

# WELCOME TO THE BEN LALEZ TEAM



BEN LALEZ  
TEAM



# TODAY'S AGENDA

What we'll learn:

**01**

Lead  
Management.

**02**

Lead  
Generation.

**03**

Sales and  
Business  
training.

**04**

Team  
Resources.

**05**

Marketing  
and Social  
media.

**06**

Team Culture

# POWERFUL COMPASS CRM TOOLS

Our team uses proprietary Compass CRM tools to track lead and contract workflows.

Compass tools allow you to:

- Manage your contacts.
- Create action plans to nurture leads and past clients.
- Use templates for email outreach and marketing collateral.
- Track the full transaction process and hand off clients to our in-house transaction coordinator during the contract to close phase.

The screenshot displays the 'Business Tracker' dashboard within the Compass CRM. At the top, a summary bar shows three key metrics: 41 Total potential (\$17,549,999 Est. vol), 272 Total active (\$109,996,040 Est. vol), and 57 Total complete (\$22,226,909 Est. vol). Below this, a 'Business type' filter is set to 'Buyers', with other options like 'Renters', 'Sellers', 'Landlords', and 'Referred Out' visible. A highlighted section for '21 Potential Buyers' shows an estimated volume of \$10.44M. The main area is divided into two columns: 'Initial contact' (4 items, \$1,500,000 Est. volume) and 'Nurturing' (3 items, \$2,925,000 Est. volume). Each column contains a list of contact entries. For example, under 'Initial contact', there are entries for 'Cuu', 'Alex test 123', 'Test 123', and 'Jack Werner, Kimi Goldstein'. Each entry includes a name, a '+ Add Est. Close Date' link, a profile picture, and a status like 'No budget' or 'Est. \$1.5M'. The 'Nurturing' column shows entries for 'Jennifer Tomasik', 'Ali Planells', and 'Mike Murphy, Ray Gu', with similar details and status indicators. A sidebar on the left provides navigation for various CRM functions like Home, Search, Contacts, and Business Tracker.

**Business Tracker**

41 Total potential  
\$17,549,999 Est. vol

272 Total active  
\$109,996,040 Est. vol

57 Total complete  
\$22,226,909 Est. vol

Business type ▾ Buyers Renters Sellers Landlords Referred Out

21 Potential Buyers \$10.44M Est. vol

Initial contact 4  
\$1,500,000 Est. volume

Nurturing 3  
\$2,925,000 Est. volume

**Cuu** ...  
+ Add Est. Close Date  
No budget

**Alex test 123** ...  
+ Add Est. Close Date  
No budget

**Test 123** ...  
+ Add Est. Close Date  
No budget

**Jack Werner, Kimi Goldstein** ...  
+ Add Est. Close Date  
+1 Est. \$1.5M

**Jennifer Tomasik** ...  
+ Add Est. Close Date  
+1 Est. \$2.5M

**Ali Planells** ...  
+ Add Est. Close Date  
+1 Est. \$425K

**Mike Murphy, Ray Gu** ...  
+ Add Est. Close Date  
No budget

Home Search Contacts Likely to Sell Messages Tasks Business Tracker Overview Checklists My Listings Finances Workspace Marketing Insights Resources Regional Site More Help Settings Ben Lalez





# ZILLOW FLEX PROGRAM



**Since June 2021:**

**We've received 1800+ calls from Zillow leads.**

Agents on the Ben Lalez Team have closed 65MM+ in Zillow leads during that time, with an average sales price of \$410,000.



# ZILLOW LEAD DISTRIBUTION

8.99%

Minimum conversion requirement to move up

165

Calls we will receive/month starting Jan 1

5.99%

Conversion to be moved down a price point

11

Our ranking among 527 zillow flex teams across the country

60 Days

When a new distribution will be shared

\$64 million

Transaction volume from last 6 months!



# TRAINING

Our team offers multiple weekly training opportunities to practice sales scripts, break down client calls, and team up to role-play sales scenarios.





# Sample Training Schedule








We're constantly revamping our training to keep it fresh and relevant.

Month: November

Week #	Monday	Tuesday	Wednesday	Thursday	Friday
1	Nuts and Bolts: Construction/Inspection W/ Ben		Market Watch with Ben		Zillow call training w/Ben
2		Market yourself w/ Fields	Talk it out w/ Fields	Zillow Call Training w/ Fields	
3			Investment Talk w/ Joey Halperin	Tools and Talking points w/ Joey Halperin	War Stories w/ Joey Halperin
4	Nuts and Bolts: Construction/Inspection W/ Ben		Market Watch with Ben		Zillow call training w/ Ben



# Value Added by the Team

	Transaction Management	18 Deals	\$400	\$7,200		Listings	4	\$350	\$1,400
	Video Production	12 Videos	\$200	\$2,400		Events	12	\$200	\$2,400
	Professional Coaching	12 Sessions	\$600	\$7200		Scheduler	100 Listings	\$10 / Ea	\$1,000
	Appointments	Up to 4/month or 50/year	\$300	\$15,000	Total: \$36,600				



AS A MEMBER  
OF OUR TEAM  
YOU GET  
ACCESS TO...



**Tap into our existing relationships.**

Relationships with lenders, lawyers,  
inspectors, and insurance brokers.

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**Free lawyer services for  
personal transactions**



# AS A MEMBER OF OUR TEAM YOU GET ACCESS TO...



## **Marketing materials.**

We pay for marketing materials, photos, videos, signage, and custom seller/buyer presentations.

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## **Office Space.**

Come work at the BLT office. We have snacks, cold brew on tap, and a great working environment.

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## **Transaction management and tour scheduling.**

Our full-time transaction manager and schedulers will give your clients top-notch customer service and take a substantial workload off your plate.



# OFFICE SPACE

Get your own desk space and monitor at the BLT office. We have snacks, cold brew on tap, and a great working environment.





# TRANSACTION MANAGEMENT

Our full-time transaction manager is here to take the load off of the contract-to-close process so you can focus on what you're best at... selling.

## They will help you with:

1) Calendar Management and Monitoring Deadlines



2) Interfacing with attorney, lenders and cooperating brokerage.



3) Files and paperwork management and distribution



4) Getting you paid... FAST!!





# SCHEDULING

We offer scheduling services to make your showings easier than ever!

11/19/2021 @ 1:30 PM CST Pickup					
Address	Time	Corresp.	Confirm?	Instructions	Comments
676 N Kingsbury St	1:45	showingtime	yes	Mike Battista will meet you. 312.399.3412	
123 S Peoria St P3	2:15	email	yes	Stephanie will meet you	
1327 W Washington Blvd 5CD	2:45	showingtime	yes	Ashley Leavitt (Co-Listing Agent)	
				@properties	
2342 W Superior St,	3:15	showingtime	yes	(847) 830-4478 will meet you	
1858 N Paulina St,	3:45	showingtime	yes	David will meet you 773-349-7523 (Ryan Pruett's team)	
				Erin O'Donnell will meet you (Listing Agent)	
2643 N Hermitage Ave PH2	4:15	text	yes	@properties	
2643 N Hermitage Ave PH1	4:25	text	yes	(773) 354-0840	
1512 W George St	4:45	showingtime	yes	Sam will meet you 3123500450	
DECLINED				Sam will meet you 3123500450	
152 W Huron unit 200	1:50	showingtime	yes	Meeting Mike Mariduen 312.498.0692	
				Christine Callahan Pfeifer (Listing Agent)	
				@properties	
				(847) 868-6822	



# Marketing Materials

We pay for marketing materials, photos, videos, signage, and custom seller/buyer presentations.



111 South Peoria Street, Unit 602

Step up to luxury condo living in the heart of Chicago's West Loop with this 3-bedroom, 4-bath unit directly across from Mary Bartelme Park. Explore its bright and open layout bathed in natural light by numerous windows that extend from the 7.5-inch wide-plank hardwood floors to its ten-foot ceilings. Sure to impress, the sleek modern kitchen has Italian designer cabinetry and quartz countertops. All of your private retreats are ensuite, and your main bath features gorgeous Carrera marble with radiant flooring and a large soaker tub, as well as an expansive glass-enclosed shower. A prized possession in this part of the city, your new condo residence includes the security of 24/7 door staff, plus bike storage, dry cleaning service, a dog spa, and garage parking available for purchase. You'll be just a short distance from all the shopping, restaurants, and nightlife on Randolph as well as Fulton. Ready to live the enviable city life you've always wanted? Come take a tour of this impeccable home while it's still available!

Amenities		Property Details	
Common Outdoor Space	Doorman	Price	\$1,299,000
Elevator	Garage	Status	Active (Private)
On-site Parking	Laundry in Building	MLS #	11894044
Bike Room	Common Storage	DOM	
Loveline		Taxes	\$34,176 / year
		HOA Fees	
		Condo/Co-op Fees	
		Compass Type	Condo
		MLS Type	Attached Single / Condo
		Year Built	2017
		County	Cook County

## Postcards and Listing Pictures

BEN LALEZ  
TEAM

MARSHALL PETTYGROVE



REAL ESTATE BROKER  
marshall.pettygrove@compass.com  
M 312.291.6176

MEET THE TEAM

MARSHALL PETTYGROVE

Marshall was born in Chicago's Streeterville neighborhood and began his real estate career rehabbing single family homes in the ChicagoLand area. Now specializing in residential real estate, Marshall's love for the city's architecture and diverse neighborhoods inspires his career. He is driven by a passion to help others accomplish their real estate goals.

## Seller and Buyer Presentations

### Social Media

Reach a wide network of agents and potential buyers through The Ben Lalez Team's social media pages.

Our in-house marketing team will create a comprehensive media package with photos, video tours, narrated promotional videos, engaging copy and sponsored social media campaigns to expand the reach beyond our large organic follower base.



FOLLOW US! @THEBENLALEZTEAM

### Staging

The Ben Lalez Team will connect you with top notch staging services to help your property stand out. Buyers will have a much easier time seeing themselves in a staged property than an empty one.

83%

Percentage of agents said\* staging a home made it easier for the buyer to visualize the property as their future home.

\*National Association of Realtors survey

AFTER ↓



BEFORE ↓



↑5%

Staging can often help increase the sales price by as much as 5%.

BEN LALEZ  
TEAM



# MEDIA PACKAGE

Our in-house media team will create a complete media package for all your listings,



They will help you with:

1) Listing Photos (no limit)



2) Matterport and Blueprints



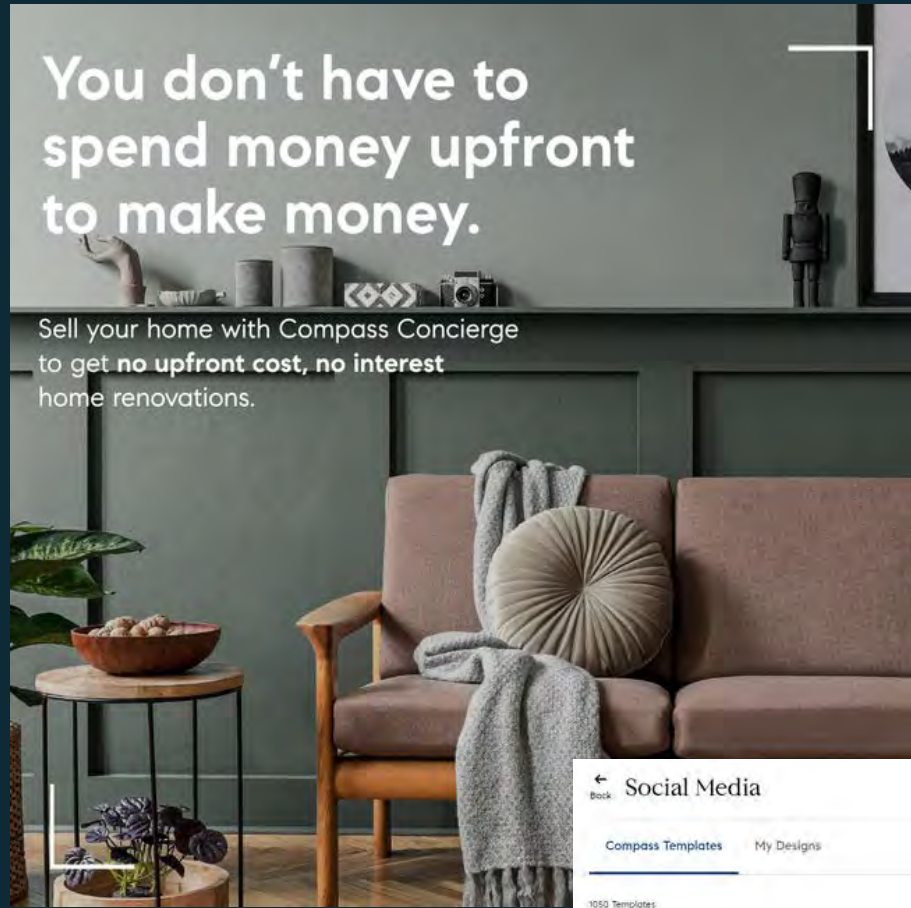
3) Guided tour of the property.



4) Unbranded video for the MLS

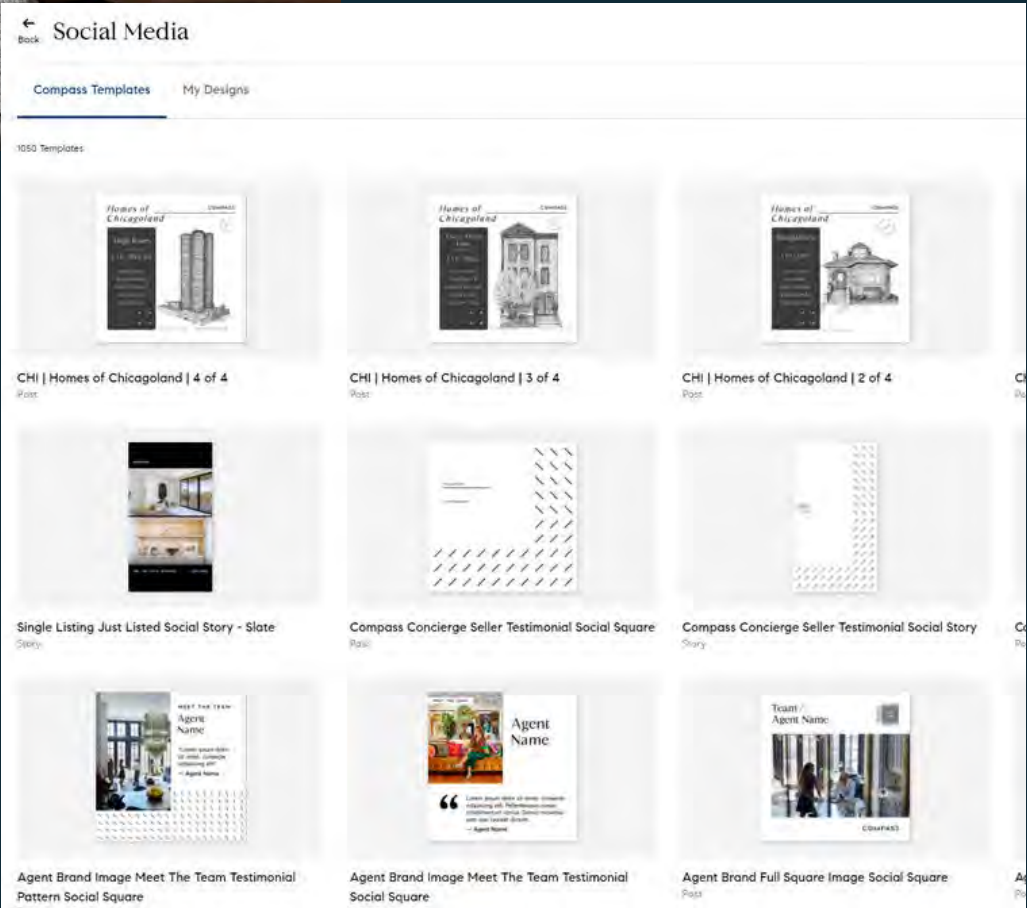


5) Social Media Clip



# COMPASS TOOLS

Take advantage off all the tool Compass offers agents from social media graphics to easy financing for remodelations.



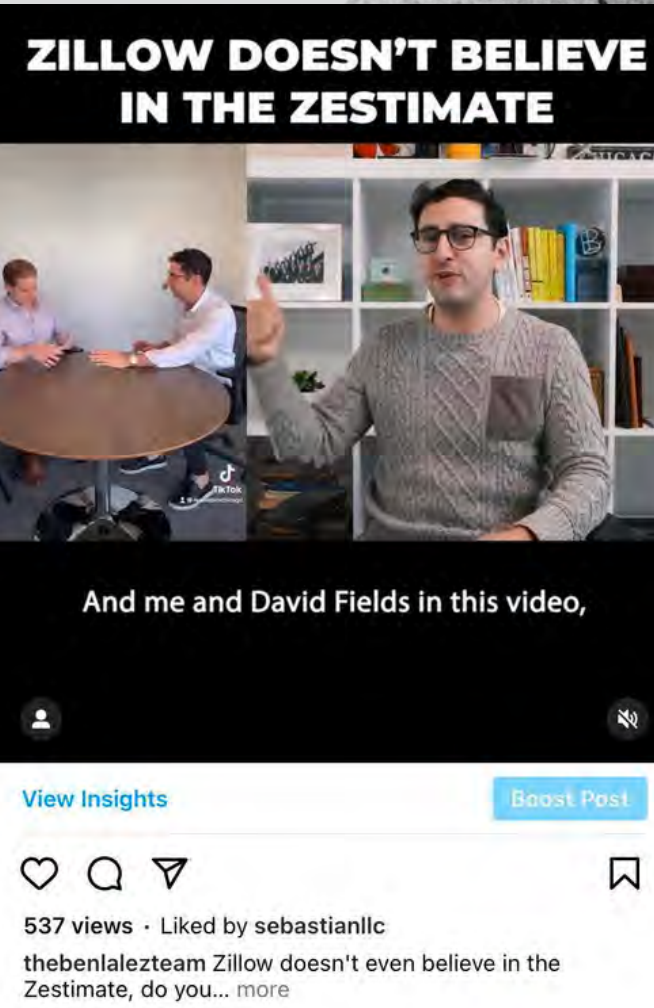
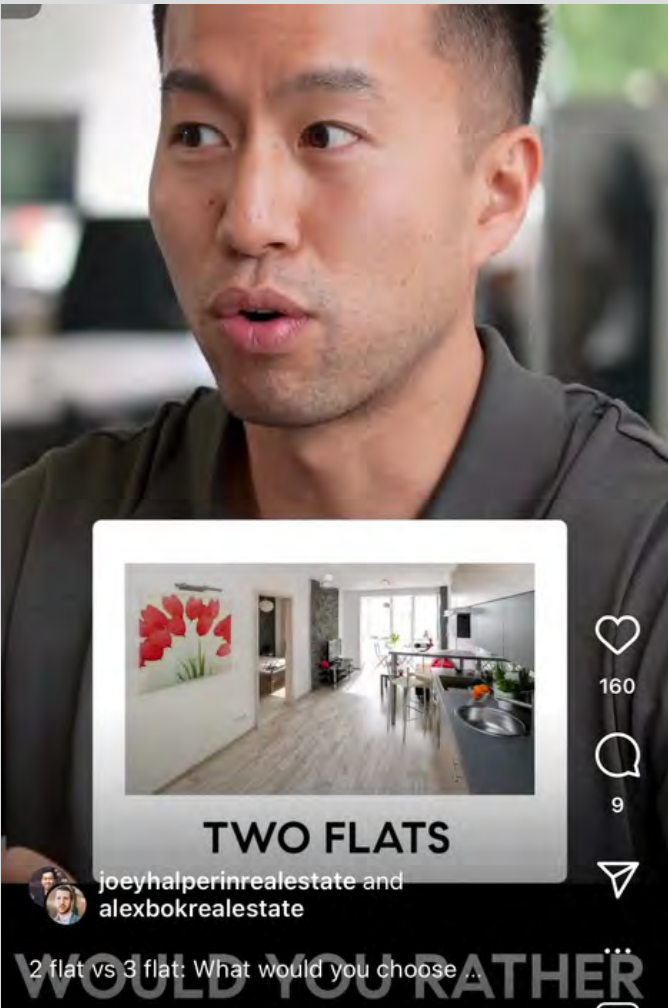


# Step up your marketing and social media.



Jeremy Rhodes – Videographer

Work with our marketing team to create social media content and marketing materials to reach prospective client.





# Tom Ferry Group Coaching

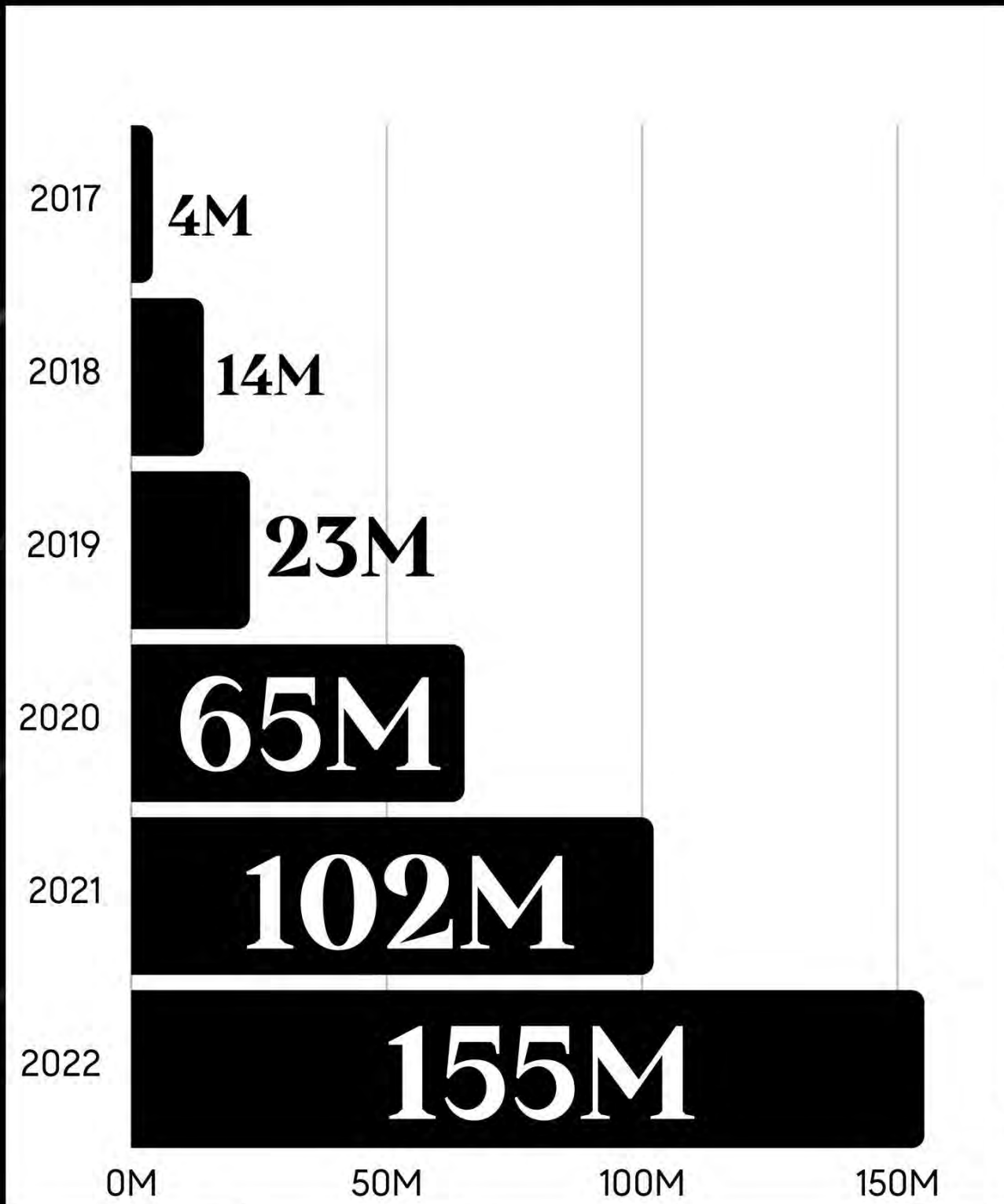
Take your business to the next level with complimentary coaching from an accredited Tom Ferry coach.



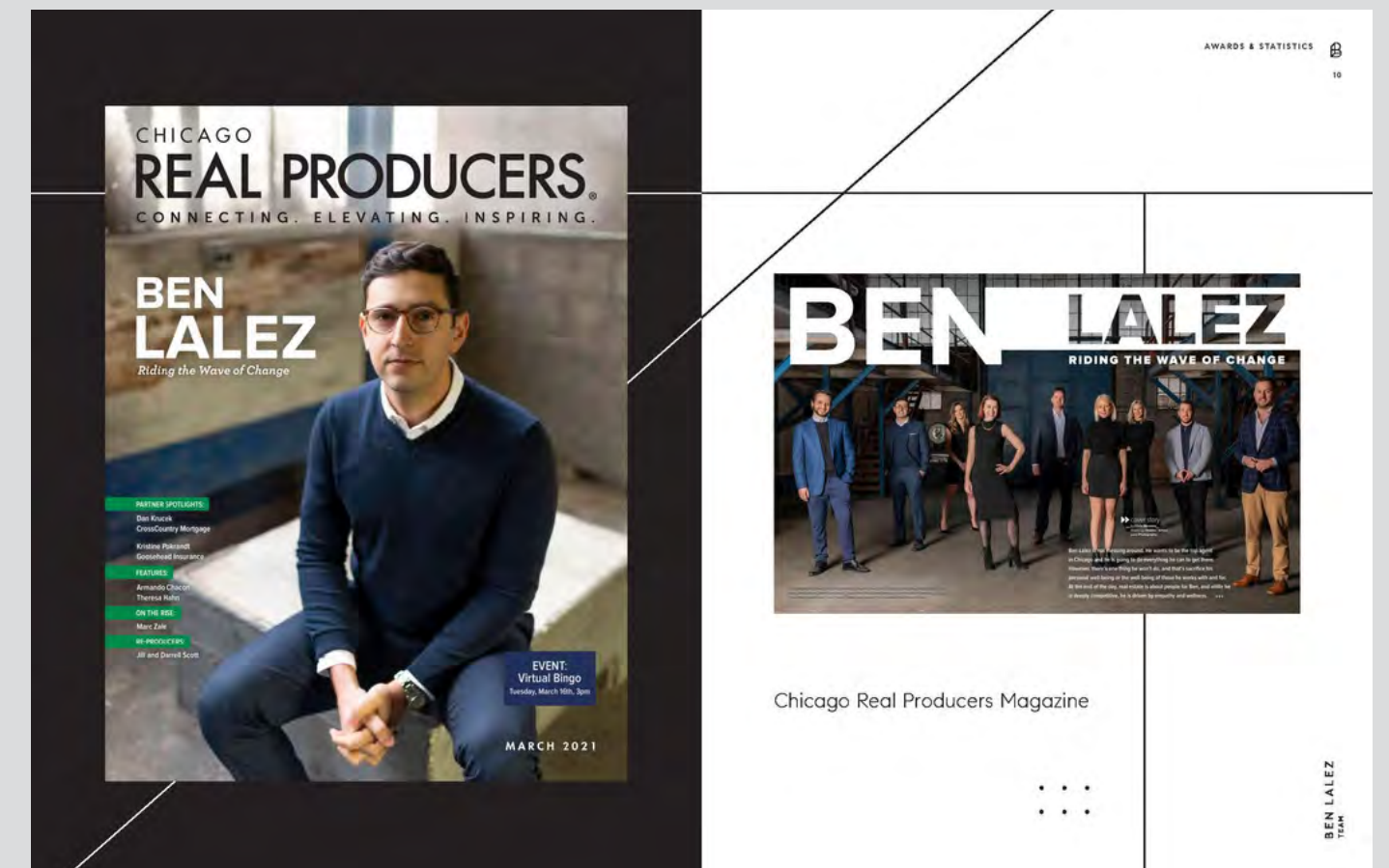
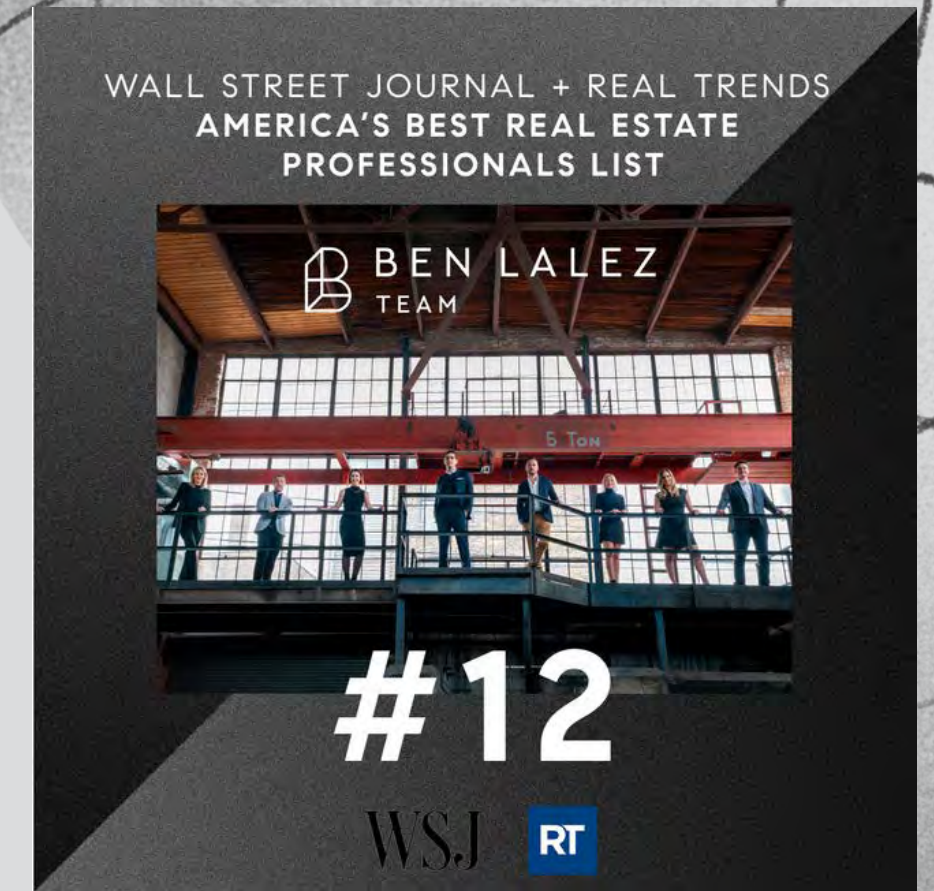
**Tom Ferry's Coaching Programs**  
**8 Levels of Performance**



# Our Growth • •



We went from a 1-man-band to a 22-agent team in the last five years. We've closed over **\$160MM** in the last 12 months.







# JOIN A CLOSE-KNIT AND SUPPORTIVE TEAM.

We host monthly team happy hours, weekly check-in calls, and  
an active group chat.



# WORK HARD, REST HARD.

We set lofty professional goals but we also ephasize making the most out of off-work hours

We always encourage wellness and helping others as part of our team principles. That's why we host monthly happy hours, fun team outings and philanthropy projects throughout the year.



We helped raise over \$50K for homeless youth through our partnership with Lyte Collective

