

“I was in a new area and joined coaching ... and increased my business by 1,379%!”



Member Spotlight: Rada Ann Labé, Sea Coast Exclusive Properties

Rada is an innovative and highly skilled professional with over 33 years' experience. She ensures success in today's real estate market to provide her clients with experience, the latest technology, genuine dedication, and outstanding service.

Rada has sold and is a member of the Over \$50 million Realtors Club, which recognizes the lifetime achievers in real estate that have done \$50,000,000.00 in closed verifiable real estate sales.

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

“I've been selling real estate for over 30 years now. A dear and trusted friend suggested it to me and mentioned I'd be good at it.

I started in the San Francisco Bay Area. I had a very successful and thriving business and did very well, but then moved and eventually ended up in sunny San Diego for my retirement (so to speak).

In San Diego, I knew almost no one.

I thought it would be easy to build a successful business again.

Little did I know that everyone I would meet has a best friend who was a Realtor.

I needed help.

In 2014 I did ONE sale at \$350,000 and felt like I was working constantly.

I truly needed some new input and methods.

That's when I decided to attend a Tom Ferry event. I had attended a few other speakers in the past but really clicked with what Tom had to say.

Tom Ferry was current, and he spoke to me. I jumped at the opportunity and signed up for coaching.

Sometimes you know in your heart what opportunities you need to follow.

After I hired my coach and went to more of Tom's seminars, and with some hard work I perfected my marketing materials, business plan, and verifiable process in dealing with clients.

At the end of 2015, I ended up with 12 transactions and over \$5.4 million in sales...that's a 1,379% increase!

I attribute this enormous growth to the process, systems, and time management I learned in coaching and, of course, my love for this business.

My hats off to you Tom, my coach Elizabeth McNamara, and the entire Tom Ferry – Your Coach team.

I'm so excited and ready to take on the coming year!”