Wood Frame</b>	
Inner Sqft:	<b>0</b>	SqFt Source:	<b>Assessor Records</b>	

# Tip #3

## Leverage Agent-to-Agent Relationships



## Tip #4

### TERMS-

- Competitive Offer Terms
- Escalation Clause
- Appraisal Gaps
- Limited Inspection
- No Contingencies
- Be the First Showing

# Escalation Clause

an addendum that can be added to your offer

## THE PROCESS

- Put in an offer on a house
- Learn if other offers have been submitted
- If so, submit an escalation clause

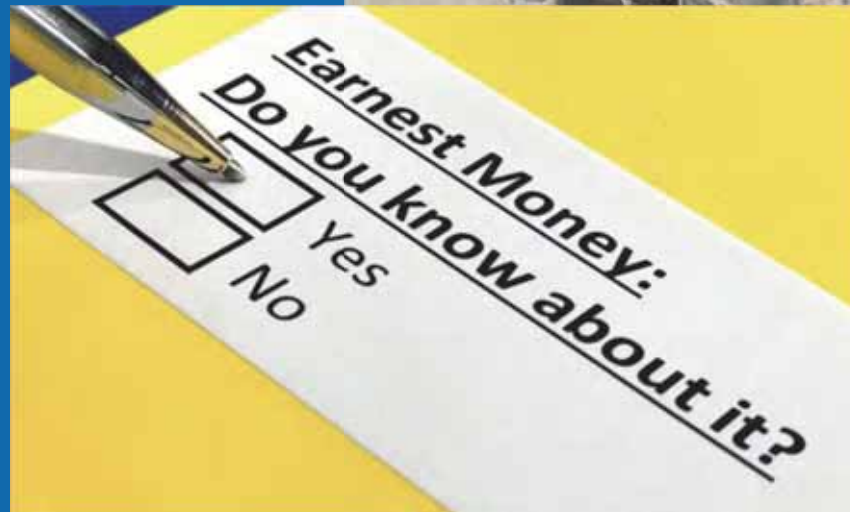
**Include both the maximum and incremental amount you'll extend your initial offer.**





# Tip #5

Offer a Larger Earnest Money Deposit/Down Payment



# Tip #6

## Write a clean offer with a cover letter!



Hello Treasure,

Thank you for taking the time to speak with me regarding our offer and giving my buyer this amazing opportunity.

We are presenting a **VERY STRONG OFFER** with many **SELLER BENEFITS**.

As stated, I am happy to present this contract on behalf of my clients.

It is a strong offer because: **THIS IS THE**

1. LIST PRICE \$615,000
2. No Conditional Sale
3. Conventional Loan



I have attached the Lender letter. Please confirm receipt of this email, and contact me if you have any questions; or if there is anything we can do to tailor the offer to be more beneficial for your sellers.

Thank you and I look forward to hopefully closing the sale with you.

# Tip #7

## Be Flexible with Closing and Possession





# Congratulations!

You may rest assured that you've set yourself apart from the competition.

Awarded To:

Certified By:

**Our \$5,000 Promise**

Issuing this certificate means we have reviewed your credit, income, and source of funds for down payment, closing costs, and reserves.

Our approval provides the comfort of letting your seller know, you're as good as cash!

We are so confident in your credit worthiness, we will stake \$5,000 towards paying your seller, should a closing delay or cancellation occur due to your credit worthiness.

Synergy One Lending offers a Pre-Approval you can count on.

## Tip #8

# Personalize your offer – lender video

Protected Classes Enumerated at C.R.S. § 24-34-502

- Disability (a mental or physical impairment which substantially limits a major life activity)
- Race.
- Creed.
- Color.
- Religion.
- Sex.
- Sexual Orientation (which is statutorily defined as "including transgender status" - i.e. Gender Identity)
- Martial Status.

## Tip #9

### Lean into the hard conversations

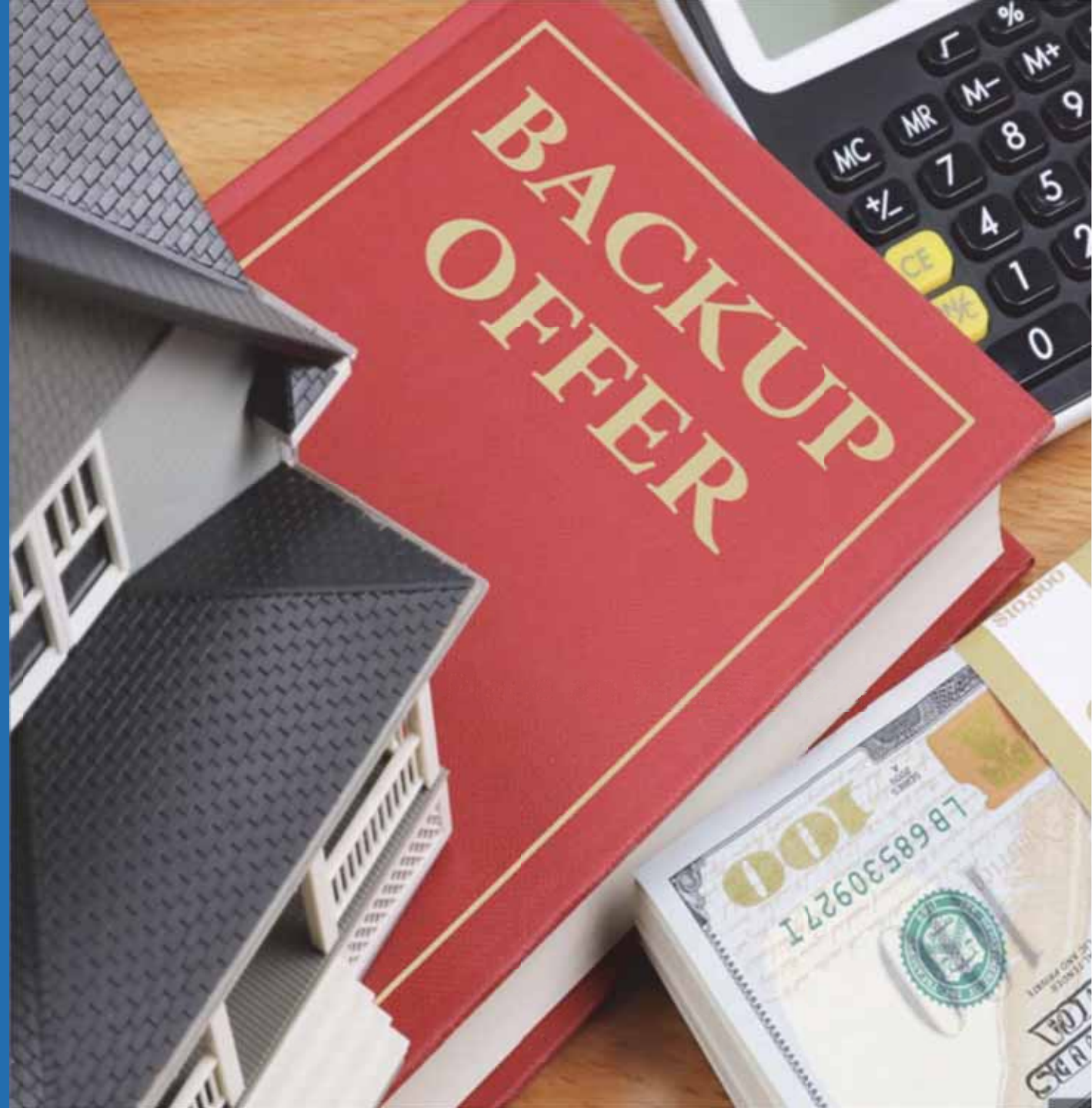


“A brand is what a business does, reputation is what people remember.”

Ted Rubin

# Tip #10

Always be the  
back up





“When you present value to your buyers,  
you present a strategy like no one else.”



Resources and how to WIN a trip to  
Colorado Springs to mastermind with  
our team – Hotel & Airfare included

Welcome to

# TOMMX



Ben Lalez Real Estate



@realestatechicago



@thebenlalezteam



Full access to this  
presentation



# How to Fast-Forward Your Career with Video

How to go from Rookie to Veteran





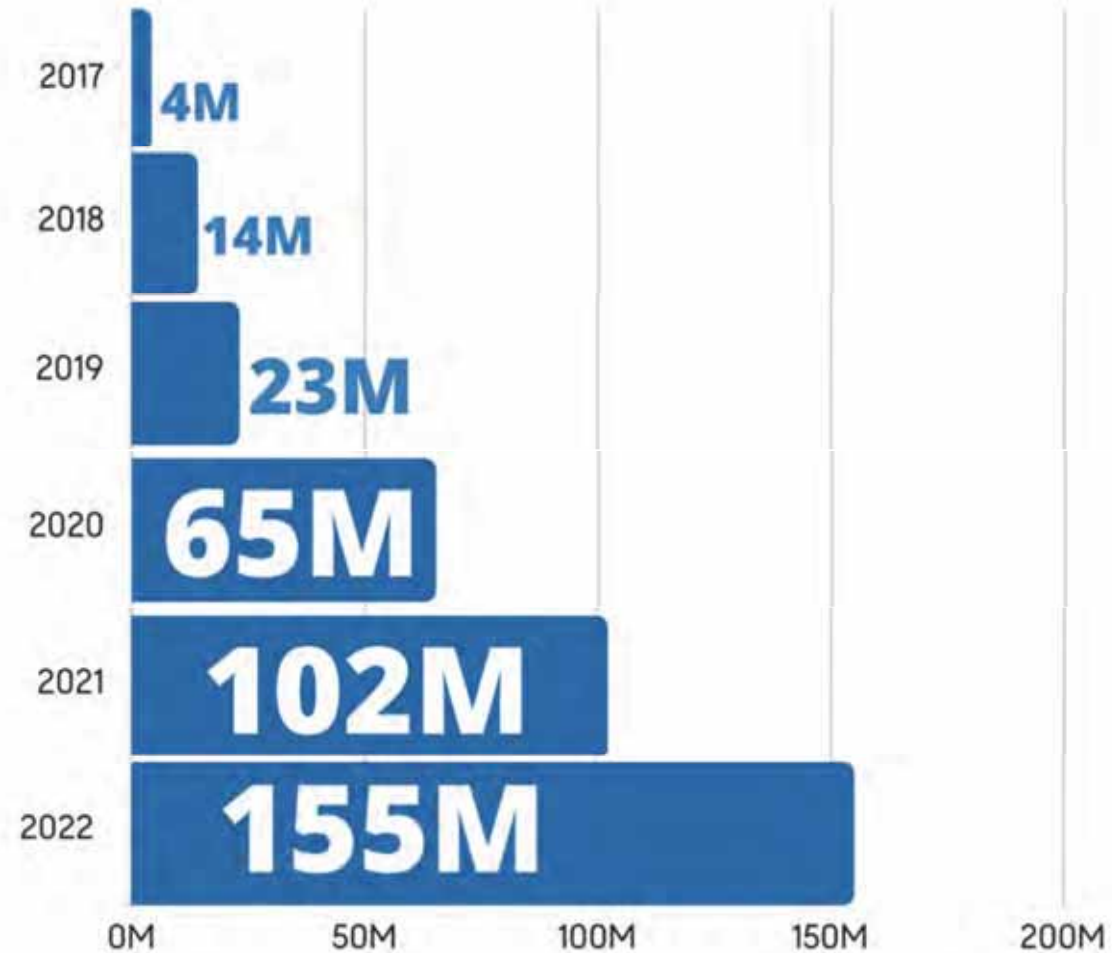
# About me





# Growing with video

2017	0 Videos
2018	0 Videos
2019	50 Videos
2020	123 Videos
2021	279 Videos
2022	407 Videos



# 2023 YTD

\$144,771,386 Closed + Pending


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500+ Videos / 2500+ Posts





I'm not that guy, pal

A vertical video frame showing a man in a light blue polo shirt standing in a grocery store aisle. The text "YOU'RE NOT THAT GUY, PAL, TRUST ME" is overlaid on the bottom half of the frame.

***YOU'RE NOT THAT  
GUY, PAL, TRUST ME***

# THE UNSEEN BENEFITS



# The UNSEEN benefits

**Smooth sales**



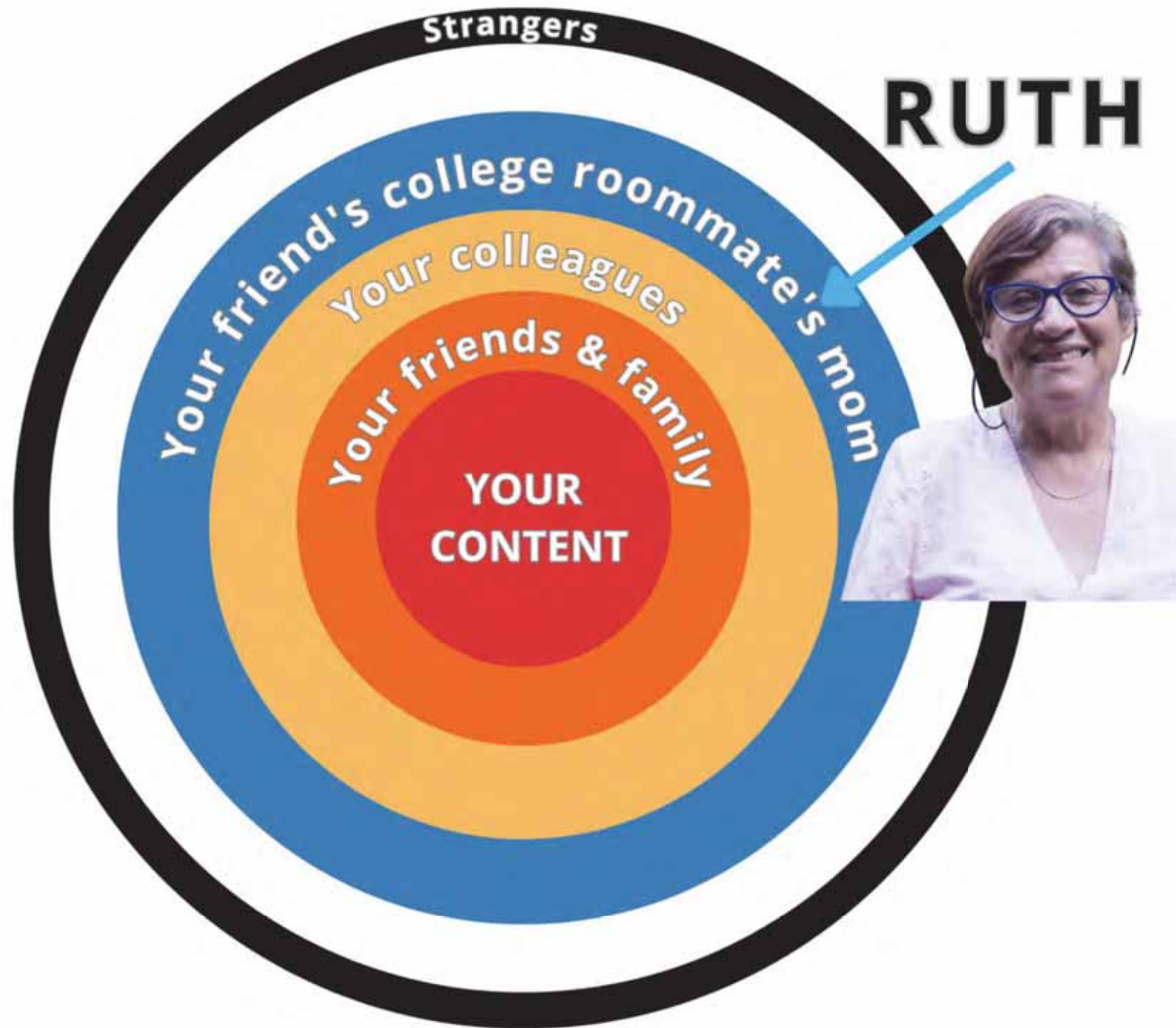
**Recruits  
recruit you**

**Instant  
credibility**





Are you  
looking for  
strangers?



# Who is Ruth?



1 lead



2 Referrals

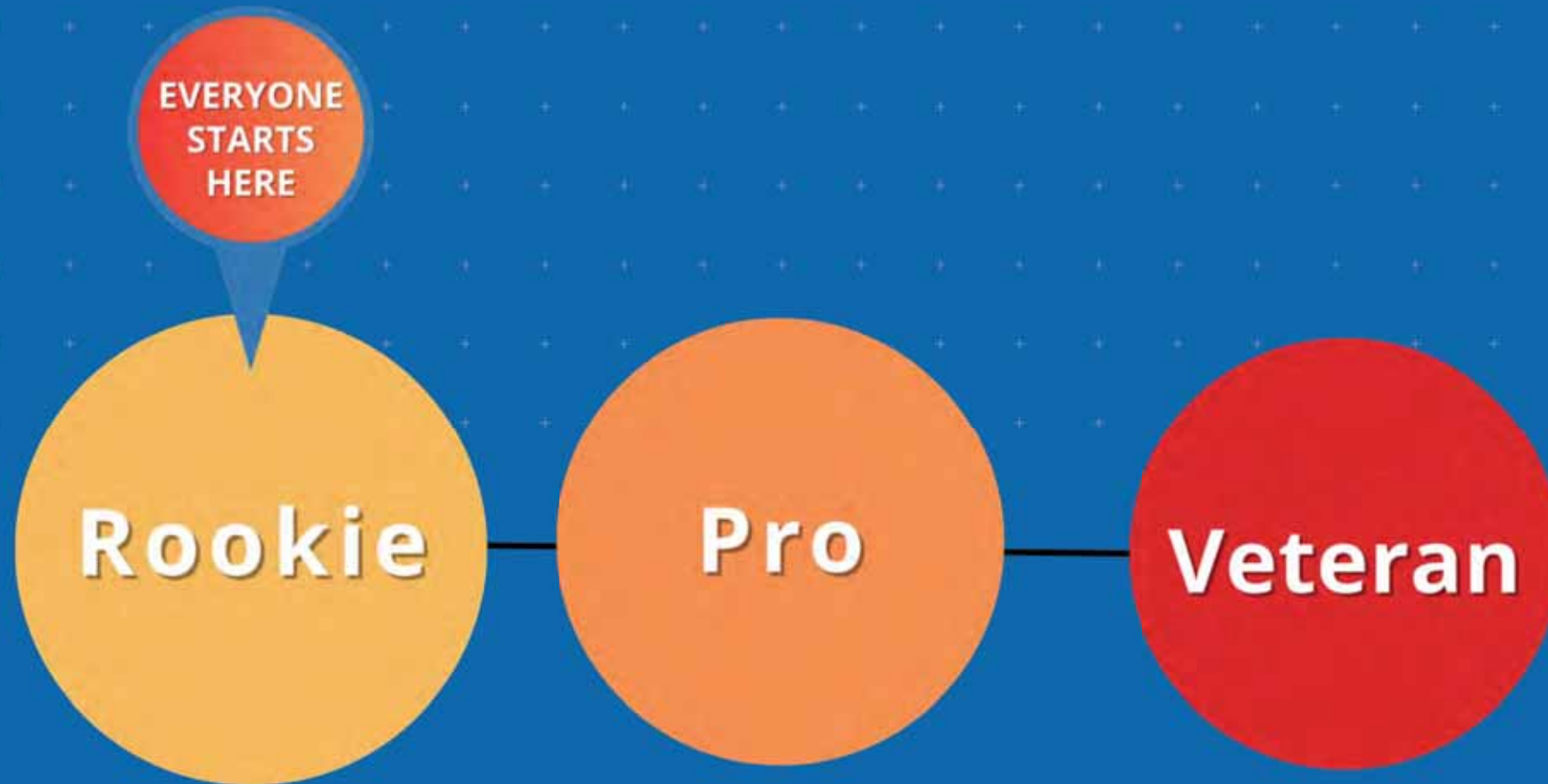


~\$2 Million in Volume



\$50,000 GCI

# Go from Rookie to Veteran





# My first video

## BUYING NEW CONSTRUCTION



I've never seen a room like  
this, period.

March 7th, 2019

# Rookie retrospective: lessons learned

Rookie

- ✓ Use your resources
- ✓ Track progress
- ✓ Prioritize audio quality
- ✓ Fail faster
- ✓ Plan for growth
- ✓ Make it sacred
- ✓ Make it a business decision



# Expert evolution: Rookie to Pro





# The Pro playbook

- ✓ Identify brand
- ✓ Identify target
- ✓ Identify talent
- ✓ Identify tools



# What is My Brand?

<p>The Approachable Expert</p> 	<p>The Luxury Specialist</p> 	<p>The Funny Best Friend</p> 
<p>The Lifestyle Guru</p> 	<p>The Veteran Agent</p> 	<p>The Aesthetics Curator</p> 



# Who is My Target Audience?

Renters

First-time home buyers

Investors

First-time home sellers

Veteran home sellers

High net worth individuals





# Idea



**No** Does this video further my brand identity? **Yes** The Approachable Expert 

**No** Am I speaking to my target? **Yes** 26 - 36 y/o Professional 

**No** Am I providing value? **Yes**

Forget about it



What are you waiting for?

# Hiring

## What to expect

- Cost: \$600 - \$800 / Week (Part-Time)
- Some professional equipment
- Video Editing Software

## How to identify talent

- Use recruiting platforms
- Test candidates
- Sign an agreement

PRO

# IDENTIFY TOOLS





# Tools we use

## Hardware

Item	Cost
Canon EOS R	\$1,799.00
Canon EOS R	\$1,799.00
Canon 24-105 RF Lens	\$1,299.00
Sigma 18-24 Lens	\$1,200.00
Rico 360 Camera	\$1,000.00
Ronin Stabilizer	\$500.00
Recorder	\$80.00
Rode Wireless Go	\$300.00
Microphones x2	\$160.00
Canon 50mm lens	\$100.00
Rode Podcast Recorder	\$150.00
Camera Bag	\$89.00
	<b>\$8,476.00</b>

## Software

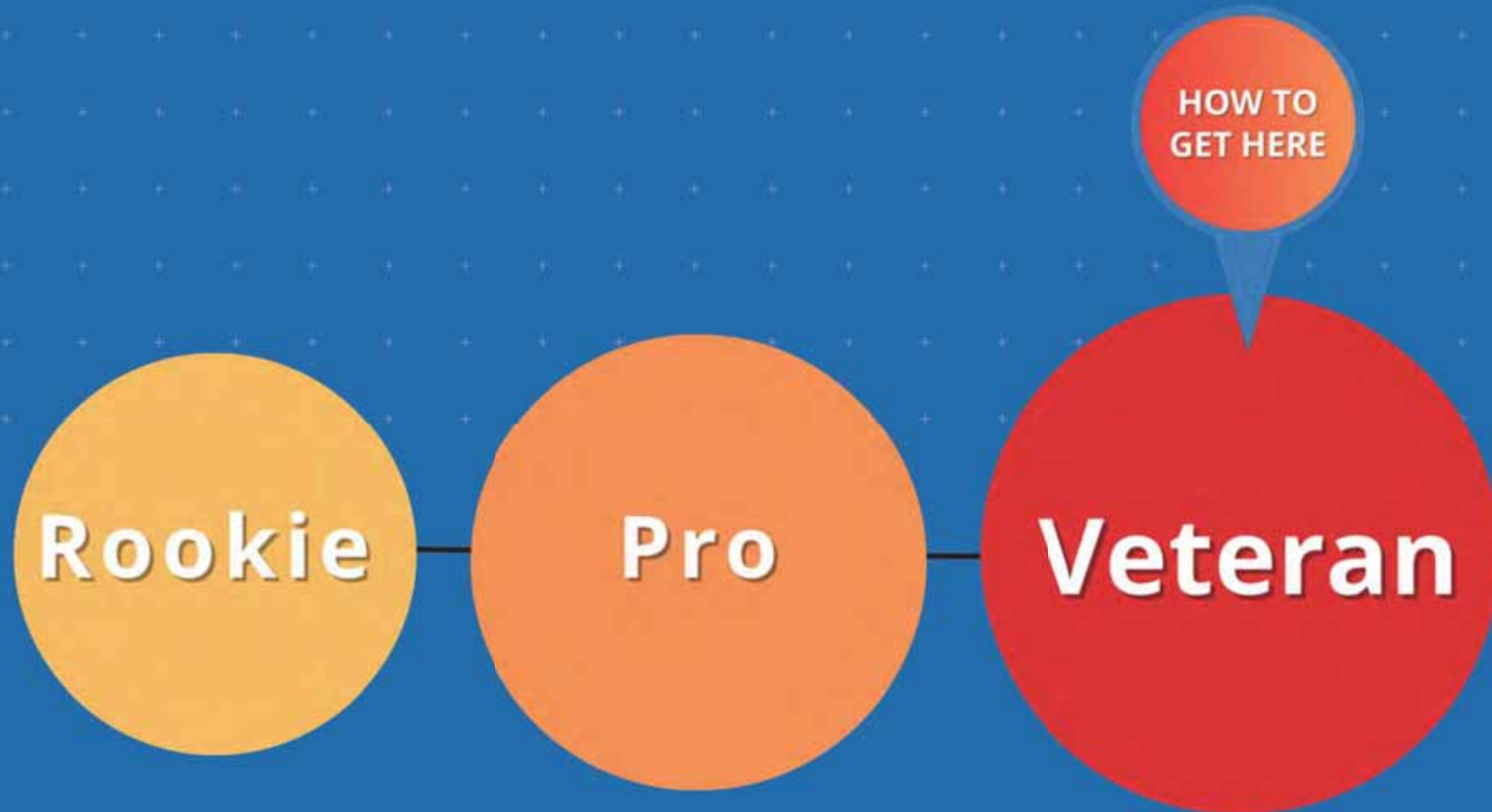
Item	Cost
Adobe Suite	\$50/month
Canva Pro	\$12/month
Asana	\$30-\$100/month
Envato Elements	\$20/month
Epidemic Sound	\$15/month
Captions App	\$10/month
	<b>~\$130/month</b>

# I rely on my marketing expert

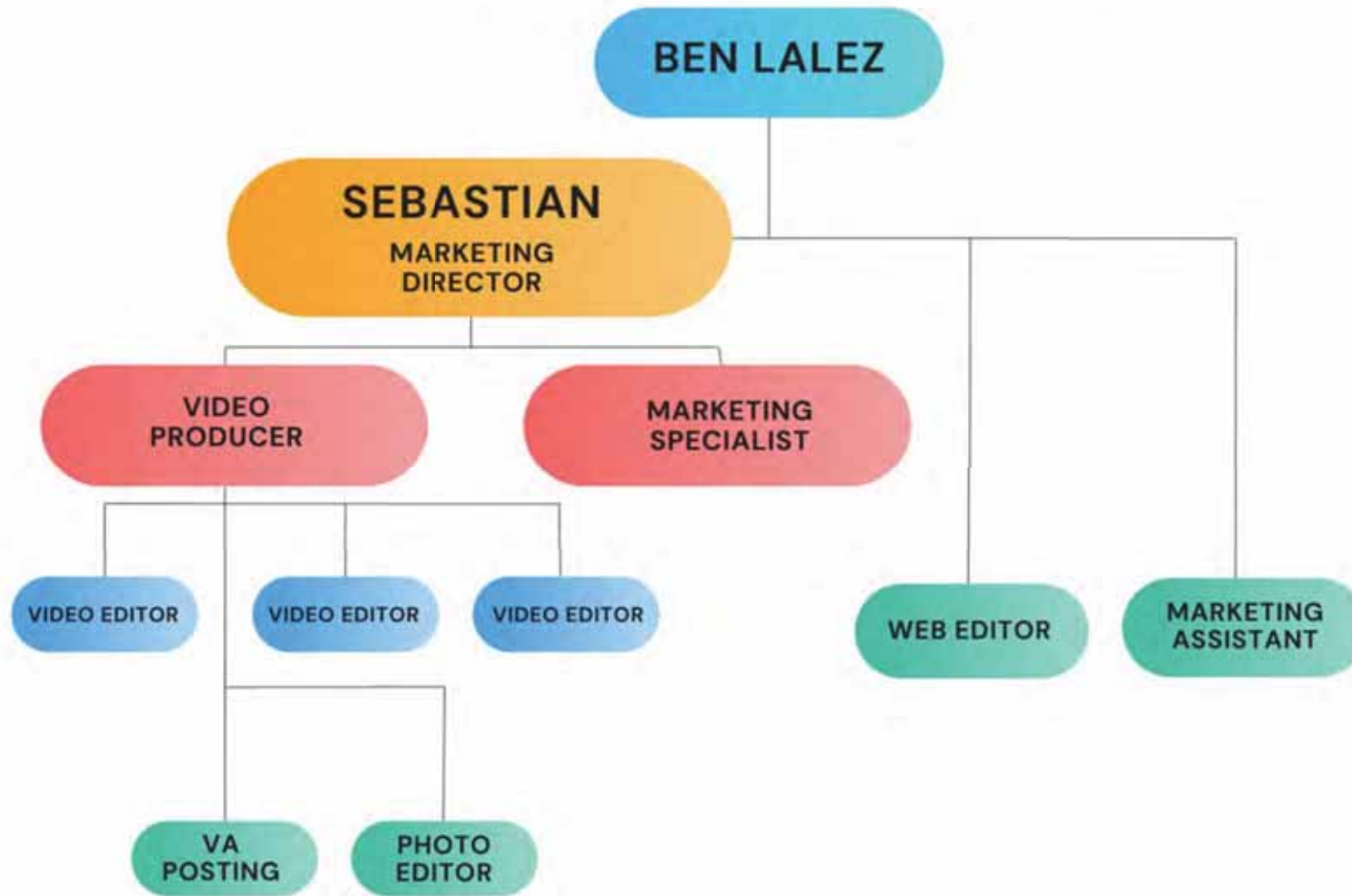
PRO



# Time to level up?



# MARKETING ORGANIZATION CHART





'Wow Campaigns' and High Productivity.

Authority, Brand Awareness & Engagement.

**HERO**

Distribution

Regularly released content.

Entertains the audience and brings more engagement.

**HUB**

Discovery

Content people search for Evergreen content.

Always on-pull content designed for your core target.

**HELP**

# HELP CONTENT

Evergreen Content



**HELP CONTENT  
EVERGREEN VIDEO**

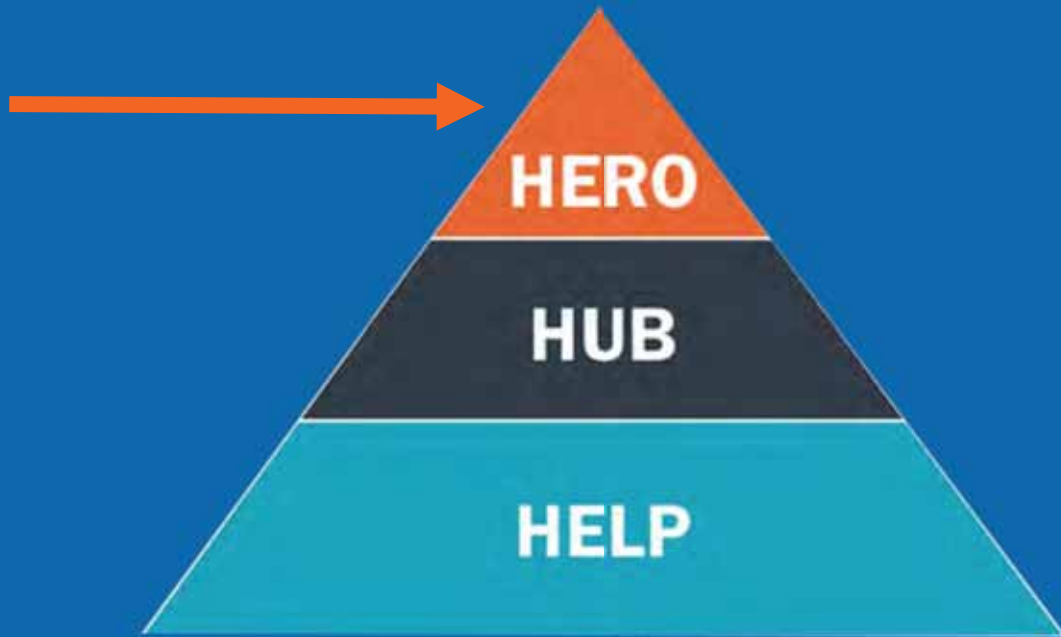
# HUB CONTENT

- ✓ Low lift, entertaining content



# HERO CONTENT

✓ Big lift, low frequency



**HERO CONTENT  
BIG SWINGS**



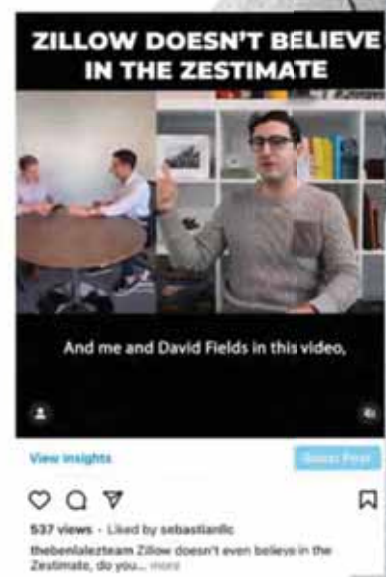
# Video = Opportunity



# Using video as a value proposition to recruit



Full time videographer.



# MEDIA PACKAGE

We create a comprehensive set of media assets to cover every aspect of your home and create buzz across media channels.

MATTERPORT



3D TOURS



DRONE VIDEO AND IMAGES



FLOORPLANS



SOCIAL MEDIA HIGHLIGHTS



TOUR VIDEOS



# BUYING NEW CONSTRUCTION



I used to build in Chicago.





**250,000 PEOPLE REACHED  
PER MONTH**

# COMMIT

[BENLALEZ.COM/RUTH](https://benlalez.com/ruth)



PDF



FIND YOUR RUTH

Welcome to

**TOMM** **X**



80% of success is  
mindset

**Mindset = discipline + energy /  
conscious creation**

**Energy = positive self-talk and  
reprogrammed thoughts**

# Reprogramming is change.

- Beliefs
- Behaviors
- Values
- Habits
- Routines

What is at risk if we  
do not change?



# 3 steps to change:

1. Awareness – **Name it**
2. Understanding – **Claim it**, take responsibility
3. Execution (focus 1 behavior, belief to change) –  
**Tame it** by creating a plan

You drive your change

Align our goals to our behaviors

Motivation vs. Discipline



Motivation - 95% external



Discipline - Change from within

### RELYING ON MOTIVATION



WEEK 1



WEEK 2



WEEK 3



WEEK 4



WEEK 5

### RELYING ON DISCIPLINE



WEEK 1



WEEK 2



WEEK 3



WEEK 4



WEEK 5



# Discipline rewires our brains

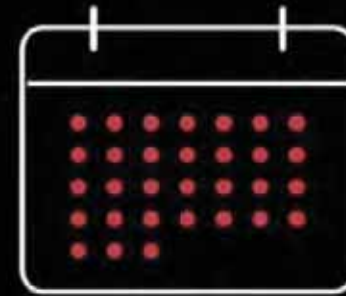
Food rewires the brain  
Music rewires the brain  
Travel rewires the brain  
Sunlight rewires the brain  
Reading rewires the brain  
Learning rewires the brain  
Laughter rewires the brain  
Gratitude rewires the brain  
Movement rewires the brain  
Meditation rewires the brain  
Breathwork rewires the brain  
Community rewires the brain  
Quality sleep rewires the brain  
Time in nature rewires the brain  
Positive thought rewires the brain  
Acts of kindness rewires the brain

# Formula:

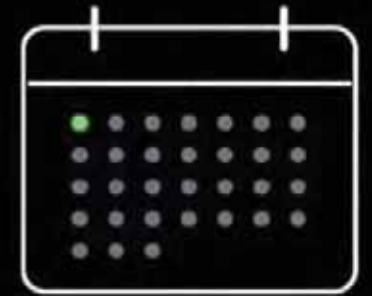
Mindset = conscious creation

Energy = your self thoughts +  
your thoughts

Execution = do it



One day



Day one

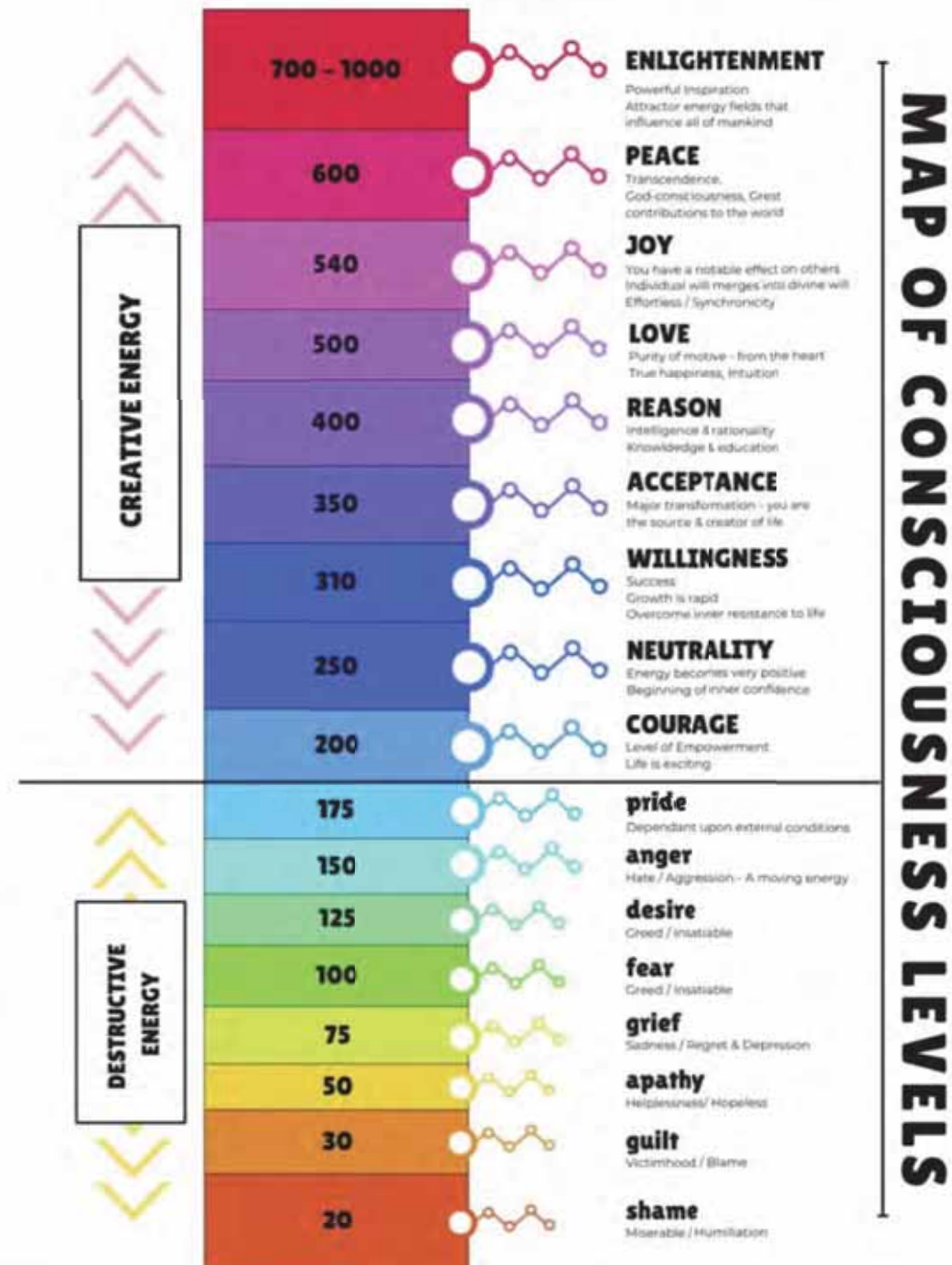
You decide - one day or day one.

•••@golimitless

# Energy Chart

Align your thoughts with  
your self talk

Our Emotional Home



**Time for  
rewiring!**

Wake up at 5 am

Hard stop at 7 pm

Sleep time at 10 pm



Just do it,  
the magic  
begins when  
you wake up

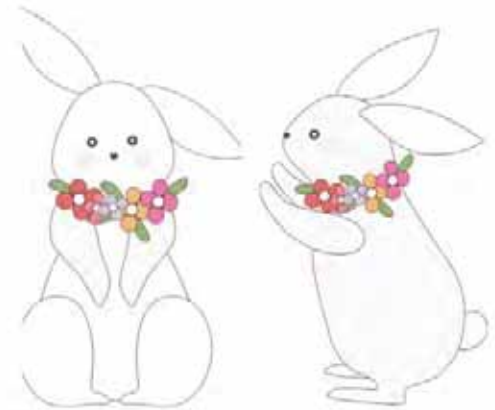
I WANT TO WAKE UP  
WITH YOU THE REST  
OF MY LIFE



I GET UP AT  
5 AM



NEVERMIND



## Your 5 am rewiring ritual – train your brain to do what is more difficult first

- Get out of bed, place your phone / alarm far from the bed so you get up, and say to yourself, "This is a great day!" This means you are connecting to the present instead of relating to the past.
- Drink plain water, a big glass, this will help your body "wash" the cleanse of your "repair sleep."
- Get ready to move your body, at least for 20 minutes.
- What are 3 moments, people, you are grateful for today?
- Get your system moving through breathing. You can choose Wim Hof breathing for 11 minutes.
- Short 10-minute meditation, Paul McKenna's meditations are really mind changing.
- Cold shower will get you awake and alive and it's so good for your health!
- Have a healthy breakfast that includes protein, fruit, and healthy food for your amazing digestive system.

If I tell you that you can make 6, even 7 figures a year with this job description, then would you say aye?

Day / Date: \_\_\_\_\_

- Powerful Morning Routine
- CEO Time
- Market Intelligence
- Role Playing
- Hour of Power / Follow-Up
- Track Numbers
- Meet w/Assistant
- Update on Pendings
- Listing Check-Up
- 2 Social Media Posts Every Day
- Go on Appointment(s)
- Afternoon Follow-Up

Name it

Claim it

Tame it

Let me  
fall if  
I must.  
The one  
I will  
become  
will catch  
me.

BAAL SHEM TOV



Choose your  
beautiful life!

Choose YOU



Welcome to

**TOMM** X

# Dwayne Pano

# Sphere of Influence



# Monthly Newsletter



Share what you've done over the last month that has been exciting.



Be personal. Take the time to share your heart with those who will read this. Allow them to see you.



Let people know the story behind your closings and how you have helped your clients.



Be sure to end it with an invitation to either grab coffee, lunch or an event that you are hosting.

March 2023

## PANO NEWS

Monthly Newsletter



### Inside look into our Lives

#### ZOE

has joined what she would call "the big class" at gymnastics where she isn't accompanied by a parent anymore. She's being challenged and is stepping up to the physical challenges presented before her.

#### AUBREE

turned 7 and had a blast at her Ada Twist Scientist Party. She decided we'd do experiments, and so we did. I love this girl's uniqueness, confidence and leadership.

#### JADEN

made the decision to get baptized and share his faith with our church body. Zoe, Aubree, Kat and I were so proud of him.

### MULTIPLY

You remember how I told you about that event I went to with 40 Christian business men? Well, since then, we've been meeting every Wednesday at noon and it's been absolutely life changing.

A few weeks ago, we had John Bevere on our call - if you don't know who he is, you should definitely look him up! He talked to us about a bunch of different things, but the main point that really stuck with me was that we're all called to multiply. We all have unique gifts and talents that have been given to us, and it's up to us to multiply those gifts and use them to make a difference in the world.

Honestly, that idea has been keeping me up at night - in the best possible way. I don't know exactly where this journey will take me, but I'm excited about the idea of being faithful by multiplying what's been entrusted to me. So, I just wanted to check in with you and ask: are you multiplying your gifts? It's something to think about, for sure. Hope you're doing well!



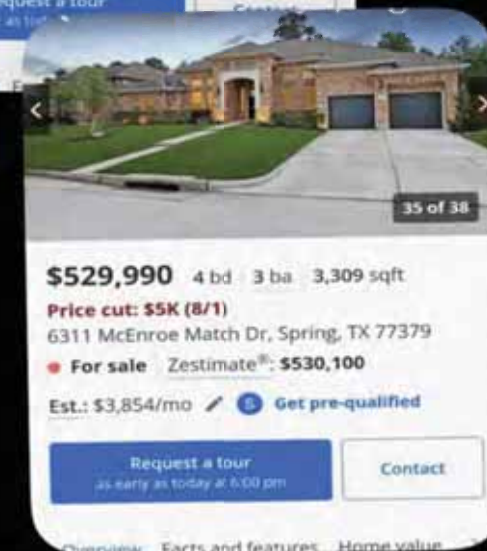
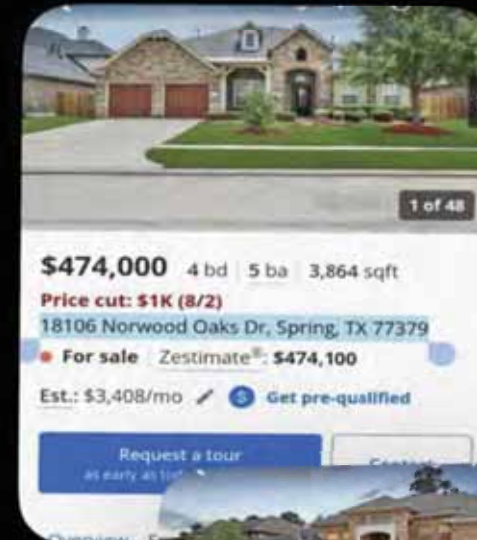
# Monthly Newsletter

I met the Martindales while showing a home to another client. They didn't have an agent. We closed on their home last year.

We have now placed that home on the market!

Text Message  
Fri, Aug 4 at 4:21 PM

Hi Dwayne, how are you? I hope you and family are ok. Are you still sending out the newsletters? BTW when you get time, could you check these out for us ?



**Strangers?** Just close  
friends I haven't met yet.

# Meet Dez



Lived in an apartment



Thought she couldn't afford to buy home



Knew tons of realtors



At one point she was ready to back out of the process because of fear





# Mrs. Barb



Was ready to move out of her apartment.



Thought about renting instead.



Had an agent who didn't listen to her.  
(Don't worry... she didn't sign anything.)



Had a major life event happen in the  
last year.

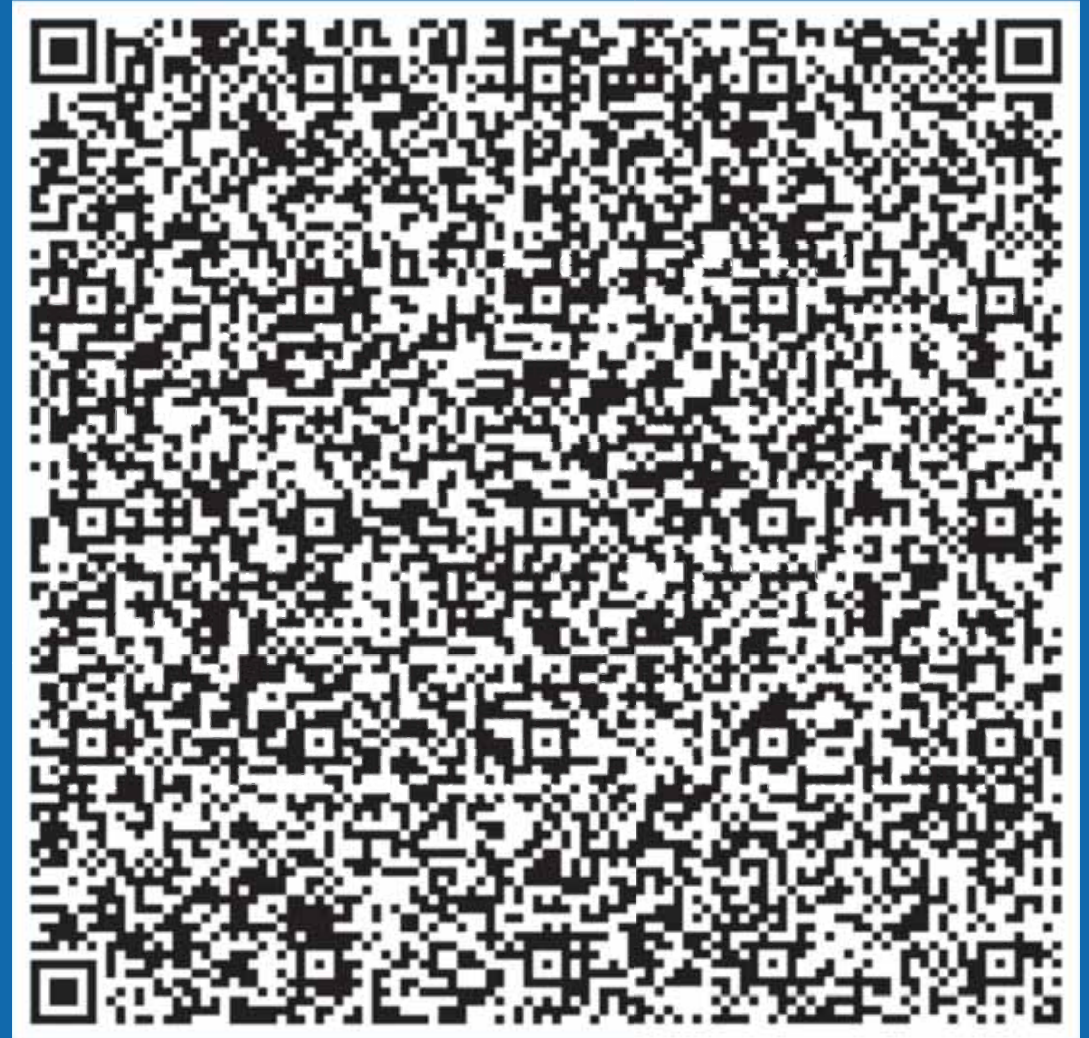


In a world full of algorithms, hashtags, and followers, remember the importance of **true human connection.**





Here's how you  
can reach me!!!!





Welcome to

**TOMM** **X**

# WIN Listings From Seller Seminars



**MAUREEN FOLAN**  
REAL ESTATE GROUP

*Queen of Queens*









WELCOME

## Our Core Values:

1. CLIENT & CUSTOMER COMMITMENT
2. ALWAYS DO OUR BEST
3. BUILD & MAINTAIN TRUST
4. TEAMWORK



# WHY I Started To Do Seller Seminars



# START WITH **YOUR WHY**



EDUCATE



BRAND RECOGNITION



MORE LISTINGS







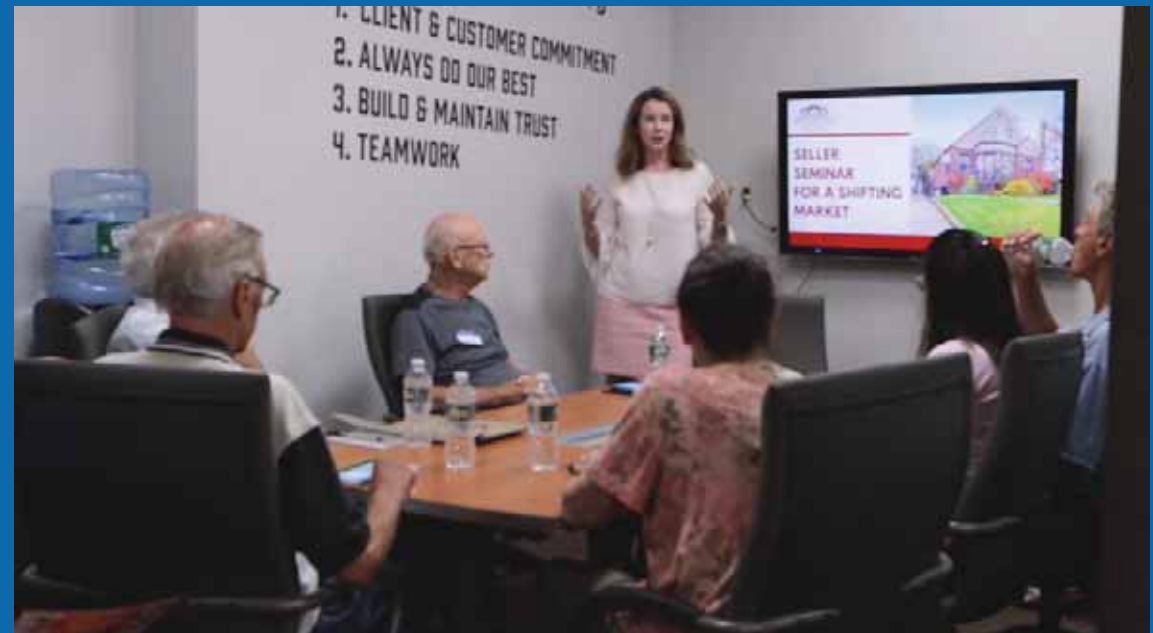
**MAUREEN FOLAN**  
REAL ESTATE GROUP

*Queen of Queens*



# Every Market is Different

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# FOOD!



# MARKETING STEP-BY-STEP

- Set Dates For Seminar - 2 months prior
- Create Seminar Presentation
- Create Eventbrite Link (2 months advance)
- Create QR code of Eventbrite link for postcards
- Create Digital Flyer Design for Social Media, Email Blast & Eventbrite
- Create Design for Postcard - Direct Mail
- Send Email Blast Invite
- Postcards mailed out 2 weeks prior
- Post on Website - Create a Seller Seminar Page
- Acquire registrant's email, home address, phone number
- Add Registered Attendees to 'Seller Seminar Attendees' Spreadsheet



**Take a  
Screenshot!**

## Marketing Materials

- YouTube video
- Window Flyers
- Direct Mail Postcards
- Digital Flyer for website, social media, and email blast
- Email blast
- Instagram Reel Video



**Take a  
Screenshot!**





Hi guys! It's Real Estate Broker **Maureen Folan**

# MY WEBSITE



Like or share



Don't Sell Your House  
Without Attending Our  
Home Seller Seminar First

[REGISTER HERE](#)

Dates:

Saturday - Sept 9, 2023  
Saturday - Sept 23, 2023  
Saturday - Oct 14, 2023

Location:

172-24 46th Avenue  
Flushing, NY, 11358

Time:

10:00am - 12:00pm

**THINKING OF SELLING IN  
THIS SHIFTING MARKET?**

**FREE SELLER SEMINAR**

**MAUREEN FOLAN**  
REAL ESTATE GROUP  
*Queen of Queens*

Live Chat

Hi, we'd love to chat!

What's Your Name?

John Smith

How can we help you?

I'm looking for more info on the real estate market.

I need help finding a specific type of home.

I'm just browsing.

Already Signed Up? [Click here to login.](#)



# FREE SELLER SEMINARS

- ✓ How To Sell Your Home without Updates
- ✓ Impact of Interest Rates on the Local Real Estate Market
- ✓ Capital Gains Tax
- ✓ NYC Closing Costs
- ✓ How to Create a Custom Timeline to Sell

.....  
**SATURDAY**

**June 3<sup>rd</sup> • June 17<sup>th</sup> • July 15<sup>th</sup>**  
**10am - 12pm or 12:30pm - 2:30pm**



Scan the QR code  
for updates and  
to reserve your  
seat or call :

**718-767-8200**

172-24 46<sup>th</sup> Avenue  
Flushing, NY 11358



*Queen of Queens*

**MULTIPLE OFFERS  
ON EVERY HOME**  
that we've put  
on the market  
in 2023.



Sign up for our  
**SELLER SEMINAR** to  
learn **HOW TO SUCCEED**  
in this quickly  
changing market.

**The QUEEN of QUEENS!**

*Maureen Ramsbottom (Folan) Broker & Owner*

PRSR STD  
U.S. POSTAGE  
**PAID**  
FLUSHING, NY  
PERMIT NO. 634

**718-767-8200 | [www.maureenfolan.com](http://www.maureenfolan.com)**



## Are You Thinking of Selling in 2023?

We have a [FREE Seller Seminar](#) that will take you step-by-step on everything you need to know in this shifting market.

### Topics Include:

- What Buyers Look For
- Capital Gains Tax
- Seller Closing Costs
- Market Conditions & Trends
- Custom Timeline To Sell & Move

Come join us and discover all the insider market secrets that will make your home-selling journey a breeze! Bring all of your **burning questions** and receive real expert advice from [Maureen Folan](#) for free!

Location: 172-24 46th Avenue, Flushing, NY 11358

Time: 10:00 am - 12:00 pm

### Dates:

March 04, 2023

March 18, 2023

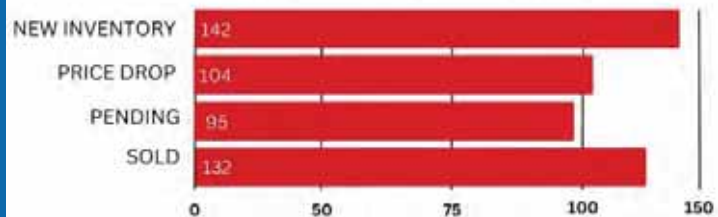
April 01, 2023

[Click To RSVP](#)

## NORTH QUEENS MARKET WATCH



### Listing Activity from the North Queens Area (January 01, 2023 to February 01, 2023)

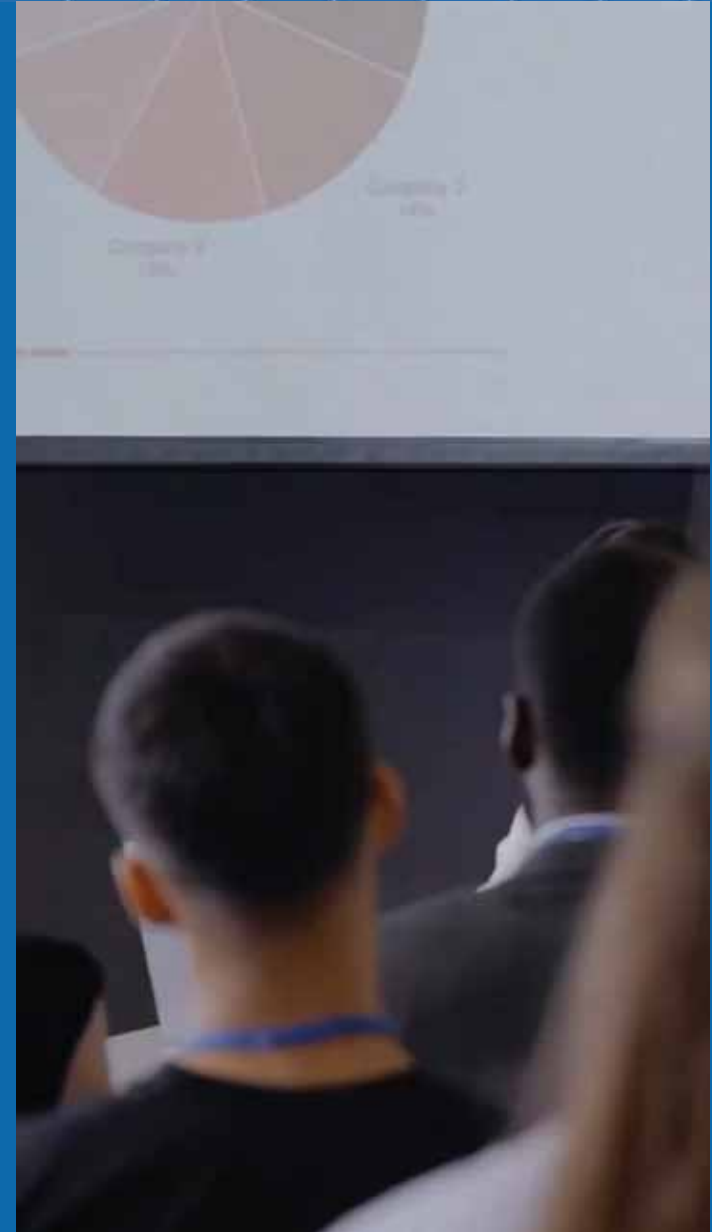


# EMAIL BLAST





# REELS



# FLYER

## THINKING OF SELLING?

Maureen Folan  
#1 Realtor in Queens



# FREE SELLER SEMINAR FOR THE SHIFTING MARKET

- Remodeling Options
- What Buyers Look For
- Seller Closing Costs
- Market Conditions and Trends
- Creating Your Custom Timeline

ZOOM  
Options  
Available!



**Lunch will be provided. Seating is limited**

 **Saturday, July 15**

 **10am -12pm**

Reserve Your Seat At  
[maureenfolan.com/seminars](http://maureenfolan.com/seminars)

OR CALL  
718-767-8200

1

## QR CODE to Registration

Saturday, **April 15<sup>th</sup>**, 10am - 12pm

Saturday, **April 29<sup>th</sup>**, 10am - 12pm

Saturday, **May 6<sup>th</sup>**, 10am - 12pm



Scan the QR code for updates and  
to reserve your seat or call :

**718-767-8200**

Lunch will be provided. Seating is limited.

172-24 46<sup>th</sup> Avenue. Flushing, NY 11358

## FREE SELLER SEMINARS

Saturday, **May 20<sup>th</sup>**, 10am - 12pm

Saturday, **June 3<sup>rd</sup>**, 10am - 12pm

Saturday, **June 17<sup>th</sup>**, 10am - 12pm



Scan the QR code for updates & to reserve your seat or call :

**718-767-8200** (Afternoon Sessions Available)

172-24 46<sup>th</sup> Avenue, Flushing, NY 11358

*Lunch will be provided. Seating is limited.*



2

# Eventbrite

THINKING OF SELLING IN  
THIS SHIFTING MARKET?

FREE SELLER SEMINAR



Multiple dates

## FREE Home Selling Simplified Seminar

Home Selling Seminar hosted by Maureen Folan, the #1 realtor in Queens with over 25 years of experience. Here to answer all your questions!



By Maureen Folan

Follow

### When and where



#### Location

Maureen Folan Real Estate Group in  
Queens 17224 46th Avenue Queens, NY  
11358 United States

Show map

Free

Select a date

Checkout

Time left 29:23

PLEASE PROVIDE YOUR EMAIL, PHONE NUMBER, AND ADDRESS TO QUALIFY FOR REGISTRATION.

### Contact information

Logged in as maureenfolangroup@gmail.com. Not you?

\* Required

First name \*  
Maureen

Last name \*  
Folan

Email address \*  
maureenfolangroup@gmail.com

Keep me updated on more events and news from this event organizer.

Send me emails about the best events happening nearby or online.

### Ticket 1 - Seat Ticket

First name \*  
Maureen

Last name \*  
Folan

Email address \*  
maureenfolangroup@gmail.com

Cell phone \*

### Home address

Address 1 \*

Address 2

City \*

State \*  
Choose ...

ZIP Code \*

Country \*  
United States

Email Address \*

By selecting Register, I agree to the [Eventbrite Terms of Service](#)

Register

THINKING OF SELLING IN  
THIS SHIFTING MARKET?

FREE SELLER SEMINAR



### Order summary

1 x Seat Ticket \$0.00

Delivery 1 x eTicket \$0.00

Total \$0.00



# What Do I **Talk** About ?

- Market Conditions
- Best Time To Sell
- Capital Gains Tax
- NYC Closing Costs
- Selling "As Is" vs. Fixed Up
- Best Updates To Yield Return
- Impact of Interest Rates on the Local Market
- Ways To Succeed In This Market
- Where The Market is Heading In The Next 6-12 Months



**Take a  
Screenshot!**



**Congratulations!**  
**NOW WHAT?**





# THE **APPOINTMENT** IS IN THE FOLLOW UP



Send  
personalized  
Video Email



Call The  
Morning After



Ask For An  
Appointment



SCAN THE  
QR CODE







Let's Get Social!

 [maureenfolan](https://www.instagram.com/maureenfolan)

**A**

**CTION**

**C**

**HANGES**

**T**

**HING**

Welcome to

**TOMM** **X**

# 9.15.09

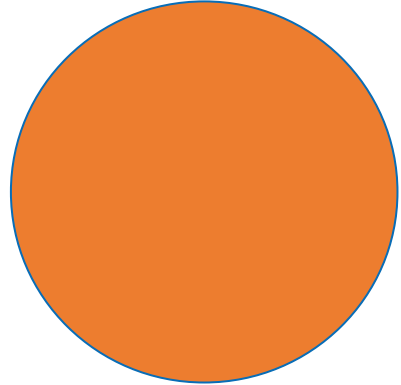




# NEVER FORGOTTEN







# MOURNING, MOVING FORWARD, AND A NEW MISSION







20<sup>th</sup> Tom Ferry  
SUCCESS SUMMIT





# A Lifetime is Filled with Opportunities...

You Never Know What the Next 30 Seconds Will Hold.



# Thank You!

---

**I appreciate the opportunity to speak with  
you today.**

Levi Rodgers

210-331-7000

BuyVet@Gmail.com

LRGRealty.com

Facebook: @LeviRodgersRealEstate

Instagram: @LeviRodgersLRG

TikTok: @LeviRodgersLRG



# Who's Here?





Why Am  
I Here?



# I'm going to assume...

1. You're committed, not interested in your success.
2. You recognize, for things to change, you must change.
3. You're wide open and receptive to new ideas & proven strategies.
4. You have the guardrails up to maintain focus and execute.



Thank You!





**20<sup>th</sup>** **TF** TomFerry™  
**SUCCESS SUMMIT**  
**THE PATH FORWARD**





**Event Networking for Agent-to-Agent Referrals**  
Luz V. Abreu

**Being the Community Sponsor**  
Ryan Adams

**Transfer Your Skills to Your Team**  
Jill Biggs

**Referrals at Happy Hour**  
Courtney Bousheon

**Treating Open Houses Like Art Exhibits**  
Carl Ann Carter

**Right People, Right Roles, Better Goals**  
Lisa Chinatti

**A Gifting System for Reviews and Referrals**  
Brennen Clouse

**Knowledge Broker, Not Tour Guide**  
Garrison Comstock

**Nothing Short of the Best Is the Way to Win**  
Randy Courtney

**Put Your Brand into Words**  
Candee Deichman

**Specializing for Special Needs**  
Tony Farah

**Aligning Your Team for Capturing & Serving Buyer Leads**  
Becky Garcia

**Personal Brand for Professional Success**  
Shannon Gillette

**Appealing to Buyers in the Big Apple**  
Jay Glazer

**Building Trust and Rapport from Beginning to End**  
Chris Grant

**SOPs to Eliminate Decision Fatigue**  
John Harrison

**Specializing in Attorney Referrals**  
Jenny Hart

**Never Do It Cold**  
Jacqueline Hill

**A 30-Point Contact Plan for Referrals**  
Ethan Hinkel

**Strategic Long-Form YouTube Content for Nationwide Business**  
Juan Huizar

**Preparation for Successful Prospecting**  
Kacie Jenkins

**Creating Educated and Informed Buyers from the Start**  
Liz & Jeff Johnson

**The Three-Part Buyer Consultation that Gets the Signature**  
Suzan & Paul Kodlak

**Worldwide Recognition from Community Presence**  
Edna Kimble

**Scale Your Videos to Scale Your Transactions**  
Ben Lalez

**Sustainable Caring, Commitment, and Communication**  
Nicole Rabhat Levine

**Earning Business from Attorneys**  
Lourdes Maestros

**Digital Branding for Personal Freedom**  
Shannon Marin

**Instagram Engagement for Long-Term Success**  
Diana Matichyn

**A Process for Standardizing Processes**  
Jamie McMartin

**Being the Most Everyone Wants to Know**  
Brian Olivard

**A Small Fee to Pay**  
Mark Pattison

**Brand Your Deliveries to Deliver Your Brand**  
Karen Peters

**Prescribing the Real Estate Knowledge Doctors Need**  
Hikki Ramsey

**Data-Driven Decisions for Predictable Victory**  
Scott Reynolds

**Creating a Video-First Organizational Culture**  
Chris Ristau

**Crafting SOPs for Everything**  
Gio Silva

**Finding Your Video Groove**  
Jenny Smith

**Creating Abundance Through Unconditional Giving**  
Jennifer & Geoffrey Tackney

**Mastering Google Ads to Fill the Sales Funnel**  
Jenny & Charles Turner

**Mastering Google Ads to Fill the Sales Funnel**  
Jenny & Charles Turner

**The Training & Tools of a Listing Expert**  
Stephanie Younger

**Event Networking for Agent-to-Agent Referrals**  
Luz V. Abreu

**Being the Community Sponsor**  
Ryan Adams

**Event Networking for Agent-to-Agent Referrals**

**Being the Community Sponsor**

**Transfer Your Skills to Your Team**

**Referrals at Happy Hour**

**Treating Open Houses Like Art Exhibits**

**Right People, Right Roles, Better Goals**

**A Gifting System for Reviews and Referrals**

**Knowledge Broker, Not Tour Guide**

**Nothing Short of the Best Is the Way to Win**

**Put Your Brand into Words**

**Specializing for Special Needs**



# The Ultimate Real Estate Playbooks

The Referral Pipeline

The Listing Expert

Listing Attraction Multiplier

Digital Dominance

Systems That Work

Breakthrough to Buyers

## The Referral Pipeline

### Event Networking for Agent-to-Agent Referrals

How Referrals Make Coaching Pay for Itself 11x Over

Luz V. Abreu



Home Miami Realtors  
@luzvabreu

Access Case Study

### Earning Business from Attorneys

Tap the Goldmine of Divorce and Probate Attorneys

Lourdes Maestros



Compass  
@lourdsmaestros

Access Case Study

### More Case Studies Available for Coaching Clients

- Specializing for Special Needs
- A Small Fee to Pay
- Referrals at Happy Hour
- and more...

Exclusive access to more case studies available to Coaching members.

Join Coaching







**Thank You**  
**to Our Coaches!**

And  
Thank You!



How's the  
market?



# In spite of the looming threats...

- **Failing Banks...**
- **Crypto collapse...**
- **Commission compression...**
- **No inventory solution in sight...**
- **Rates will continue to be higher than consumers desire...**
- **Class action lawsuits around compensation/commissions, the NAR/DOJ challenges**



**\$97 Billion In  
Commissions!**

**And \$100's of  
Billions Globally!**



***“The Complacency of Others,  
is My Opportunity!”***

# What's actually different about this market?

1. The hard has changed... and most haven't shifted their mindset
2. There's no drastic rate drops coming
3. There's no solution to inventory
4. There's a massive wave of new competition & discounters
5. Bottom line... No one is coming to save you
  - a. There's no PPP money
  - b. No bailouts



# It's the Real Estate Hunger Games...



Predictions  
for the next  
3 to 5 years?

# For many...





# For a few...







*The **7 questions** I'm  
being asked the  
most...*



7X

ANSWERS!

1

**I'M TIRED!**

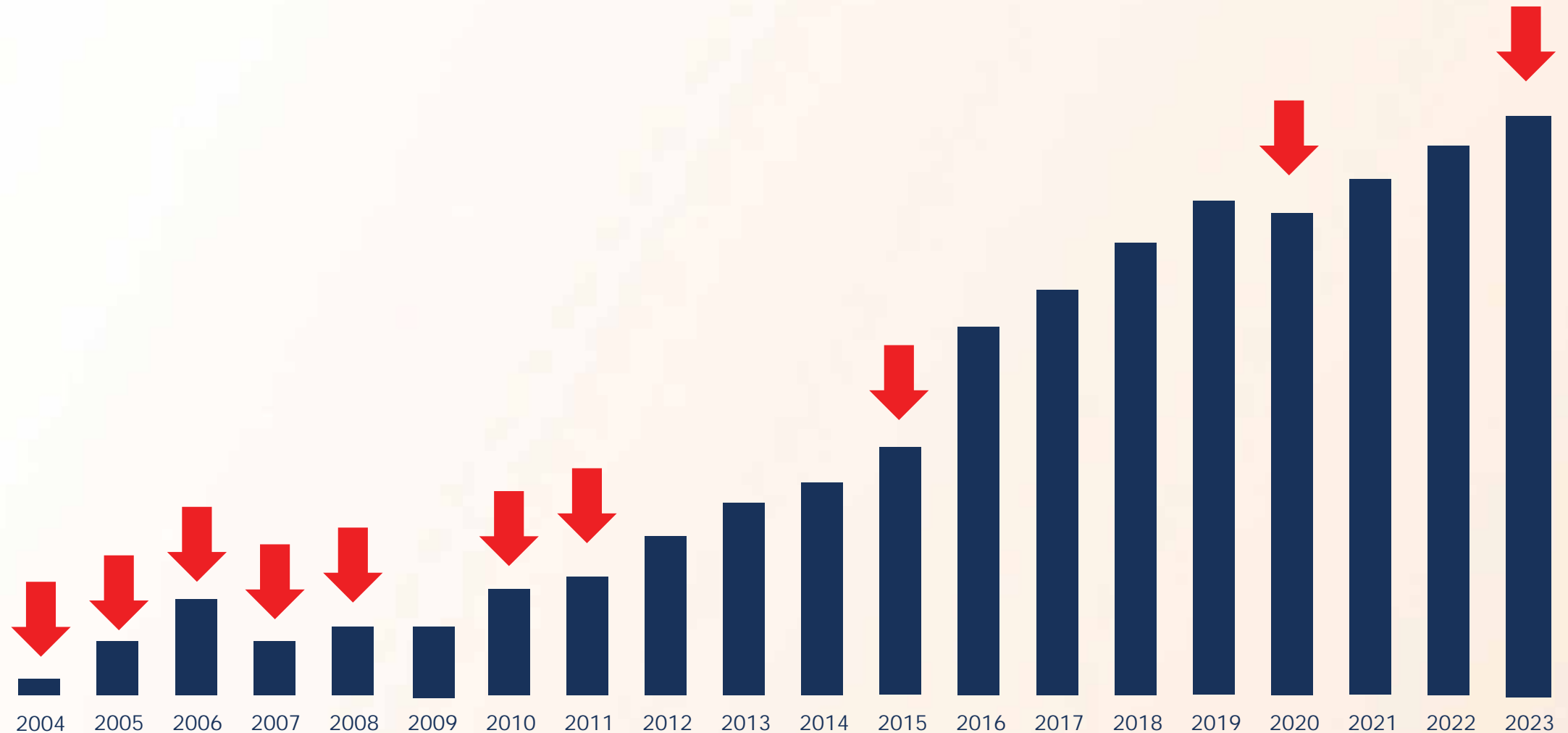
*"How do I get the  
fire back?"*

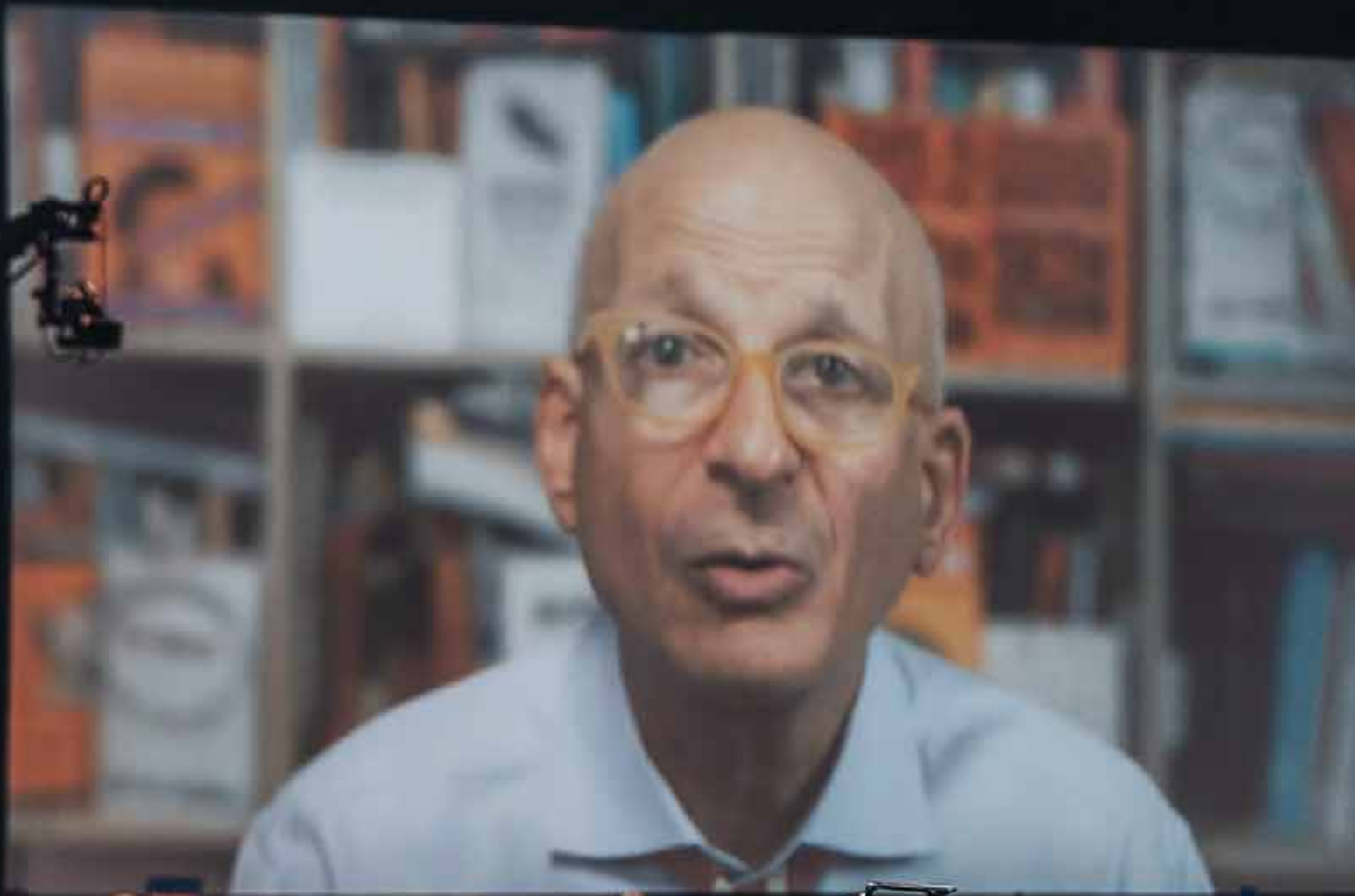


Ever felt like  
quitting?



# My 2 Decade Journey of **NOT** “Quitting”









*This moment feels  
a lot like my last  
meeting with  
**Mike Vance...***



# They answered the 5 questions...



**1. What's my purpose?**  
*(What do I truly desire?)*

**2. What are my values?**

**3. What are my God-given talents?**

**4. It's 10, 20 years from today... What's the dent I made in the universe?**

**5. Who am I at that level?**  
*("How do I operate at this level?")*

A woman with dark hair, wearing a dark blue sweater, is shown in profile from the chest up. She is looking upwards and to the right with a thoughtful expression. She is holding a smartphone in her hands. The background is dark and out of focus.

The Question:

“If I knew I wouldn’t fail...  
over the next decade...

WHAT WOULD I GO FOR?”

Whatever I'm Thinking...

***THINK  
BIGGER!***



**Q: What if ChatGPT  
helped you  
co-create it?**





**Prompt:** Act like an experienced business and life coach and engage me with questions to understand my core motivations and aspirations. To achieve comprehensive insights into my ambitions, dreams, ultimate business goals, and the lifestyle I envision, Ask me up to 20 questions. **GO**



**Q: What if my focus at Summit was to find the fire 🔥🔥❤️❤️?**

**“My Purpose?”**



1

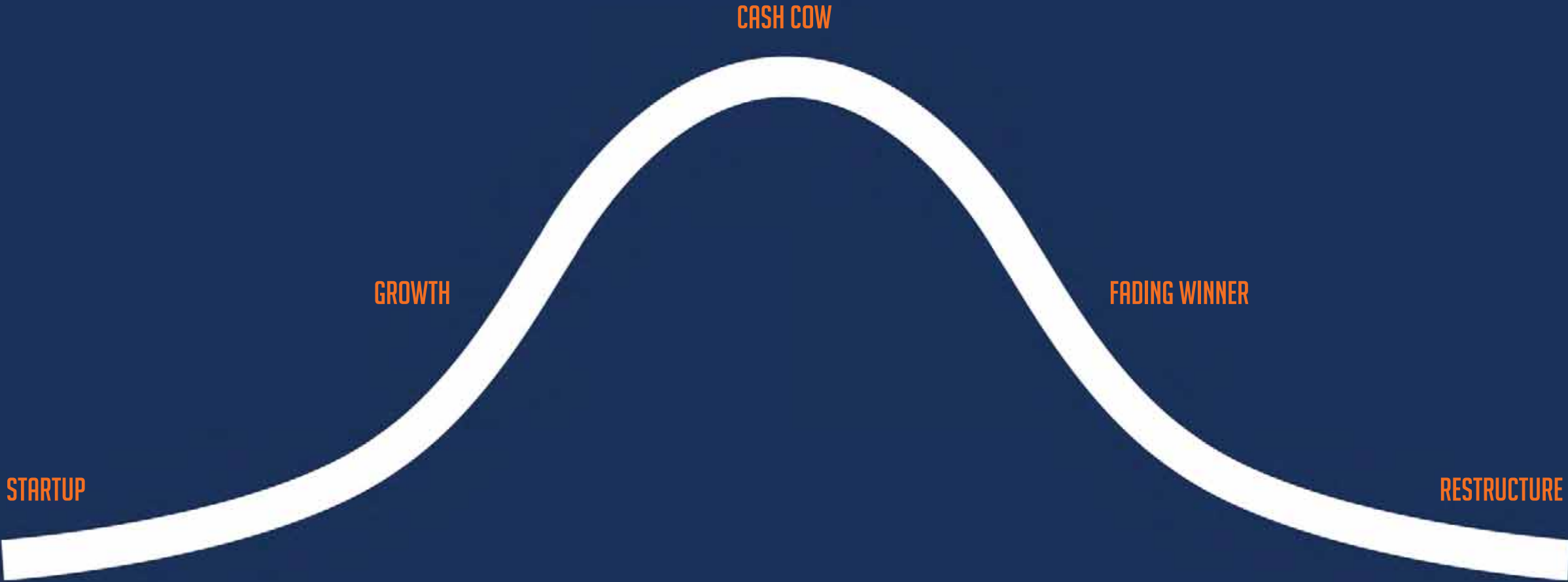
**“WHERE DO I FOCUS?”**

If  $> 1$  = a "diluted focus"

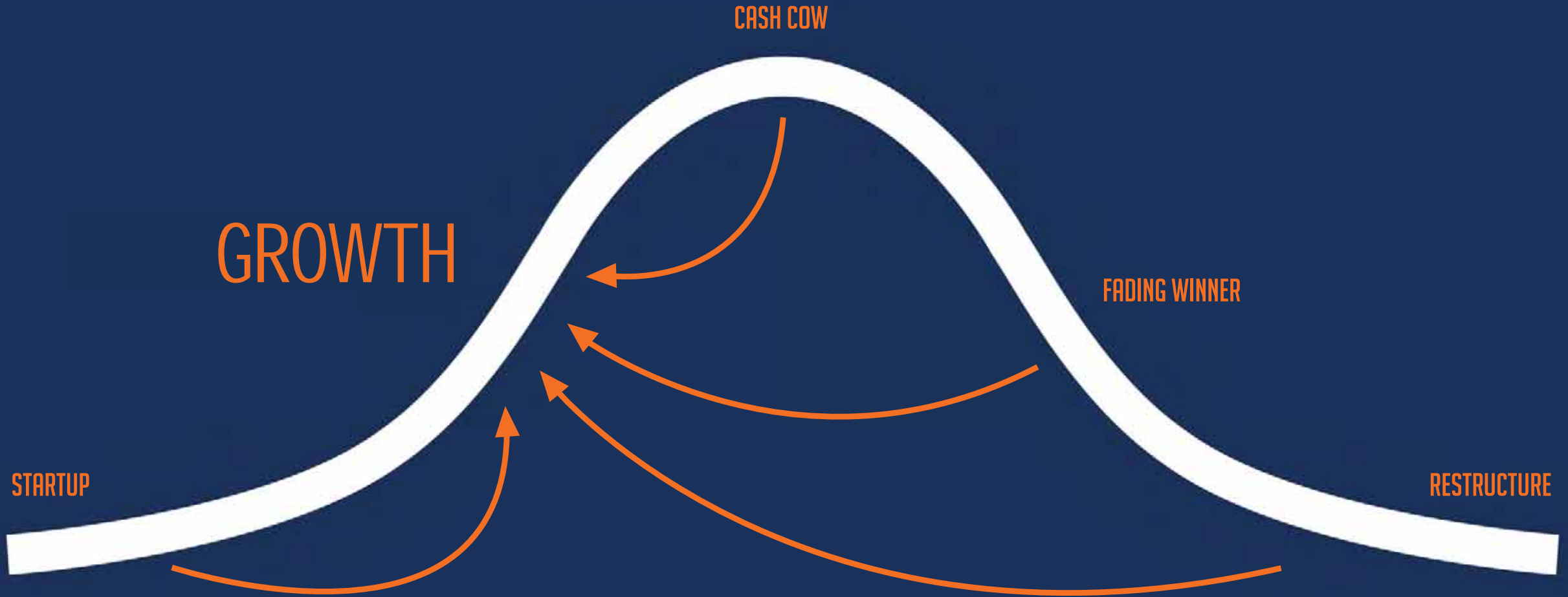




# Where am I on the life cycle of business?

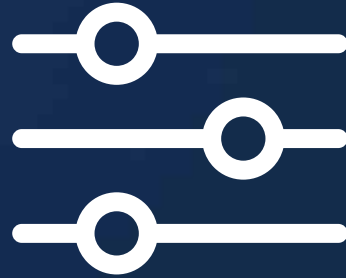


# Focus on Growth!



There is No Growth,  
No Joy, No Love,

*In Complaint...*  
*In Criticism...*  
*In Comparing...*



“What adjustments do I need for 80% of my time to be spent on things **I LOVE TO DO** or that **MAKE MONEY?**”





## LOVE TO DO

---

---

---



**James Clear**

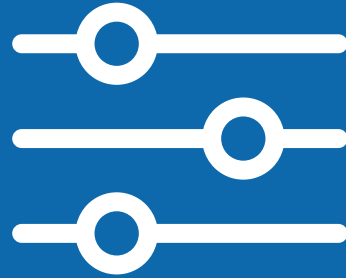
@JamesClear

Highly focused people do not leave their options open. They select their priorities and are comfortable ignoring the rest. If you commit to nothing, you'll be distracted by everything.

**2.6K** Retweets **10.3K** Likes

**#ChooseYourHard**

**\$97 billion**



**Q: What  
adjustments?**



# Share!






1

# WHAT'S MY STRATEGY FOR AI?

**We're 10 months  
into the second  
greatest  
technological  
breakthrough in  
my lifetime...**

— Peter Diamandis





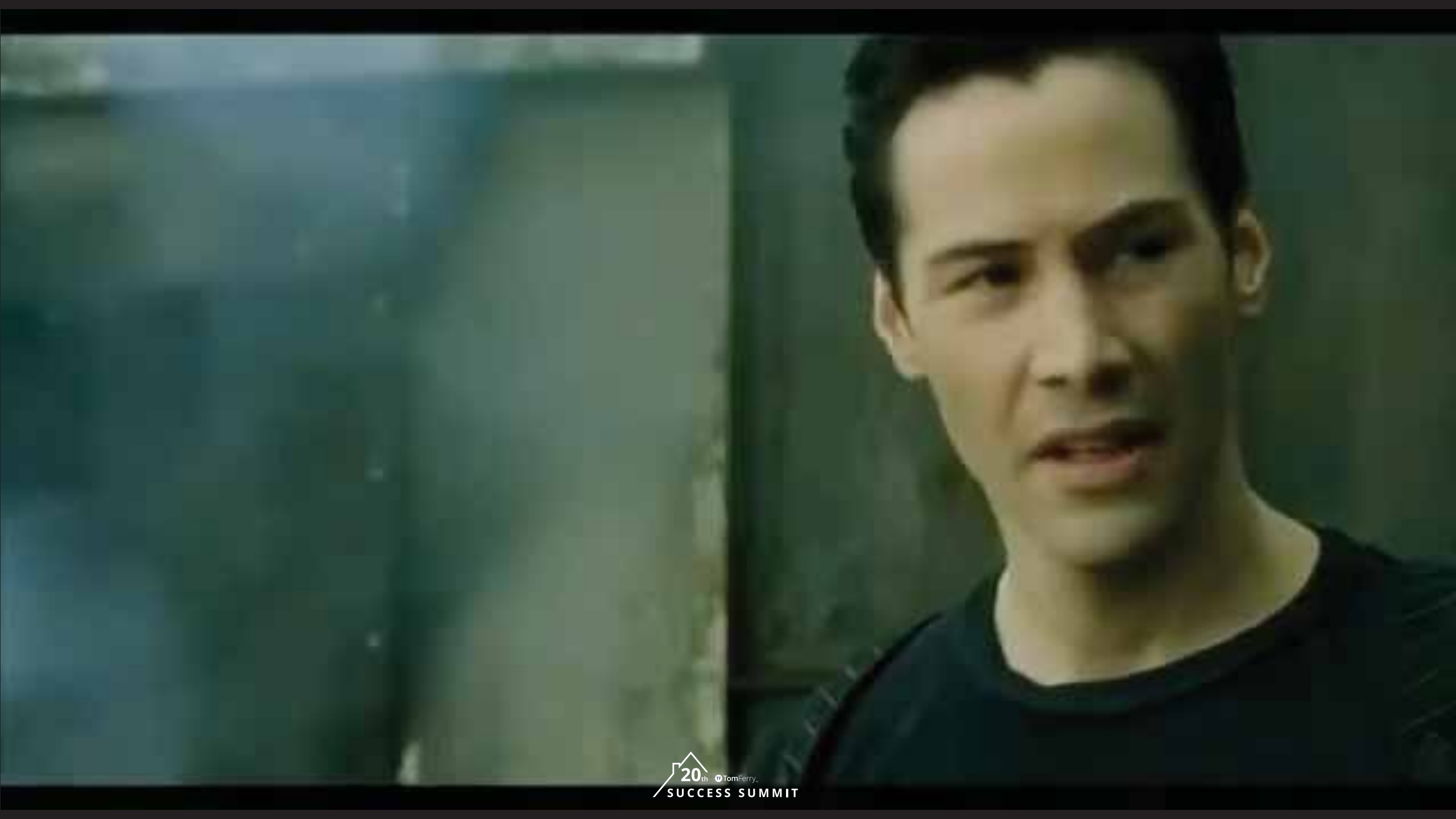
We are exiting  
the age of  
"How?" &  
entering the era  
of ***What & Who?***



Tom



“Ai will do 80 to 85% of the work for you in seconds!”





**Am I ready to plug  
into The Matrix?**

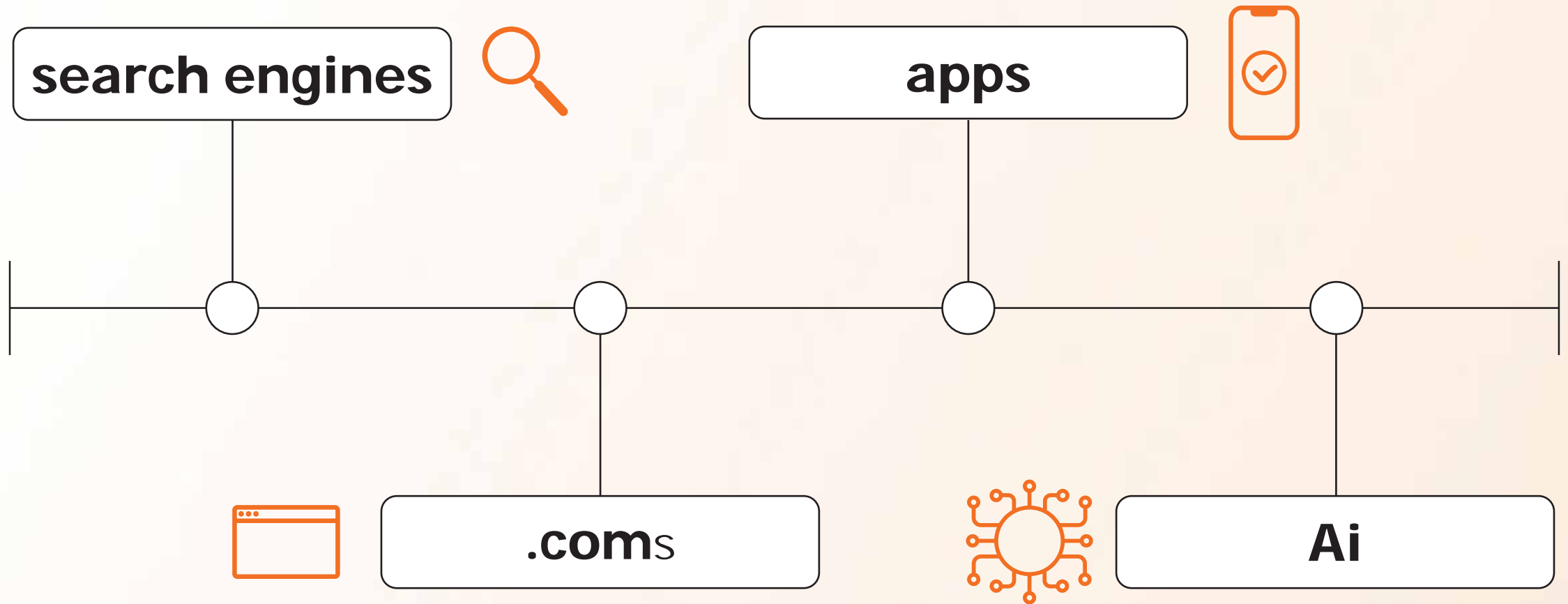
Evolving.ai

# Thousands of Mind-Blowing Ai Tools





# You've been here before...





**Would you like  
my 18-month  
prediction?**

**"After the next U.S. election cycle, we'll enter a new era: Your Ai will not only prospect & follow up, but it will also set appointments, draft offers, assist with negotiations, close transactions, and even send out your closing gifts. The future of efficiency is here!"**

A handwritten signature in white ink, appearing to read "Tom Ferry", is located in the bottom right corner of the slide.





**“Many will become  
less relevant  
by agents who are  
willing to adapt”**

*Tom*



**NETFLIX**



**“All business is  
innovation &  
marketing”**



Who's feeling a  
little **OVERWHELMED?**

Could you use  
some **GUIDANCE?**

# This Week's Ai Learning Track

**CONTENT  
PRODUCTION**

**PERFORMANCE  
ANALYSIS**

**BUSINESS  
INTELLIGENCE**

**COMMUNICATIONS  
MGMT**

**WORKFLOW  
AUTOMATION**

**TECHNICAL  
SUPPORT**

**IDEA  
DEVELOPMENT**

**RESEARCH  
DISCOVERY**

**SENTIMENT  
INTELLIGENCE**

- + New chat
- Today
- New chat
- Yesterday
- Flexibility vs Rigid Tree
- Speaker Bureau Main page
- New chat
- Previous 7 Days
- New chat
- Iconic Airplane & Team Ameri
- Real Estate Sales Guide
- tf@tomferry.com
- Export Chat
- AIPRM for ChatGPT powered
- AIPRM Community Forum

### Blog Post Title Generator

Copywriting / Summarize

AIPRM · 3 months ago

Generate post titles with a hook

278.6K

218.3K

377



### Give an AIPRM review [use or fork]

Copywriting / Writing

AIPRM · 1 month ago

Write an AIPRM Review, combining both positive and negative aspects into a well-rounded feedback for the team of AIPRM.

704

109

6



### Best Meta Description from Text

Copywriting / Summarize

Christian The Front Engineer · 3 months ago

Write the best meta description from text provided.

867K

65.4K

234



### Review Response Bot

Copywriting / Writing

Goats Business Profile Services · 1 month ago · [Ebook Free](#)

Get 3 customer review responses by simply pasting in your customer's review. These responses are written in casual English with an appreciative and apologetic tone. It can address multiple complaints, a...

400

191

4



Output in

English

Tone

Default

Writing Style

Default

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT Mar 24 Version](#)





Q: What's My  
Strategy for Ai?



***Q:** How Do I  
Position My  
Brand to Win?*



**In every market... the consumer will  
always have an option to pay less.**

**In the absence of becoming the expert...  
you will always compete on price.**

**And there's always someone who's  
willing to do it for less.**

**You see it everywhere....**

1

# THE DECISION

Amateur vs Expert Brand!



# What is the difference between an **expert** and **amateur**?





**Amateur** – Undifferentiated –  
Competing with everyone

**Expert** - Highly specialized –  
Only a few substitutes

**Question** – What am I the absolute  
expert of?

**Amateur** - Client self-diagnoses  
and prescribes their own solution

**Expert** - Diagnoses before  
prescribing the ideal solution

**Question?** – What's my client  
onboarding process?

**Amateur** - Uncomfortable talking  
about fees

**Expert** - Mastered the value/money  
conversation

**Question** – Which am I?

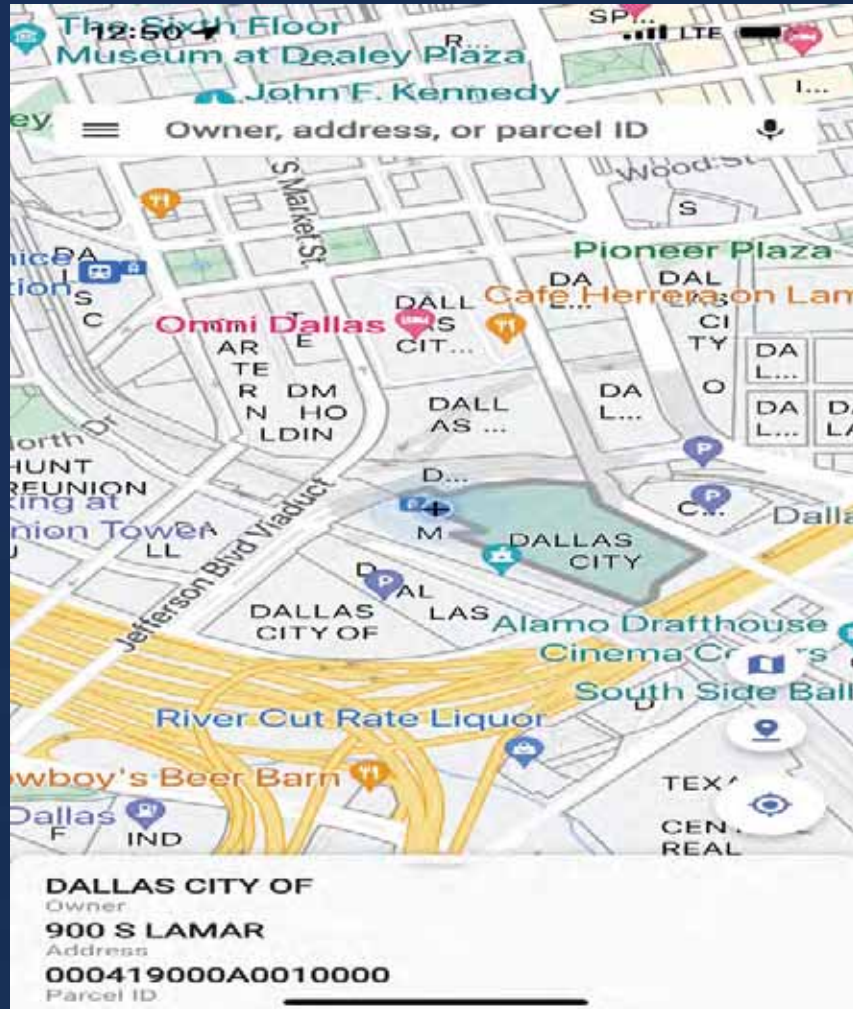
**Amateur** - Shallow knowledge  
of many things

**Expert** - Deep knowledge  
of their field & market

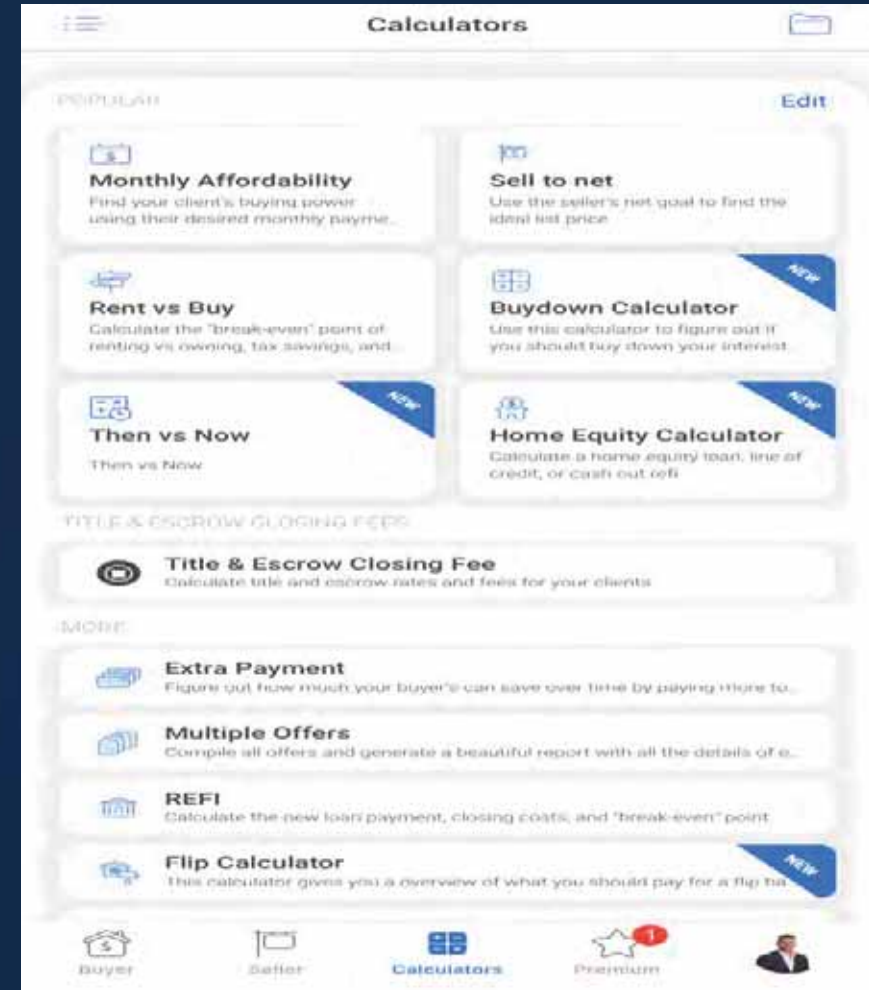
**Question?** – What will I do to gain a  
deeper understanding of the market?



# LandGlide



# PalmAgent





**Q:** What's My  
Next Move?



**“When Experts Maintain a  
Growth Mindset, They  
Continue to Win!”**

1

**CHOOSE LEAN OR GO LARGE**

**- Don't get stuck in the middle!**



**“A lot of us got  
caught up in the  
undisciplined  
pursuit of more”**

# There's only 4 ways to create higher profits (before ancillaries) with a Teamerage/Team

**INCREASE** P.P.P.

**GROW** your sales team

CONTROL your operating costs and company dollar  
– 30% or higher (ideally 38% )

**RAISE** your average sales price

# Am I Playing From The Right Tees?





# Lean team



# Key players of a **LEAN** team

**Dominant listing agent at the helm w/ an EA to manage life/business.**

**Operational leader who's accountable for achieving the business plan, staying on budget, company-wide quarterly initiatives, completion of projects, operational excellence w/ systems & tech.**

**Marketing manager who's accountable for driving revenue, appointments and the brand.**

**TC/LC accountable for delivering on the promise, collecting reviews & referrals.**

**Small team of sales associates who list, sell, and manage a book of business.**



# Large team

# Key players of a **LARGE** team

**A shot-calling leader who's accountable for generating revenue, keeps the vision alive and looks around the corner on trends.**

**Operational leader who's accountable for achieving the business plan, staying on budget, company-wide quarterly initiatives, completion of projects, operational excellence through people and processes.**

**Sales leader(s) who's accountable for retention, training, and raising the bar on P.P.P.**

**Recruiter who's accountable for bringing in new talent.**

**Marketing Manager who's accountable for driving revenue, appointments, and the brand.**

**TC/LC accountable for delivering on the promise, collecting reviews & referrals.**

**A larger sales team of sales associates who list, sell, and manage a book of business**

# There's only 4 ways to create higher profits (before ancillaries) with a Teamerage/Team

**INCREASE** P.P.P.

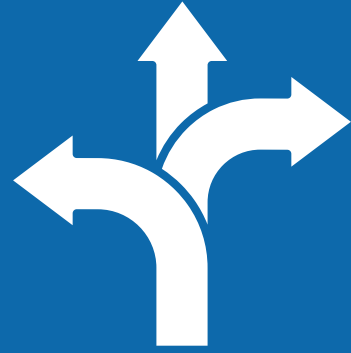
**GROW** your sales team

CONTROL your operating costs and company dollar  
– 30% or higher (ideally 38% )

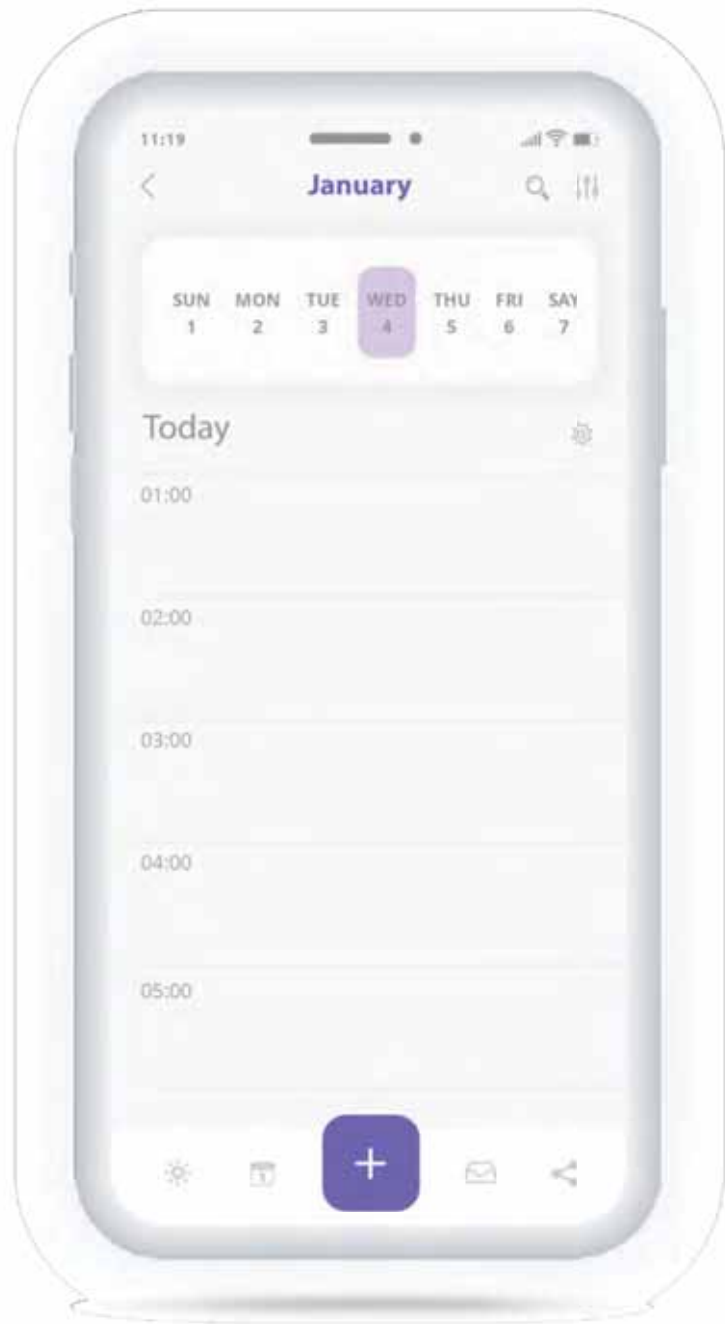
**RAISE** your average sales price



***What's the decision  
I've been resisting?***



# What's My Move?



1

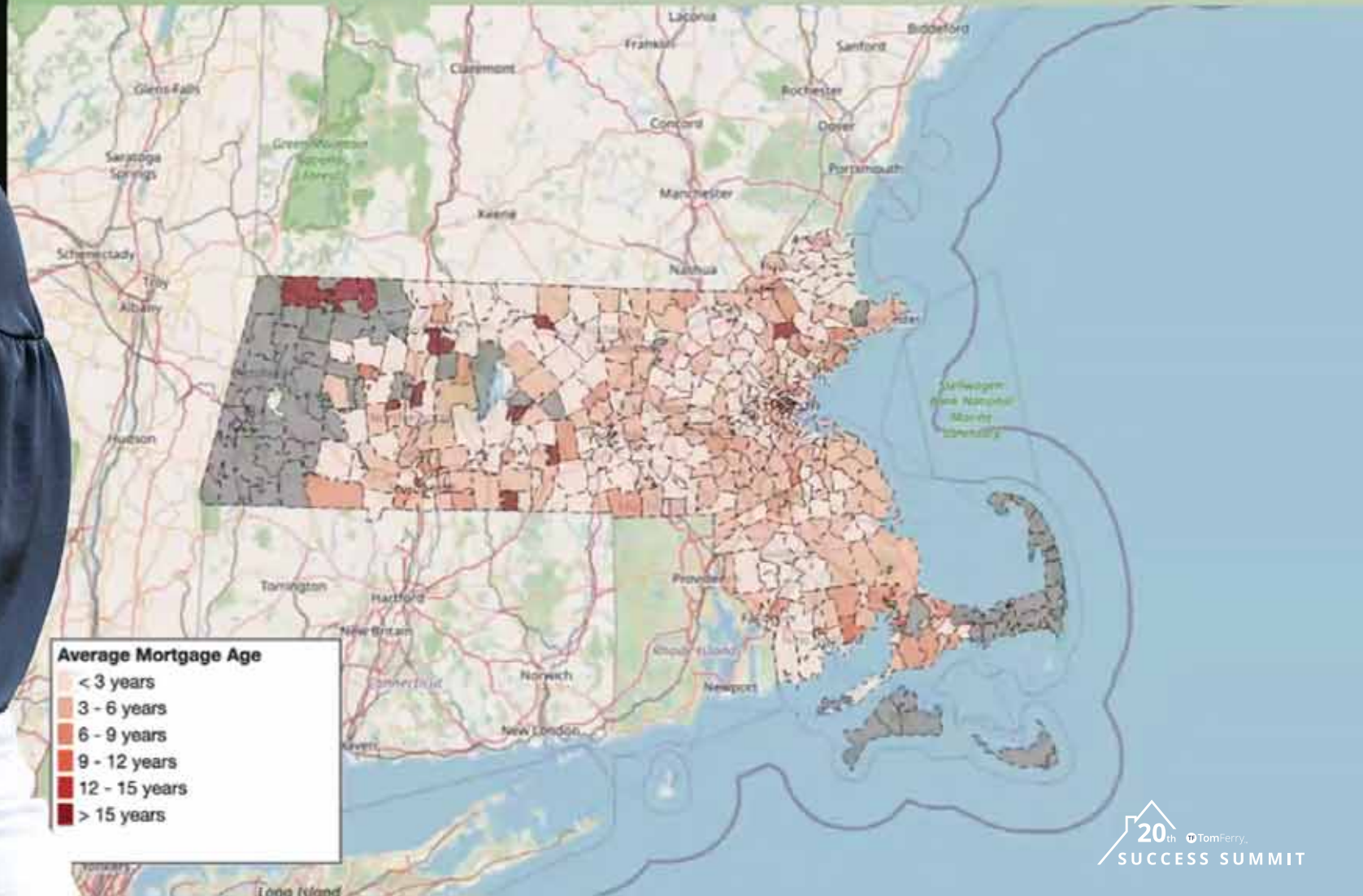
# HOW DO I TAKE MORE LISTINGS?



**Q:** How well do  
I know my  
market?



**Lisa Chinatti**  
**Chinatti Real Estate**  
**Insta @lisachinatti**



# Ask Yourself: "In my market..."

How many Homes? Condos? Plexes?

How much new construction? (4 years or newer)

How many annual transactions (last 3 years)?

What price trends in your market?

What's the turnover? (by zip)

What are the major industries impacting home values?

Where do people move from to my area?

Who are the top 5% of listing agents in my market?



Be the

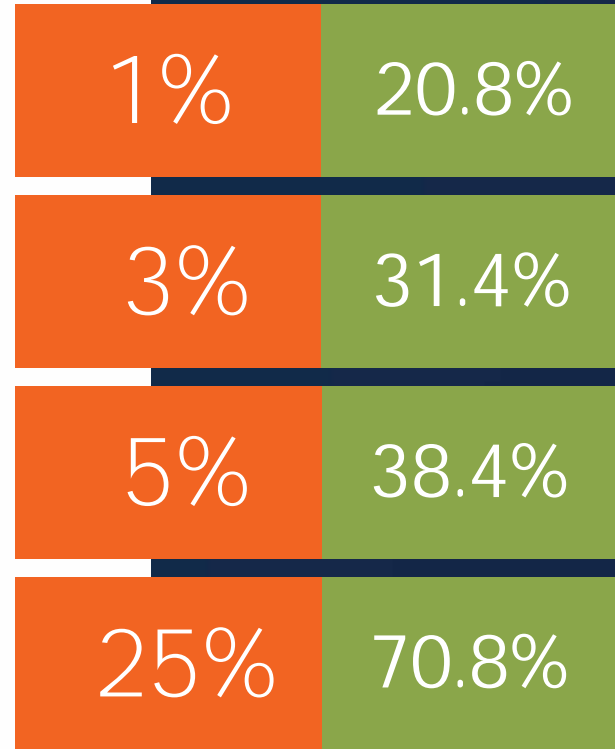
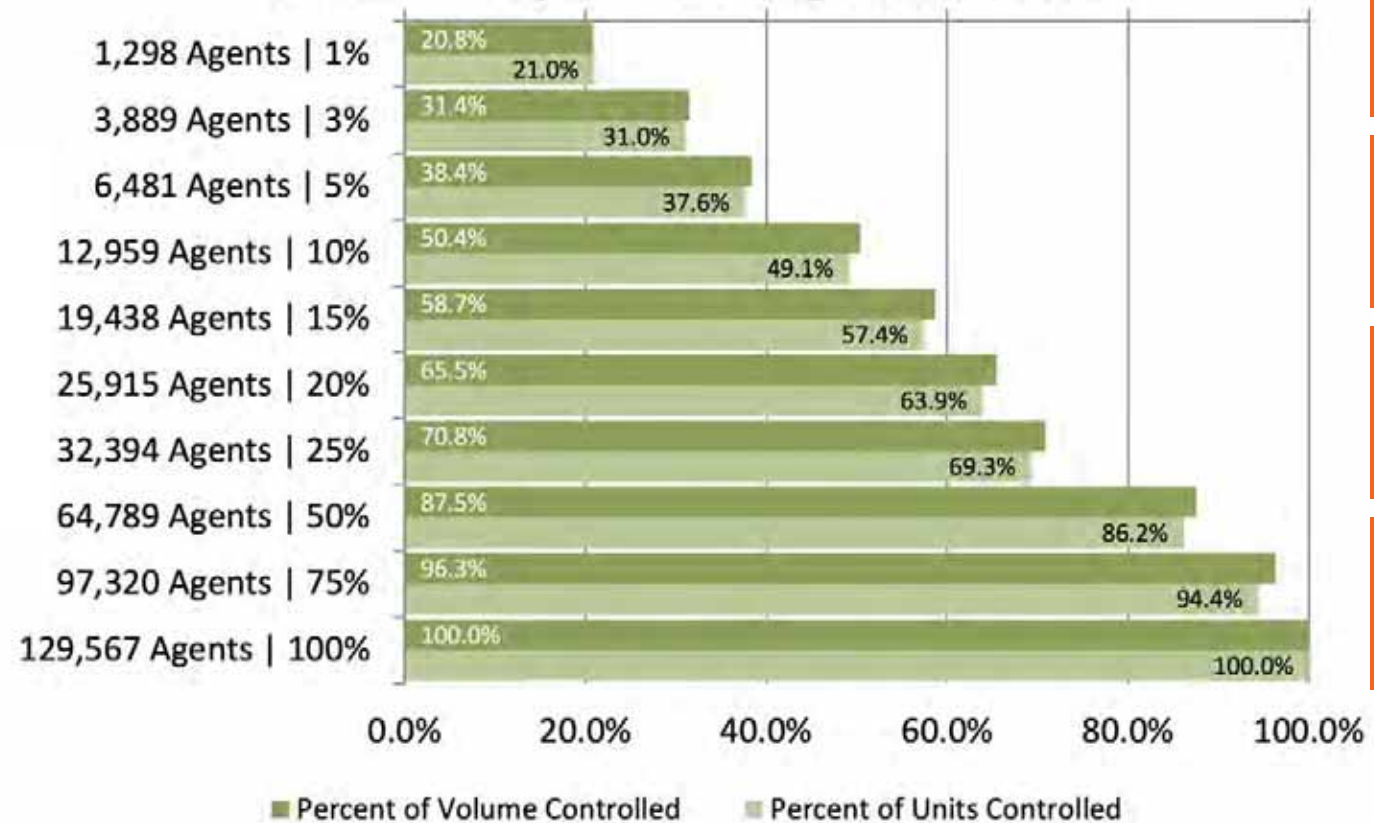
Knowledge Broker

**Amateur** - Shallow knowledge  
of many things

**Expert** - Deep knowledge  
of their field

# 5 Large MLSs by Listings Sold Data

Cumulative Percentile Share of Listings Closed Residential Volume and Units Controlled by Producing Member Agents of Selected US MLS Systems  
Production: July 1, 2022 Through June 30, 2023



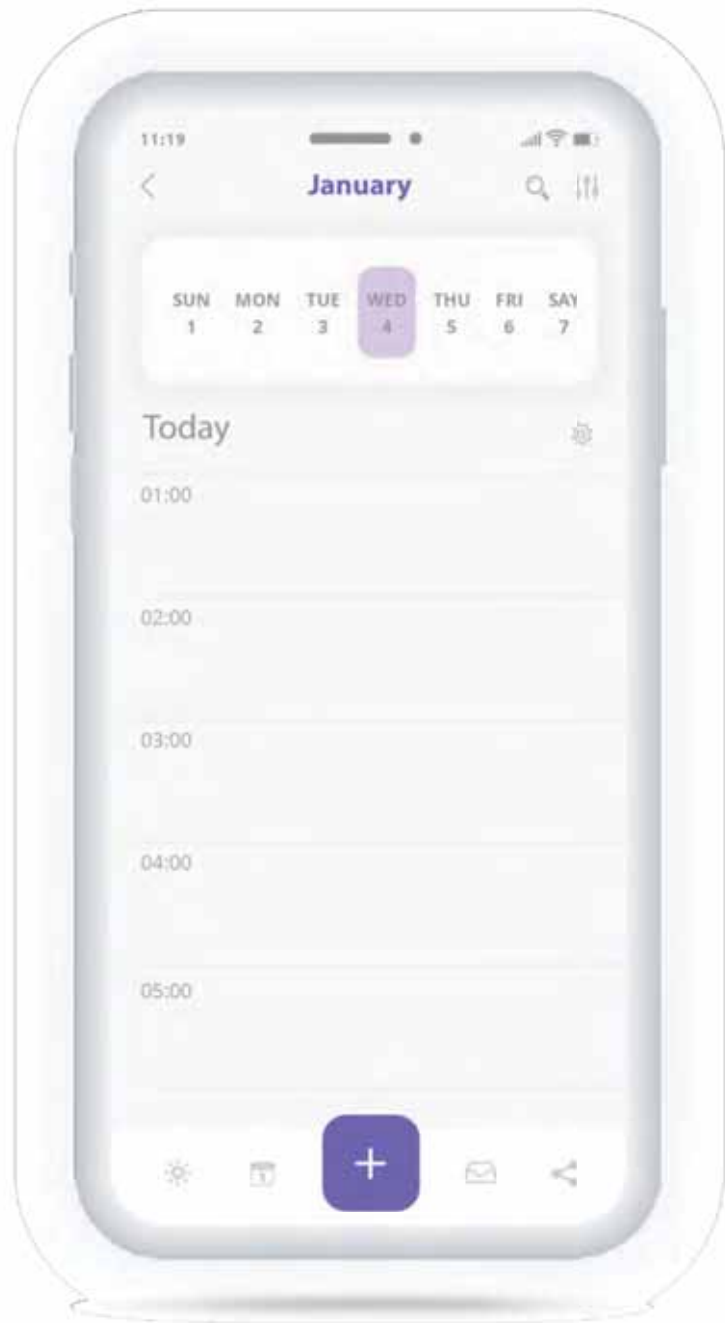
**REAL DATA**  
STRATEGIES





**Q: How many clients,  
sphere & prospects  
are in my database?**

3 to 5%



1

**Q: HOW DO I  
DOUBLE MY  
LISTING  
APPOINTMENTS?**

“

**Decide** to be an  
**Appointment** setting,  
**Value** delivering,  
**Trust** building machine!

”

# ROW YOUR FACE OFF!







**“Prioritize Until  
It’s Painful!”**



# Tom Toole

MORNINGS + 4PM TO 6:30 DAILY

10 conversations w/ clients and sphere.

All new and old Expireds + FSBOs

Circle dialing Tues-Thursday after 4pm.

20+ conversations a day

First 27 Days

2,187 dials

420 conversations

18 appts set

9 attended + 5 coming up

2 taken

1 "no"

1 selected us, no paperwork yet

19 potentials sellers added to the pipeline

22 conversations to a listing appointment set

***What's the discipline  
I've been resisting?***

#ChooseYourHard

\$97 billion

# *How Many Listing Lead Pillars?*



# Q: **Where Am I Most Likely to Find Sellers?**

- **My Past Clients & Sphere**
- **Geographic Farming**
- **Holding Mega & Open Houses**
- **Doing Direct Mail – “I have a buyer” with a QR code**
- **Arbitrage Sellers (Z, RDC, SOLD, HomeLight) sites**
- **Social Content that Generates Sellers**
- **Doing Niche Farming**
- **Circle Dialing / Door Knocking Around Recent Sales**
- **Agent-to-Agent Referrals**
- **Google Advertising PPC/GLSA**
- **Marketing to NOO / Investors**
- **Join Networking Groups**
- **FSBOs**
- **Expired Listings**





**Event Networking for Agent-to-Agent Referrals**  
Luz V. Abreu

**Being the Community Sponsor**  
Ryan Adams

**Transfer Your Skills to Your Team**  
Jill Biggs

**Referrals at Happy Hour**  
Courtney Bousheon

**Treating Open Houses Like Art Exhibits**  
Carl Ann Carter

**Right People, Right Roles, Better Goals**  
Lisa Chinatti

**A Gifting System for Reviews and Referrals**  
Brennen Clouse

**Knowledge Broker, Not Tour Guide**  
Garrison Comstock

**Nothing Short of the Best Is the Way to Win**  
Randy Courtney

**Put Your Brand into Words**  
Candee Deichman

**Specializing for Special Needs**  
Tony Farah

**Aligning Your Team for Capturing & Serving Buyer Leads**  
Becky Garcia

**Personal Brand for Professional Success**  
Shannon Gillette

**Appealing to Buyers in the Big Apple**  
Jay Glazer

**Building Trust and Rapport from Beginning to End**  
Chris Grant

**SOPs to Eliminate Decision Fatigue**  
John Harrison

**Specializing in Attorney Referrals**  
Jenny Hart

**Never Do It Cold**  
Jacqueline Hill

**A 30-Point Contact Plan for Referrals**  
Ethan Hinkel

**Strategic Long-Form YouTube Content for Nationwide Business**  
Juan Huizar

**Preparation for Successful Prospecting**  
Kacie Jenkins

**Creating Educated and Informed Buyers from the Start**  
Liz & Jeff Johnson

**The Three-Part Buyer Consultation that Gets the Signature**  
Suzan & Paul Kodjak

**Worldwide Recognition from Community Presence**  
Edna Kimble

**Scale Your Videos to Scale Your Transactions**  
Ben Lalez

**Sustainable Caring, Commitment, and Communication**  
Nicole Rabhat Levine

**Legacy Business from Attorneys**  
Lourdes Maestros

**Digital Branding for Personal Freedom**  
Shannon Marin

**Instagram Engagement for Long-Term Success**  
Diana Matichyn

**A Process for Standardizing Processes**  
Jamie McMartin

**Being the Most Everyone Wants to Know**  
Brian Olivard

**A Small Fee to Pay**  
Mark Pattison

**Brand Your Deliveries to Deliver Your Brand**  
Karen Peters

**Prescribing the Real Estate Knowledge Doctors Need**  
Pikki Ramsey

**Data-Driven Decisions for Predictable Victory**  
Scott Reynolds

**Creating a Video-First Organizational Culture**  
Chris Ristau

**Crafting SOPs for Everything**  
Gio Silva

**Finding Your Video Groove**  
Jenny Smith

**Creating Abundance Through Unconditional Giving**  
Jennifer & Geoffrey Tackney

**Mastering Google Ads to Fill the Sales Funnel**  
Jenny & Charles Turner

**Mastering Google Ads to Fill the Sales Funnel**  
Jenny & Charles Turner

**The Training & Tools of a Listing Expert**  
Stephanie Younger

**Event Networking for Agent-to-Agent Referrals**  
Luz V. Abreu

**Being the Community Sponsor**  
Ryan Adams

**Event Networking for Agent-to-Agent Referrals**

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**Knowledge Broker, Not Tour Guide**

**Nothing Short of the Best Is the Way to Win**

**Put Your Brand into Words**

**Specializing for Special Needs**



**“Whoever  
is closest  
to the client  
WINS”**





***“MY MOMENTUM  
INCREASED AND  
BUSINESS IS GOING IN  
THE RIGHT DIRECTION.”***

Carl,

I want to thank you again for coaching me the way you have since our first day a little over a month ago. Since starting with Tom Ferry international I have begun to work for sale by owners and expired listings for the first time in my 13 year career. Here are some of my results:

As I began to make these scripted calls and set the meetings I

**...I have begun to work For Sale By Owners and Expired listings for the first time in my 13-year career.**

I have also been able to refer listing and buyer to other Tom Ferry International agents outside of my sales area.

My momentum has increased and business is going in the right direction.

Most importantly I am having fun again!

Thank You again!

Steve Robe  
Broker Owner  
The Real Estate Elite



***“MY MOMENTUM  
INCREASED AND  
BUSINESS IS GOING IN  
THE RIGHT DIRECTION.”***

Carl,

I want to thank you again for coaching me the way you have since our first day a little over a month ago. Since starting with Tom Ferry international I have begun to work for sale by owners and expired listings for the first time in my 13 year career. Here are some of my results:

As I began to make these scripted calls and set the meetings I have secured 7 new listings over the past 10 days. 3 buyer accepted offers from your coaching about how to have buyers

**... I have secured 7 new listings  
over the past 10 days.**

I have also been able to refer 1 listing and 1 buyer to other Tom Ferry International agents outside of my sales area.

My momentum has increased and business is going in the right direction.

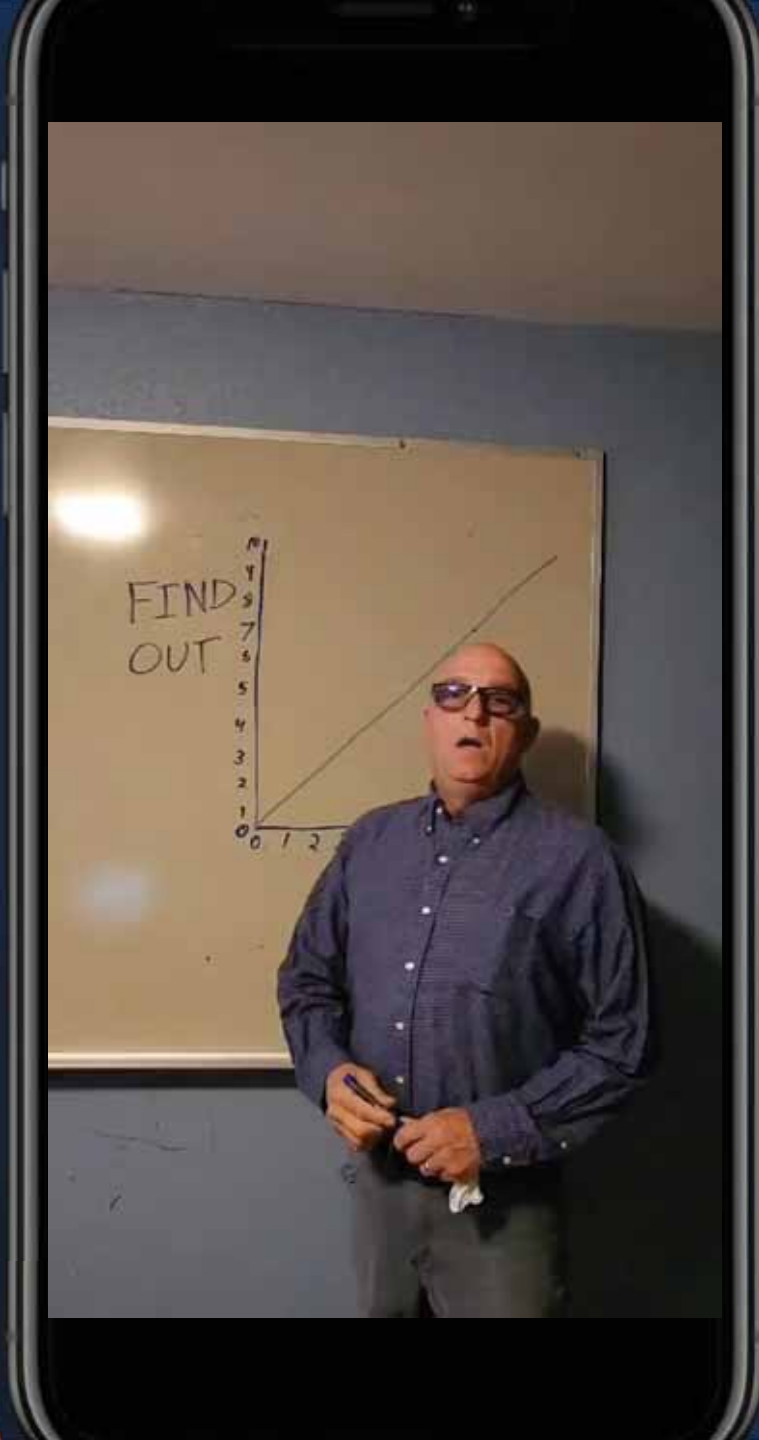
Most importantly I am having fun again!

Thank You again!

Steve Robe  
Broker Owner  
The Real Estate Elite







# How to Find Out What Works?

# 8 Strategies to Experiment w/...

- 1. 70+ year old homeowners, in two story homes as a niche farm. Direct mail, handwritten notes, drop note cards, a fridge magnet, drop a professional CMA, with stories about the neighborhood. Become their agent.**
- 2. List/buy under built lots, zoned for R2+ with an SFR – Jim Allen**
- 3. Expired listings (because of who you are in the market).**
- 4. Seminars for home sellers – Maureen Folan**
- 5. Listing Airbnbs in market that have become saturated or the local legislation has changed.**
- 6. Build your own professional network of service providers. Help them grow – Amy Stockberger**
- 7. Pick a niche (w/ a large enough TAM) and become the expert**

## 8. Take on 1,000 homes (*homeowners*) in addition to your clients, as their agent for life. Operation HUM!

- “Why? 62% of consumers selected an agent based on PROXIMITY.” (*NAR quote*)
- Did you know there are 330k financial planners that manage \$96 trillion for their clients?
- What if we changed our model and managed our relationships more like our CPAs, financial planners, attorneys?
- I can imagine a world... with 139mil US + 17mil homes in Canada... that 156,000 full time professionals should be managing the \$50 trillion in residential properties...

**Build a practice, where you manage clients' real estate assets, you manage a portfolio (HUM). You are the resource, the educator, the insider, the fiduciary for your clients.**

**It's the END of "PAST" clients.**



# Turn leads & transactions into Forever Clients

Stay connected and deliver personalized service at every step of the homeowner journey.

[Get Started](#)



## Real Estate Professionals

Deliver value to homeowners, strengthen your referral network, and increase repeat business.



## Mortgage Lenders

Stay connected to homeowners, strengthen relationships with agents, and win the next loan.



## Title & Escrow Companies

Strengthen collaboration with clients and deliver an amazing post-close experience.

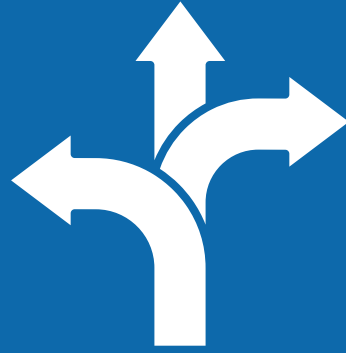


## Associations & MLS

Empower real estate professionals to build deeper relationships with homeowners.

**“Whoever  
is closest  
to the client  
WINS”**





# What are my Priorities?



***“The Complacency of Others,  
is **My Opportunity!**”***

**Let's summarize**  
**the first 6**





# 7X DECISIONS:

1. LIGHT THE 
1. FOCUS
1. STRATEGY FOR Ai
1. MY BRAND
1. LEAN OR LARGE
1. LISTINGS
1. Thursday AM

Which is **MOST**  
Important to **MY**  
Success?



**“Prioritize Until  
It’s Painful!”**

A woman with dark hair, wearing a dark blue sweater, is shown in profile from the chest up. She is looking off to the right with a thoughtful expression. She is holding a smartphone in her hands. The background is dark and out of focus.

The Question:

**“If I knew I wouldn’t fail...  
over the next decade...**

**WHAT WOULD I GO FOR?”**



**Stop!**  
**What am I  
Committed to?**



**Here's what's  
next...**

**Coaches Janet & Kristi – Unpacking  
the Case Studies**

**Panel – Solo & Soaring: Keys to  
Scaling Your Success in 2023**

**Jason on Ai Marketing Tools/Hacks**

**TF on Creating  
UNSTOPPABLE Self Confidence**



**20<sup>th</sup>** **TF** TomFerry™  
**SUCCESS SUMMIT**  
**THE PATH FORWARD**



# Unpacking The Playbooks: Session 1

Janet Miller + Kristi Jencks

Listing Attraction Multiplier  
The Listing Expert

# The Playbooks

Listing Attraction Multiplier

The Listing Expert

Referral Pipeline

Breakthrough To Buyers

Digital Dominance

Systems That Work





# What's inside

By the numbers

The Story

The Strategy

3 Action Items For Success

6 Things Moving Forward

Toolkit



# What you'll learn

Awareness

Adjustments

Action





# Never Go in Cold

## Jacqueline Hill

@jacqueline.hill.success

South Atlanta,  
Georgia  
PRIMARY MARKET

20 YEARS IN  
REAL ESTATE

### 2022 PRODUCTION STATS

36

TRANSACTIONS

\$12m

SALES VOLUME

\$320k

GCI



### BY THE NUMBERS

4

Hours a day committed to prospecting

1.5

Hours per day to researching prospects

<20

Minutes spent researching each prospect

64

Average calls per day

10

Average conversations per day

6

Average appointments set per day

80%

Listing agreements signed at the listing appointments

702

Circle prospecting leads in database targeted for ongoing follow up campaigns





## THE STRATEGY

---



### PREPARE TO CALL

- Start with hot sheets. Focus on subdivisions with high turnover rates.
- Compile a contact list the night before.
- Research social media to identify what's going on in their lives, like graduations, divorces, births, you name it. It helps her tailor her approach to conversations.
- Use Remine. Consider tax records and look for missed mortgage payments. (Yes, you can find that in Remine.)

### Call

- If it's Jacqueline's Listing
  - "Hi, this is Jacque Hill with Berkshire Hathaway. I'm about to list 123 Main Street. I haven't even placed the sign in the yard yet, but I wanted to give you the opportunity to pick your next neighbor. Do you have friends or family that would love to live in your neighborhood? Let me know before I place the sign in the yard."
- If it's another agent's listing
  - "Hi, this is Jacque Hill with Berkshire Hathaway. 123 Main Street just went under contract for \$800,000. My buyer missed out on the opportunity to purchase in your neighborhood. Have you heard any of your neighbors talking about selling?"

### PREPARE TO MEET

- Upon securing an appointment, do further research on the homeowner. Learn about their children, life events, pets - whatever will help you build a connection. And, when it's suitable, bring a small token of care: treats for the dog, coloring books for the kids, even flowers if you happen to call on an anniversary.

### FOLLOW UP

- For those who don't sign immediately, stay in contact through videos, phone calls, emails, handwritten notes, and small gifts.



## BY THE NUMBERS

**60%**

Of total business comes from Open Houses

**3-5**

Opens per property

**15-20**

Average attendance per Open

**\$800**

Budget for an Open House on average

**7-12**

Strong leads generated by each Open House

**1-2**

Additional closed transactions originate from each Open on average



# Treating Open Houses Like Art Exhibits

Cari Ann Carter

 @carianncartergroup



**Minneapolis,  
Minnesota**  
PRIMARY MARKET



**23** YEARS IN  
REAL ESTATE

## 2022 PRODUCTION STATS

**88**

TRANSACTIONS

**\$54.9m**

SALES VOLUME

**\$1.84m**

GCI



## Cari Ann's TOOLKIT

### Open House Protocol

Overview of Cari Ann's process to launch an Open House.

### Samples of Social Media Marketing Posts

Examples of Cari Ann's Instagram posts and Reels promoting the Open House

### Sample of Email Marketing

Example of Cari Ann's Open House email invitations.

### Listing Flipbook

Example of the flipbooks Cari Ann produces for her listings.

### Coming Soon Postcard

Example of the invitation postcards Cari Ann makes for her new listings.



# Treating Open Houses Like Art Exhibits

Cari Ann Carter

 @carianncartergroup

 **Minneapolis,  
Minnesota**  
PRIMARY MARKET

 **23** YEARS IN  
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## 2022 PRODUCTION STATS

**88**

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**\$54.9m**

SALES VOLUME

**\$1.84m**

GCI



# Nothing Short of the Best Is the Way to Win

## Randy Courtney

@weichertrandycourtney



Phoenix,  
Arizona

PRIMARY MARKET



37 YEARS IN  
REAL ESTATE

### 2022 PRODUCTION STATS

60

TRANSACTIONS

\$45m

SALES VOLUME

\$1m

GCI



### BY THE NUMBERS

65%

Of business is listings (2022)

85%

Of listings taken per appointment

2

Appointments goal per week

100

Conversations goals per week

## Randy's 3 Action Items FOR SUCCESS



# 1

Be a sales person! Sell yourself and your credibility from the beginning.

# 2

Be the prepared expert. Thoroughly research the home and the market, recent comps, and every detail you can find that's not available online makes you stand out!

# 3

Master negotiation. That's your job. Have you read Chris Voss's book Never Split the Difference?





## BY THE NUMBERS

**65%**

Of business is listings (2022)

**80%**

Listing taken ration

**2/14**

Appointments set goal per day/week

**1**

Appointment set for every 7 conversations



## Building Trust and Rapport from Beginning to End

Chris Grant

@TheRealChrisGrant



Southwest  
Florida

PRIMARY MARKET



**12** YEARS IN  
REAL ESTATE

### 2022 PRODUCTION STATS

**235**

TRANSACTIONS

**\$100m**

SALES VOLUME

**\$1.7m**

GCI



## THE STRATEGY

---



### BEFORE THE APPOINTMENT

- After booking the appointment, Chris immediately sends a **personalized video message** to better introduce himself. It conveys his personality and enthusiasm about the upcoming meeting.
- He sends an appointment reminder card, then lets them know his assistant will reach out to them beforehand to provide a friendly reminder.
- He sends a copy of his listing presentation and the complete listing package that he will discuss with them in person. This allows prospective clients the opportunity to familiarize themselves with the content and come prepared with any questions or concerns.
- On the morning of the appointment date, **Chris and his team call** those who are scheduled to ensure they are ready.

### AT THE APPOINTMENT

- Chris always makes it a point to **arrive early to appointments.**
- At the beginning of the appointment, he revisits and further explores the owners' goals, expectations, and priorities. He also inquires about any other real estate professionals they may be considering, and what their decision-making process will be.
- As the seller shows him the house, he pays close attention to how the clients talk about their property to learn what is important to them. He is never critical and only speaks about something if he has something positive to say. It's all about building rapport.
- Chris prefers to meet in the living room over the dining room as it can foster a more relaxed and open conversation.
- During the meeting, **he lets the homeowners do most of the talking** while he listens attentively to get a better understanding of the motivations and goals so he can understand how to align his services with their needs.



# Imagine what if . . .

1

2

3



@jasonpantana

# TURBOCHARGED ⚡ AI

TOOLS TO STREAMLINE/SKYROCKET 🚀 YOUR OUTPUT



@JasonPantana





# APP OVERLOAD



# 9 Use-Cases for AI:

CONTENT  
PRODUCTION

PERFORMANCE  
ANALYSIS

BUSINESS  
INTELLIGENCE

COMMS.  
MGMT.

WORKFLOW  
AUTOMATION

TECHNICAL  
SUPPORT

IDEA  
DEVELOPMENT

RESEARCH  
DISCOVERY

SENTIMENT  
INTELLIGENCE



# AI-*OUTPUTS*



TEXT



IMAGES



VIDEOS



AUDIO



@jasonpantana

How much time  
are you wasting?



1

# VIDEO CLONING





# PERSONALIZATION



# VIDEO CLONING

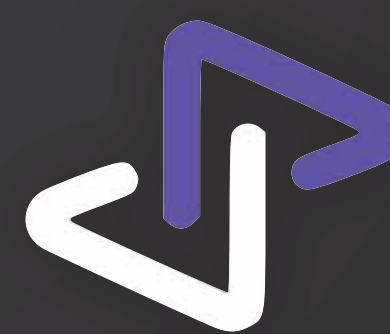
Personalize keywords in a video via *lip-syncing* and *voice synthesis* AI technologies. No more re-recording.



Maverick



BHuman



Gan.ai

# VIDEO CLONING

SEE IT IN ACTION

Hi Jennifer \_\_\_\_\_,  
I have a personalized pitch for you

Next >



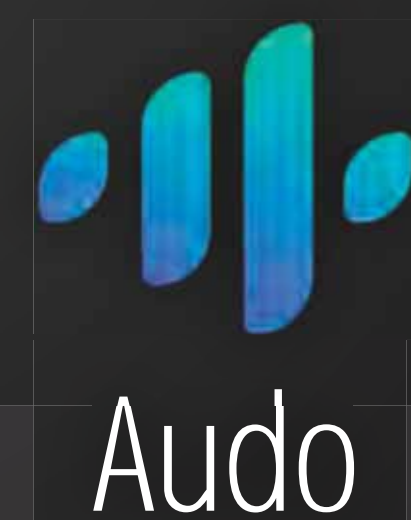
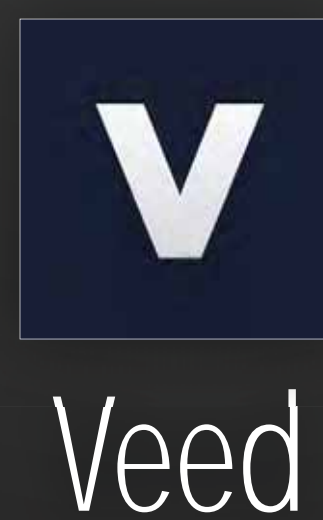
2

# CLEAN AUDIO



# SOUND ENHANCEMENT

AI that eliminates audio imperfections and refines recordings to achieve a studio-like quality.





**BEFORE**



**AFTER**





@jasonpantana

3

# TEXT-TO: IMAGE / DESIGN / VIDEO



# PROMPTING VS {INSERT}



# **PROMPTING** **VS** ...

 ***WRITING***

 ***DESIGNING***

 ***ANALYZING***

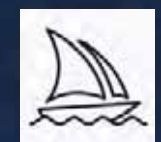
 ***RESEARCHING***

 ***CODING***

 ***EDITING***



# IMG/VID **AI**s



Midjourney



Adobe Firefly



Canva



RunwayML



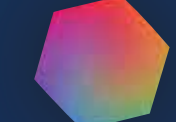
Wombo Dream



Imagen



DALL·E 2



DreamStudio



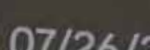



Craiyon




# TEXT-TO-IMAGE



 **Midjourney Bot**  **Midjourney Bot**  07/26/2023 10:06 AM 

**Ultra real residential neighborhood coated in a thick layer of ice, details of ice formations clinging to the rooftops, windows, and doors, trees are laden with frost and snow, streets are slippery and ice-covered, icy tranquility spreading a sense of silent beauty, Photography, shot with a Canon EOS 5D Mark IV, F/1.2 lens, ISO 100, 1/250 sec, --ar 16:9 --v 5 - Image #4 @RayZorback**





# **GRAPHIC DESIGN**

**LOOKA**

**BRANDMARK**

**CANVA**

**DESIGNS.AI**

**MSFT DESIGNER**

**UIZARD**

# TEXT-TO-VIDEO



Up Text/Image to Video

47s left

Upgrade

Reset



TEXT

IMAGE

Aerial drone shot flying over Grand Canyon. Semi-slow motion. High resolution. Brilliant and vibrant colors. Sunrise.



117/320

Free Preview

Generate





@jasonpantana

4

# “TEXT-EDITED” VIDEOS



@jasonpantana

# TEXT-BASED EDITING

AI that synchronizes a video's transcription with its visuals, allowing text changes to alter the video.



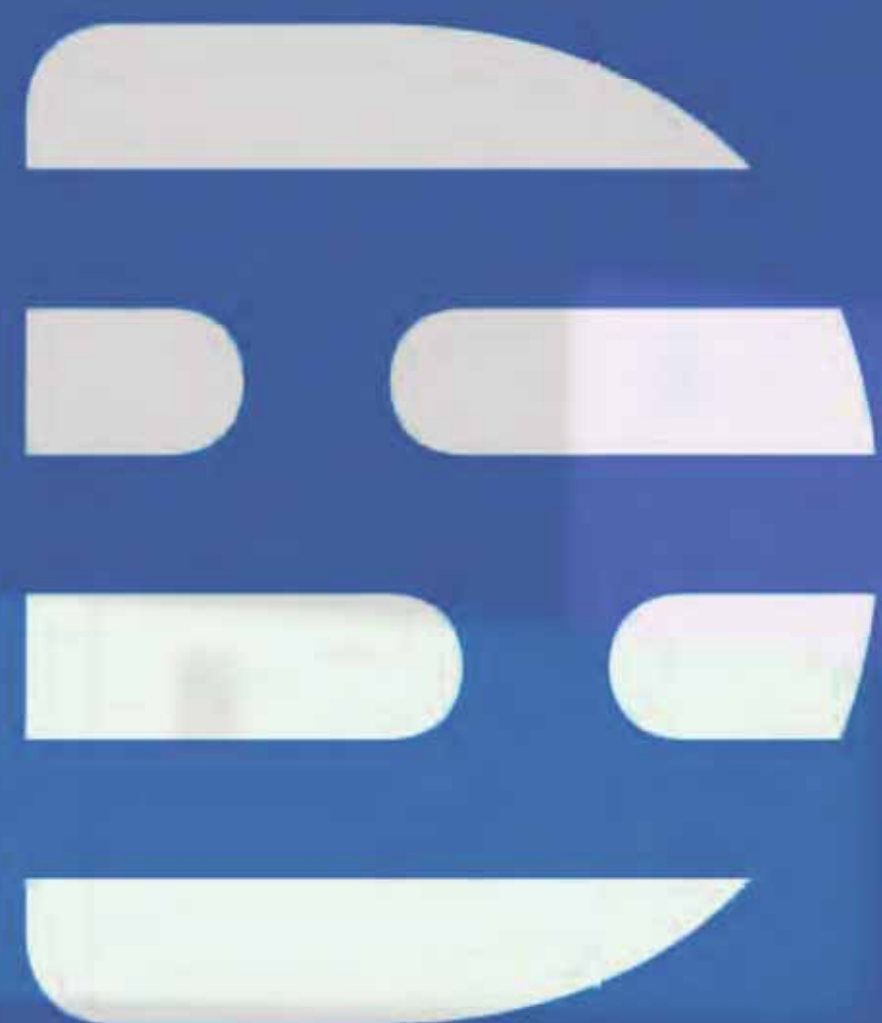
Descript



Premiere Pro



Vimeo



**descript**





@jasonpantana

5

# FRAME-TO-FILM



# IMAGE-TO-VIDEO

AI technology that generates a video sequence from a single or series of still images.



RunwayML




Kaiber

# IMAGE-TO-VIDEO



← Jp Text/Image to Video ? Reset



TEXT

Generate

Feeling stuck? Get inspired ↓





@jasonpantana

6

# DEEPPFAKE AVATAR



# DEEPPFAKE TOM CRUISE 🤯

**TikTok** Search

**deeptomcruise** Metaphysic.ai  
Follow

3 Following 5.2M Followers 19.4M Likes  
Parody and younger!

Videos Liked

- 1.1M What's up? Internet. Yes I CANADA 🇨🇦... eh?
- 3.3M Getting honest about flyi...
- 3.1M New Years 🥂 with ...
- 6.4M When I dance, I dance wi...
- 20.4M Wiggle, Wiggle, FLIP! Let my eyebrows done.

Additional video thumbnails are visible in a second row, including scenes with other people and Tom Cruise in a white robe.



# READY-MADE AVATARS



# VIDEO AVATAR

Create professional videos with  
140+ diverse AI avatars



**SYNTHESIA**

DEEPBRAIN AI

Global



**DEEPBRAIN**

HeyGen



**HEYGEN**





@jasonpantana

7

# MULTIMEDIA MAGIC




# MAGIC TOOLS ✨



ADD COLOR



INPAINTING



FRAME  
INTERPOLATION



UPSCALE  
IMAGE



DEPTH OF  
FIELD



ERASE AND  
REPLACE



INFINITE  
IMAGE



EXPAND  
IMAGE



BACKDROP  
REMIX



SUPER  
SLOW-MOTION



BLUR FACES



GREEN SCREEN





@jasonpantana

# VANITY 😎 OPTIMIZATIONS

AI to correct eye-contact, whiten teeth, lessen wrinkles, color grade, remove backgrounds, etc.



CapCut



Veed



Lumen5



Captions AI

**BEFORE**



**AFTER**



# SEGMENT-ANYTHING 🤖

## Segment Anything

Research by Meta AI

Tools

Upload Gallery

**Hover & Click**

Click an object one or more times.  
Shift-click to remove regions.

**+** **-**

Add Mask Remove Area

Reset Undo Redo

**Multi-mask**

Cut out object

**Box**

**Everything**

**Cut-Outs**











# SEGMENT-ANYTHING 🤖

**Segment Anything**  
Research by Meta AI

Tools

Upload Gallery

**Hover & Click**  
Click an object one or more times.  
Shift-click to remove regions.

+ Add Mask - Remove Area

Reset Undo Redo


Multi-mask

Cut out object

Box

Everything

Cut-Outs





# **ERASE & REPLACE** ✨

■ **SEGMENT-ANYTHING**

■ **ADOBE FIREFLY**

■ **SNAP EDIT**

■ **CANVA**

■ **PHOTOROOM**

■ **MAGIC-ERASER**

■ **REPLICATE**

■ **RUNWAYML**

8

# CLIP CURATION



# LONG-FORM CHOPS

AI tools that identify and create vertical clips from a video, always keeping the speaking subject centered.



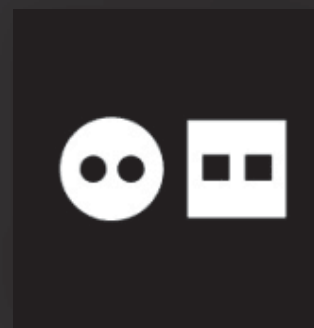
OpusClip



Munch



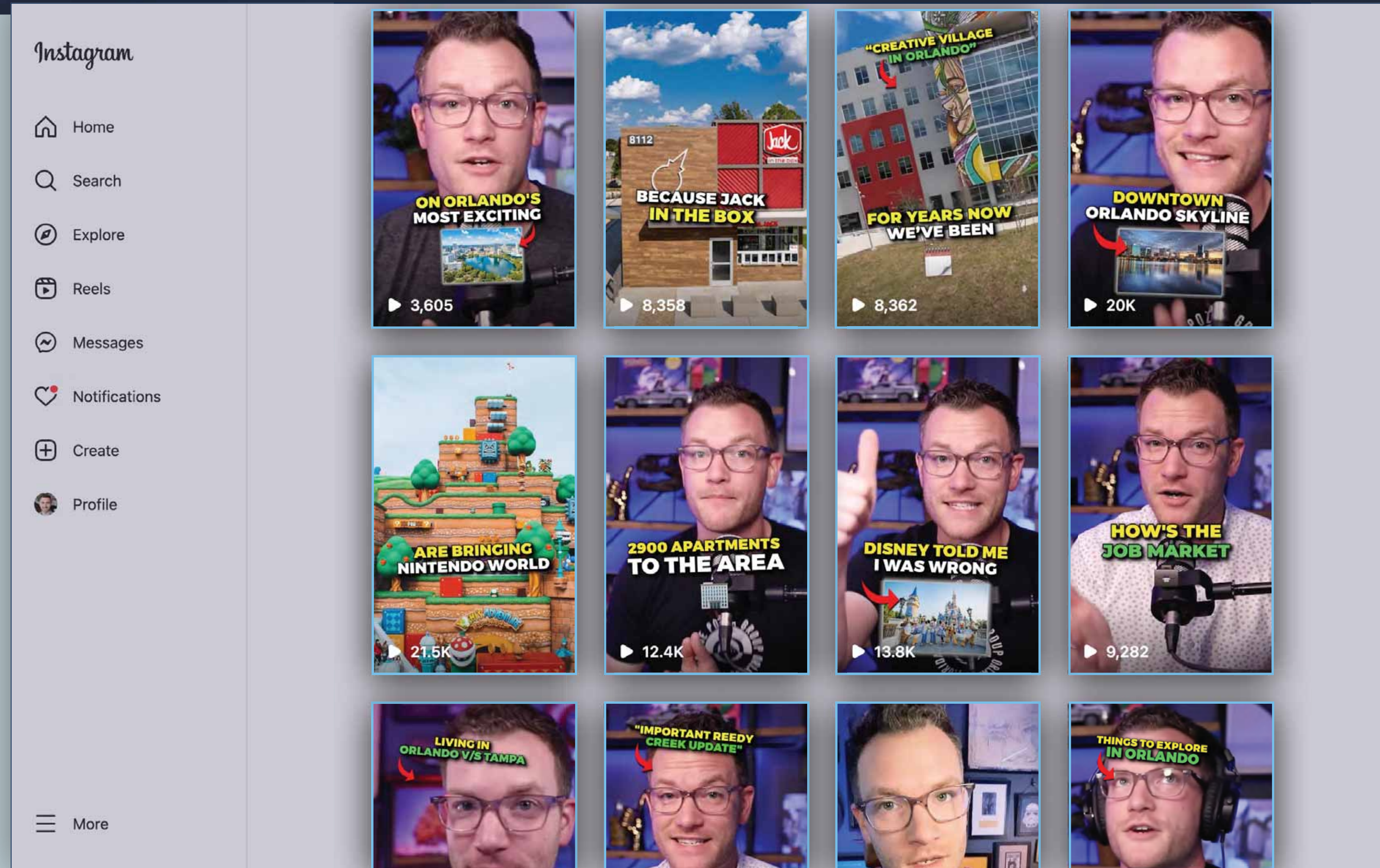
Vidyo



Dumme



# "CHOP" UNTIL YOU DROP



**Instagram**

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile
- More

Post Title	View Count
ON ORLANDO'S MOST EXCITING	3,605
BECAUSE JACK IN THE BOX	8,358
"CREATIVE VILLAGE IN ORLANDO" FOR YEARS NOW WE'VE BEEN	8,362
DOWNTOWN ORLANDO SKYLINE	20K
ARE BRINGING NINTENDO WORLD	21.5K
2900 APARTMENTS TO THE AREA	12.4K
DISNEY TOLD ME I WAS WRONG	13.8K
HOW'S THE JOB MARKET	9,282
LIVING IN ORLANDO V/S TAMPA	
"IMPORTANT REEDY CREEK UPDATE"	
THINGS TO EXPLORE IN ORLANDO	





@jasonpantana

9

# CHATGPT EXTRAS















# ZAPIER INTEGRATIONS

 zapier



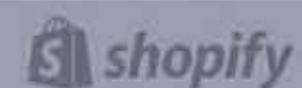
Search for pairing apps

Or pick an app to pair with

 <b>Microsoft Excel</b> Microsoft, Spreadsheets	 <b>Google My Business</b> Google, Website Builders	 <b>kvCORE</b> CRM (Customer Relationship...)
 <b>Facebook Messenger</b> Social Media Marketing	 <b>Hootsuite</b> Social Media Marketing	 <b>Calendly</b> Scheduling & Booking
 <b>Facebook Groups</b> Social Media Accounts	 <b>Google Analytics 4</b> Analytics	 <b>SimpleTexting</b> Phone & SMS
 <b>RingCentral</b> Phone & SMS	 <b>Manychat</b> Social Media Marketing	 <b>Facebook Lead Ads</b> Ads & Conversion

 slack

 Meta

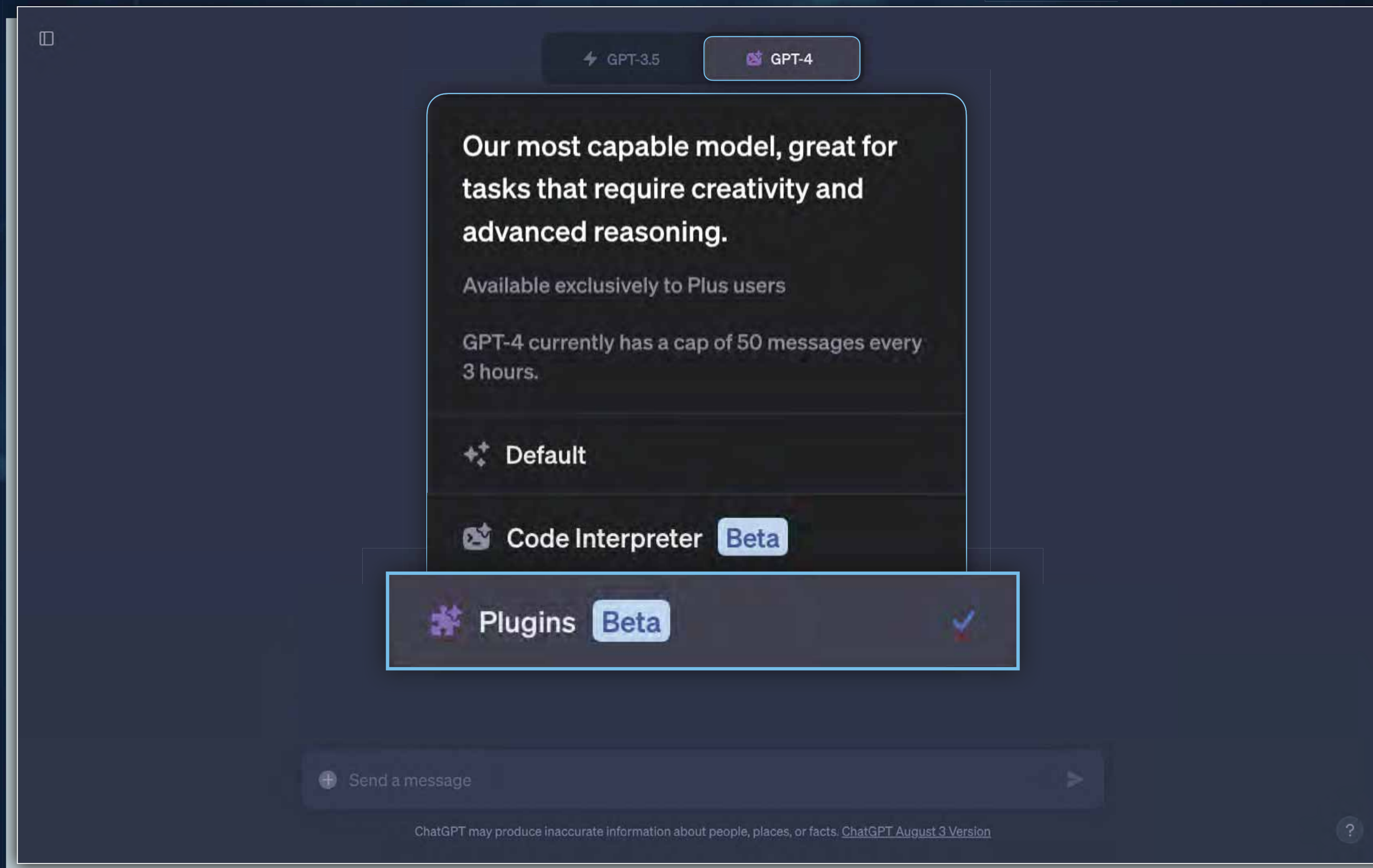
 shopify

 Dropbox

 asana



# CHATGPT PLUGINS



The screenshot shows the ChatGPT interface with the GPT-4 model selected. The main content area displays the following text:

**Our most capable model, great for tasks that require creativity and advanced reasoning.**

Available exclusively to Plus users

GPT-4 currently has a cap of 50 messages every 3 hours.

Below this text are two options: **Default** and **Code Interpreter Beta**.

A red box highlights the **Plugins Beta** option at the bottom of the model selection menu.

At the bottom of the interface, there is a text input field with the placeholder "Send a message" and a "Send" button. Below the input field, a disclaimer reads: "ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)".

# CHATGPT PLUGINS



Prompt Perfect



A+ Doc Maker



Access Sheet



Ai PDF



Access Link



Make-a-Sheet



Photorealistic



Video Insights



Company  
Transcripts



10

# TEXT-TO-SOUND

# VOICE CLONING 🙈

ElevenLabs

Imagine you're producing a listing video, but you've got numerous properties on your hands, and that means a MULTITUDE of videos to create. And let's say in this scenario you're essentially just a voiceover, with the property itself taking the limelight. Wouldn't it be INSANELY helpful if you could just have a voice that sounds unmistakably like yours!?!—yet doesn't require you to speak a SINGLE word! Enter the AI-cloned voice, which is a synthesized audio replica of YOUR voice generated by artificial intelligence that mimics YOUR unique sound - tone - and inflection.

Generate

cloned/JP Clone

0:00 / 0:30



# VOICE CLONING 🙈

ElevenLabs

She broke down and let me in  
Made me see where I've been  
Been down one time  
Been down two time  
I'm never going back again  
You don't know what it means to win  
Come down and see me again  
Been down one time  
Been down two time  
Mmm  
I'm never going back again



Generate

cloned/JP Clone

0:00 0:30

# TURBOCHARGED AI

1 Video Cloning

2 Clean Audio 

3 Text-to: IMG/DZN/VID

4 "Text-edited" Videos

5 Frame-to-Film 

6 Deepfake Avatar 

7 Multimedia Magic 

8 Clip Curation

9 ChatGPT Extras

10 Text-to-Sound 

The biggest risk is *not* taking any risk. In a world that's changing quickly, the only strategy that's guaranteed to fail is *not* taking risks.

(Mark Zuckerberg)



@JasonPantana





# HOW DO WE GENERATE UNSTOPPABLE LEVELS OF CONFIDENCE?

***WE ALL SUFFER FROM  
BELIEFS THAT HAVE  
BECOME PATTERNS.  
PATTERNS THAT DON'T  
SUPPORT US....***



What has too much  
diffidence cost me?

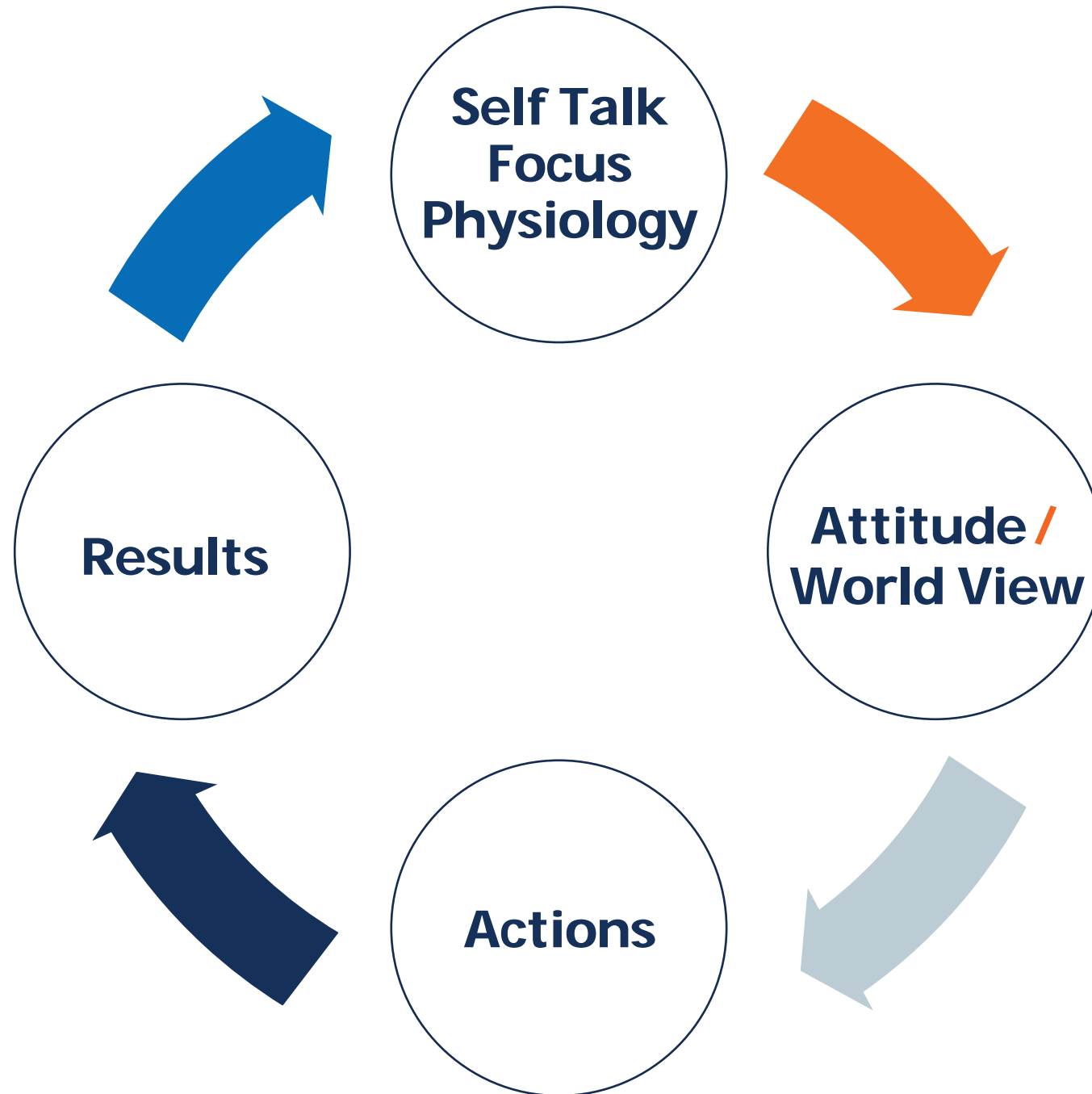


Where do I need  
confidence or  
assertiveness?









***WHAT  
MESSAGE  
DO I  
WANT TO  
INSTALL?***







FOR MANY TIMES,  
I WAS LAUGHED AT,

# Conor McGregor

***WHAT QUESTIONS  
SHOULD I ASK TO  
REINFORCE  
CONFIDENCE?  
(and how should I  
answer them?)***



# Self Talk!






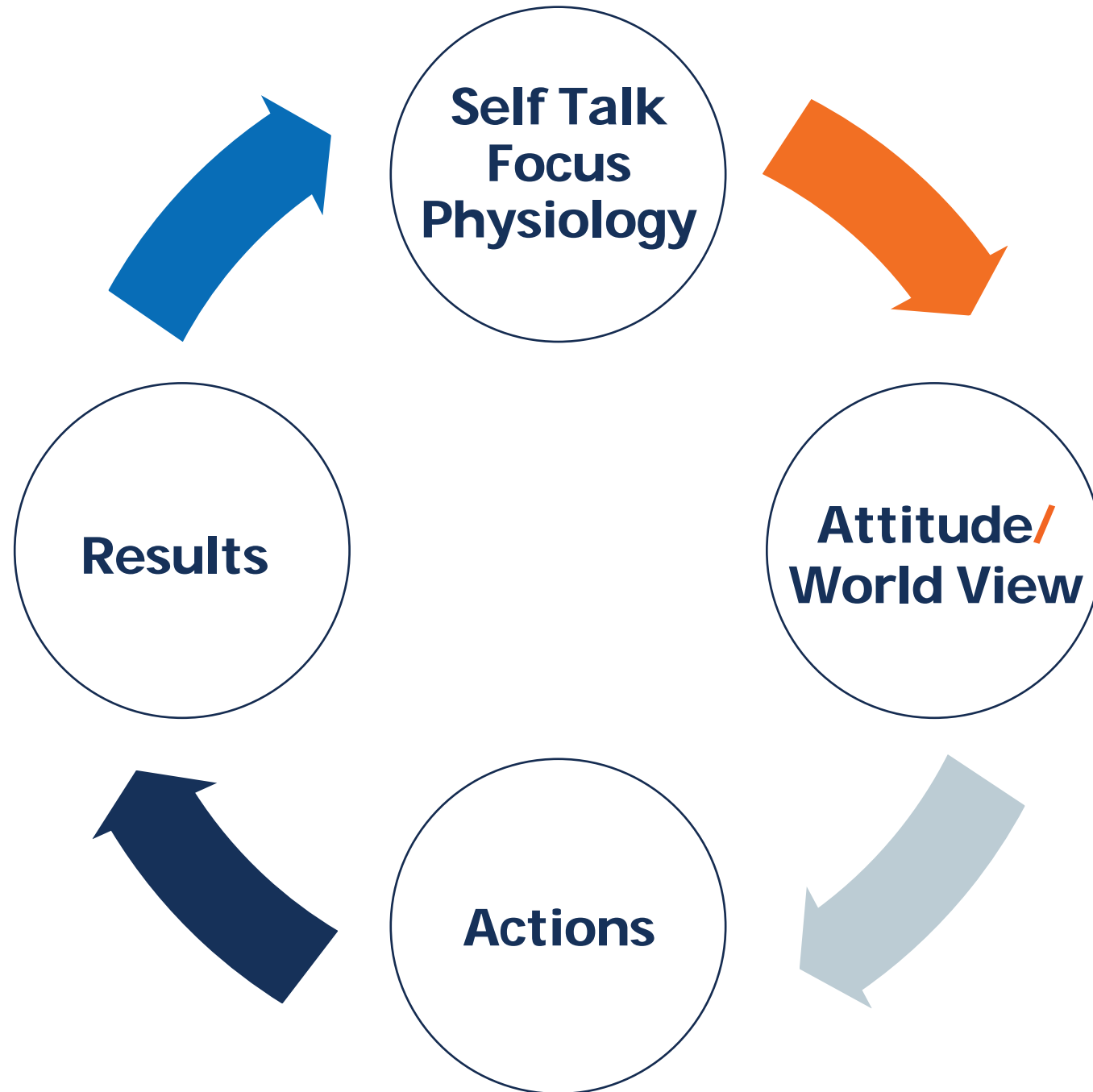
***WHAT  
PHYSIOLOGY  
EMPOWERS  
ME?***





A hand holding a smartphone is shown in the foreground, with a digital background of binary code and server logs. The text is overlaid on the right side of the image.

***“The greatest  
‘cheat code’  
is doing  
what most  
are unwilling  
to do!”***









# Patterns of Confidence or Doubt?



# Lets create the alter ego & install the new operating system...

1. Identify Your Desired Traits
2. Create a Symbol or Trigger
3. Adopt a New Identity
4. Practice and Reinforce



*Future Self Visualization*

*SET UP*