

SUCCESS COACHING

TF TomFerry™

#1 COACH
IN REAL ESTATE TRAINING



THE 25 BEST
Real Estate Coaches
IN THE BUSINESS



The New York Times
BESTSELLER



GET THERE **FASTER**



Every year, thousands of agents attend our events representing some of the best real estate professionals in the business.

How do I know this? Because simply by being here, you've demonstrated that you're serious about your career and you're committed to improving yourself both personally and professionally.

So... I have no doubt that you will prove yourself to be successful in this business. But here's the big question: Are you willing to wait for success to come to you, or do you want to accelerate the process?

Having worked with business professionals for 30+ years, here's what I know:

Success rarely happens overnight. It requires trial and error, building a presence in the marketplace, and tons of discipline and perseverance along the way.

We can help you ***Get There Faster.***

Having a Tom Ferry coach on your side is like taking a shortcut to success.

You can get there on your own in 10 years. Or you can get there in two years with our guidance, our knowledge, our accountability, our support system and our mastermind groups in your corner.

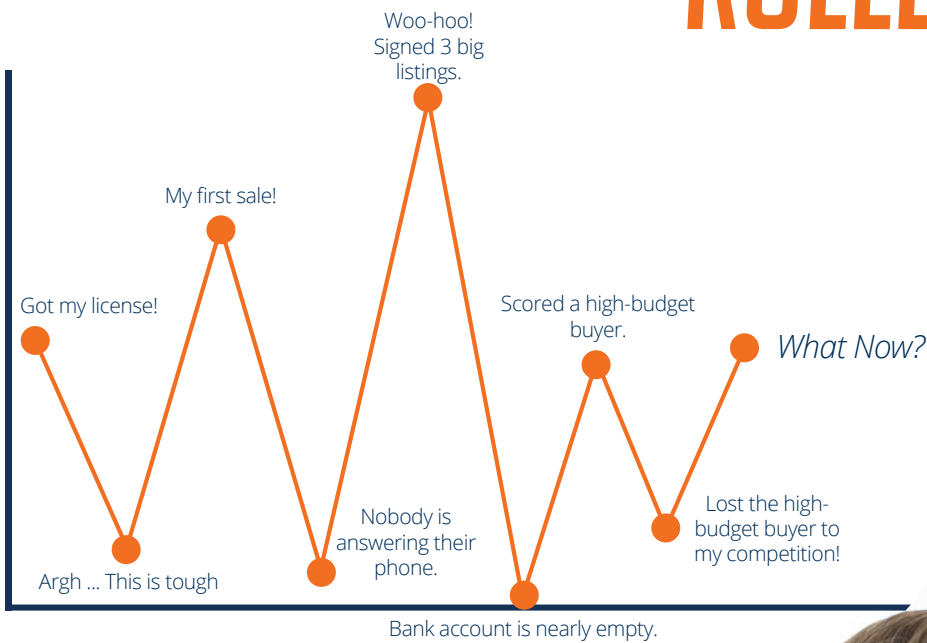
In the following pages, we've provided you with everything you need to know about our coaching programs. If you have additional questions, please don't hesitate to see a member of my team.

If you're in real estate because you relish the thought of having no ceiling on your income and you want to build a successful business for the long run, I encourage you to join us and ***Get There Faster.***

A stylized, handwritten signature in orange ink that reads "Tom Ferry". The signature is fluid and cursive, with the first name "Tom" being more prominent.

Tom Ferry
Founder & CEO

AVOID THE ROLLER COASTER



Replace the fear, panic and worry of the roller coaster

with systems, consistent lead flow, appointments, deals & ambition to get you on the fast track to success.

**ARE YOU READY
TO TAKE YOUR
BUSINESS TO THE
NEXT LEVEL?**



TRAINING VS COACHING

WHAT'S THE DIFFERENCE?



TF TomFerry™

5 STEP COACHING SYSTEM

Raising the level of success by empowering agents to build businesses that are **repeatable and scalable**.



MINDSET - MODELING - EVENTS - INNOVATION - MARKETING



**Free admission valid for Teams up 10 members, including Leader*

CORE™

ELITE™

TEAM™

MGMT™

Private 1-on-1 Coaching Sessions

24

48

48

48

Specialized Training Sessions



Group Coaching Calls

24

Tom Ferry Event Discounts



Free Admission to ALL Tom Ferry Events



Live Weekly Webinars



Sphere Training Access



OnDemand Courses & Webinars



Interactive Business & Marketing Plan



Activity Tracking & Reporting



Video Roleplays



Resource Library



Referral Network



Member-Only Mastermind Group



Elite Retreat



Team Leader Retreat



Live Q&A with Coach Panels



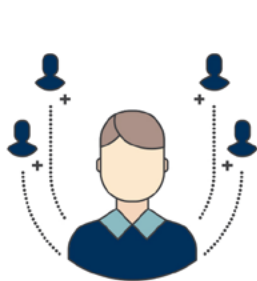
SUCCESS COACHING

GO ALL IN 3X INVESTMENT GUARANTEED*

	ANNUAL 1 INSTALLMENT	SEMIANNUAL 2 INSTALLMENTS	QUARTERLY 4 INSTALLMENTS	MONTHLY 12 INSTALLMENTS
CORE™ <ul style="list-style-type: none"> - 24 (30-Minute) Private 1-on-1 Coaching Sessions - Sphere Training Resources - Event Discounts - Member-Only Mastermind Group 	 Best Value \$8,388 SAVE \$600 ANNUALLY	\$4,344 SAVE \$300 ANNUALLY	 Most Popular \$2,222 SAVE \$100 ANNUALLY	\$749
ELITE™ <ul style="list-style-type: none"> - 48 (30-Minute) Private 1-on-1 Coaching Sessions - Sphere Training Resources - Paid Events Included - Member-Only Mastermind Group - Member-Only Retreat 	\$14,488 SAVE \$1,100 ANNUALLY	\$7,519 SAVE \$550 ANNUALLY	\$3,847 SAVE \$200 ANNUALLY	\$1,299
TEAM™ <ul style="list-style-type: none"> - 48 (30-Minute) Private 1-on-1 Coaching Sessions - Sphere Training Resources - Paid Events Included - Member-Only Mastermind Group - Member-Only Retreat 	\$32,989 SAVE \$600 ANNUALLY	\$17,244 SAVE \$300 ANNUALLY	N/A SAVE \$100 ANNUALLY	\$2,999
MGM™ <ul style="list-style-type: none"> - 48 (30-Minute) Private 1-on-1 Coaching Sessions + Ecosystem - Broker Specific 	\$16,888 SAVE \$1,100 ANNUALLY	\$8,719 SAVE \$550 ANNUALLY	N/A	\$1,499

*Applies to Elite coaching level only

10 WAYS COACHING **PAYS FOR ITSELF**



REFERRALS



PROVEN
BUSINESS
STRATEGIES



MARKETING
THAT WORKS



MORE
TRANSACTIONS



NO MORE
TRIAL & ERROR



HIGHER
COMMISSIONS



ACCOUNTABILITY
TO SUCCEED



MULTIPLE
LEAD SOURCES



MASTERMIND
GROUPS



WEALTH
MANAGEMENT
TRAINING

I'M ALL IN!

[TOMFERRY.COM/JOIN](https://tomferry.com/join)

IS CORE RIGHT FOR YOU?

CORE+ members earn on average **\$186,000** a year or more.

Need more sales confidence?



CORE:

The core sales skills to win more business.

Want to generate and close more business?



CORE:

Consistent lead generation and effective conversion systems.

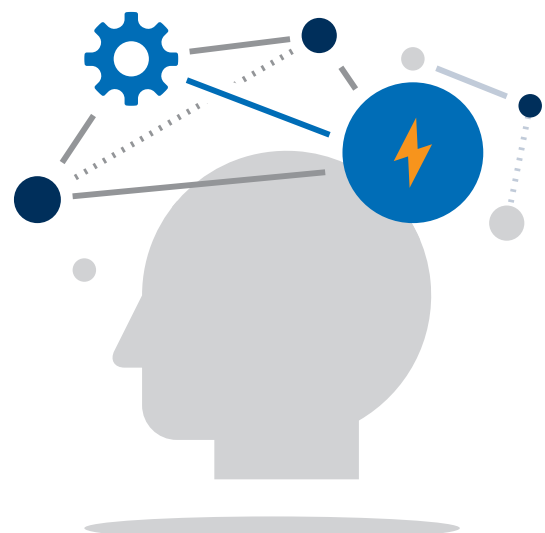
Struggle with consistency, getting it all done & working too many hours?



CORE:

Have access to time management, planning and organization systems and skills.

Have the right mindset to stay committed to a plan?



CORE:

The right blueprint and have the mindset to master accountability.

IS ELITE RIGHT FOR YOU?

ELITE+ members earn on average **\$374,000** a year or more.

Want your lead generation and conversion to be a well-oiled machine?



ELITE:

Expand lead generation systems, and leverage for mega growth.

Would more, structure and better systems give you more results and time for your life?



ELITE:

Get stable systems, processes, and duplicable results by design.

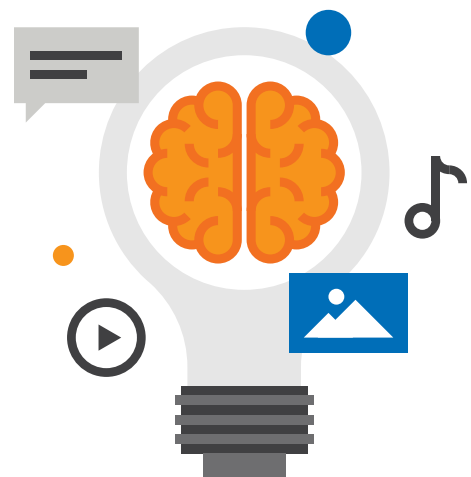
Are you committed to having your business take a quantum leap?



ELITE:

Structure business for consistent growth.

Would increased exposure help you get there faster?



ELITE:

Network, brainstorm, mastermind with the best and brightest. Never re-invent the wheel.

IS **TEAM** RIGHT FOR YOU?

TEAM+ members earn on average **\$1,406,000** a year or more.

Do you want business to happen regardless of YOU?



TEAM:

Deals and dollars show up with or without you.

Do you want to create a high performance team that outproduces YOU?



TEAM:

A team of 5 members and at least 50 transactions a year.

Are your leadership skills prepared for your growth plans?



TEAM:

Become the leader your team wants.

Are you running your business in a way that enables your team to earn the income they deserve?



TEAM:

Utilize metrics to run a more efficient and effective team.

IS **MGMT** RIGHT FOR YOU?

Our coaching program exclusively for owners, brokers and managers.

Do you seek to grow your brokerage?



MGMT:

Systems and strategies to attract the right agents and grow your business.

Do you need guidance to achieve greater profitability?



MGMT:

Best practices and efficiencies to maximize revenue and eliminate wasteful spending.

Is getting agents to increase their personal productivity a constant struggle?



MGMT:

Standards and strategies to catapult under-performing agents into massive action.

Is your company culture where you really want it to be?



MGMT:

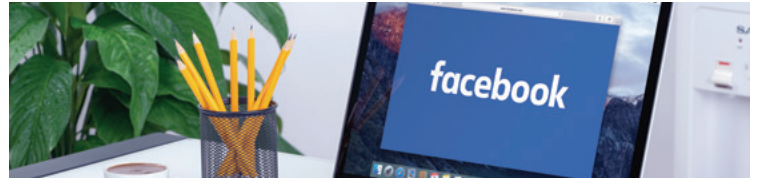
Tactics to create the place where agents want to work and are inspired to perform.

SO MUCH MORE THAN 1-ON-1 COACHING



Specialized Support

Access to specialized, skill-based support teams to provide solutions tailored to you and your business



Private Mastermind Groups

Access to member-only Facebook groups, where thousands share success secrets, inspire, and support one another.



Special Event Pricing

Free or discounted admission to our largest events, including Success Summit.



Group Training Sessions

Live dynamic sessions packed with knowledge and actionable tips from the best of the best in the industry.



Exclusive Member-Only Events

Exclusive retreats to propel your business forward via invaluable networking and private time directly with Tom Ferry.



Training Courses

Access to self-paced courses to master the skills, techniques and strategies to boost your business.



Tom Ferry OnDemand

Get instant web access to some of our most popular digital products and livecast events.

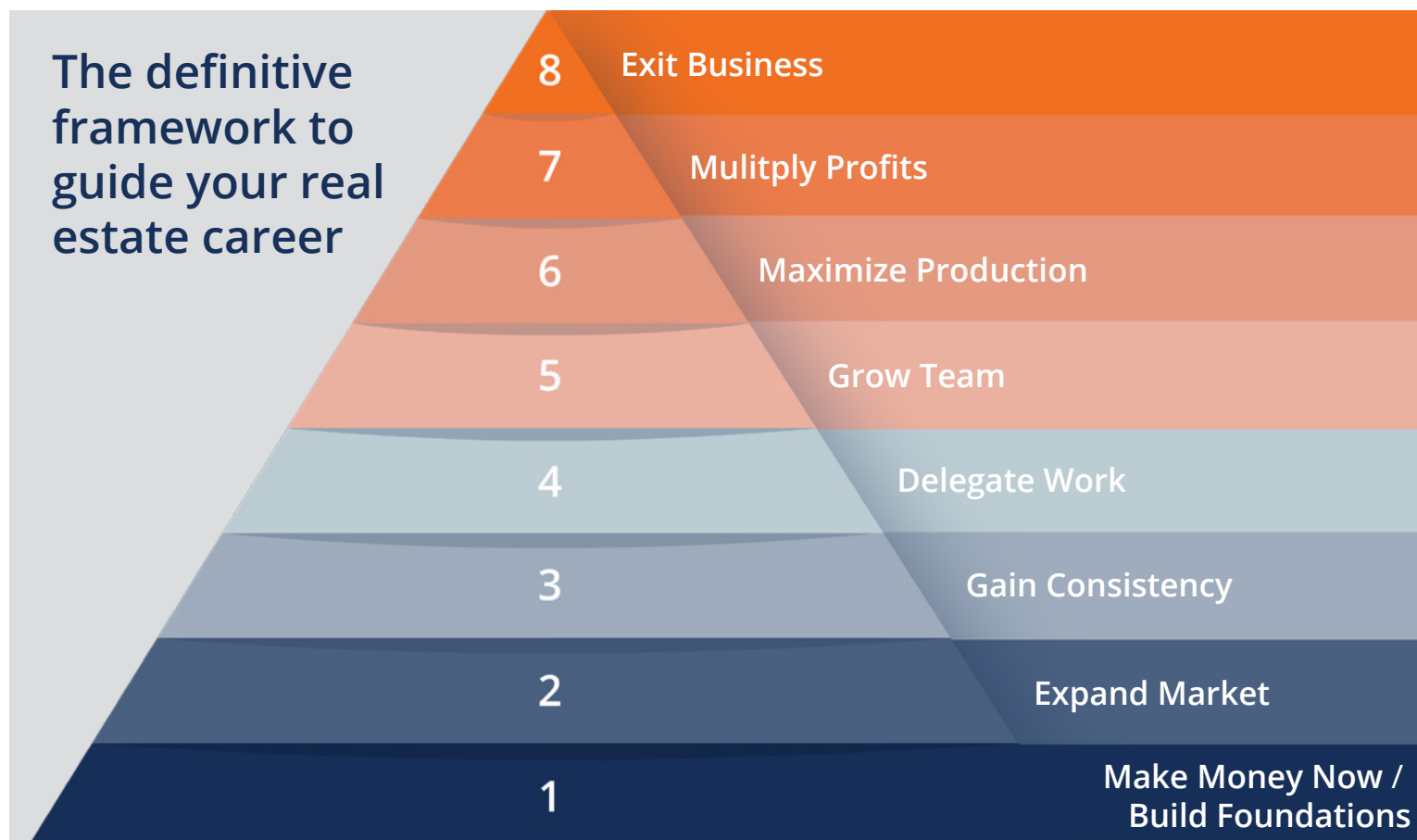


illūm

Technology tool to build your business. Resource library, video roleplays, referral network, & interactive business planning.

TAKE YOUR BUSINESS TO THE NEXT LEVEL WITH TOM FERRY COACHING

Introducing the 8 Levels of Performance



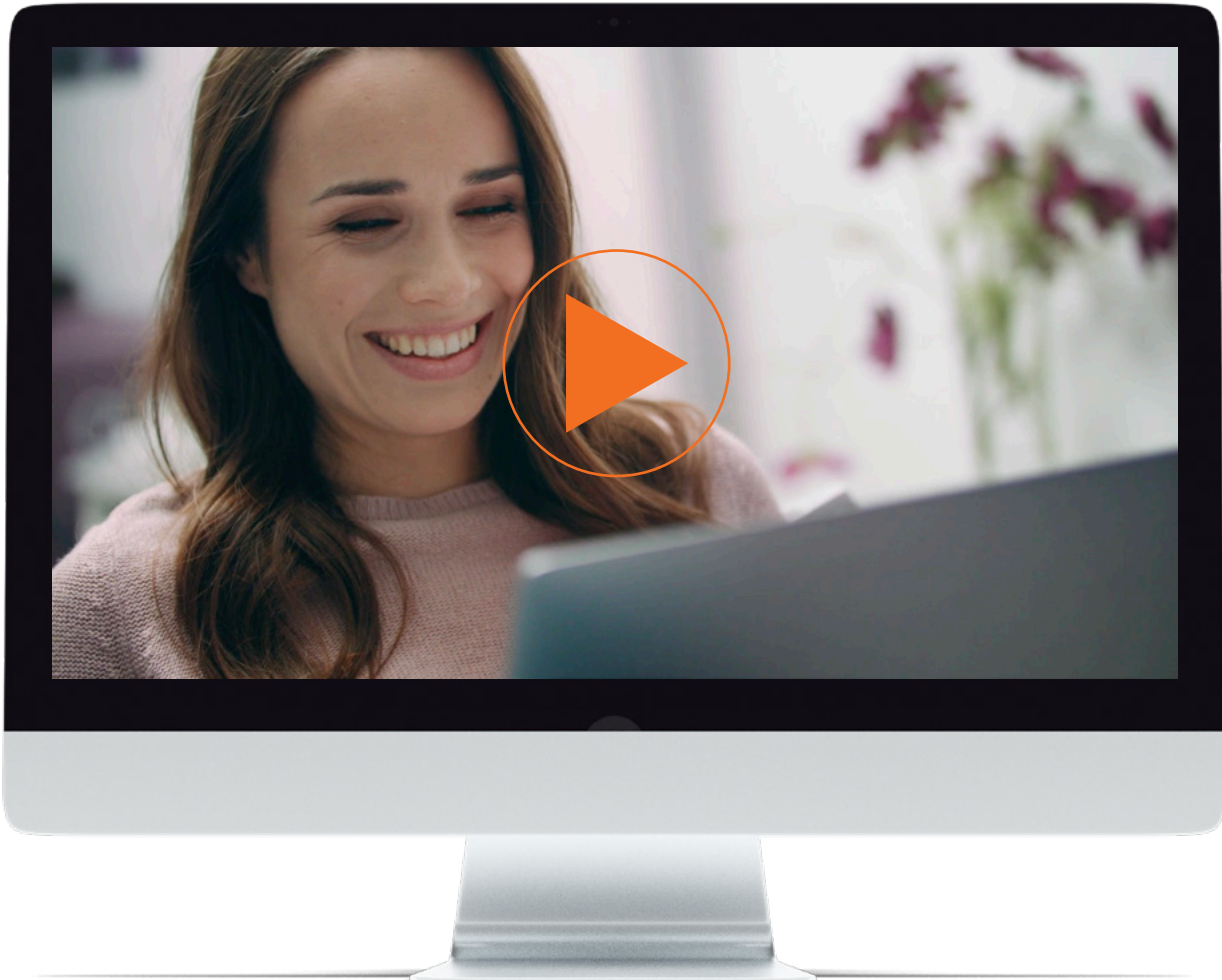
Everybody in real estate wants to reach the “next level,” but until Tom Ferry, no one had ever defined what that means – or how to get there.

That’s why Tom created the **8 LEVELS OF PERFORMANCE** – to bring extreme clarity to what it takes to “level up” your business. After an initial assessment, our expert coaches will meet you where you’re at – and show you exactly what to do to advance to where you want to be.

All the while, the **8 LEVELS OF PERFORMANCE** act as a framework to guide you through your career – from a brand-new agent, to gaining momentum, to a veteran growing a team, to eventually exiting the business successfully.

TECH ENABLED COACHING

Click to learn how our **illūm** provides the technology to power your success



Business Plan & Activity Tracking

illūm gives you instant access to build a rock-solid business plan, helps you execute it, and tracks both your progress and activities within your easy-to-read online dashboard.



The Smartest Referral Network

Want to ensure you locate a trustworthy agent when a client decides to relocate? illūm's Smartest Referral Network allows you send and receive referrals within North America's leading agent community.



Video Role Plays (including 30+ Proven Scripts)

Nervous about nailing your next pitch? Video Role Plays help you practice your prospecting – and presentation scripts – with your peers in your very own video room.

REAL AGENTS **REAL SUCCESS**



Monica Carr

Before Joining Coaching:
9 Transactions - \$120,000 GCI

**Seven years after
joining coaching:
110 Transactions
\$2,002,446 GCI**



Devin Tyran

Before Joining Coaching:
8 Transactions - \$115,650 GCI

**One year after
joining coaching:
25 Transactions
\$385,763 GCI**

YOUR FUTURE IS NOW!

Brent & Brenda Kastanowski

Before Joining Coaching:
18 Transactions - \$75,000 GCI

Five years after
joining coaching:
44 Transactions
\$315,722 GCI



Phil Gerdes

Before Joining Coaching:
18 Transactions - \$149,311 GCI

Two years after
joining coaching:
137 Transactions
\$1,201,805 GCI



VISIT [TOMFERRY.COM/TESTIMONIALS](https://tomferry.com/testimonials) FOR
MORE TOM FERRY SUCCESS STORIES



YOUR COACH YOUR STORY

Our coaches are focused on making your business repeatable and scalable so you can fulfill your greatness.

Write your success story even faster with a coach who is equipped with a proven track record in the business.

“



The BEST thing I've done for my real estate career was joining coaching!

My goals are BIG and coaching has helped me with the mindset, systems, and tools to achieve them!

I'm the CEO of my own business, the #1 Top Producing Team in my office, and doing it all in just a few years! All of this wouldn't be possible without the coaching and mentorship of the amazing, inspiring, and caring coaching team at Tom Ferry. Grateful to be part of the Ferry Family!

Before coaching: 10 transactions and \$5M volume production.

Currently: closed and pending 50 transactions and \$15M volume production

- Jocelyn Russo | Montclair, NJ | Elite

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“I joined Tom Ferry coaching before I was even licensed. I know the key to success is to be coached and held accountable, and Tom and the Ecosystem have certainly done that. I went from 13 transactions in my first full year, with a GCI of \$79,600 to being on track to complete 50 transactions in this, my 3rd full year, and having already closed \$216,000 GCI”

- Matt Barré | Tucson, AZ | Elite

LIFE CHANGING RESULTS

Joining the Tom Ferry Coaching program is one of the best decisions that I could have made for my career. My amazing coach has helped me to systemize my business and continue to have exponential growth each year that we work together. More than just the additional business and money, my coach also helped me through major milestones in my life and business. They helped me to modify my business so that I was able to keep my newborn baby home with me for 9 months, as well as regroup and reorganize my business after my business partner decided to part ways, all without having my business suffer. More than just a program, the Tom Ferry network is a family who is ready and willing to offer advice and guidance, but also the support. This program has personally helped me grow from 36 transactions my first year, to a goal of 115 transactions in my fourth year as a solo agent.

“

Emily Terrell



The Tom Ferry organization has been much more than just the coaches I've been privileged to have. Over

the last 5 years I have not only been coached by some of the most amazing people ever, with such a wide range of skill sets and backgrounds and coaching styles, but along the way, with each event, I've learned from countless other agents who have turned into my family. I always tell people it's more than just the coach. For me, it's the community of agents who wake up every day at 5am to kick off their day with the right mindset. It's the mastermind group formed within the ecosystem who are my support system on our calls each week. It's the morning breakfast, lunches, and dinners in cities all over the country with amazing agents who come together to break bread. It's the group of WIRE women, inspired and formed by my amazing coach, Debbie Holloway, who are my closest friends and my tribe. It's the network of agents I can trust and send my clients to when they have a real estate needs anywhere in the world. It's being asked to be the featured speaker on a team huddle in a totally different market, only to be followed by receiving a referral. My mindset and my life will never be what it was before coaching. Tom taught me to think bigger, to dream bigger, and most of all, to plan for bigger things. For me, it's not just about my production and tracking and knowing my numbers. It's a mindset that relates to all aspects of my life. I am so appreciative for this network and Tom and all of the incredible coaches.

Karen Stone

”

ARE YOU READY TO TAKE YOUR BUSINESS TO THE NEXT LEVEL?

Here's what to do next ... Just follow these 6 simple steps and be wildly successful!

STEP 1
Decide which program is right for you and enroll / sign-up.

STEP 2
Fill out your assessment form so you can be paired with a rockstar coach!

STEP 3
Get access to the ecosystem and participate in the private Facebook groups and group sessions.

STEP 4
Have your first coaching session & set yourself up for success!

STEP 5
Set your goals then track and measure your progress.

STEP 6
BE WILDLY SUCCESSFUL!

WITH COACHING YOU CAN EARN 10X THE INDUSTRY AVERAGE!

*National Association of Realtors Report 2018

N.A.R.
MEDIAN

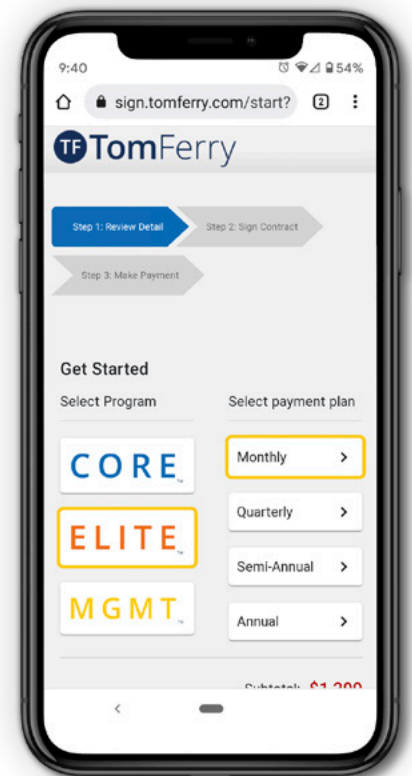
\$49,700 G.C.I

TOM FERRY
COACHING
AVG. MEMBER

\$395,185 G.C.I

TOM FERRY
COACHING TOP
PRODUCERS

\$753,177 G.C.I



YOU CAN NOW SIGN UP ONLINE! VISIT [TOMFERRY.COM/COACHING](https://tomferry.com/coaching)

3X Money Back Guarantee

We are so confident in our coaching programs, we guarantee results or your money back.

*Terms & Conditions Apply



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