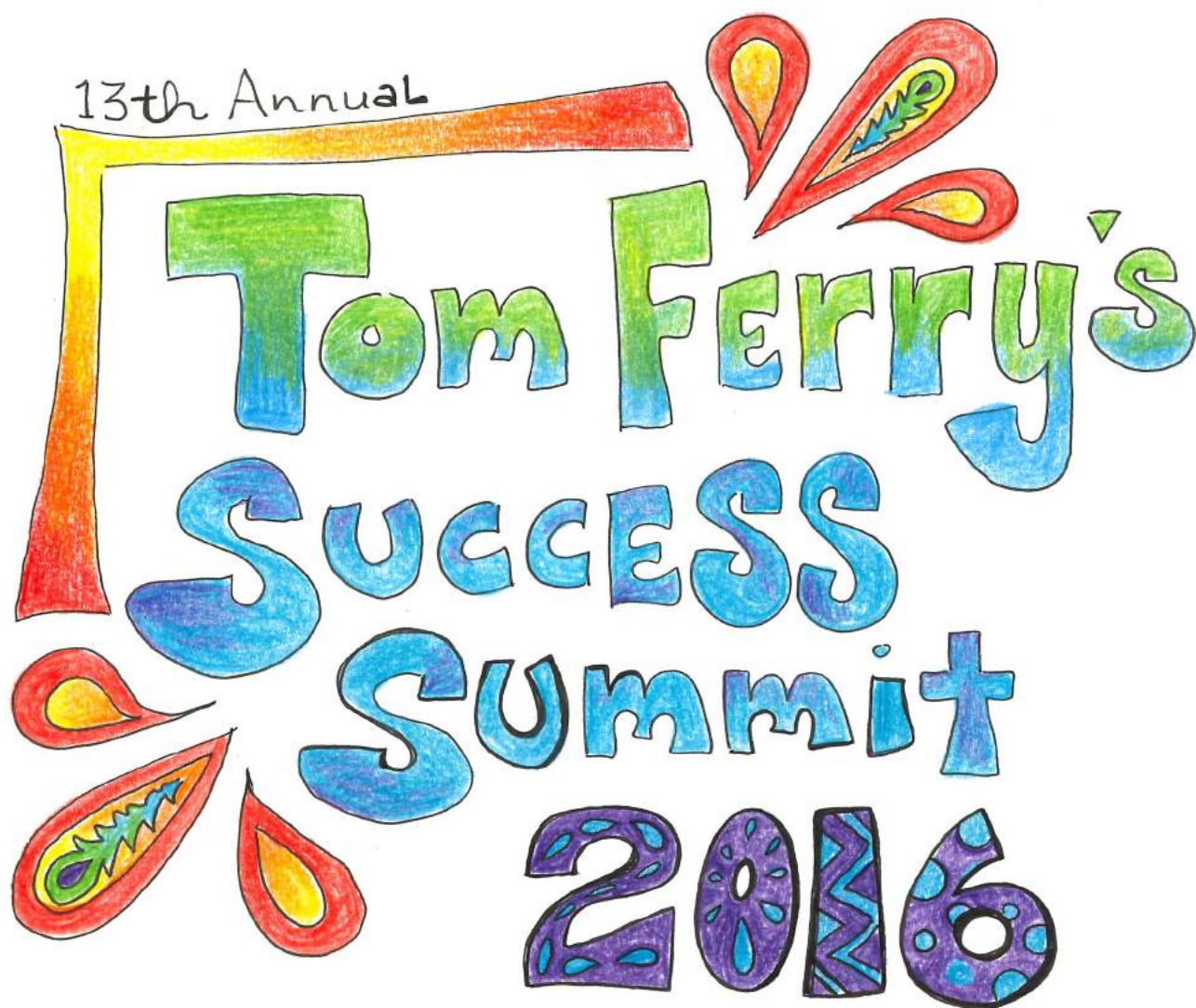


13th Annual

The title is surrounded by several hand-drawn teardrop shapes in red, yellow, and blue. Some of these shapes contain intricate patterns, such as a green and blue zigzag or a yellow and blue floral design.

Tom Ferry's SUCCESS Summit 2016

FEARLESS

-Bri
Martin

Becky
Barrick
@beckybarrick

HustLE is doing the things you don't like to do so that you can enjoy the things you love.

Edit your life frequently & ruthlessly. It's your masterpiece after all.

We all have the same FRICKING 24 hours a day.

Be a Beyonce

Set goals with your family so that they are invested in your success & daily grind

Family	Career
Social	Health

4 Burner Theory

You only have 100% you can give each day.

Prospect	Contracts
Appointment	Close

4 Burner Theory for Realtors

Focus { At work focus 100% on work
At home focus 100% on family }

Don't half ASS it....
Give it your All!
HustLE your ASS **OFF!**

Monica Carr

@monicacarrgroup
monicacarr.com

No Budget
No Business
No Problem

When a man is pushed, tormented,
defeated, he has a chance to
learn something

- Ralph Waldo Emerson

1. Enough is enough!

..... Mindset

2. Sweat equity

Door knock

"For the right price,
would you consider
selling your home?"

Manageable Farm

400-500 homes
minimum 6% turnover
door knock-able

Be a Student of the Game

Study the comps
Learn the floorplans

3. Leverage

* Coming soon campaign

Door knock around the listing & tell
the neighbors

* "Wine & cheese" twilight open house

Invite neighbors by door knocking & door
hangers

* Open houses

Put out lots of signs & leverage visibility

* Sold sign

Door knock & tell neighbors

4. Give Back

* Movie night

* Ice cream truck

* Deliver cookies

What's your dream?
Where do you want
to be 5 yrs from
today?

The dream is free. The hustle is sold separately.



Wendy Walker



Networking your way to millions
@wendywalkerfineproperties

"It is not who you are that holds you back,
it is who you think you are not."
- Denis Waitley

★ Make a specific plan

- Identify key players you want to meet
 - Research them & their businesses
 - Be prepared: What do you want to ask?
 - Invite for brief meeting over coffee/drinks

★ Seek out opportunities to connect

- 1 Do not sit with people from your marketplace
- 2 Use breaks to put yourself in the path of people
- 3 Ask someone for an intro
- 4 Mastermind group

★ Follow up

- Handwritten note: share something about meeting with them
- Connect: Email/Text or Facebook/LinkedIn connection
- Visit them when you travel

★ Be willing to take the first step.

Be genuine & real

Beyond the business card

→ Read: Never Eat Alone by Keith Ferrazzi

Ask "What is your story?" Everyone

Networking your way to millions begins with realizing the richness of a genuine connection with one.

Kyle Whissel

@kylewhissel

Referral.kylewhissel.com

Fund your future with Followup

The Problem

- Lack of practice & lack of preparation
- Response time
Avg is 44 hours
- Avg # of call attempts
Avg is 1.5 attempts
- ★ ALWAYS MAKE AT LEAST 6 attempts ★ ★
- 55% of leads have
☹ ZERO attempts

The Solution

THE why

Dream Board
↳ Post it & Look at it

The Who

You make the calls
OR
You hire someone else to do it

The When

8A-10A > Sweet Spots
4P-6P

The How

49% prefer a call
22% prefer an email
13% prefer a text

Categorize Leads

- Hot / A = within 30 days
- call weekly
- Nurture / B = 30-90 days
- call Biweekly
- Watch / C = 90+ days
- call monthly

Qualify = no response yet

Archive = unique

Bonus Points

- Video
 - texts
 - emails with Bomb Bomb
 - bimonthly educational videos with Vynal Marketing
- Retargeting w/ BoomTown or Adroll
- Custom audiences

Kyle Whissel's

Buy or Die
Lead Followup Plan

DAY 1

8-10AM

- Automated email
- Call within 5 minutes
- Text "I saw that you were looking at the house at 123 Main Street. When do you want to see it?"

4-6pm

- call
- email

8-10A &
4-6p are
best times

DAY 2

8-10A

- call
- Text

4-6 pm

- call
- e-alert (property drip) or market snapshot (for seller or past clients)

DAY 3-28

➤ Transfer to ISA ◀

- call every 5 days via Mojo dialer
- text after 5 attempts (on day 28)

DAYS 28+

- Call every 30 days via mojo dialer until they buy or die

TREASURE DAVIS

@TeamDavis1004

Thriving With a Hyper Growth Team

Step 1

Define your core values

↳ they create an unwavering & unchanging guide

What defines you?

What's your value proposition?

Find others that are:
HUMBLE
hungry
SMART

Step 2

Build an amazing culture

- Food area for healthy snacks
- Wall of Love notes from past clients
- Favorite quotes
- Work hard/play hard
- team building
- volunteering

WORK
HARD
PLAY
HARD

Step 3

Declare what you stand for

Morning routine

Points system

Make calls as a team

- gratitude
- yesterday's success
- goal for day
- affirmations



Single agent?
You are still
a team
* coach
* lender
* title
* vendors

Find team
members
that are:
HUMBLE
HUNGRY
SMART

Lead by example:

- P&L Monthly
Quarterly
Annually
- Track marketing
expenses
- Know your profit
margin
- Business plan
- Track cost per lead
per appt.
per sale

Run your business
like a business

"Stop being a small
town girl"
think
outside
your
marketplace

Do you have a wall
of love notes from
your past clients?

{ Byron Layne }

Work without purpose will literally make you sick
Depression & Success are both results of momentum

★ Success is impossible alone
↳ Reach out to those that have succeeded

Want it as bad as you want to breathe

➤ CHECK OUT:
Propertypacket.com
Watch: Gary Vaynerchuck & Eric Thomas

Surround yourself with people that you know are right for you.

↳ surround yourself with people that'll take you to 10X

WORK WITH PURPOSE

JEFF MAYS

Master Your Time:
Using daily habits to
10x your results

\$1,000/hour work
in real estate

- hour of power
- negotiating contracts
- listing appointments
- Buyer Appointments
- Lead follow up

\$10/hour work in real estate

Everything Else
make green in
calendar

If it's not in your
schedule, it simply
does not exist

Plan lunch w/ sphere of influence, past clients, etc
NOT other realtors

How many extra deals could you do if you
follow some semblance of a schedule?

Set up your voicemail messages to set an
expectation of when you'll call back

Your new mantra: I don't do that.
(\$10/hr work)



Decide
to be
FEARLESS

What got you here
will not get you to

IOX

You have to:

- ① Be Aware
- ② Interrupt the Pattern
- ③ Take massive action & condition yourself around the new behaviors

6 Driving Forces of Growth

① **ME** 
My beliefs
My personal psychology
My attitude
Who I spend time with
The ?'s I ask myself
The things I say to myself



② **SKILLS** Influence is everything
UP your game Always be learning

③ **When marketing becomes math, }
anything is possible**

You have to know: CPA cost/Appt
Marketing is CPL cost/LEAd (25% of commission)
data & science CPS cost/sale

[Marketing's only purpose is to get appointments]
When was my last marketing audit?

④ **Process** Is my business run by checklists &
automation or memory & emotion?
What in my business needs to be automated
or made into a checklist or system?

⑤ **Time & Prioritization**

What are your highest priorities
every day?

What are your biggest time traps?
Who are

⑥ **It's all about people**

Who you surround yourself with

Buy
list 91

MODEL

Is the model you chose
giving you what you want?
Choose new models

MINDSET

what you believe
to be true

MARKETING

Ripoff & Duplicate
All business is innovation &
marketing
- Peter Drucker
→ 8 case
studies in
workbook

FARMING

* Start with 500
homes

* Minimum of 6%
turnover

* 3 MAILERS/month

- social proof
- case studies of how
they've done it
- monthly stats

5 BASIC RULES FOR EXPONENTIAL GROWTH IN SETTING APPOINTMENTS

1) Have only 1 outcome for everything
you do.

SELL ONE

SELL HARD

what is the action
that you want
them to take?

2) Track & Measure everything

- Bit.LY
- Google Analytics
- Study Tom Ferry Show
Episodes 53-56

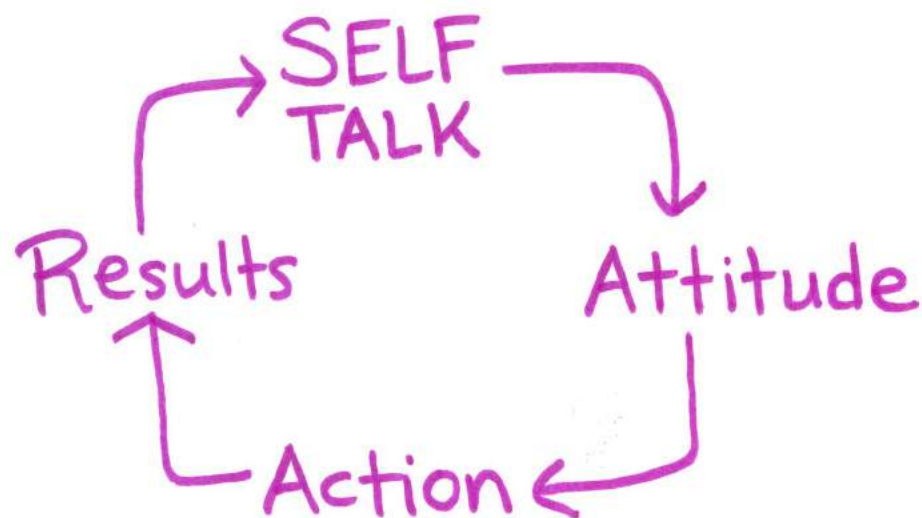
3) Move from startup to growth immediately
Startup - 1 person trying to do it all
Growth - a dedicated leader empowered
to grow the business

{ Marketing/automation email
social media to appointment
direct mail
Follow up/nurture
Make things pretty }

Outsource
to
experts

4) ABT Culture
Always Be Testing
Tuesday is best day
to send emails

5) Sales team has to match
marketing



PREMARKETING

- #1 Get clear on your purpose
what outcome do you want?
- #2 How mega do you want it to be?
Neighbors only? Everyone within a 2 mile radius?
Sponsors?
Entertainment?
Lender there?
of team members?

DURING EVENT

Team meeting before:

- Intention setting
- Generate — seller leads
- Generate — buyers

Your #1 job is to find sellers

Sign ins on Open Home

Make everyone sign in

Provide items of value

PROX
Get this if you don't have it

- #3 Invitations - Facebook posts with bit.ly link
Door knock EDDM neighborhood

POST-EVENT

- Prioritize all new contacts
- Every person should get a personalized Bomb Bomb video
- Immediately call & schedule appointments
- Send an email a week later: "We haven't connected since"

Marketing to Your Database

- ① BombBomb videos 1x/month
 - ↳ How's the market?
- ② Coffee conversation
 - 1) Have you had any thoughts of selling?
If no... so you are already living in your dream house?
 - 2) You must know someone that has had thoughts of selling?
 - 3) Do you know anyone who's tried to sell & it didn't work out?
 - 4) Is there anything else I can do to serve you? How can I bring you more value?
- ③ 5-10 contacts/conversations every day
Call everyone every 90 days
- ④ 1x/quarter send:
 - Email Facebook boosted post
 - direct MAIL PROOF OF SUCCESS
with a map

Top Producer PLAN

- ☐ Business plan in place
- ☐ Marketing plan in place

All info
up & visible
in office

Weekly Planning Priorities

- ☐ Review Listings & Pendencies
- ☐ Review Lead pipeline
- ☐ Review projects
- ☐ Review marketing
- ☐ Review goals

Business decisions are made
with data not emotion.

Rank of Business Priorities Based on Time
Spent on Each One

1. Going on appointments
2. Converting leads to appointments
3. Marketing plan
4. Managing their schedule
5. Personal development
6. Knowing numbers
7. Knowing the market
8. Developing my team

Key Performance Indicators



Entrepreneur



Stefan Swanepoel

Trends in Real Estate Tech

#5 Mobile devices

- customization
 - ↳ Ara by Google
- Connectivity
 - ↳ fi by Google
- wireless power
 - ↳ costa by ossia

#4 Tools & Toys

- drones
 - ↳ by hover camera
- the wrist revolution
 - ↳ smart piece by lg urbane

#3 Integration

- smart mattress
 - ↳ by luna
- jacquard yarn
 - ↳ Google

#2 Virtual & Augmented Reality

- holograms
 - ↳ microsoft
- image intimacy
 - ↳ realview

#1 ...

6 RULES for Building the Team of the Future

- ① Everyone knows how we do it around here
 - Systems - Checklists - Processes -
- ② Weekly meetings with the entire team (Monday @ 11A)
- ③ Overindex on training & personal development
 - Your team is an extension of you
- ④ Everyone uses the company system
- ⑤ Primadonnas get fired (Cocky, never shows up to meetings, brings drama)
- ⑥ The leaders only job is to help the team achieve their goals

- Bri Martin

Ⓛ Bri Martin.TheArtist
ASPER, WYOMING

3 Types of Money Managers

1

80% of agents

Commission

Personal Account

- not incorporated
- \$ is co-mingled between business & personal
- they have no plan so they go broke

2

15% of agents

Commission Check

Business Account

- corporation
- automated

Personal Account

Run the Home

Taxes

Business Expenses

READ: Master the \$
I will teach you to be rich
- Ramit
Master the GAME
- Tony Robbins

3

5% of agents

Commission

Operating Account

Taxes

Business Account

[12 mths of expenses]

Cash

[Pass through Account]

Home Account

Retirement Account

Investment QB

Market

Bonds

When the [4-5 years] to fill

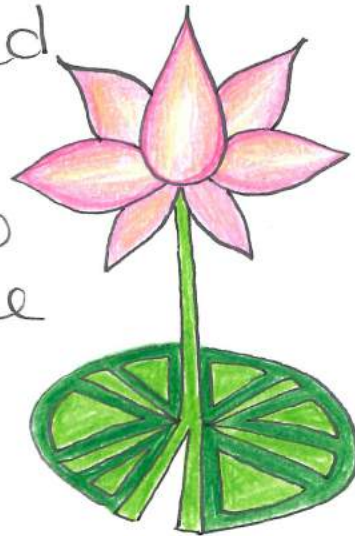
Upgrade your financial

3 Reasons why People change

① They have learned a lot

② They have suffered enough

③ They got tired of always the same thing



Mindset
is



3 C's of CLOSING



COMMITMENT

When the why is big enough
the HOW always shows up

CONNECTION

Build massive support
People who are like each other
like each other

CONFIDENCE

Most agents don't know
what to say or how to say
it powerfully

Model • Mindset • Marketing.

My business
is Not my
hobby

What got
me here
won't get
you there

"I don't do
that"
\$10/hr work vs.
\$1000/hr work

R&D
RIP OFF &
Duplicate

Edit your
life frequently
& ruthlessly

2016

Success
& Summit

Take Aways

Use a
prod of
success
map

→ ABT ←
Always
Be Tracking

Automate
& outsource

Snowflakes in
marketing
October-March

Consistently
do the things
others won't do
everyday to have
the life you want!

What you think
as 10 could
stunt your
growth

Work without meaning
will make
you sick

Fear
destroys
more
dreams
than failure
ever can

"For the right
price, would you
consider selling
your home?"
"Is this your
dream home?"

Bit.ly
everything