

 TomFerry™

# #1 COACH

in Real Estate Training



## A Decade of Dominance

Now 10 Consecutive Years!

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023



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# ROADMAP

# Community Catalyst: Winning Listings Through Philanthropy and Leadership

A community program to rise to  
epic status in your town



refreshing real estate®



# Primary Markets: Grand Junction, Fruita, Palisade, CO

*Milestones of 2023*

**\$137,000,000**

Sales Volume

**324**

Clients Served

**\$334,500**

Donated to local non-profits through  
our Circle Fund since 2019

**\$450K**

Average Price Point

**32**

Years in Service

**25**

Team Members  
(19 Agents)

A scenic landscape featuring a winding asphalt road that curves through a valley. The road is flanked by lush greenery and some autumn-colored plants in the foreground. In the background, there are rolling hills and mountains under a sky with a bright sun setting or rising, creating a warm, golden glow. A blue rectangular box is overlaid on the right side of the image, containing text.

# I had an idea...

What if, instead of giving money to a national real estate franchise, we found a way to give some money back to our community in an impactful way?

# The Circle Fund

## Investing in our community

Our giveback program is unique in that it's built into our business model. Instead of paying money to a large corporation, 2% of all our commissions go into The Circle Fund, and our clients get to vote on the local non-profit recipients of those dollars every quarter. Our hard work benefits our local community organizations in an impactful way. Since The Circle Fund's inception in 2019, we've donated \$334,500 to the deserving organizations that make the Grand Valley such a wonderful place to live.





# By The Numbers

- 15%
  - Of business attributed to giveback program
- 2,240
  - Past clients in program
- 150
  - Voters from database
- 2%
  - Of topline revenue goes to fund
- 50-80
  - Charities nominated per quarter during nomination round
- 12-14
  - Videos posted per month

# Becoming a Recognized Name

- ✓ Host a podcast with the movers and shakers in your community
- ✓ Video content
- ✓ Show up at community events
- ✓ Serve on local boards
- ✓ Seize every opportunity to share insights and accept invitations to speak
- ✓ Press releases





Combining our Giveback with community engagement for great results for our community and us!

## *Community Give Back*

- Client engagement
- Extra donations
- Bring people to social sites
- Brings awareness to organizations
- Agent inquiries and retention
- Staff who care

## *Community Engagement*

- Everyone knows our name
- Community leaders engage our services
- Brings new opportunities constantly

# Christi's 5 Action Items for Success

- ✓ Engage civic leaders
- ✓ Get involved in local boards
- ✓ Participate in local events. Been seen!
- ✓ Start a podcast or video series
- ✓ Document everything. Massive content creation!



# Recognition

**Mesa County Non-Profit Council Living Legacy  
Award**

**Colorado Companies to Watch**

**Best of the West**

# THANK YOU!

 @christireecegroup

Please like and I'll return the favor!

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 The Full Circle Podcast