

TomFerry ROADMAP

Tag Tom on your social posts





@Ferryintl

#FerryIntl #TomFerry





2023 Year in Review

213 Flights

84,300 Agents Trained

12,775 Blueberries 🚳

20,200 Zoom Minutes **9**

216,000 Coaching sessions

6,480,00 Minutes coaching

19,451 Listing Appts (12 wks)

\$79.2 Billion in Volume ✓

I celebrated 2 decades in business & 30 years of marriage with my wife Kathy



Thank You to Our Sponsors







Thank your title partner!

P.S. They will get you the slides! But still take notes











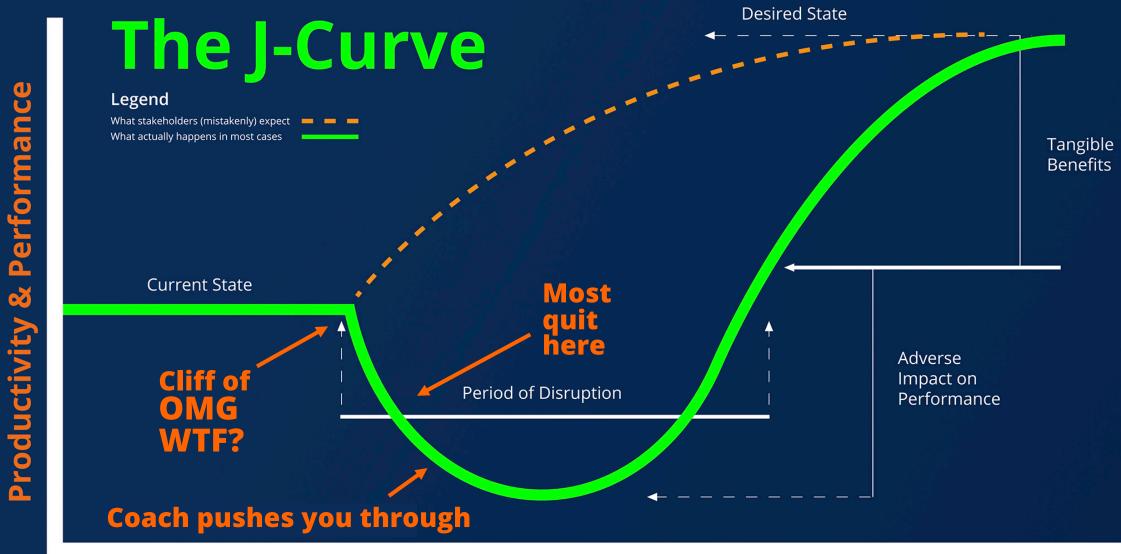




Do I struggle to follow through consistently?

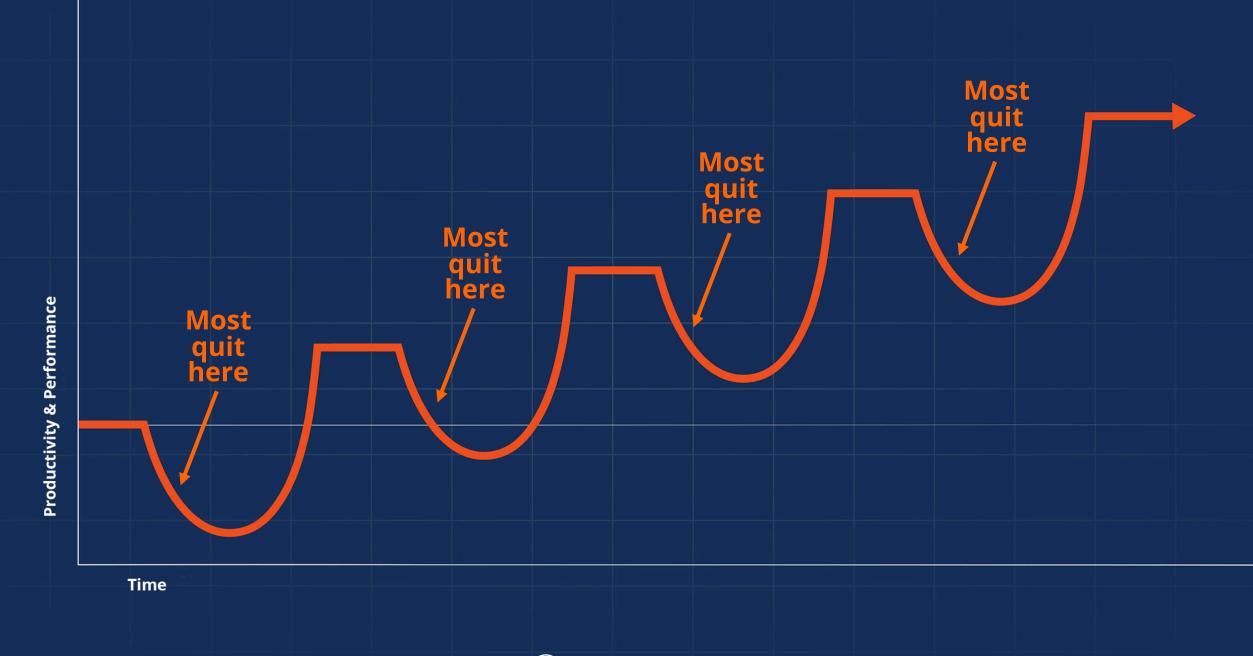
Q: Do I start & stop projects, marketing or prospecting?



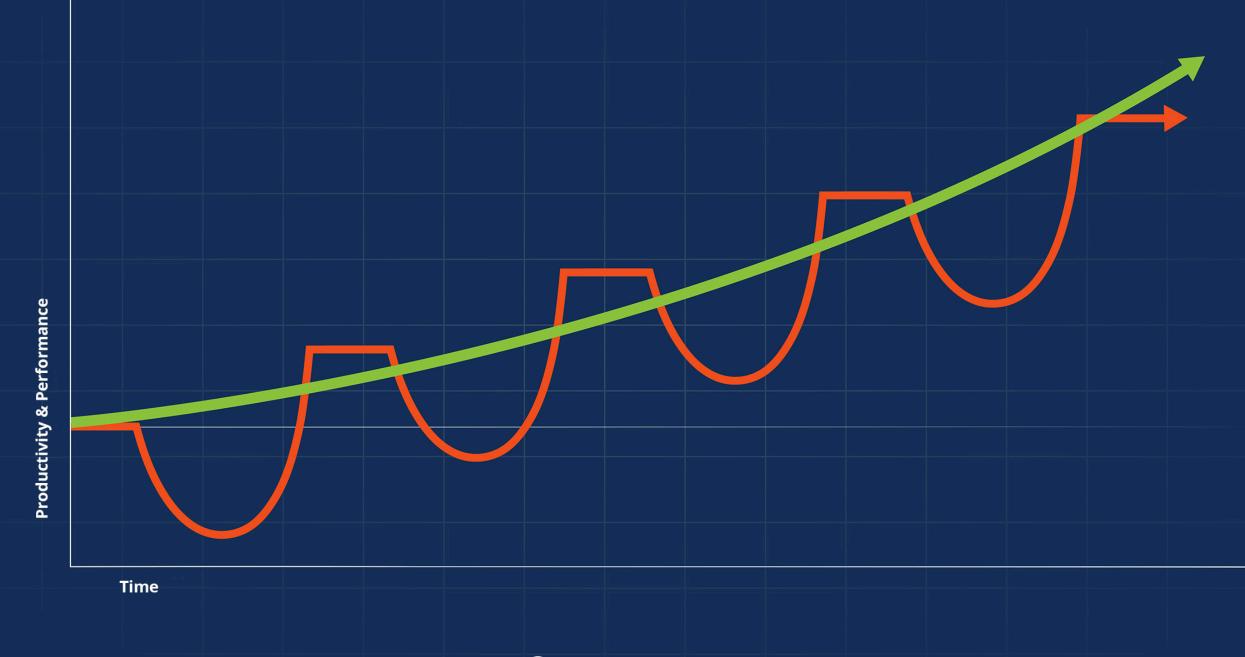


Time











Oo I believe I'm capable Q: of doing more business?

Q: How will 2024 be different?



Am I Interested? or Committed to my Success in 24?



"FOCUS!"



Outcomes:

- Attract & Win More ListingsTap into the Mega Trends
- Tap into the wega frends
- Learn from Local Top Agents
- The "Great Business" Framework
- Create certainty for 2024
- **Have Fun!**





Sandy PAYNE

Q HARKER HEIGHTS, TX



COMPASS

GCI 3 Years Total: 1.52M

Volume 3 Years Total: 41.8M

Units 3 Years Total: 193





Emily TERRELL

♀ SAN ANTONIO, TX➡ exp REALTY

GCI 3 Years Total: 951,000 Volume 3 Years Total: 43M Units 3 Years Total: 135





Jimmy MACKIN

CURAYTOR



How's the Market?





2024 KCM Forecast "THE YEAR OF 5"





- Mortgage rates will be in the 5's in the 2nd half
- 5.5 Million in Total Home Sales
- 5% Will Be the Approximate Home Price Appreciation Rate



Four Converging Forces Impacting 2024

- □ An election year [◎]
- □ 3 to 5 rate cuts
- Pent up demand
- Lack of inventory



How often and Where will I tell this story?

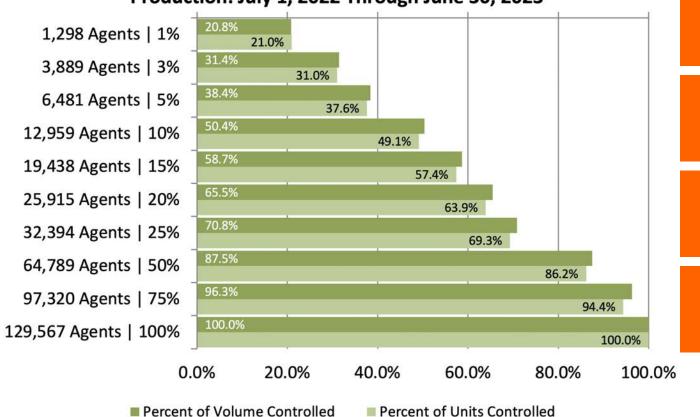


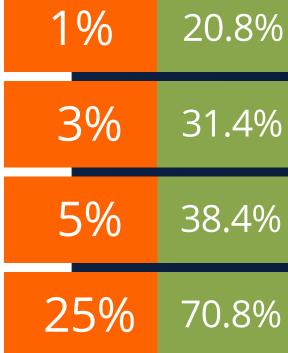
Here's the Challenge



5 Large MLS's by Listings Sold Data

Cumulative Percentile Share of Listings Closed Residential Volume and Units Controlled by Producing Member Agents of Selected US MLS Systems Production: July 1, 2022 Through June 30, 2023









49% of agents sold either 1 home or none at all in the past year: CFA

Agent 'glut' means part-timers are now the majority, leading to 'widespread incompetence and pressure to maintain high commission rates,' according to the Consumer Federation of America



It's the Real Estate Hunger Games...







Interested

Committed?



The *market* belongs to those who *market*



All Great Businesses (agents) have five things in common...

- 1. A Great Brand!
- 2. A Great Product!
- 3. Great Marketing & Distribution!
- 4. Great People!
- 5. Great Operating System!



Mega Trend:

EWING BICANCI



Agents & Teams are getting lost in the

"SEA OF SAMENESS"

What will they do to standout?





My Brand Is

- My face, it's me
- My words, my stories
- My tone, how it makes people feel
- My reviews/reputation/track record
- My distribution where & how often
- The body of my work in all mediums
- It's what my clients say about you (W.O.M.A.N)





How are you Differentiating Yourself?



Answer this about your Brand...

"What am I FIRST in our market to do"

"We're the ONLY (x) to (y)"

"We are the most (x) in (city/community)"



Samples...

"We're the FIRST to offer a Guaranteed Sale"

"I'm the ONLY agent to Pay For Your Pre-Selling Home Improvement"

"We are the most REVIEWED Team in North
West Houston"





How else can I Differentiate Myrself?



Where am I Famous? What am I Amous? Known for?



PHIL GERDES

SOCIAL

MATT CURTIS

BILLBOARDS

SHANNON GILLETTE

TELEVISION

MAUREEN FOLAN

MAILERS

KRIS WEAVER

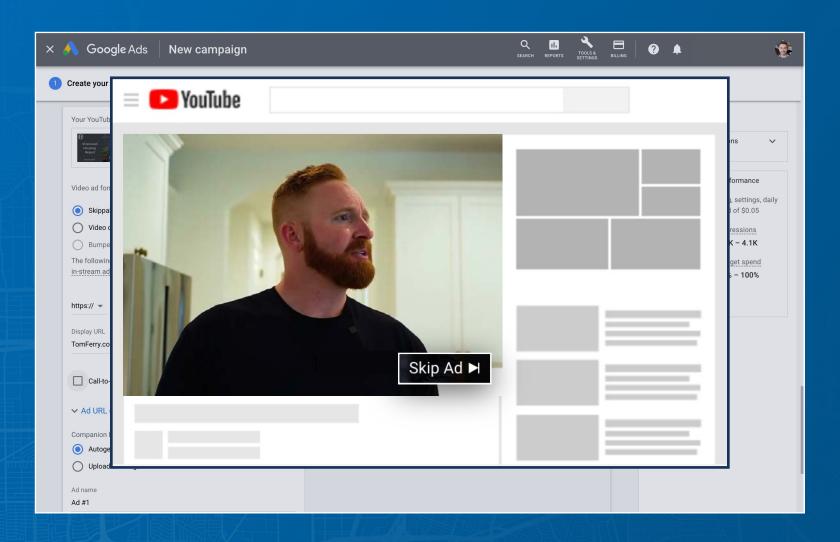
RADIO ADS



VIDEO



YouTube Commercials















Its the tale of the two









"Those without a BRAND, compete on PRICE."





What am I committed to regarding my Brand?



All Great Businesses (agents) have five things in common...

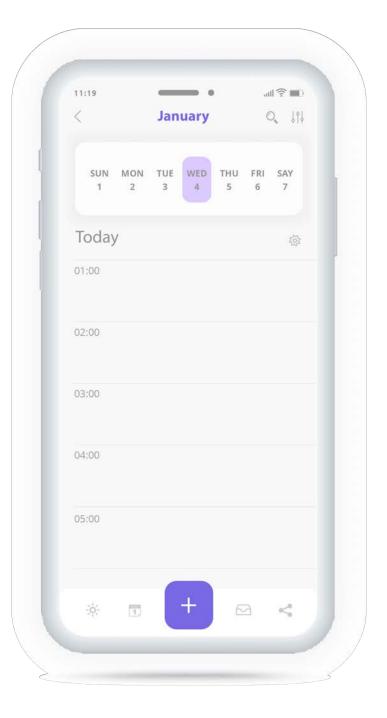
- 1. A Great Brand!
- 2. A Great Product!
 - Listings
 - Buyer Services
- 3. Great Marketing & Distribution!
- 4. Great People!
- 5. Great Operating System!





What if I (REALLY) Focused On Listing Attraction?

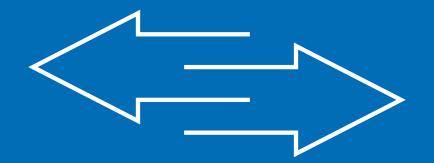




Q: HOW DO I DOUBLE MY

LISTING APPOINTMENTS?





1. What 2 Listing Lead Sources Should I Add?



Q: Where Am I Most Likely to Find Sellers?

- My Past Clients & Sphere
- Geographic Farming
- Holding Mega & Open Houses
- Doing Direct Mail "I have a buyer" with a QR code
- Arbitrage Sellers (Z, RDC, SOLD, HomeLight) sites
- Social Content that Generates Sellers

- Doing Niche Farming
- Circle Dialing / Door Knocking Around Recent Sales
- Agent-to-Agent Referrals
- Google Advertising PPC/GLSA
- Marketing to NOO / Investors
- Join Networking Groups
- FSBOs
- Expired Listings



6 Strategies to Experiment w/...

- 1. 70+ year old homeowners, in two story homes as a niche farm. Direct mail, handwritten notes, drop note cards, a fridge magnet, drop a professional CMA, with stories about the neighborhood. Become their agent.
- 2. List/buy under built lots, zoned for R2+ with an SFR Jim Allen
- 3. Expired listings (because of who you are in the market).
- 4. Seminars for home sellers Maureen Folan
- 5. Listing Airbnbs in market that have become saturated or the local legislation has changed.
- 6. Build your own professional network of service providers. Help them grow Amy Stockberger









What am I Listing Sources am I committed to add?



All Great Businesses (agents) have five things in common...

- 1. A Great Brand!
- 2. A Great Product!
- 3. Great Marketing & Distribution!
- 4. Great People!
- 5. Great Operating System!



1

Where did my business come from in 2023?

2

Where should I put my energy, concentration and dollars in marketing in 2024?



Here's what I'd love to see!

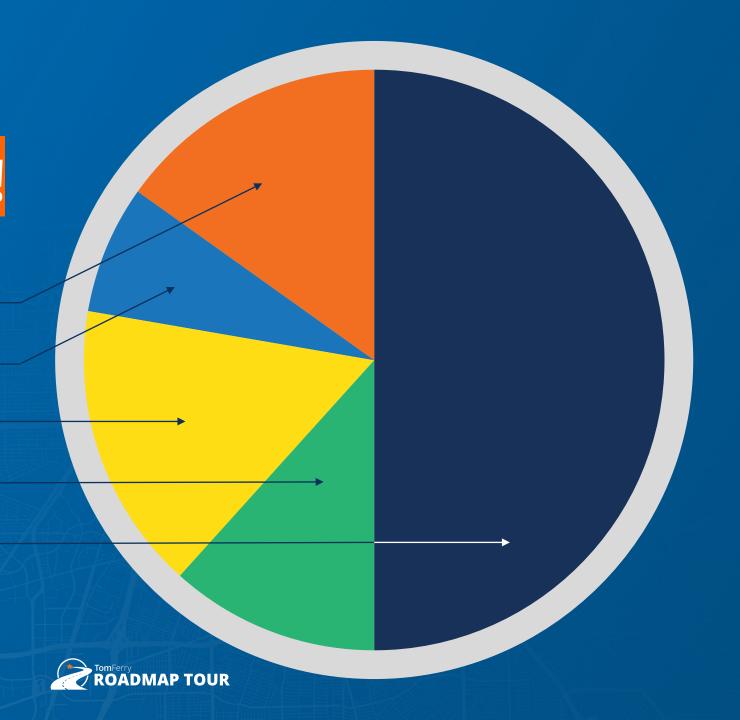
GEOGRAPHIC FARM

GOOGLE

PURCHASED ONLINE LEADS

OPEN HOUSE

REPEAT AND REFERRAL





2. The Repeat & Referral Machine





Q: How many <u>clients</u> & <u>sphere</u> vs prospects in my database?



How much Repeat & Referral Business Should I be doing? – The Formula

- 1. My total # of clients and Sphere (not including my prospects) = _____
- 2. 5% will buy/sell in 2024 = _____
- 3. 5% will Refer me Business in 2024 = _____
- 4. My Target for R&R Transactions = _____



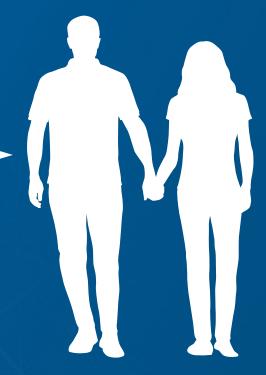


Homeowners ask about the market, But what they really want to know...

"Is my equity safe?"

"Appreciation or depreciation?"

& "How will this market effect my future plans?"





From Life **Events**

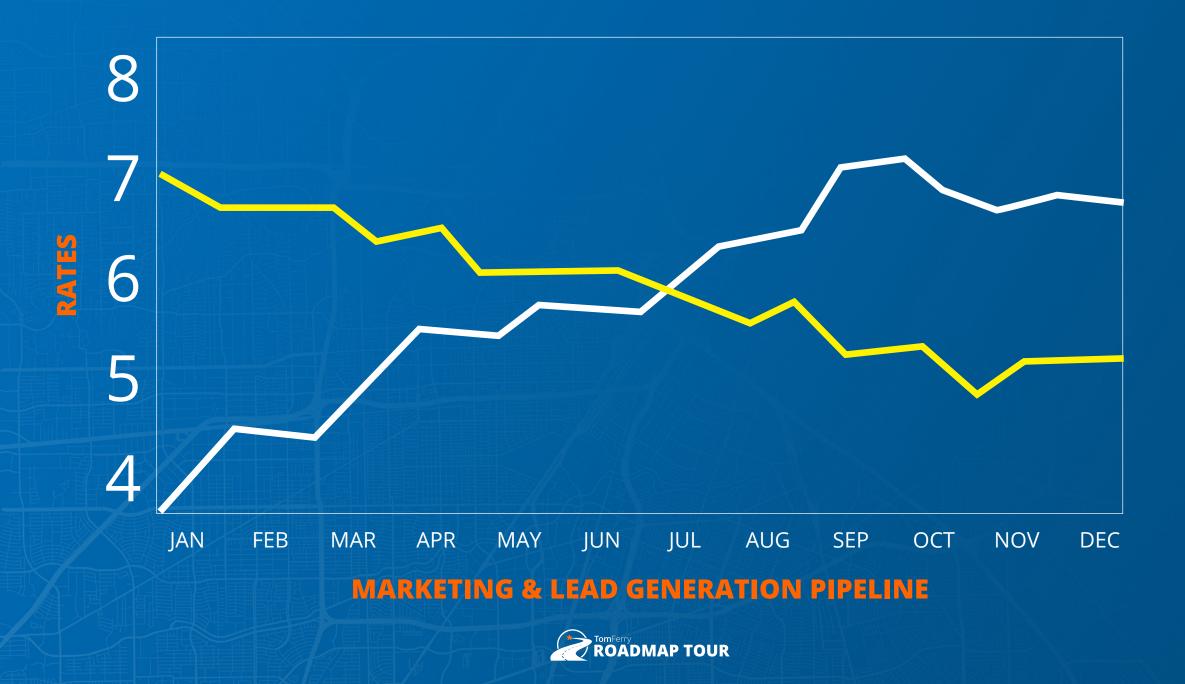






What if Front Loaded My Listing Attraction Marketing & Prospecting?







What would I have to change or adjust?



Want the easiest way to deliver value and elegantly discover who's considering making a move?





How Much Equity Did You Gain?



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How much equity did you gain in 2023?

I'm setting aside a few hours this week to put together home equity reports for my clients.

These reports are more comprehensive and accurate than what you'd get from an online tool.

Can I send you one for your home?

Let me know!

Happy New Year, Jimmy



Name Your Price



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Subject Line: Name your price

Hi Jimmy,

Could you finish this sentence for me?

"If I could sell my house for ______, I would list my home this fall. I can't wait to hear your answer ...



Would you sell before (X) date?



000

Subject Line: Before March 15th?

Hi (name), This may not be for you, but if I could sell you home for <u>7 to 10%</u> more than your Zillow zestimate, would you sell before Marc 15th?

If you're interested, lets connect,

Tom Ferry Your Agent



000

Subject Line: An offer you can't refuse?

Ask a Question That Starts the Conversation

If a buyer offered you more than 15% above your Zestimate, would you sell?





Direct Response Advertising





Subject Line: How much profit will you actually get if you sell your home?

Most people use tools like Zillow to find out how much their home is worth.

But here's something you might not know...

As a professional real estate agent, I can accurately calculate how much you will actually profit after a sale.

This is called a Net Sheet.

I offer this as a free value add for all my clients.

Would you like one for your home?









ChicagoAgent ONE



FidelityAgent ONE



LawyersAgent ONE



AlamoAgent ONE



AllegianceAgent ONE

PalmAgent

Real Estate's #1 Closing Cost App





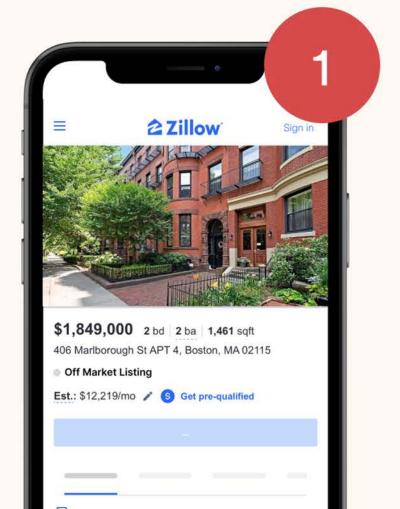


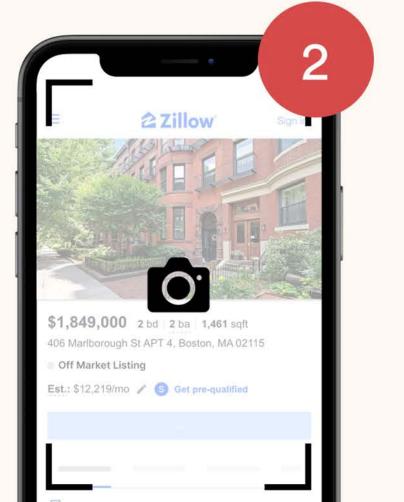
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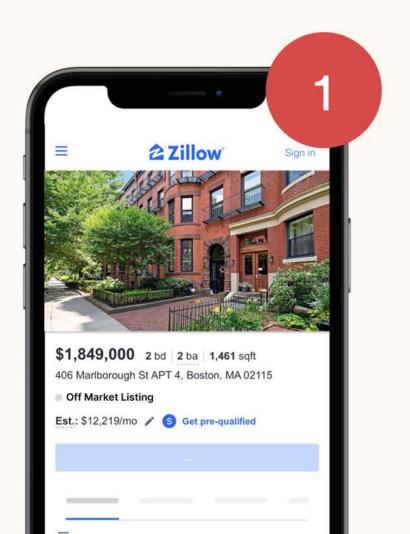


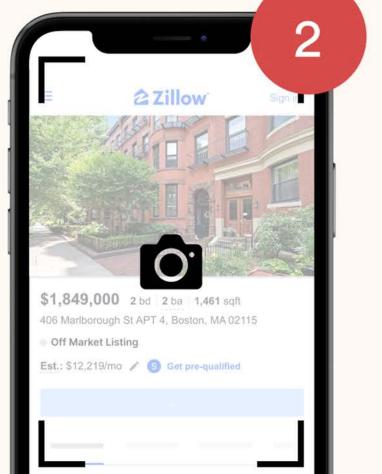












Hi Stephen, I was on Zillow earlier today looking for a few properties in your neighborhood, and I thought I'd check out your home's Zestimate. They estimate your home's value is \$1,849,000. I have my opinion, but I'd love to hear your thoughts. What do you think?

FROM SEPT TO DEC 2023

2,394 clients413,963 Z-Cma Text19,451 Listing Appts Scheduled

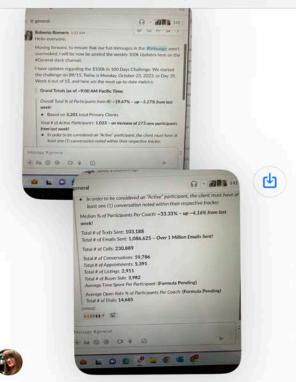
"You Know What's Working Right Now?"













While the restof the industry is complaining about inventory, inflation, and inventory - we've helped our clients generated nearly \$100,000,000 in commission since the launch the 100k in 100 days



Mhy ?





"Equity Update Poll"

Do you want an equity report for your home?



What Calculator Do You Use To Create the Equity Report?



Current Estimated Equity

\$650,000

Original Purchase Price	\$1,200,000
Estimated Current Value	\$1,600,000
Current Equity	\$650,000
Appreciation	\$400,000
Down Payment	\$120,000
Principal Paid	\$130,000
Current Equity	\$650,000

*All scenarios shown are estimates only. Please obtain the final numbers prior to closing.



Lori Spence Spence Realty #1 Agent in The Valley! 312-413-8247 lori@spencerealty.com 2331 Magnolia Drive Los Angeles, California 90021









Dallas



ChicagoAgent ONE



FidelityAgent ONE



LawyersAgent ONE



AlamoAgent ONE



AllegianceAgent ONE

PalmAgent

Real Estate's #1 Closing Cost App





Whoever is closest to the client WINS



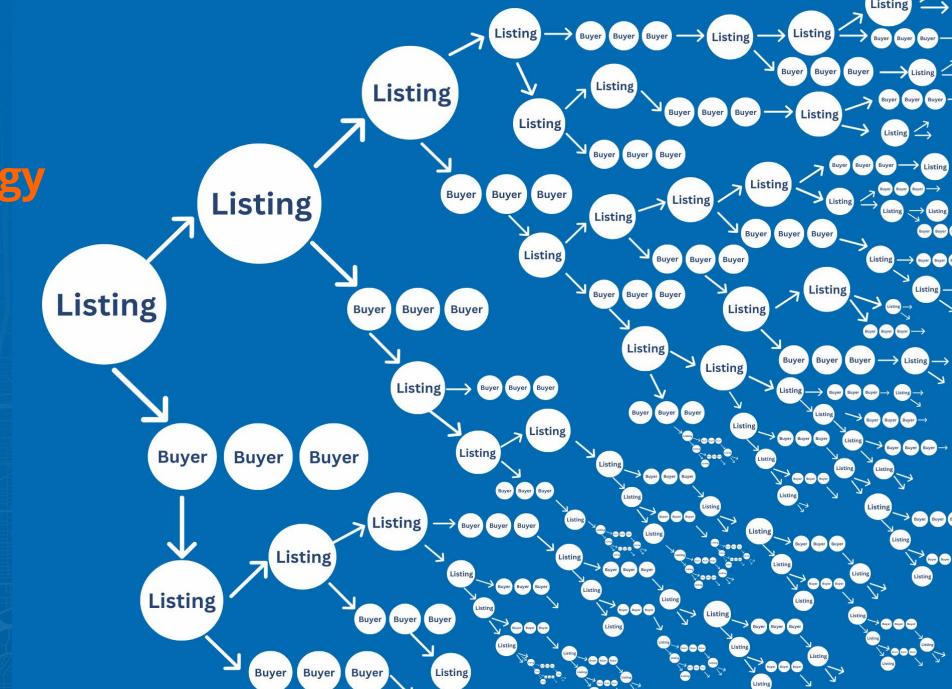




3. How to Turn 1 into 2 or More Listings?



The Viral Listing Strategy





How do I turn one into 2 listings?

- 1. Email your whole data base before your next listing appointment "I'm not sure if this is for you..."
- 2. Build an LP with all the details of the listing, with an easy CTA.
- Throw a Mega Neighbors only Open House!
- 4. Mail a "first time on the market in (x) years" mailer
- 5. If the properties "HOT" host a 24-hour open house!
- 6. Do FB/Instagram Polls: DM for details
 - A. "Would you live in this home?" (yes, no, wait, is this for sale?)
 - B. "How many buyers will write an offer on this home?"
 - C. "Guess what this sold for?"



Listings



000

Subject Line: : I'm about to go meet a potential seller..

I can't share too much yet, but I'm about to meet up with a potential seller who's thinking about listing their home.

What I can tell you is that homes like this typically sell above ask in just a few days If you already know that you'll want the details, reply with "VIP."

I'll add you to my VIP list, and send you more information as soon as I can.



Tell them what happens next



How do I turn one into 2 listings?

- 7. Mail a "How we did it" (aka a just sold mailer) with a QR code.
- 8. Invite all neighbors to your next "Home Selling seminar".
- 9. A letter (hand addressed and hand stamped) magic buyer letter.
 We have more buyers and no inventory.
- 10. Circle dial around recent listings sold. "Did you hear about your neighbor?" (So Much Opportunity here! Ask your title partner)
- 11. Social/display ads. YouTube ads about the story of selling the home
- 12. Call every FSBO/Expired near by "Did you see what happened to 1272 Banana street?"





HOME PREPARATION & MARKETING

WITH THE ROBERT MACK GROUP CASE STUDY - 3239 NEBRASKA PLACE, COSTA MESA

KELLERWILLIAMS.

WEEK

» Handy Man

- » Design/Staging
- » Paint Interior & Exterior

CONTRACTOR PROPOSALS

» Flooring Quotes

WEEK

SELLER PREPARATION

- » Remove Furniture
- » Interior Painted Light & Bright
- » Minor Repairs Made
- » New Flooring
- » Exterior Paint

WEEK

DESIGN PROJECT

- » Staged to show like model home » Professional photography
- » High quality photos + 3D renderings and drone shots

WEEK

ON MARKET

- » Custom 4 page color flyer » Custom website & targeted/
- paid Instagram and Facebook social media marketing
- » Aggressive pricing strategy to maximize home exposure
- » Private, socially distant and safe showings

THE RESULT OF SUPERIOR MARKETING

40 private showings in 5 days

Over 5,000 views on Zillow. Realtor.com and Redfin

Redfin designated "HOT HOME"

Multiple offers received

Sold in 11 days for \$86,200 above asking

Listed \$998,800

Sold \$1,075,000 (Record Price)

Sellers' Testimonial

From the moment we met Robert, we knew he was the right realtor for us. He made us feel comfortable from the very beginning and answered all of our many questions. We were a little hesitant at the beginning that we were even ready to sell our home, but Robert was patient with us. He laid out a timeline for us explaining the process step-by-step. He introduced Kristy into the process who kept everything organized and kept us on task. They recommended and coordinated a handyman, a stager, advertising, etc. He talked pricing strategies and timing with us. The transformation of our home was incredible! We had our first showing on a Friday and had an offer on Monday way over our asking price. On top of it all, escrow will be closing a whole week earlier than we expected. We can't say enough about how pleased we are with Robert and Kristy. We would highly recommend them to anyone looking to sell their home. Greg and Robyn, Sellers

The Robert Mack Group | 949.209.7309

LEARN THE TRUE VALUE OF YOUR HOME FOR FREE www.RobertMackGroup.com

Let ROBERT and his team help you with your next BIG lifestyle change...



KELLER WILLIAMS REALTY 4010 BARRANCA PKWY, #100 IRVINE, CA 92604



www.zillow.com/profile/robertmackgroup - see what our clients are saying



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Multiple offers did not get accepted and buyers are desperate to live in your neighborhood. If you are thinking about selling, NOW is the time!

Please contact Robert at 949.209.7309 to have a free consultation with no obligation.





AFTER



AFTER







AFTER





AFTER



A HOME IS WORTH WHAT A BUYER IS WILLING TO PAY FOR IT.

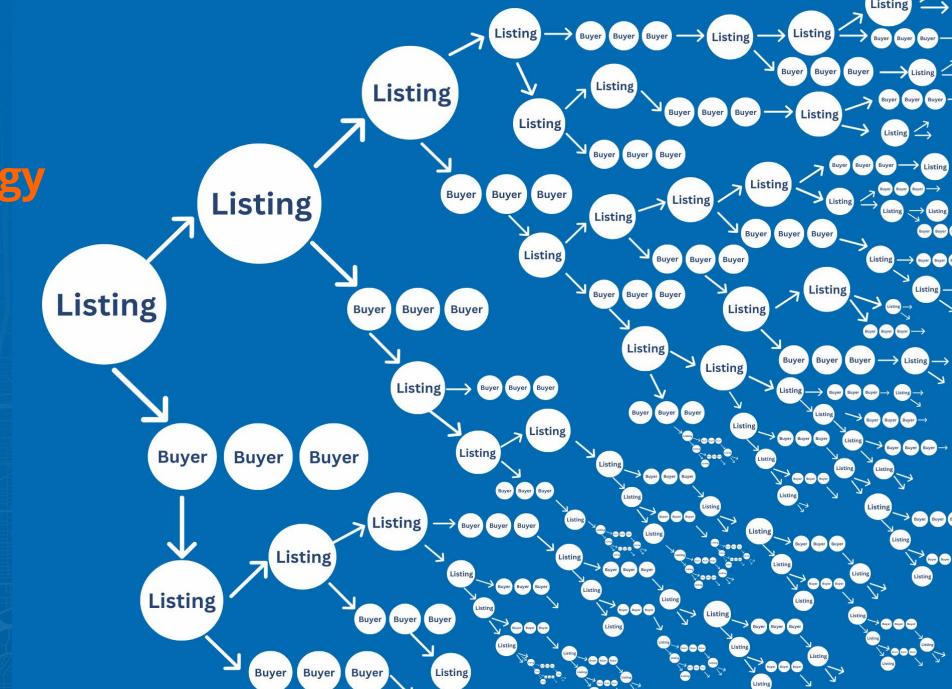
THE WRONG AGENT AND THE WRONG STRATEGY WILL COST YOU THOUSANDS OF DOLLARS. Call the Robert Mack Group if you're interested in selling while the market is still in your favor! Who you work with matters!

www.RobertMackGroup.com





The Viral Listing Strategy







What am I committed to do with my next listing?



Interested

Committed?



Your mind must be stronger than your feelings.

— Tim Grover







All salespeople and entrepreneurs only experience 2 emotions. Euphoria & Terror!





Dee MARTIN



RE/MAX ALIGHT

GCI 3 Years Total: 2.58M Volume 3 Years Total: 92.9M

Units 3 Years Total: 336





Emily TERRELL

♀ SAN ANTONIO, TX➡ exp REALTY

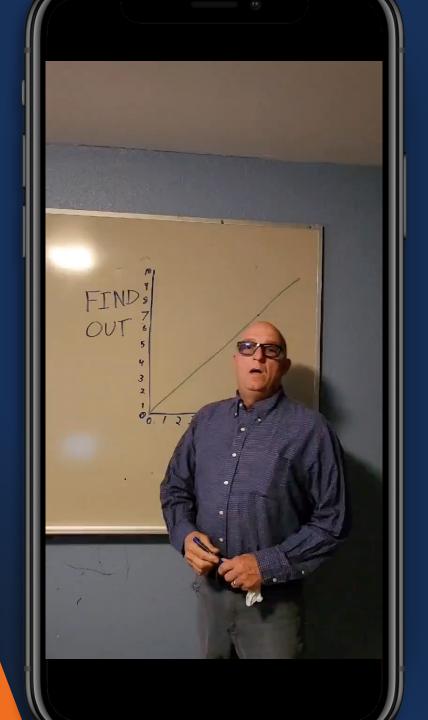
GCI 3 Years Total: 951,000 Volume 3 Years Total: 43M Units 3 Years Total: 135



The biggest risk is NOT taking any risk. In a world that's changing quickly, the only strategy that's guaranteed to fail is NOT taking risks.

(Mark Zuckerberg)





TFTomFerry

How to Find Out What Works?





RELYING ON MOTIVATION











WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

RELYING ON DISCIPLINE











WEEK 1

WEEK 2

WEEK 3

WEEK 4

WEEK 5

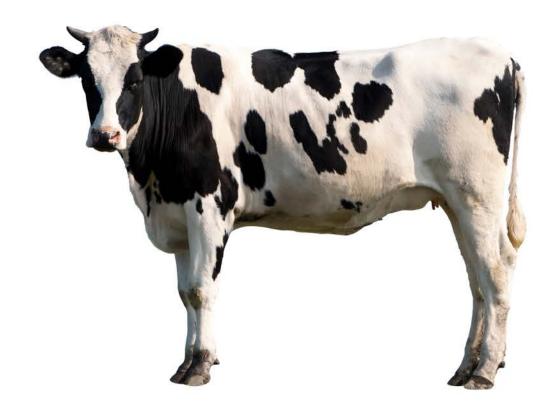


"FOCUS!"



What's the difference between a bison & a cow?















What am I committed to?







I only have one request...



What's your experience with coaching?



Do I struggle to follow through consistently?

How often do I start and stop projects /prospecting?

We surveyed 374 new members who joined us in Nov & Dec 2023

"WHY DID YOU JOIN US?"



- 1. Business Growth and Development: Many individuals expressed their need for coaching to enhance their business growth, scale their operations, and reach specific financial goals, such as achieving \$1 million in GCI per year or building a \$100 to \$350 million dollar business.
- 2. Skill Enhancement: Some signed up for coaching to develop specific skills, such as organizational structure, time management, social media presence, video skills, and leadership abilities. Others sought to learn better systems for more effective team management.
- 3. Stagnation and Need for Progress: A number of individuals were feeling stagnant in their career or business and viewed coaching as a way to initiate progress and breakthrough. Some felt they were not achieving what they were capable of and desired more.
- 4. Guidance and Mentorship: Many saw value in having a mentor to provide guidance, hold them accountable, and help them navigate their journey. This includes both newcomers to the industry seeking to start on the right foot, and experienced professionals looking for ways to rejuvenate their business.



- 5. Motivation and Self-Belief: Several individuals signed up for coaching as they were highly motivated and believed in their capacity to achieve more. They see coaching as a tool to help them meet or exceed their high ambitions.
- 6. Overcoming Challenges: Some individuals signed up for coaching due to specific challenges they were facing, such as a change of career, need to support family, feeling lost, and complacency. Coaching is seen as a means to overcome these challenges.
- 7. Peer Influence and Reputation of the Program: Some signed up for the coaching program because they knew of others who had gone through it or because they had heard of its reputation.
- 8. Confidence Building: Some individuals saw coaching as a means to gain confidence and become top agents in their respective markets.



Q: of doing more business?

Q: How do I go to the next level?



TomFerry | 8 LEVELS of PERFORMANCE





To Clarify

ELITE COACHING

- Weekly sessions w/ guide/coach
- Live trainings every week
- Hundreds of hours of trainings, specialty workshops in illum
- Agent to Agent Referrals
- Annual Elite Retreat + free tickets to all public events

CORE COACHING

- 2 monthly sessions w/ guide/coach
- Live trainings every week
- Hundreds of hours of trainings, specialty workshops in illūm
- Agent to Agent Referrals
- Event discounts

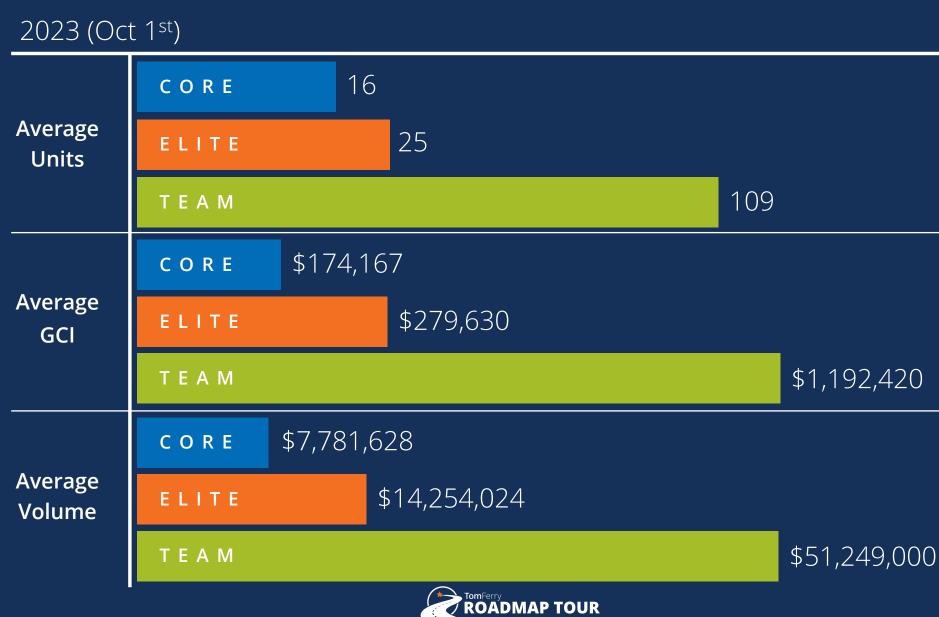


TOTAL GCI 1993 TO 2023

→ Total GCI



CORE COACHING ELITE COACHING TEAM GROWTH COACHING



What can I expect...

- Expert guidance
- Refine my VISION
- Develop or refine my Marketing
- Help me build/Develop my Skills in
 - o Organization
 - Marketing
 - Sales
 - Delegation



And, what else?...

- Improve upon my SYSTEMS,
- Generate MORE LISTINGS
- Hold you accountable and KEEP YOU ON TRACK!
- Connect me with a GUIDE/COACH to help tie it all together and hold myself & the team accountable to the execution and results





























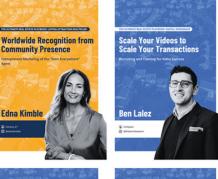














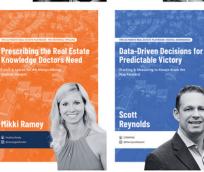
Chris Grant







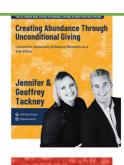












































WINNING MORE LISTINGS



Video

Geo-Farming on a Budget: Facebook Ads

Frica Wolfe

8 LEVELS OF PERFORMANCE 2

ONLINE PRESENCE

IDX Website Strategy

Bob McCranie





Video

Geo-farming 101: How to Choose a Farm



Video

Q2 2021 BluePrint - Highlight Video Tom Ferry



Video

13:41

Video Message Your Way to Landing **Expired Listings**

rl Phillips

EVELS OF 1 2

Thousands of hours of specific, actionable trainings



Tom Ferry

Your Social Media Marketing Strategy

Video

Why You Need to Schedule Your Social Media

Tom Ferry



Video

Your Strategy for Zillow, Realtor.com and Trulia

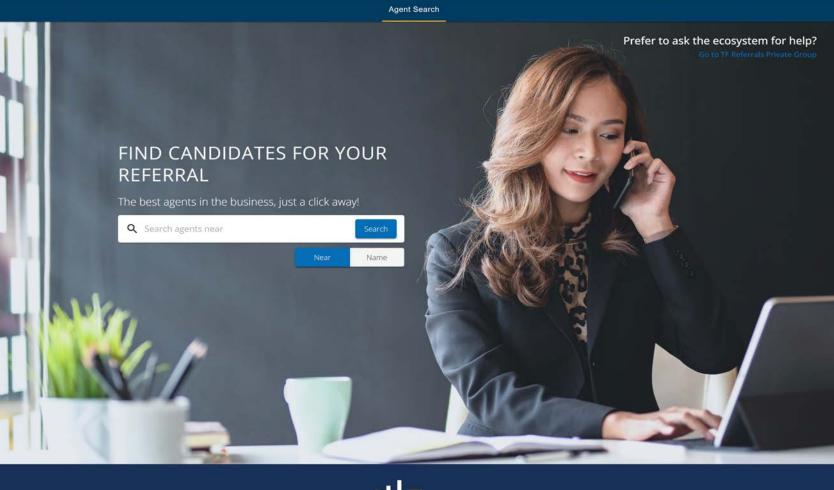
Tom Ferry





Agent to Agent Referral Network

"Are people moving to Texas?"



illūm

About Tom Ferry Bio About Us Our Mission

Contact Us

My Business Tracking Team

Action Items **Business Plan** Coaching 1x1 Coaching Dashboard Coaching Calendar

History

Programs

Partners Advantage

Training Home File Resource Library OnDemand Video Library Roleplays

Agent Search

Store



Trish Gore - Scottsdale





The next step, selecting the right program!



TomFerry | 8 LEVELS of PERFORMANCE





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- Event discounts





INDIVIDUAL AGENT COACHING:

ELITE



MY SPECIAL:

7X ROI Guarantee - Earn an additional \$101,416 over the next 12 months or your money back!*

Plus 50% off your first month, activation fee waived, access to Ultimate Real Estate Playbooks, and the \$100k in 100 Days Playbook.

#1 COACH

In Real Estate Training

10 Consecutive Years



The next step: Selecting your coach



Tell Us About You + Your Business







Jacque Hill

BHHS GA Properties 770-639-0665





Options...



Interested

Committed?





INDIVIDUAL AGENT COACHING:

ELITE



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Questions?



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Questions?





Jimmy MACKIN

LISTING ATTRACTION







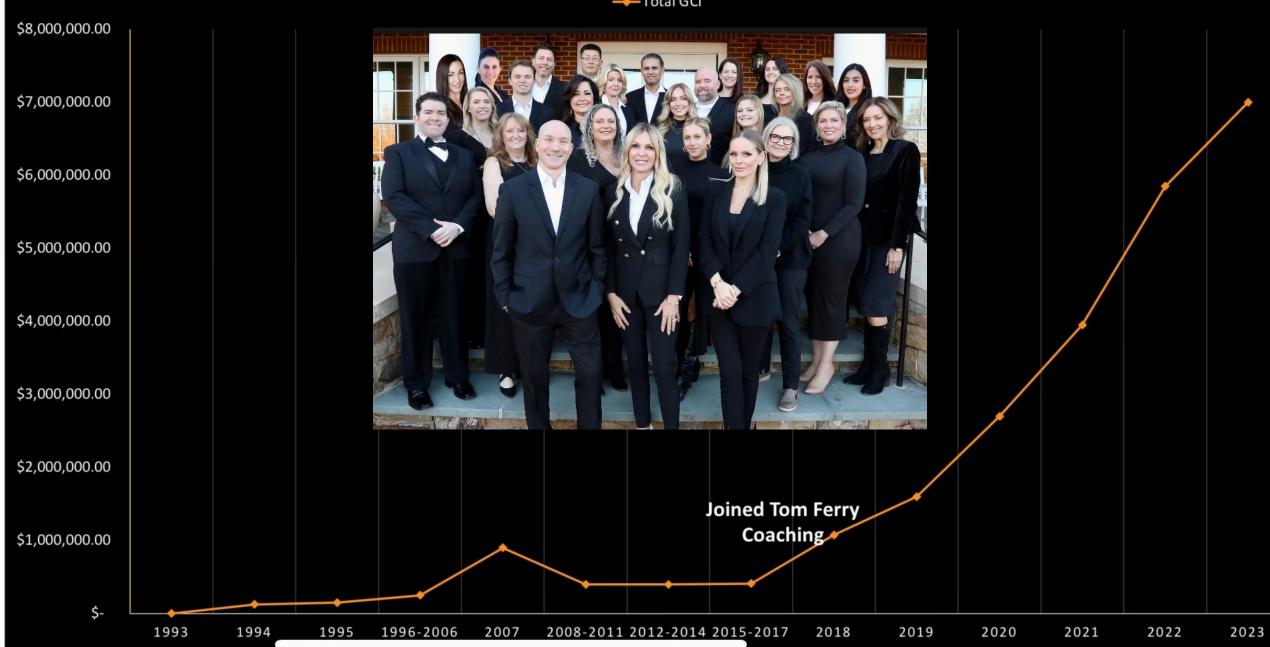


Questions?



TOTAL GCI 1993 TO 2023

→ Total GCI



"Weak People Believe in Luck."

Strong People Believe in Cause and Effect."





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Where and how do clients see you the most?





Content Strategy for social & video.



How to "win" the KNOW, LIKE, TRUST battle!



Share the Real "Me"

Let followers see your <u>True Self:</u>
Family, Travels, Hobbies,
Passion-Projects, Charities, Humor, etc.

"People like people who are just like..."

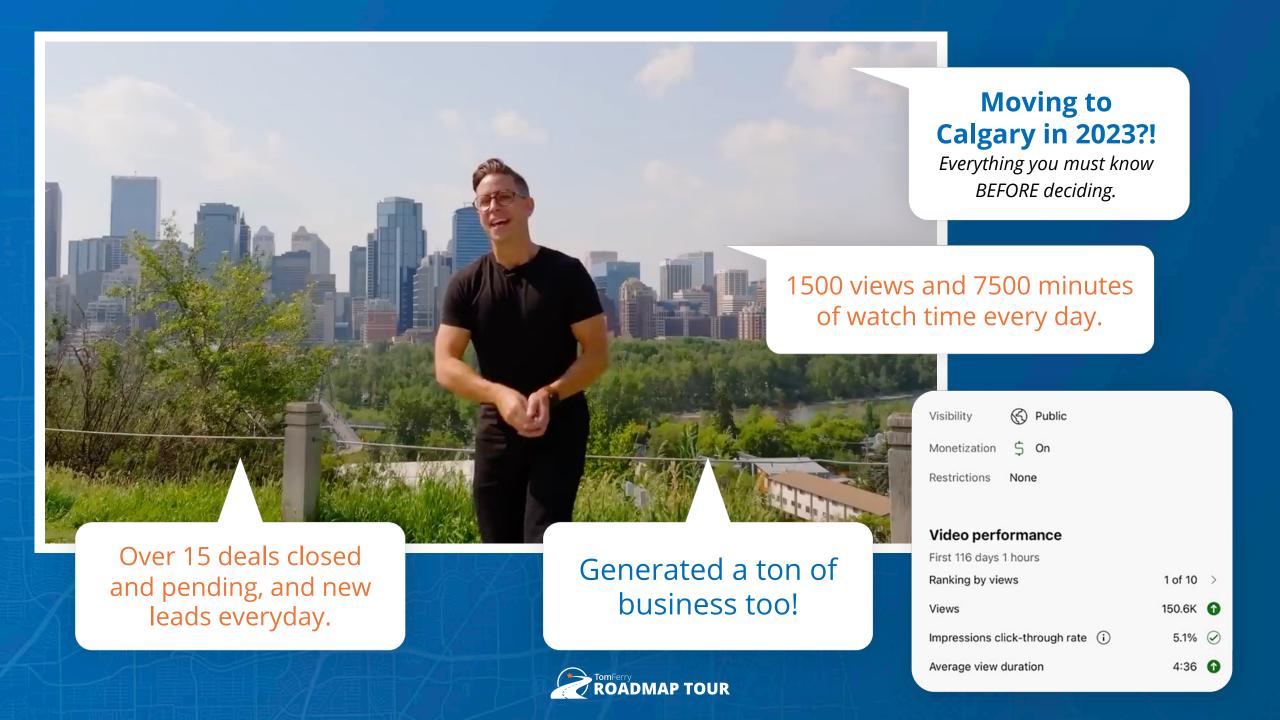


Hyper Local

Be the go-to resource for all-things, your market: community amenities, local happenings, city projects, lifestyle, etc.

— Video First & Email —









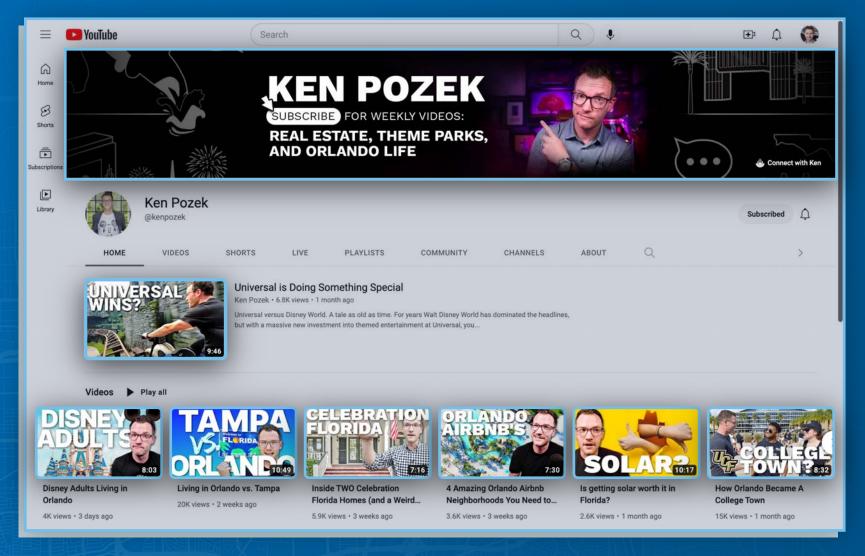
The Knowledge Broker

Consumers hire experts. Share <u>concise</u>, <u>educational content</u> to help followers who may be in-market to buy, sell, or invest.

- Video + Email + Social -

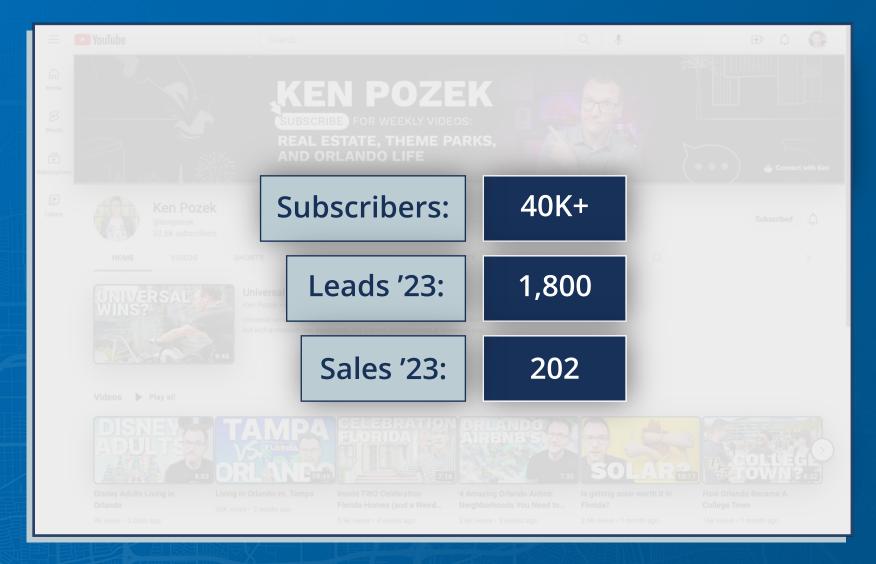


YOUTUBE ROCKSTAR





YOUTUBE ROCKSTAR





The Model 33 videos, you should shoot in the next 33 weeks

- 1. Neighborhood Beat: on-foot, on-the-road, and aerial tours
- 2. Park Views: pros/cons, features, best times to visit, etc.
- 3. Small Biz Spotlights
- 4. Local schools, at-a-glance
- 5. (City Name): 3 ____ even Google doesn't know!
- 6. 5 ____ Zillow doesn't know about #HomeValues in (City)
- 7. Moving to (City): top 5 feeder cities of people relocating to (City)
- 8. (City) COVID Home Trends (for Buyers, Sellers, Renters, and Investors).
- 9. 5 Ways to Create a Stellar Home Office in (City)—(On a Budget)
- 10. (City) Home Schooling Nips for Working Parents (An Interview w/ a Teacher or 4)
- 11. How Many Times Should You Refi Your Home Loan in (City) [2021 edition]
- 12. How We Help Buyers Purchase Their #DreamHome in (City)
- 13. 4 Biggest Mistakes (e.g. "Million-Dollar Buyers," "First-Time Home Buyers," "Military Buyers,"
- "Relocation Buyers," et al.) Make in (City)... And How to Avoid Them!
- 14. How to Sell Your Home (For Top Dollar) AND ONLY MOVE ONCE!!!
- 15. 6 Ways to (Inexpensively) Improve Your Home to Sell at top dollar!
- 16. To stage your home for sale or not: the pros and cons!
- 17. How to prepare a (city) home for sale?—step-by-step
- 18. What's (e.g. "title insurance," "a home inspection," "an appraisal," et al.) AND why it matters?
- 19. How to select your 2nd real estate agent to sell your home? (we hired an outside firm to survey
- 29 home sellers who failed to sell their home and what they looked for the second time)?
- 20. The differences between banks and mortgage companies?

- 21. How many people does it take (and close) a home Sale?—play-by-play
- 22a. How to sell your home and leave the stress behind
- 22b. Why most real Estate agents unknowingly (and the whole industry) stress-Out their Clients!?
- 22c. Why you should Take these (#) steps prior to going On-market to ensure your home is "sale ready"
- 23. Why Zillow (Instant Offers) Didn't Buy my house?
- 24. 5 (Best) Options to Sell Your (City) Home (in 2021).
- 25. 6 Questions to Answer Before Renovating a Kitchen (or Bathroom)?
- 26. Top 5 Most Affordable (City) Communities
- 27. What It's Really Like Moving to (City)
- 28. Finding Off-Market Listings to Purchase in (City)
- 29. Fastest Appreciating Neighborhoods in (City)
- 30. (City's) Top Splash Pads (and When to Go!)
- 31. Top10 Tourist Stops in (City)
- 32. 3 (City) Home Kitchen Renovations that'll Make You Salivate! (Ideas and 2021 Trends)
- 33. 4 (City) Backyard Transformation Ideas to That'll Increase your Home Value



How I use ChatGPT for video

- 1. Ask ChatGPT I want to film the most viral video topics that expert residential real estate advisors should cover in (city/state) to attract home sellers? Please give me up to 10 topics
- 2. Then ask it, "please write a 1-minute video script for each?"
- 3. Then ask, please convert it for a teleprompter.
- 4. Repeat for buyers.
- 5. Repeat for seniors.
- 6. Repeat for investors.



My "Home Everything" Team

Photo's & Video's introducing your "Home Everything" Team of Service Providers. Showing the true "Full Service" Experience you Provide!

Video interviews - Email/Social



Social Proof

Don't be afraid to showcase your successes (e.g. new listings, sales, accolades, testimonials). Make it a no-brainers to hire (or refer) you.

— Video + Email + Social —



Agent B-T-S

Take followers <u>behind-the-scenes</u> of your business: closings, showings, open houses, client events, team meetings, etc.

— Video + Email + Social —



Run Days TomFerry ROADMAP TOUR

Ideal Weekly Plan of Action

- 1. 2 posts per channel daily
 - If you want to grow, invest \$9.00 on one post daily in advertising to "dm you" vs visit your site or check your profile
- 2. More reels/short form video over anything else
- 3. Green screens on Insta/FB are "hot"
- 4. 5 to 10 "stories" a day on Insta/FB
- 5. 1 longer form video weekly
 - Having each one converted to text for blogs/LinkedIn and Facebook (re-written by ChatGPT)
 - And rip the audio for your new podcast 6





What am I committed to?



All Great Businesses (agents) have five things in common...

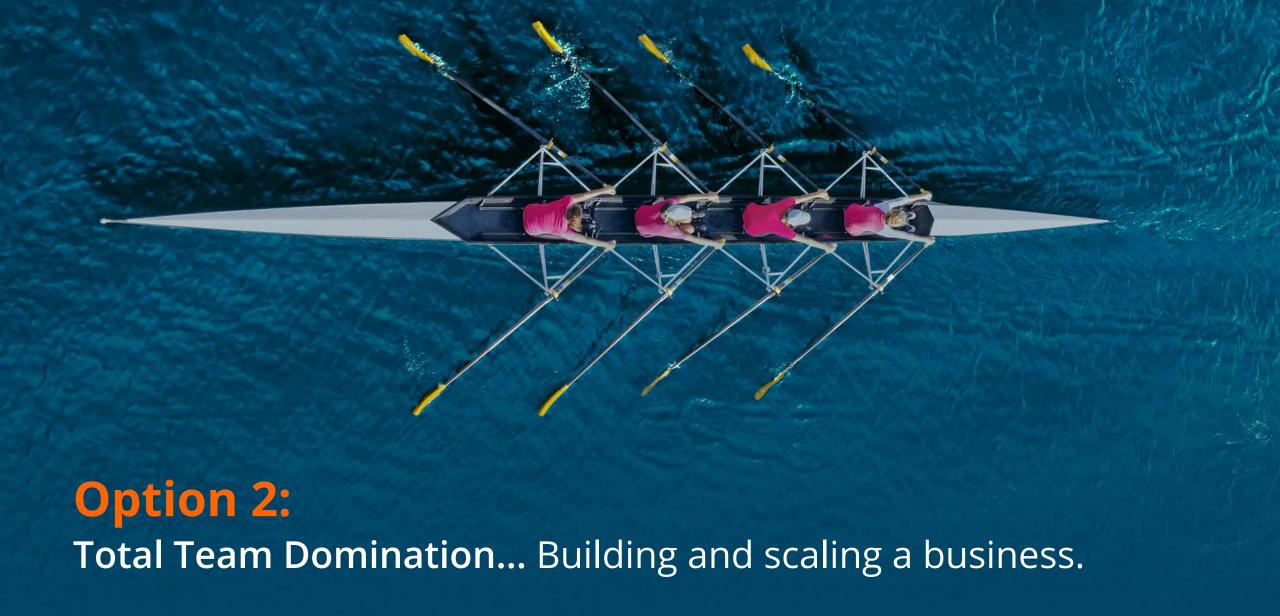
- 1. A Great Brand!
- 2. A Great Product!
- 3. Great Marketing & Distribution!
- 4. Great People!
- 5. Great Operating System!



Option 1:

The Artisan Agent... intentionally smaller, focused on fewer clients, delivering an exceptional experience, constrained by your design. The money is good. The client experience is over the top.









The top 250 teams averaged a 42% growth over the last 5 years whereas the top 250 individual agents went backwards on average













Jamie!



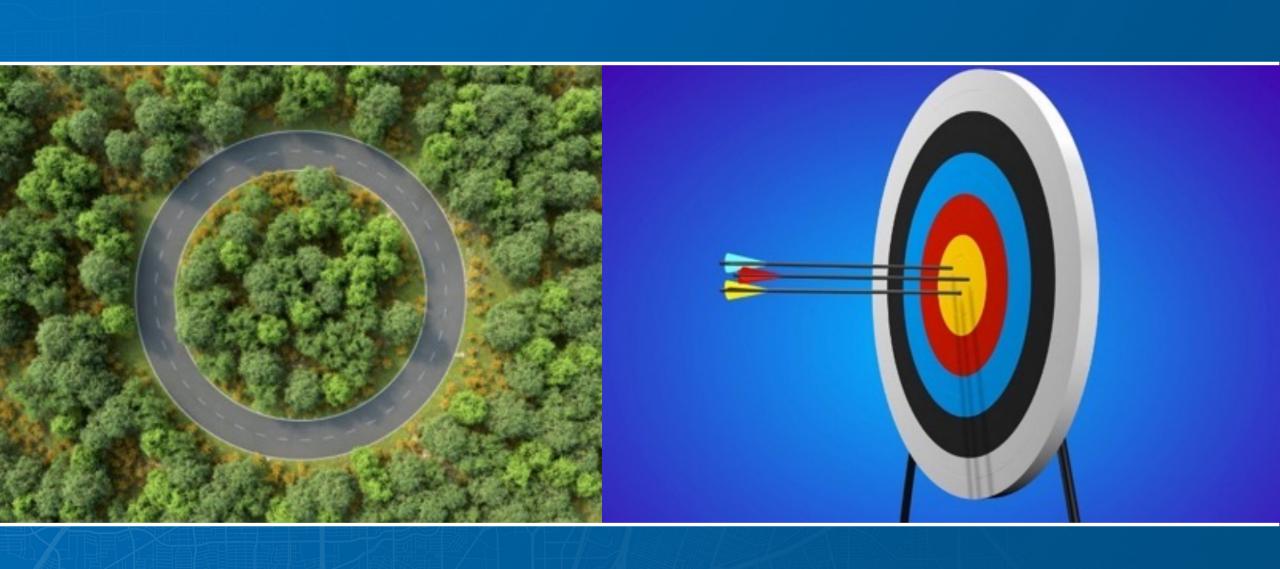
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How can we install more structure to the business?











What are My Top 3 Personal Goals for Q1/Q2?

Relationships?
Health?
Spirit?
Savings?
Contribution?





To dominate in 2024. No more than 3 - 5 PRIMARY BUSINESS GOALS PER QUARTER.

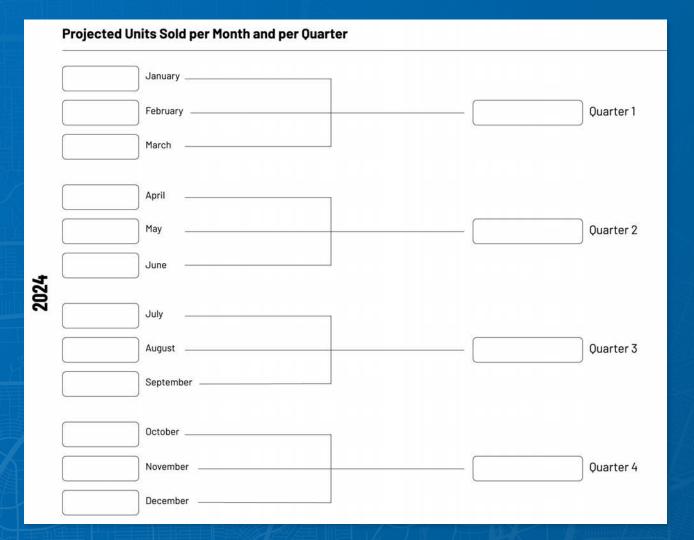
Sample Quarterly Goals

- 1. Your Business Results \$5mil in volume closed
 - Volume, Transactions Closed, GCI, <u>After Tax Profits</u>
- 2. Scaling Trust & Likeability Send 300 CMA's
 - Reach, Followers, Referrals, Inbounds, <u>Business</u>
 <u>Opportunities Generated</u>, Recognition
- 3. Goal for a Bold # of Appointments Go on 20 LA's
 - # of Initial Buyer Consultations
 - # of Listing Appointments



UNITS & GOALS BY QUARTER

With your goals now established, it's time to delve into the seasonality of your business







"Remember, if it's not in my schedule, it doesn't get done!"

10M







Design my day

- 1. A morning routine that fires you up! (capture on social)
 - Exercise
 - Mindset Gratitudes, Prayer, Learning, Check-ins
- 2. Office at the same time (Discipline)! (capture on social)
- 3. Business morning routine
 - Daily hot sheets (capture on social "Did you know?")
 - Role play
 - 5/5/4/2
- 4. Managing your business, transactions, marketing
 - (capture on social)
- 5. Going on appointments
 - (capture on social)





- 1. Weekly Dashboard Review/Commitments
- 2. Weekly Marketing Meeting
- 3. Weekly Sales Improvement Meeting
- 4. Weekly Coaching Session





The 3 most important checklists



Daily Checklist



Powerful morning routine

Market intelligence (daily hot sheets, showing time, interest rates)

(Team) huddle-up (what's our outcomes for today?)

(Team) role play *(objection)* handling & sell like Oprah

Hours of Power | Follow-ups (5/5/4) & post that I did it!

Meet with my TC/assistant & review all under contracts

Pending/Listing check-ins

2 social posts on all channels

Afternoon follow-ups

Go on (x) appointments daily



Weekly Checklist

- Film 1 to 2 shows
- Study competition
- Review my #'s (week, month, year)
- Coaching sessions
- Powerful skill development
- Team meeting
- Review projects (Do/Doing/Done)
- Project "do" time (working on my business)

- All seller's follow-up
- Manage / execute marketing plan
- Book (x) appointments
- List (y) homes
- Sell (z) homes
- Close (a) houses
- Preview properties for clients
- Virtual / open house / mega open house prep



Monthly Checklist



Be the CEO, review everything in my business!



Review plan to actuals (with my manager/coach)



Budget review (with my manager/coach)



Set aside (X%) for taxes



Set aside (Y%) for investment



Review next month / quarter marketing campaigns



Review the monthly results & action plans for next!



"We rarely rise to our goals.

We always fall back to our SYSTEMS, STRUCTURE & STANDARDS."





Create our dashboard & weekly review

No more than 16 #'s that determine the health of our business

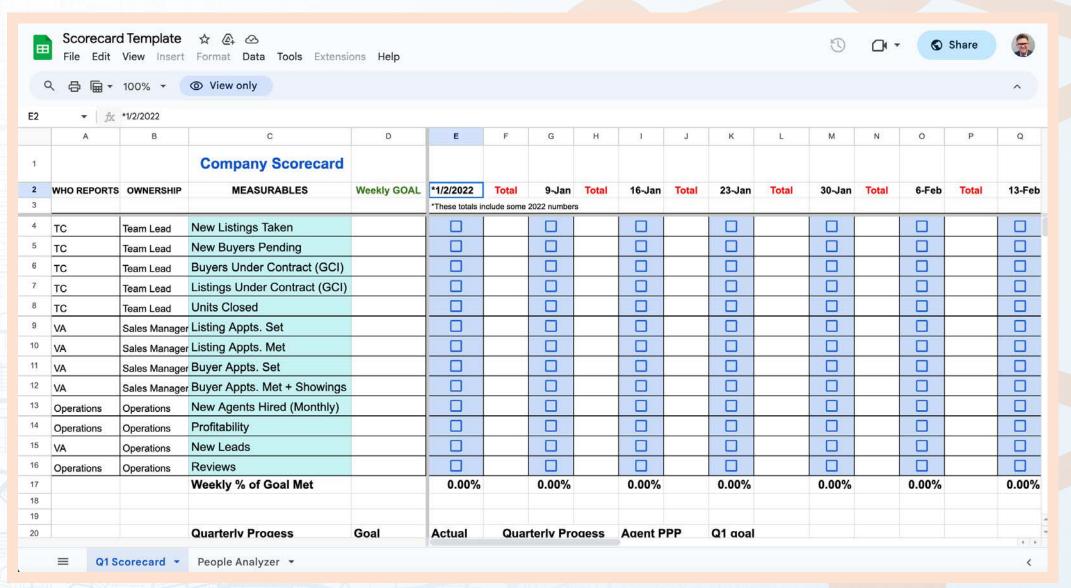


(sample) Re-Set Our Weekly Dashboard

- \$ Revenue =
- 2. Profit \$ + % =
- 3. Closed Volume =
- 4. Closed Sales =
- 5. Pending Revenue =
- 6. Pending Volume =
- 7. Pending Sales =
- 8. Active Listings =

- A. L. Volume =
- 10. Coming Soon/Volume =
- 11. New Leads Generated =
- 12. New Listing Appts =
- 13. LA Conversion % =
- 14. New Buyer Appts =
- 15. Buyer Appt Conv % =
- 16. New 4.8 **h** Reviews =







(sample) Re-Set Our Marketing Weekly Dashboard

- 1. Web Traffic = **1** or **□**
- 2. New Seller Leads =
 - SOI/Clients =
 - Mail =
 - Email =
 - Text =
 - Social =
 - Google =
- 3. New Buyer Leads =
- 4. Appts from marketing =
- 5. Speed to Contact =

- 6. Cost Per Appt =
- 7. # of contacts against marketing =
- 8. Email newsletter results =
 - Open rate =
 - Click Throughs =
 - Response rate to CTA =
- 9. Social results by channel =
- 10. Open House Traffic =
 - # of opens =
 - # of contacts added =
 - # of appts generated =

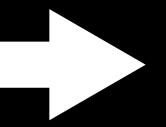


Make Data-Driven Vs. Emotiona. Decisions!

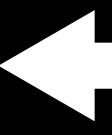


When we

MEASURE PERFORMANCE,



Performance Improves





Get It Up & Visual!



1 PROFITABILITY +35% - LIST 500 PROPERTIES - ADD 48 AGENTS

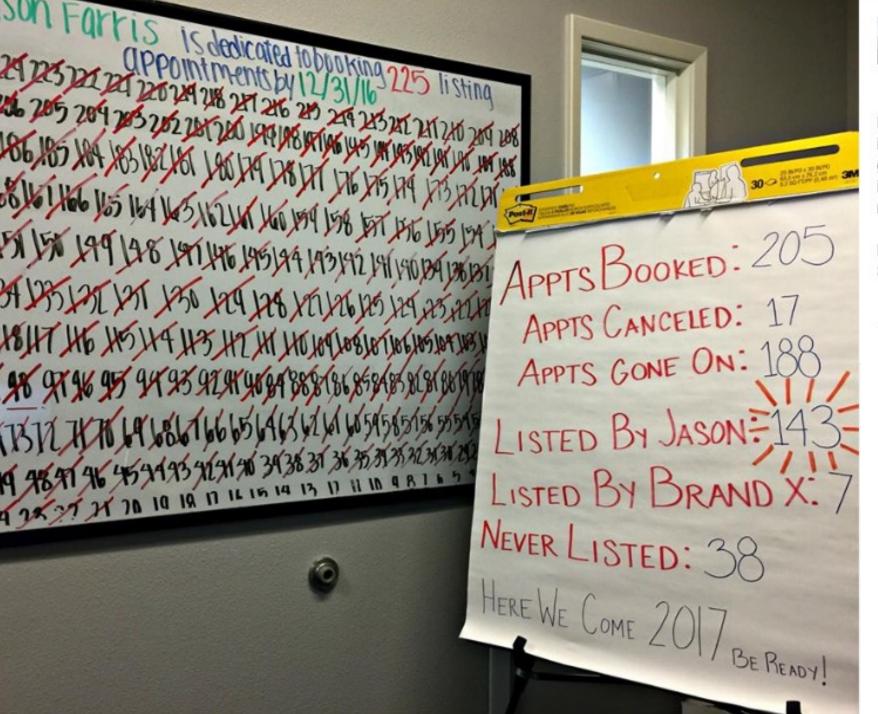
SALES	OPERATIONS	MARKETING	RECRUITING	FINANCE / LISTINGS
・401 Units, 170M Volume, ・介 Carversian by 5%	Scale for 10 new agents/month streamline training platform operationalize conversion	2 transactions for every listing 1 to conversion of database 50 closed deals from social media	+24 legacy agents	
Conversion Tracking System Trainval - Lessons Trainval - Video Eupport Lead Potation Management Mentor Trainving Establish Tles Visual for boilipen Tracking System Hive ISA Train ISA	Trainual - Orboardurg Trainual - New Agent Training Trainual - Exp Agent Training Trainual - All JMO Processes KPI Tracking System Campaigns for Zip codes Cognito Sold Com Google Voice Last Pass ISA System(c) Action Plan-Buyer Under Cantract Action Plan-Seiler Under Cantract	New Construction NE Lease Lyear Lease Lyear Fisho Recording Ethanis (24) Rouger Presentation You Tube Ads Google PPC VIDEO Listing Campaign Fournit Pown Professional affect Listing percentation Listing Community Pages Listing Community Pages	_ calls per day _ interviews per week Oil event	SIGN → CTE Tracking System petervals Legacy pod Leaders 20>6 Bridget List to Luse process refinement - Supra sign pick up client og live email - Slack until closing - Caption vault Listing Coordinator Hire



Congle Vace
Lact Dace
ISA System (s)
Action Plan-Selev Under Cantract
Agent Checklist | Tock Periodes
Coule Dial
Google Periodes
Coule Dial
Google Periodes
Coule Dial
Google Periodes
Coule Dial
Google Periodes
Coule Dial

Jamie McMartin







Follow · January 6 · III

I was asked to post my final numbers from my 2016 individual listing appointment goal board here in this group (previously posted in Elite group) - I hope it inspires you. I'm excited for the new year because now I truly know what is possible.

I am over flowing with gratitude! Big thanks to Steve, Tom and the entire TF community.

Like Comment



"FOCUS!"



What Systems Do Rockstars Use?



The Systems

- 1. CRM/ESP Boomtown or Follow up Boss
- 2. Your Branded Site Agent Image
- **ESP** BombBomb, MailChimp, A Weber, Convert Kit (2)
- Tracking the #'s Sisu, cte, excel, visual scoreboards in your office
- 5. Automating Social Socialsprout or Hootsuite (@KCM + Canva)
- Digital Lead Gen Realtor.com, Google (BP, PPC), FB, YouTube + Ref sites, Espresso Agent, HiFello, ListingLeads.com (Coming soon!)



The Systems

- Lead Nurture CRM/email + Ylopo, Structurely
- Tracking Marketing CallAction + Google Analytics
- Transaction Management Your brokerages + Transactly
- 10. Project Mngt Trello, Asana, Monday + Google Docs
- 11. Communication Slack
- 12. Financial Anderson Advisors!!!!!
- 13. Secret Weapons ChatGPT, LandGlide & @PalmAgent!



What am I Committed to?







Mega Trend:

Ai Everywhere



Would vou like mv8-month prediction?



"My personal Ai (think Jarvis) will not only prospect, follow up on time, set appointments, confirm them, draft offers, assist with negotiations, close transactions, and even send out your closing gifts.

THE FUTURE OF EFFICIENCY IS HERE!"



All Great Businesses (agents) have five things in common...

- 1. A Great Brand!
- 2. A Great Product!
 - Listings
 - Buyer Services
- 3. Great Marketing & Distribution!
- 4. Great People!
- 5. Great Operating System!







"Until every home in the world is exactly the same... there will always be a need for an agent to explain the HOME & IT'S STORY!"



"Smart agents & teams will begin marketing their "PROCESSES" that emphasize how to make buying "EASIER", "MORE CONVENIENT, LESS STRESSFUL", "PROTECTING THEIR INTERESTS", EVEN "SAFER"...

vs **OPENING DOORS!**



The Expectations are Changing



The Three Types of Agents

- The Confused lack a clear plan and support system
- The Complainers tend to blame external factors and resist change
- The Confident strategic, value driven & clear about their worth



Case Study: Confidence in your value

Janie Allen's Success



- Developed a robust process "Has anyone taken the time to walk you through the contract changes to buy a home in 2024?" "Has anyone explained the changes in commissions and your options?"
- Deliver: Home Buyers Binder –Value + DOS
- Over 100 home buyer sales since 2019



Janice's Process

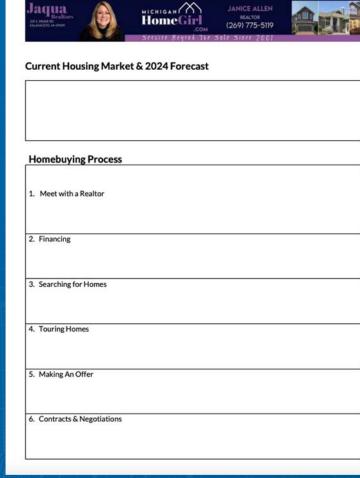
- Initial Call and Appointment Setting- LPMAMA
- CRM Integration- Notes & Custom Home Search
- Appointment Invitation and Reminder
 - "Hi Name, It was great speaking with you and I look forward to helping you get into your new home!"









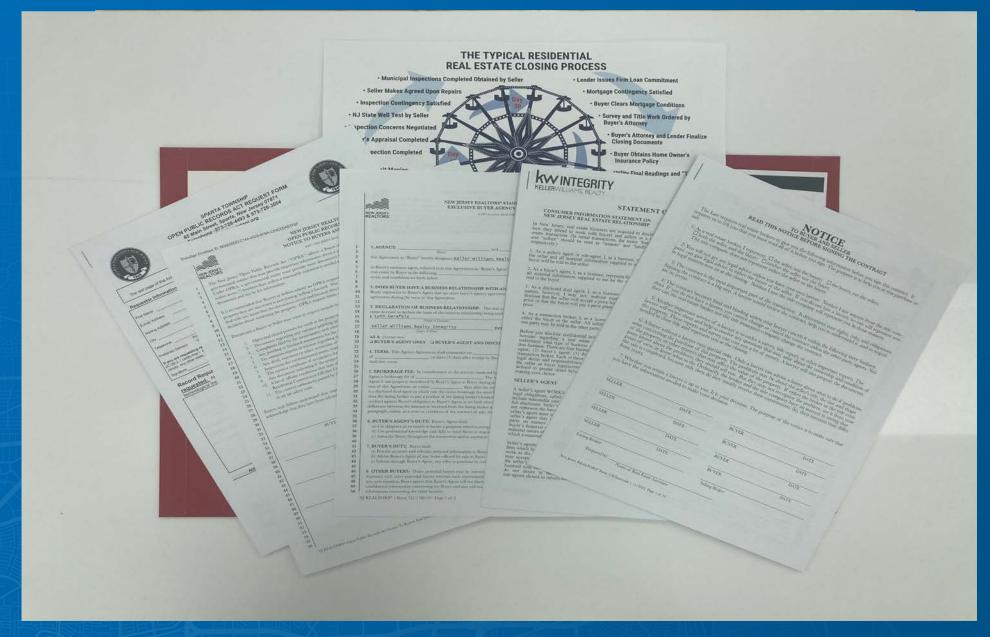




WHO PAYS FOR WHAT?

BUYER PAYS	SELLER PAYS		
 Upfront Costs Earnest Money Deposit Home Inspection with Radon, Pest (\$400-\$800) depending on square footage 	Real Estate Commission Disclosure Reports Water Test & Well Inspections, Pumping Septic Michigan Transfer Tax Owner's Title Insurance Buyer Closing Costs (if requested)		
From Closing Costs	 VA - Termite Inspection VA - \$400 Closing Fee for Title 		
Second S			
*N/A if VA			







Get the Agreement:

- "Seller typically pays the commission which is usually 3%.
 However, if they offer less, like 2.5% the other .5 percent would be added to the Settlement Statement."
- After the appointment Create a Group text: "It was great meeting with you today. Here's our group text. I'm looking forward to helping you find your next home"



Addressing common objections

"I have worked with other agents and they have never asked me to sign one before why are you asking me?"



Addressing common objections

"Has anyone shared the 27 terms I'll be negotiating on your behalf?"



27 Terms Negotiation

- 1. Purchase Price
- 2. Earnest Money Deposit
- 3. Escrow Fees
- 4. Title Fees
- **5. Title Insurance Fees**
- **6. NHD Report Fees**
- 7. City Transfer Tax
- 8. County Transfer Tax
- 9. Private Transfer Tax
- **10. HOA Transfer Fees**
- 11. HOA Prep Fees
- **12. Pest Inspection Report**
- **13. Home Inspection Report**
- **14. Other Inspection Reports**
- (ie. Roof, Sewer/Septic, Rodent, Defensible Space)

- 14. Other Inspection Reports (ie. Roof,
- **Sewer/Septic, Rodent, Defensible Space)**
- 15. Seller Rent Back
- **16. Home Warranty**
- **17. Inspection Contingency**
- **18. Appraisal Contingency**
- 19. Home Repairs
- 20. Pest Clearance
- **21. Loan Contingency**
- 22. Days until Close of Escrow
- 23. Appliances
- 24. Government Requirements
- 25. Notice to Perform
- **26. Liquidated Damages**
- **27. Arbitration of Disputes**



Addressing common objections

"I take my business and helping you succeed, very seriously. Can I show you the 90 ways I help my clients identify, negotiate and ultimately successfully close on their new home?"



90 WAYS WE SERVE YOU

- 1. Schedule Time to Meet for a Strategy Session
- 2. Prepare Guide & Educational Presentation
- 3. Meet and Discuss Goals and Non-Negotiables
- 4. Explain Agency Relationships
- 5. Discuss Different Types of Financing Options
- 6. Help Find a Mortgage Lender
- 7. Obtain Pre-Approval Letter from Lender
- 8. Provide Resources to Research crime in neighborhoods, school ratings, etc.
- 9. Provide Overview of Current Market Conditions
- 10. Explain Company's Value
- 11. Discuss Earnest Money Deposits
- 12. Explain Home Inspection Process
- 13. Educate About Local Neighborhoods
- 14. Discuss Foreclosures & Short Sales
- 15. Gather Needs & Wants of Next Home
- 16. Explain School Districts Effect on Home Values
- 17. Explain Recording Devices During Showings
- 18. Learn All Goals & Make A Plan
- 19. Create Internal File for Records
- 20. Send Homes Within Their Criteria
- 21. Start Showing Homes as Requested
- 22. Schedule & Organize All Showings
- 23. Gather Showing Instructions for Each Listing
- 24. Send Showing Schedule
- 25. Show Up Early and Prepare First Showing
- 26. Look for Possible Repair Issues While Showing
- 27. Gather Feedback After Each Showing
- 28. Update When New Homes Hit the Market
- 29. Share Knowledge & Insight About Homes
- 30. Guide Through Emotional Journey
- 31. Listen & Learn at Each Showing
- 32. Keep Records of All Showings
- 33. Update Listing Agents with Feedback
- 34. Discuss Homeowner's Associations
- 35. Estimate Expected Utility Usage Costs
- 36. Confirm Water Source and Status
- 37. Discuss Transferable Warranties
- 38. Explain Property Appraisal Process
- 39. Discuss Multiple Offer Situations
- 40. Create Practice Offer to Help Prepare
- 41. Provide Updated Housing Market Data
- 42. Inform Showing Activity Weekly
 43. Update on Any Price Drops
- 44. Discuss MLS Data at Showings
- 45. Find the Right Home

- 46. Determine Property Inclusions & Exclusions
- 47. Prepare Sales Contract When Ready
- 48. Educate on Sales Contract Options
- 49. Determine Need for Lead-Based Paint Disclosure
- 50. Explain Home Warranty Options
- 51. Update Pre-Approval Letter with Each New Offer
- 52. Discuss Loan Objection Deadlines
- 53. Choose a Closing Date
- 54. Verify Listing Data Is Correct
- 55. Review Comps to Determine Value
- 56. Prepare & Submit Offer to Listing Agent
- 57. Negotiate Offer with Listing Agent
- 58. Execute A Sales Contract & Disclosures
- 59. Once Under Contract, Send to Escrow Company
- 60. Coordinate Earnest Money Wire Transfer
- 61. Deliver Copies to Mortgage Lender
- 62. Obtain Copy of Sellers Disclosures
- 63. Deliver Copies of Contract/Addendum
- 64. Obtain A Copy of HOA Bylaws
- 65. Keep Track of Copies for Office File
- 66. Coordinate Inspections
- 67. Meet Home Inspector at The Property
- 68. Review Home Inspection
- 69. Negotiate Inspection Objections
- 70. Get All Agreed Upon Repair Items in Writing
- 71. Verify any Existing Lease Agreements
- 72. Check in With Lender To Verify Loan Status
- 73. Check on the Appraisal Date
- 74. Negotiate Any Unsatisfactory Appraisals
- 75. Coordinate Closing Times & Location
- 76. Make Sure All Documents Are Fully Signed
- 77. Verify Escrow Company Has Everything Needed
- 78. Reminder to Schedule Utilities Transfer
- 79. Make Sure All Parties Are Notified of Closing Time
- 80. Solve Any Title Problems Before Closing
- 81. Receive and Review Closing Documents
- 82. Review Closing Figures
- 83.Confirm Repairs Have Been Made by Sellers
- 84. Perform Final Walk-Through
- 85. Resolve Any Last-Minute Issues
- 86. Get CDA Signed by Brokerage
- 87. Attend Closing
- 88. Provide Home Warranty Paperwork
- 89. Facilitate Transfer of Keys and Accessories
- 90. Close Out File



Your Path to Confidence

- Cultivate your Mindset: Trust in the value you're bringing.
- Communicate Clearly: Transparency is good!
- Adapt and Grow: The Real Estate market us constantly evolving.
- Take Action: The case studies are blueprints for success. Access more through Illum.





What am I committed to?



All Great Businesses (agents) have five things in common...

- 1. A Great Brand!
- 2. A Great Product!
- 3. Great Marketing & Distribution!
- 4. Great People!
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Run Days TomFerry ROADMAP TOUR

Geographic farming

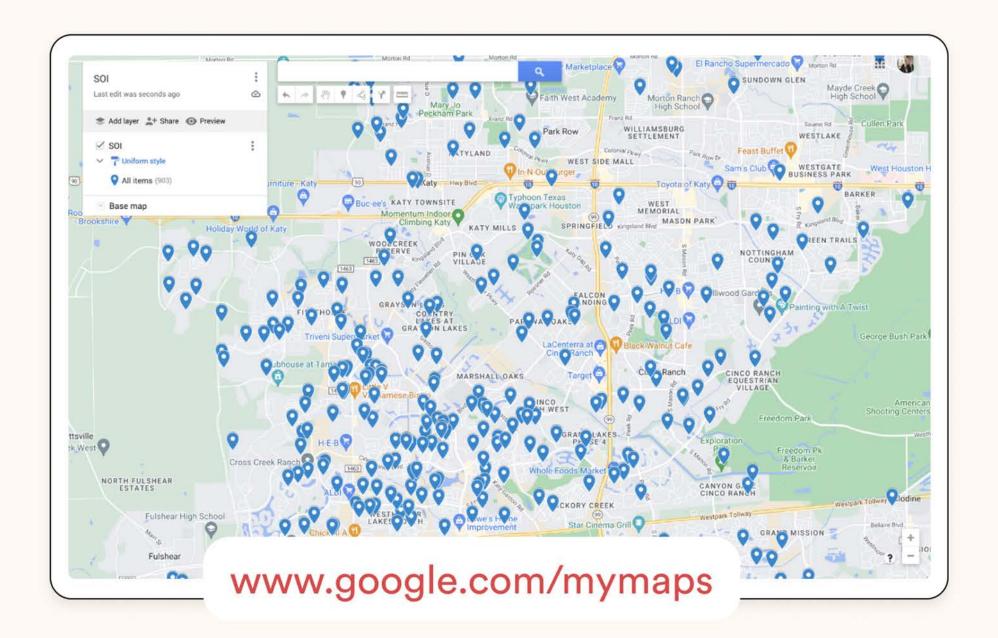
1. It all starts with the selection of your farm(s)

- Consider adding your past clients and sphere to maps.google to identify which communities you have relational leverage in?
- How many can I manage (budget)
- What's the annual TO & how much commission income has the farm created in the last 2 years?

2. Know your farm! (MLS + Remine + Propstream)

- Boomers/matures/2 story homes
- Bought during the pandemic (80% compromised)







Geographic farming

- 3. Plan a direct mail blitz for the first 90 days. Three pieces a month for the first 90 days. (market updates, testimonials, QR code offers, recent sales of yours)
- 4. Schedule community events.
 - a. Book donations, recycle opportunities, shredding events
 - b. Any major or minor holiday
 - c. Back to school, end of school
 - d. Ice Cream Summers, movie nights



Geo Farming Works!













ASK WOUT title partner!

P.S. They will get you the slides! But still take notes





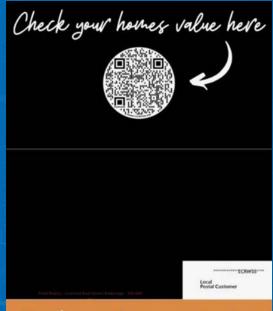
QR Postcard Stats (EDDM)

Black
13,000 Delivered
282 Responses
132 Contacts
9 Appointments
7 Listings

Orange
10,000 Delivered
265 Responses
92 Contacts
6 Appointments
3 Listings

Generated 10 listings and 2 buyer deals.





Check your homes value here





QR Postcard Stats (EDDM)

Black 13,000 Delivered 282 Responses 132 Contacts

9 Appointments

7 Listings

Orange 10,000 Delivered 265 Responses

92 Contacts

6 Appointments

3 Listings

Generated 10 listings and 2 buyer deals.



ZMA, ZVA, CMAs





4 bd | 4 ba | 5,044 sqft

11 Grant Drive, Bedford, NH 03110

Closed

Zestimate[®]: \$1 463,900 Rept Zestimate[®]: \$8,101

Est. refi payment: \$11,129/mo S Refinance your loan

Would you sell for 10% more than this? Text me at 617-921-5263

ZMA, ZVA, CMAs



4722 Bindewald Rd, Torrance, CA 90505

6 beds · 5 baths · 2,707 sqft Edit Edit Fame facts for a more accurate Zectimate.

This 1707 and the first similar familiar home has a hadro

OFF MARKET

Zestimate*; \$1,056,644 Update my Zestimate Rent Zestimate*; \$3,724/mo

EST. REFI PAYMENT

\$3,852/mo @ ·



4 bd 4 ba 5,044 sqft

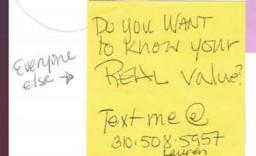
11 Grant Drive, Bedford, NH 03110

Closed

Zestimate[®]: \$1,463,900 Rept Zestimate[®]: \$8,101

Est. refi payment: \$11,129/mo
Refinance your loan

Would you sell for 10% more than this? Text me at 617-921-5263



Lauren Cotner

Tolos Way *

Process

- Print out 100 of these a week
- Drop off 20 per day.
- Follow up with a phone call

Pro Tip

Use Propstream to build a list of people who have owned a home for 7+ years and have an interest rate of 4.5% or higher with 35% or more equity.

Yellow Letters Complete.com

There are 20,806 Realtors® in Nevada, but only a few are brave enough to tell you the truth:

The real estate gold rush is over. But this might surprise you ...

Just last month 1,483 people bought a home in Las Vegas.

At Joe Taylor Group, our clients win in every market because:

- · Our network of buyers and sellers is nearing 90,000 people to date
- · We execute a comprehensive marketing strategy to generate interest. offers, and sales for our sellers
- · With 15+ years of experience under our belts, we know Vegas

If you're thinking of selling, the first step is to get your home's accurate value. Text your address to 702-779-3992, and I'll prepare it for you today.

Joe Herrera

Joe Herrera

The Joe Taylor Group

Brokered by REAL

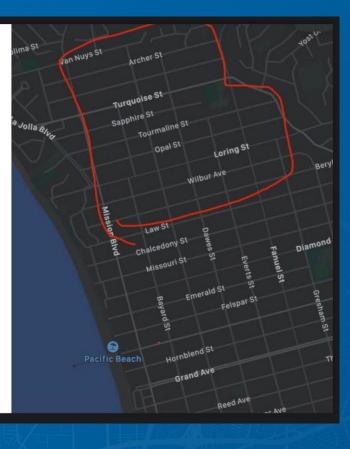


Geographic Farming Highest Performing Mailers

Looking For A Home To Buy In This Exact Area!

My client literally screenshot me this exact map. This is the area that we're searching in. →

COMPASS



I Know It's A Weird Mailer, But It's A Very REAL Buyer Need.

Hi. My amazing clients, Mike & Kristine (and daughters) are looking to buy their family home back in North PB. We're actively looking, and writing offers

Specifics:

- -3bd + office (or larger)
- -1500 sq +
- -Up to ~\$3,000,0000. Willing to look at a renovation as well, up to ~\$1.5m.

*If you're thinking of selling soon, please reach out to me. I can save you commission \$\$\$ by facilitating the deal off-MLS. -Jason



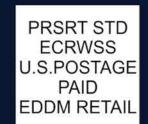
Jason Cassity

DRE 01928236 (619) 800-6178 jason.cassity@compass.com



Compass is a real estate broker licensed by the State of California and abides by Equal Housing Opportunity laws. License # 01991628, 1527235, 1527365, 1356742, 1443761, 1997075, 1935359, 1961027, 1842987, 1869607, 1866771, 1527205, 1079009, 1272467.





Nearly 1 in 4 consumers plan to sell their home in the next 3 years

According to a recent Zillow survey of homeowners like you



Finally, some encouraging news

If you are one of the 23% of homeowners contemplating selling, the first step is to request a comprehensive home

value report. Start here or call 562-427-5156











Zestimate vs. Agent



Your neighbor recently entrusted my team with selling their home at 14556 W 3rd Ave. Zillow estimated their home value at \$717,500. We sold it for \$820,000! That's a \$102,500 difference.



Anytime a home sells in your neighborhood, it has a big impact on your home's value. However, you can't always trust Zillow to get your home's value right.

Would you like me to prepare a professional home value report for your home? Feel free to call, text, or email me today.

Sincerely,

Jacob

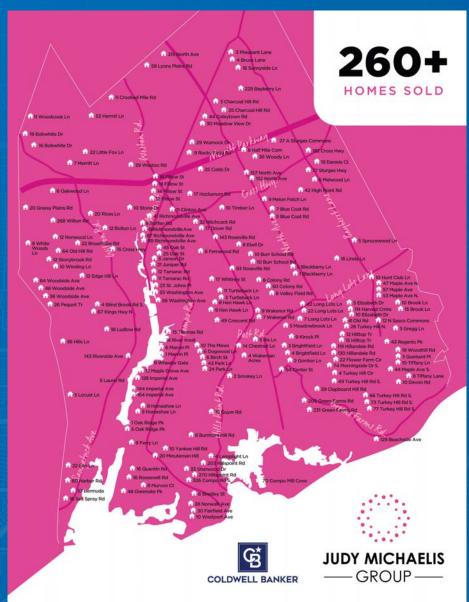
Jacob Stark REALTOR® at 8z Real Estate 303-997-0634 jacob@selling303.com www.selling303.com



See how we did it by scanning the QR code or visiting selling303.com/thirdaye

P.S. Curious what your home might sell for in today's market? Get your home value at: www.selling303.com/myhome
 *This is only an online estimate. Please call me for a more detailed and accurate analysis.

P.P.S. We have three more listings coming very soon, all in Littleton. If you have friends or family that would like to be in the area, have them reach out so we can keep them posted on when these will be hitting the market!



WHAT WOULD A BUYER PAY FOR YOUR HOME?

Find out what your home is worth by scanning the code to the right.



SCAN WITH CAMERA







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> Judy Michaelis Coldwell Banker Residential Brokerage 355 Riverside Avenue Westport, CT 06880

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SU

LET'S CONNECT
Feel free to call, text, or email!

203-247-5000

judy@judymichaelis.com

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- mww.JudyMichaelis.com

SUBSCRIBE

to my newsletter for all the latest!



SCAN WITH CAMERA



THE MARKET IS CHANGING!

Join our FREE Seller Seminar to gain valuable information

- **⊘** Why some homes still sell with multiple offers and some don't
- 6 to 12 months
 - **⊘** Who you work with matters



Scan the QR code for dates and to reserve your seat or call 703-952-3425

Lunch will be provided. Seating is limited. 3918 Prosperity Ave. #114, Fairfax



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teamdda.com

(703) 952-3425





Selling in **Annandale**



List price: \$899,888



List price: \$1,979,888

Sell on Your Terms, Your Timeline, Your Price! Call Us Today 703-952-3425





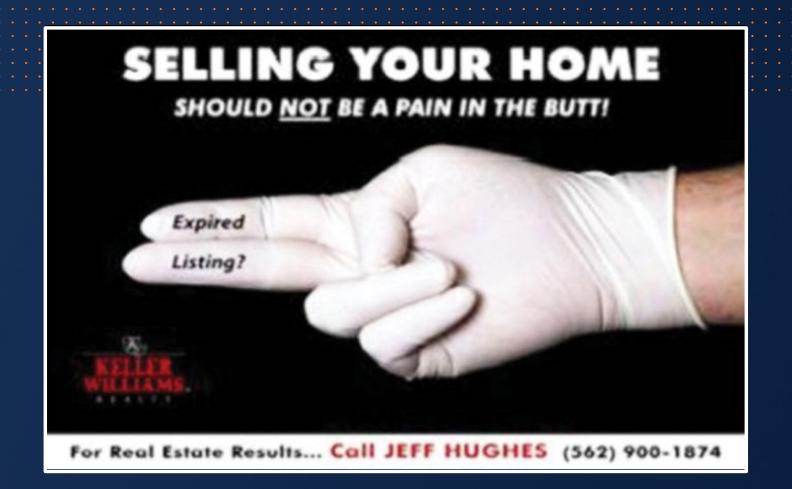
Scan the QR Code or Call 703-952-3425 to get your **NEW** home value

Recent Homes Sold in Annandale

Neighborhood	Style	Address	BR	BA	LVL	List Price	Sold Price	Sold Date
AMERICANA FAIRFAX	TH - Interior	4929 Sauquoit Ln	3	3.5	3	\$529,900	\$530,000	7/26/22
ANNANDALE ACRES	Colonial	7321 Auburn St	7	5.5	3	\$960,000	\$930,000	7/20/22
ANNANDALE ACRES	Contemporary	7302 Byrneley Ln	5	5	3	\$1,349,000	\$1,350,000	7/7/22
ANNANDALE ACRES	Rambler	7324 Auburn St	4	4	2.5	\$625,000	\$680,000	7/8/22
BROOK HILLS ESTATE	Colonial	5113 Philip Rd	5	3.5	3	\$995,000	\$995,000	7/29/22
CAMELOT	Split Foyer	3715 King Arthur Rd	4	3	2.5	\$650,000	\$625,000	7/8/22
CANTERBURY WOODS	Split Level	4826 King Solomon Dr	5	3	3	\$674,900	\$737,000	7/25/22
CAVALCADE	TH - End	4460 Limelight Ct	3	3.5	3	\$499,000	\$522,500	7/8/22
CAVALCADE	TH - Interior	4473 Edan Mae Ct	3	2.5	2	\$520,000	\$532,000	7/20/22
CHESTNUT HILL	Contemporary	4105 Duncan Dr	4	2.5	3	\$795,000	\$820,000	7/14/22
CHESTNUT WOODS	Rambler	8235 The Midway	4	3	2	\$975,000	\$985,000	7/7/22
CRESTWOOD MANOR	Split Level	7106 Cindy Ln	3	1.5	3	\$549,900	\$549,900	7/15/22
FAIRFAX HERITAGE	TH - Interior	4462 Forest Glen Ct	3	1.5	2	\$377,000	\$392,000	7/8/22
GALLOWS ESTATES	Contemporary	7816 Wendy Ridge Ln	4	3.5	2	\$1,250,000	\$1,250,000	7/20/22
GLEN HOLLOW	Condo	7253 Glen Hollow Ct #3	3	2	1	\$455,000	\$450,000	7/29/22
HERITAGE COURT	Condo	7908 Inverton Rd #102	3	2	1	\$352,500	\$352,500	7/7/22
HERITAGE COURT	Condo	4416 Island PI #104	2	2	4	\$274,900	\$285,000	7/8/22
HOLMES RUN VILLAGE	Colonial	7824 Thor Dr	5	3.5	3	\$850,000	\$875,000	7/22/22
LONG BRANCH	Colonial	9012 Windflower Ln	4	2.5	3	\$835,000	\$860,000	7/11/22
LONG BRANCH	Colonial	4829 Tabard PI	4	3.5	3	\$837,000	\$830,890	7/22/22
OAK HILL	Rambler	4716 King Carter Ct	4	2.5	2	\$825,000	\$820,000	7/20/22
PLEASANT RIDGE	Cape Cod	3728 Hummer Rd	4	2	3	\$789,000	\$800,000	7/20/22
PLEASANT RIDGE	Contemporary	3728 Linda Ln	5	3	2	\$1,049,000	\$1,050,000	7/7/22
RED FOX FOREST	Split Level	5136 Linette Ln	4	2.5	3.5	\$699,000	\$699,000	7/8/22
SANPINE SPRINGS	Colonial	6464 Gainer St	4	2.5	2	\$709,900	\$695,000	7/21/22
SHAMROCK HEIGHTS	Rambler	7806 Rebel Dr	5	3	2	\$699,900	\$710,000	7/11/22
SLEEPY HOLLOW RUN	Rambler	4215 Sleepy Hollow Rd	4	3	2	\$769,900	\$869,000	7/21/22
SLEEPY HOLLOW WOODS	Bi-Level	3717 Forest Grove	4	3	2	\$899,000	\$897,500	7/7/22
SLEEPY HOLLOW WOODS	Split Level	6745 Fern Ln	4	3	4	\$824,900	\$826,000	7/15/22
STRATHMEADE SQUARE	TH - Interior	3223 Viscount Ct	3	3.5	3	\$500,000	\$530,000	7/12/22
SUNSET VILLAGE	TH - Interior	4918 Van Masdag Ct	3	2.5	3	\$515,900	\$515,900	7/25/22
TERRACE TOWNHOUSES	TH - Interior	4664 Conwell Dr #177	2	2	2	\$289,000	\$289,000	7/29/22
TRURO	Contemporary	8703 Pappas Way	4	3	2	\$675,000	\$640,000	7/27/22
WAKEFIELD CHAPEL ESTATES	Colonial	8411 Briar Creek Dr	4	2.5	3	\$850,000	\$875,000	7/29/22
WILBURDALE	Colonial	7131 Wilburdale Dr	5	2.5	2	\$649,000	\$649,000	7/29/22
WILBURDALE	Rambler	7237 Wilburdale Dr	4	3	2	\$695,000	\$687,000	7/22/22
WILLOW RUN	Rambler	6611 Billings Dr	5	3	2	\$789,500	\$780,500	7/20/22
WILLOW WOODS	Split Foyer	4505 Sleaford Rd	5	3	2	\$652,000	\$665,000	7/27/22
WINTERSET	Colonial	3814 Whitman Rd	4	3.5	3	\$949,900	\$940,000	7/11/22
WINTERSET	Colonial	8502 Frost Way	4	2.5	3	\$775,000	\$775,000	7/28/22
WINTERSET	Split Foyer	3819 Poe Ct	5	3	2	\$875,000	\$875,000	7/15/22
WOODBURN VILLAGE	Condo	3334 Woodburn Village Dr #23	2	1.5	1	\$262,500	\$262,500	7/7/22
WOODBURN VILLAGE	Condo	8310 Tobin Rd #8310-22	2	1	1	\$210,000	\$225,000	7/18/22
WYNFIELD	Split Level	4205 Cordell St	5	3	4	\$799,900	\$820,000	7/29/22

BrightMLS data sold 7/7/2022-8/1/2022. This is a compilation of listings sold by all Realtors* from all companies. Information deemed reliable but not guaranteed. Information provided as a courtesy by Debbie Dogrul Associates. If your home is listed with another Realtor, this is not a solicitation of that listing.







APr. 28 2022

Hello Neighbor, My name is Eileen Rivera and I wanted to reach out to invite You to the premier open house at 3933 Rose Ave this Saturday April 30th. Please stop by and say hello! I also wanted to apologize for any traffic or parking difficulties this may cause. Please enjoy a WP of coffee on me for the in convenience.

with thanks, Eileen Rivera





HOME PREPARATION & MARKETING

WITH THE ROBERT MACK GROUP CASE STUDY - 3239 NEBRASKA PLACE, COSTA MESA

KELLERWILLIAMS.

WEEK

» Handy Man

- » Design/Staging
- » Paint Interior & Exterior

CONTRACTOR PROPOSALS

» Flooring Quotes

WEEK

SELLER PREPARATION

- » Remove Furniture
- » Interior Painted Light & Bright
- » Minor Repairs Made
- » New Flooring
- » Exterior Paint

WEEK

DESIGN PROJECT

- » Staged to show like model home » Professional photography
- » High quality photos + 3D renderings and drone shots

WEEK

ON MARKET

- » Custom 4 page color flyer » Custom website & targeted/
- paid Instagram and Facebook social media marketing
- » Aggressive pricing strategy to maximize home exposure
- » Private, socially distant and safe showings

THE RESULT OF SUPERIOR MARKETING

40 private showings in 5 days

Over 5,000 views on Zillow. Realtor.com and Redfin

Redfin designated "HOT HOME"

Multiple offers received

Sold in 11 days for \$86,200 above asking

Listed \$998,800

Sold \$1,075,000 (Record Price)

Sellers' Testimonial

From the moment we met Robert, we knew he was the right realtor for us. He made us feel comfortable from the very beginning and answered all of our many questions. We were a little hesitant at the beginning that we were even ready to sell our home, but Robert was patient with us. He laid out a timeline for us explaining the process step-by-step. He introduced Kristy into the process who kept everything organized and kept us on task. They recommended and coordinated a handyman, a stager, advertising, etc. He talked pricing strategies and timing with us. The transformation of our home was incredible! We had our first showing on a Friday and had an offer on Monday way over our asking price. On top of it all, escrow will be closing a whole week earlier than we expected. We can't say enough about how pleased we are with Robert and Kristy. We would highly recommend them to anyone looking to sell their home. Greg and Robyn, Sellers

The Robert Mack Group | 949.209.7309

LEARN THE TRUE VALUE OF YOUR HOME FOR FREE www.RobertMackGroup.com

Let ROBERT and his team help you with your next BIG lifestyle change...



KELLER WILLIAMS REALTY 4010 BARRANCA PKWY, #100 IRVINE, CA 92604



www.zillow.com/profile/robertmackgroup - see what our clients are saying



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Multiple offers did not get accepted and buyers are desperate to live in your neighborhood. If you are thinking about selling, NOW is the time!

Please contact Robert at 949.209.7309 to have a free consultation with no obligation.





AFTER



AFTER







AFTER





A HOME IS WORTH WHAT A BUYER IS WILLING TO PAY FOR IT.

AFTER

THE WRONG AGENT AND THE WRONG STRATEGY WILL COST YOU THOUSANDS OF DOLLARS. Call the Robert Mack Group if you're interested in selling while the market is still in your favor! Who you work with matters!

www.RobertMackGroup.com







Todd Inspiration...









The road to success is paved with problems well handled!



