

SANDEE PAYNE WHO AM !?



- Market Texas: Fort Cavazos (Hood) & North Austin
- **Broker Associate | Team Lead**
- 2022 PRODUCTION
 Volume Closed: \$23.1M *84 Units
 Average PP: \$274,505
- 2023 PRODUCTION
 Volume Closed: \$11.2M *48 Units
 Average PP: \$258,215







THE CHALLENGE

Take 100 Listings in 10 months

The Math

100 ÷ 10mos = 10 Listings/Month 10 LPM ÷ 4 weeks/month = 2.5 Listing per week

The Mindset

This was the KEY to winning this challenge.

I had to envision myself on stage and

Tom Ferry handing me the BIG FAT CHECK.

Now I just had to live it out.

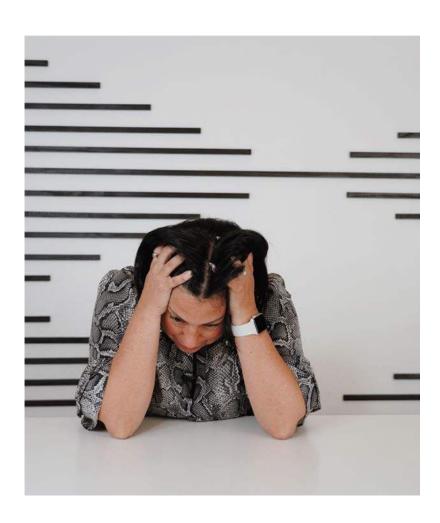


ADD to your life

- Solid morning routine (wake, exercise, meal prep)
- Go to bed early
- Turn phone on sleep mode 8pm 5am
- Start & End your day in the office
- A support system of family & friends
- PUBLIC Accountability for me that was the TF ecosystem
- Healthy Eating Plan your brain & body need optimal fuel for optimal performance
- Prayer & self confidence
- Non-negotiable time blocks
- Start time & End time to your day.
- Allow yourself permission to turn off
- Scheduled vacations & weekend getaways







REMOVE from your life

- Staying up late watching TV
- Drinking before bed
- STOP saying "YES" to everything & everyone
- Friends that distract you from your goals
- Negative thinking and self-sabotaging
- Toxic relationships (this can be a tough one)
- Eating fast food or non-nutrient foods
- Being a workaholic
- Habits not aligned to support your goals
- Winging your day & chasing squirrels
- Allowing other to control your day or schedule
- Endless & useless Mastermind groups not adding to your goals
- Unnecessary screen time scrolling mindlessly on SM
- EXCUSES!!! (take a F&^%ing Tylenol)



TOP LEAD SOURCES

- **▼** The Dead Files
- Past Buyers (of past Listings)
- ▼ Non-Occupied Owners
- Expireds/ Withdrawns
- Geo Farming
- Circle Prospecting
- Likely-to-Sell
- Referrals
- **▼** CMA-a-Days
- 3rd Party Leads (Homelight, OJO, SOLD, Fast Experts, Upnest, etc)
- Adopt-a-Buyer Program
- Social Media



- **Y** Know the Nurture Timelines
- $oldsymbol{Y}$ Vary the sources to keep your pipeline full
- **▼** Get as AUTOMATED as possible
- Time-block each lead source on the Calendar-- DAILY
- **M** Be prepared with scripts & follow up plans
- Mave plenty of materials, postage, etc., to ensure daily activities
- **Budget your expenses (Sweat or Debt Equity)**
- **ONDITION OF THE PROPERTY OF T**
- Create Marketing that can be used on multiple Lead Gen Sources



FUNNELS/ NURTURES



RESULTS 三二二

103 LISTINGS TAKEN TOTAL when all CLOSE

\$29,016,000 VOLUME \$870,480 GCI





WIN

- YOU KNOW what to do, you just need to EXECUTE.
- Follow up, Follow up, Follow up!
- Diversify listing lead sources (Expireds, PC/SOI, NOO)
- Do enough BEFORE you get to the 'kitchen table' so they've already decided to work with you.
- Never for second doubt your can do it.
- KNOW YOUR NUMBERS at ALL the time.
- Set a goal and work until it's reached, then STOP.
- It's not about the price point...it's about the NUMBERS.
- All lead pillars can be used at all price points.
- Grow when you need to GROW (add agents, VAs, staff, etc.). Don't let the growth scare you from the growth.
- You are not creating anything new... you are just adapting it to your style and business. You already have the KNOWLEDGE.
- DISCIPLINE. DISCIPLINE. There will be a million reasons to FAIL...but find that ONE reason to WIN!



Celebrate every 'win' no matter how small.



Follow Sandee on Social



@SANDEEBPAYNE



