



TomFerry

ROADMAP

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#FerryIntl

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Thank You to Our Sponsors



Thank your title partner!

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



CHICAGO TITLE



Fidelity National Title



**Heritage
Title Company**

Making Transactions Personal



Commonwealth
LAND TITLE INSURANCE COMPANY



TomFerry
ROADMAP TOUR

Outcomes:

- ☐ Attract & Win More Listings
- ☐ Tap into the Mega Trends
- ☐ Learn from Local Top Agents
- ☐ The “Great Business” Framework
- ☐ Create certainty for 2024
- ☐ Have Fun!

**Become More
Valuable!**

Achieve & Earn More!



"Focus!"



Q: Have you completed
your “**year in review**” to
show your clients what
you **REALLY** do?



2023 Year in Review

213	Flights
84,300	Agents Trained
12,775	Blueberries 🫐
20,200	Zoom Minutes 🤖
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 ❤️*

How's the Market?



2024 KCM Forecast

"THE YEAR OF 5"

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

AGENT

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

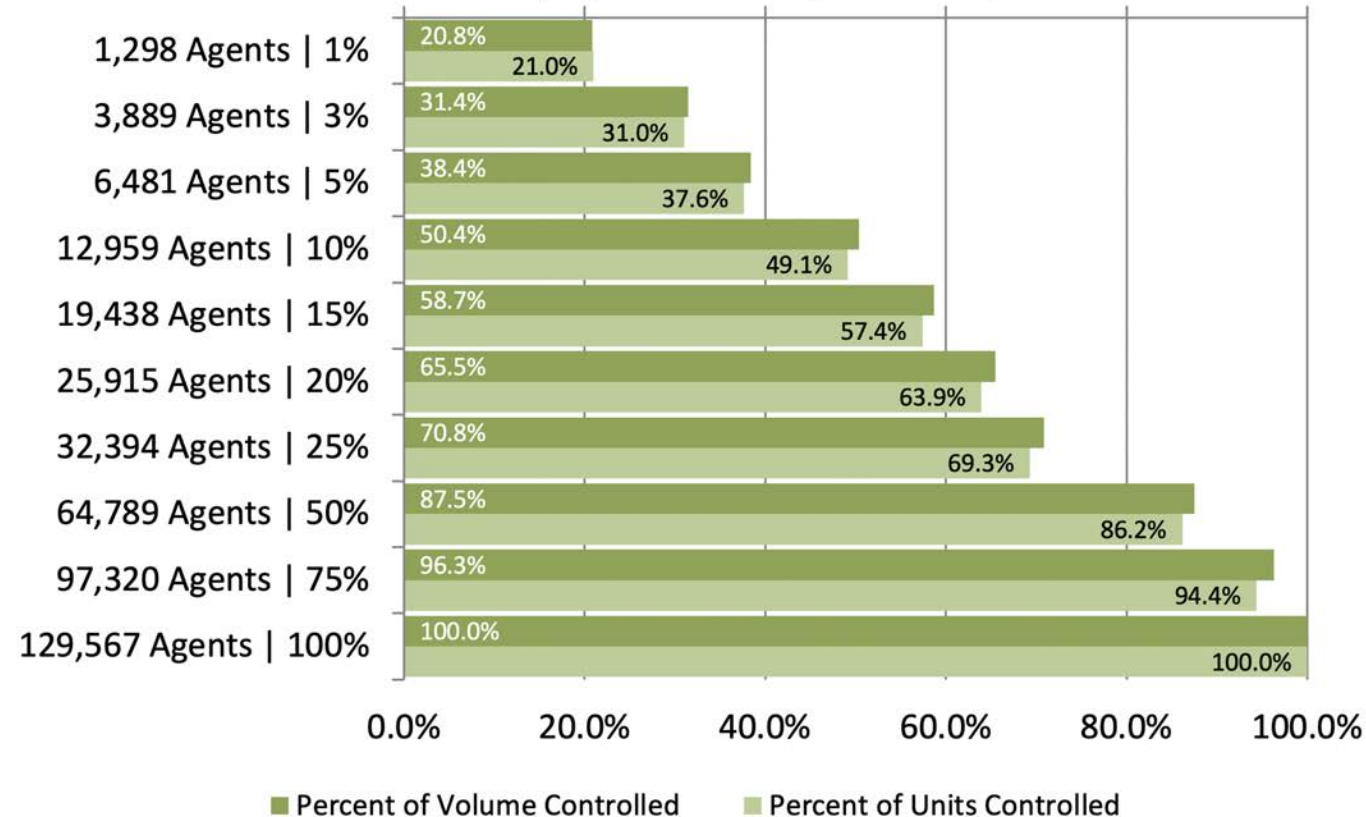
Agent 'glut' means part-timers are now the majority, leading to 'widespread incompetence and pressure to maintain high commission rates,' according to the Consumer Federation of America



5 Large MLS's by Listings Sold Data

REAL DATA
STRATEGIES

**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**



1%

20.8%

3%

31.4%

5%

38.4%

25%

70.8%

It's the Real Estate Hunger Games...



Q: Do I struggle to follow through consistently?

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

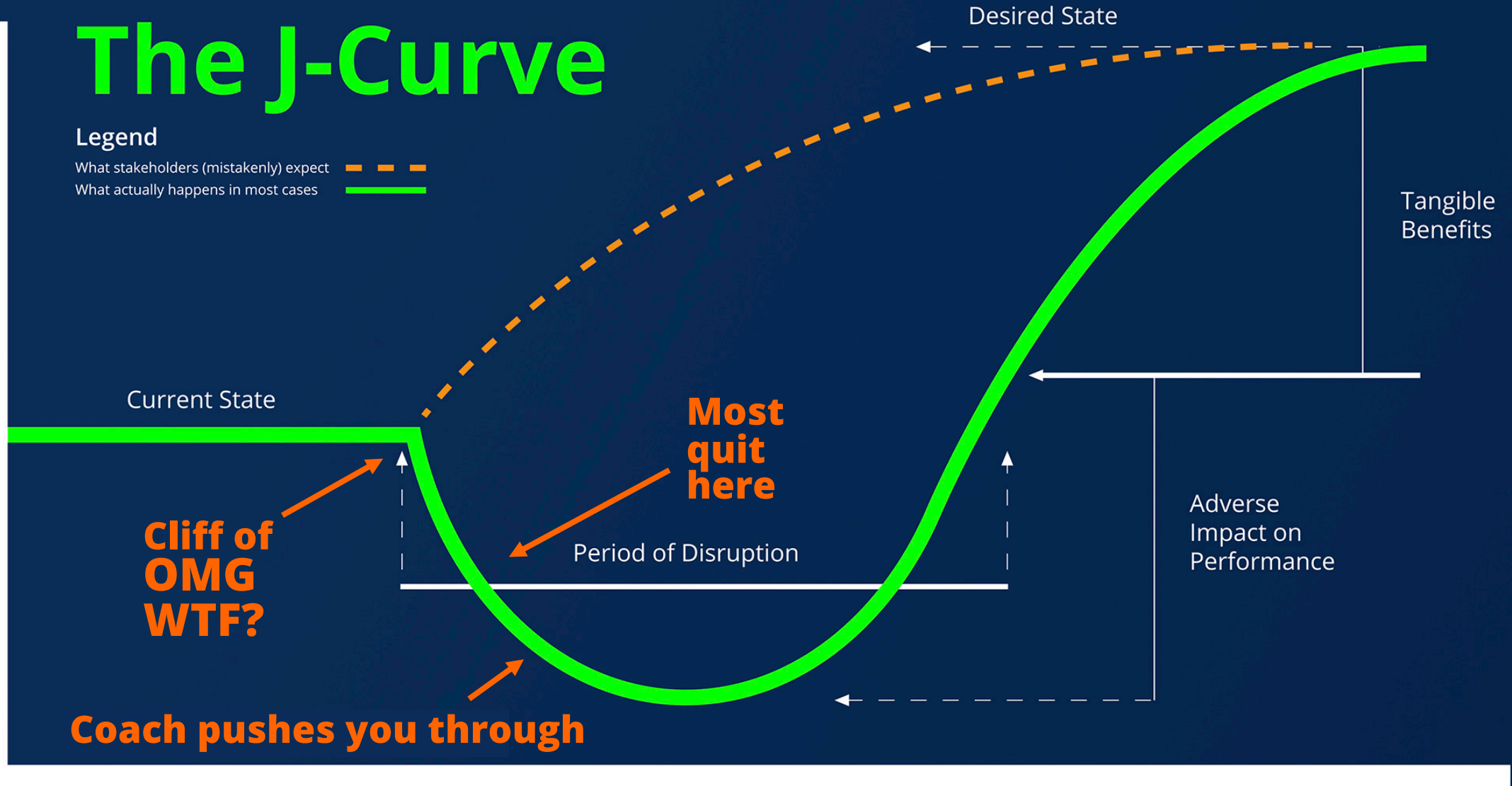
The J-Curve

Legend

What stakeholders (mistakenly) expect
What actually happens in most cases

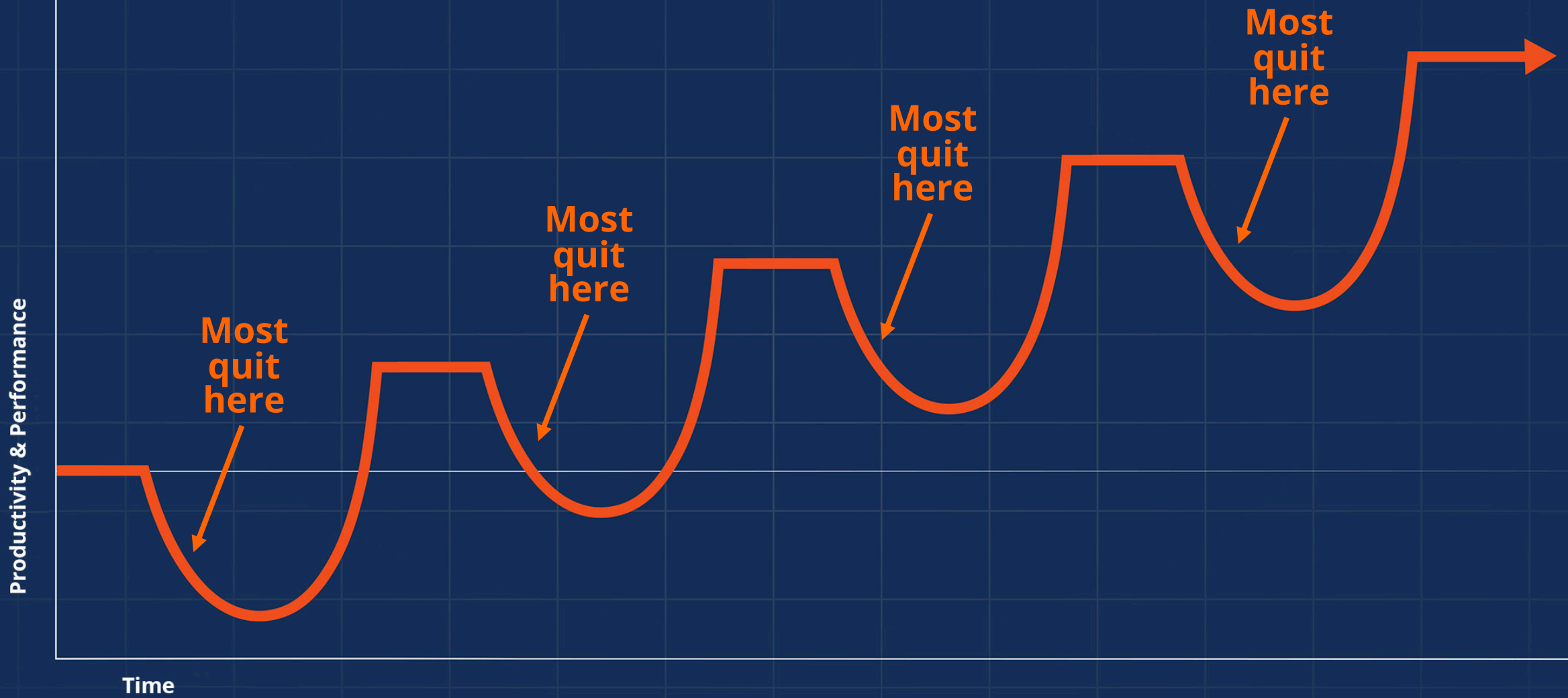


Productivity & Performance



Time

Adapted from David Viney, the J Curve effect observed in change



Productivity & Performance

Time

Do 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?*

The ***market*** belongs to
those who ***Go All In!***

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!

Agents & Teams are getting lost in the

“SEA OF SAMENESS”.

What will they do to standout?



Be The “Standout” Agent

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
known for?**

**PHIL
GERDES**

SOCIAL

**MATT
CURTIS**

BILLBOARDS

**SHANNON
GILLETTE**

TELEVISION

**MAUREEN
FOLAN**

MAILERS

**KRIS
WEAVER**

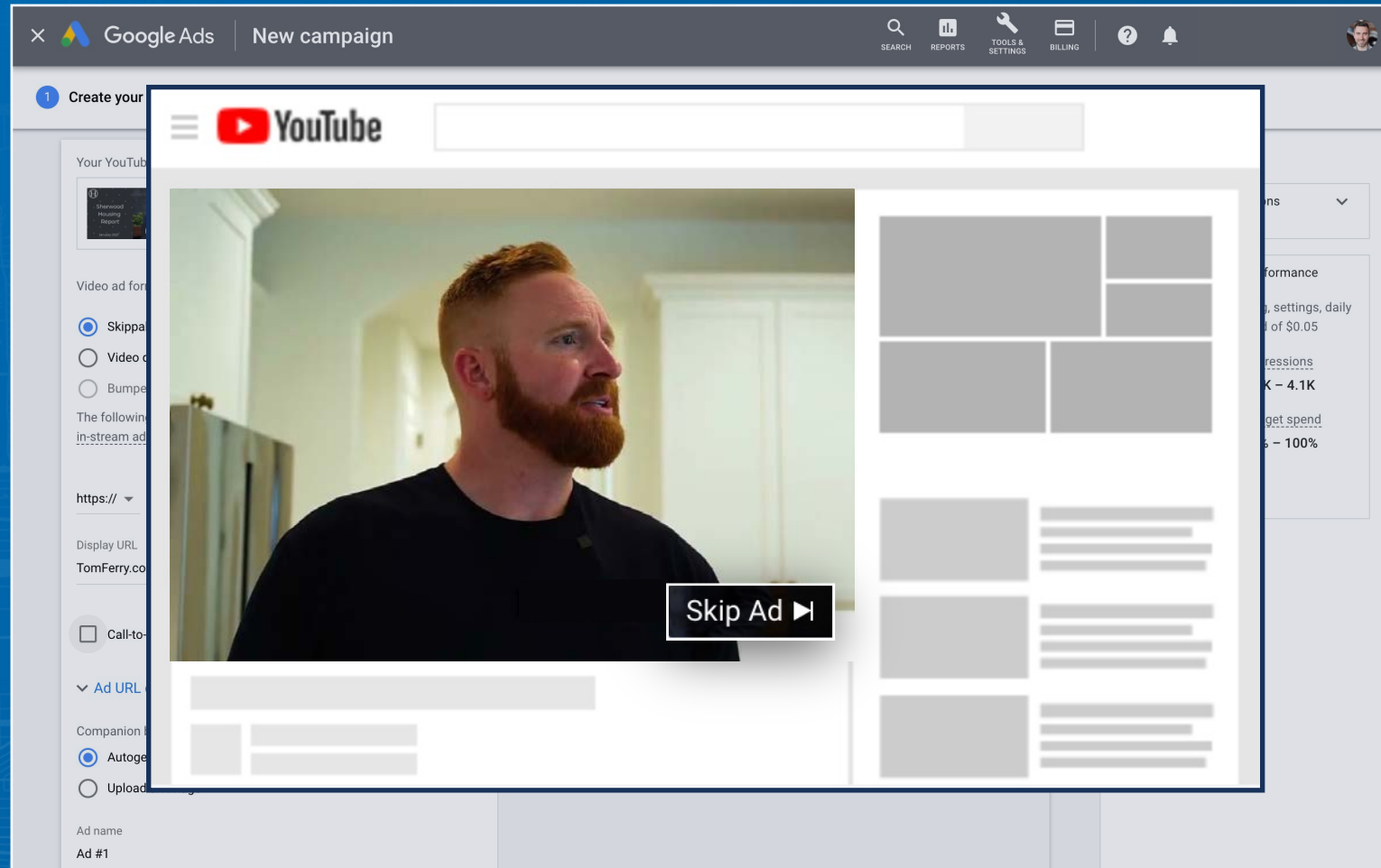
RADIO ADS

**KEN
POZEK**

VIDEO



YouTube Commercials



SHANE BURGMAN





A white sunburst graphic with multiple rays emanating from a central point, positioned above the word "Brand" in the quote.

“A Brand is an
association built
through Experiences
and a Promise”

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

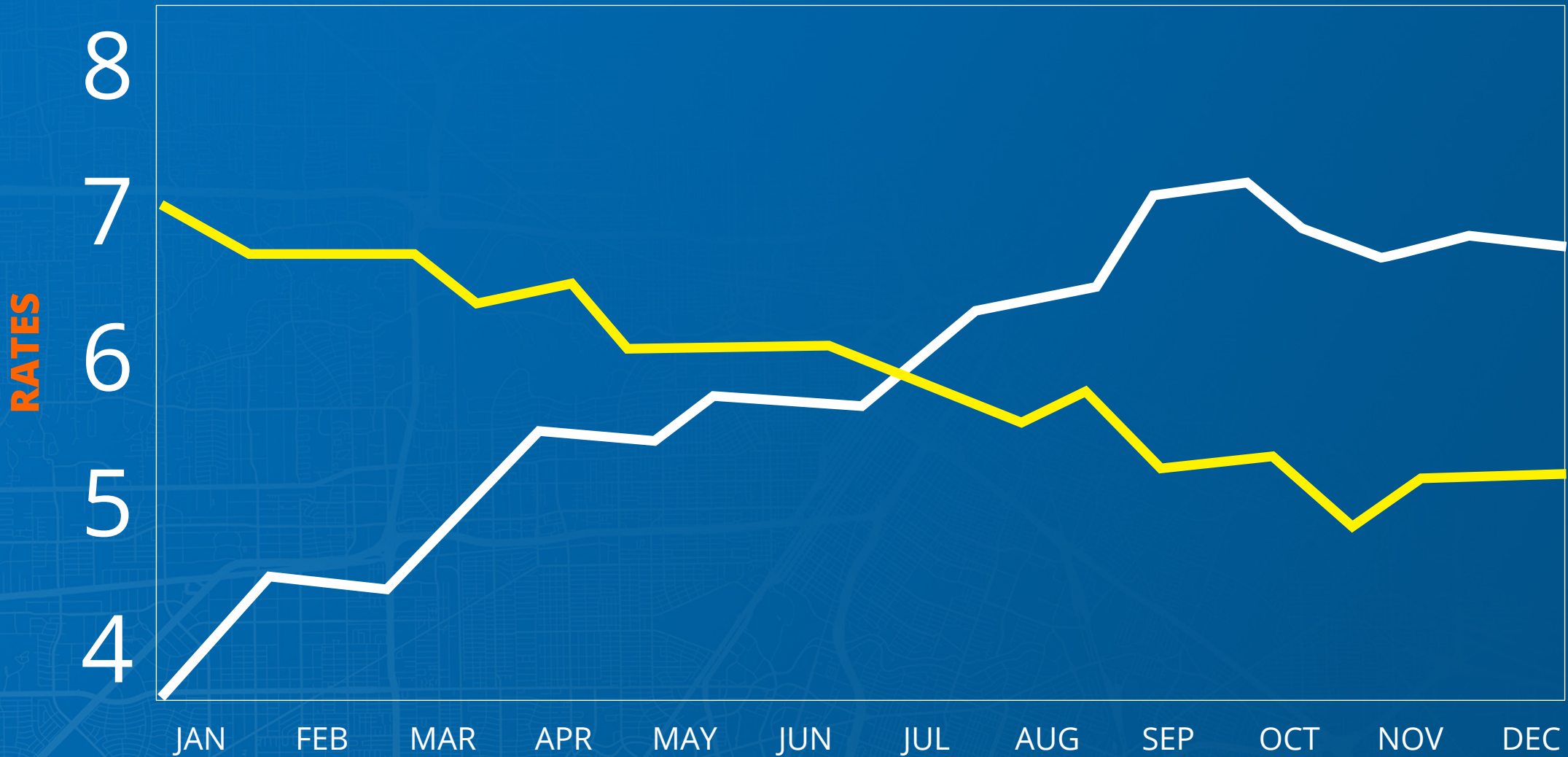
3. Great Marketing & Distribution!

4. Great People!

5. Great Operating System!



What if Front Loaded My
Listing Attraction Marketing
& Prospecting?

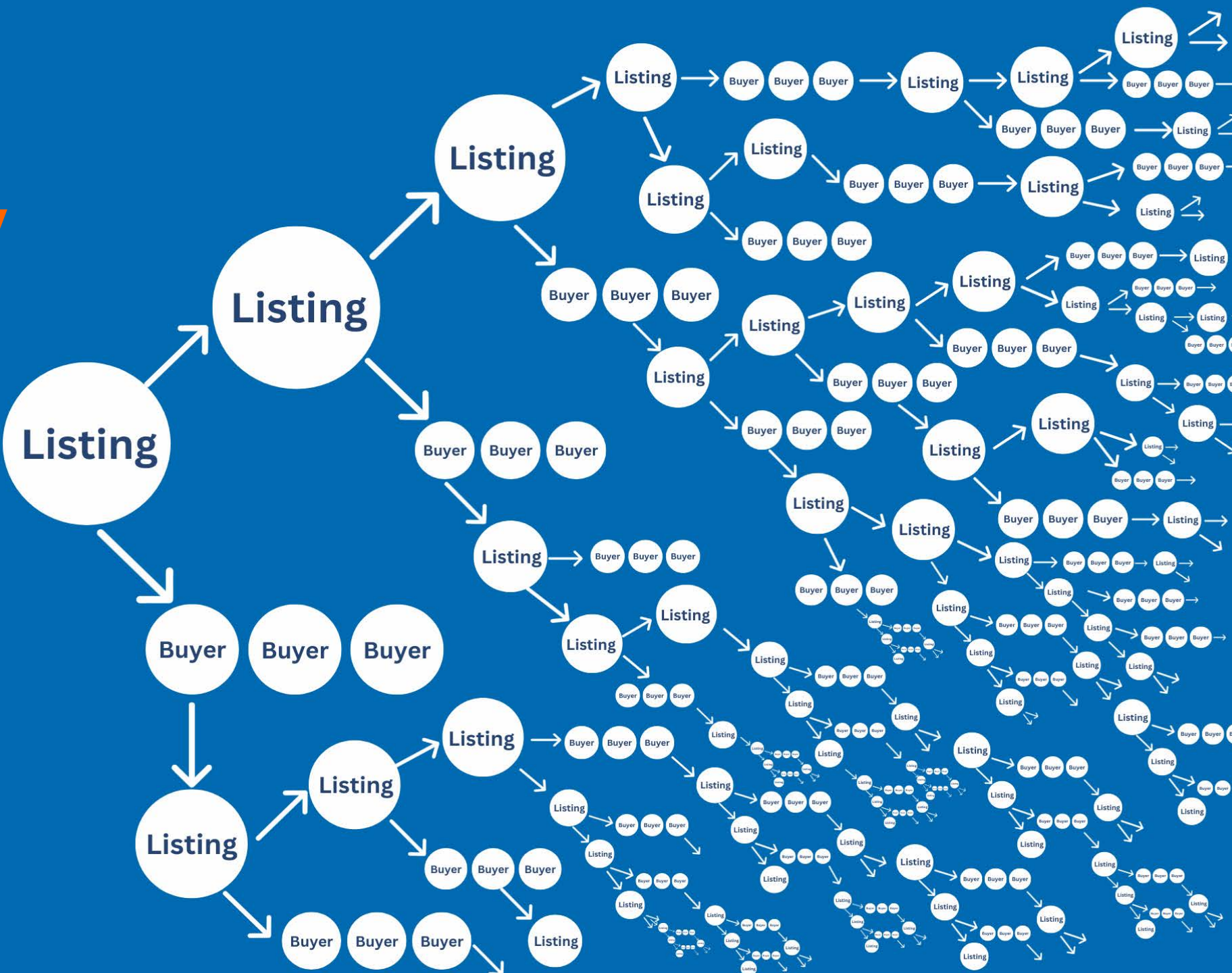


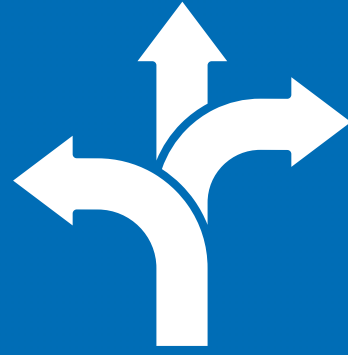
MARKETING & LEAD GENERATION PIPELINE



What if I focused **More**
on Listing Attraction
from my Listings?

The Viral Listing Strategy





How to turn 1 into 2 or
more listings?

The Listing Flywheel



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. Throw a Mega Open House for the neighbors!
3. Mail a “first time on the market in (x) years” mailer
4. If the properties “HOT” host a 24-hour open house!
5. Build an LP with all the details of the listing sale For pre and post marketing.
6. Do an Instagram posts “How many buyers will write an offer on this home?” and “Guess what this sold for?” with prizes.
7. How we did it Mailer (aka a just sold mailer) with a QR code.



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?

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?"
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**

- WEEK 1**
- CONTRACTOR PROPOSALS**
- » Handy Man
 - » Design/Staging
 - » Paint - Interior & Exterior
 - » Flooring Quotes
- WEEK 2**
- SELLER PREPARATION**
- » Remove Furniture
 - » Interior Painted Light & Bright
 - » Minor Repairs Made
 - » New Flooring
 - » Exterior Paint
- WEEK 3**
- DESIGN PROJECT**
- » Staged to show like model home
 - » Professional photography
 - » High quality photos + 3D renderings and drone shots
- WEEK 4**
- 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...**



Robert Mack
Broker Associate
(949) 209-7309
robertm@robertmackgroup.com
www.robertmackgroup.com

This is not intended to solicit listed property.
If your property is currently listed for sale
with a broker, please disregard. Equal Housing
Opportunity. CalDRE: 01754565

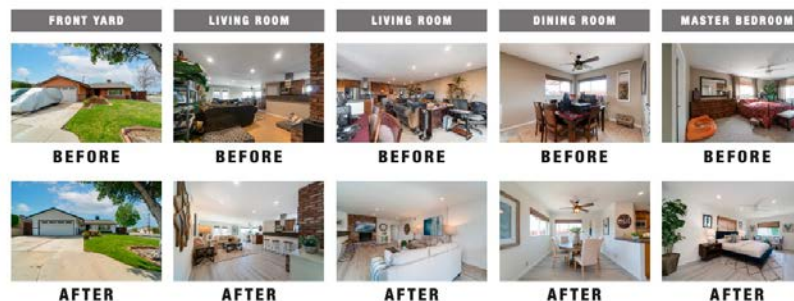
RMG
ROBERT MACK GROUP
KELLERWILLIAMS
KELLER WILLIAMS REALTY
4010 BARRANCA PKWY, #100
IRVINE, CA 92604

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

**SOLD
IN 11 DAYS!
RECORD
PRICE!**

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.

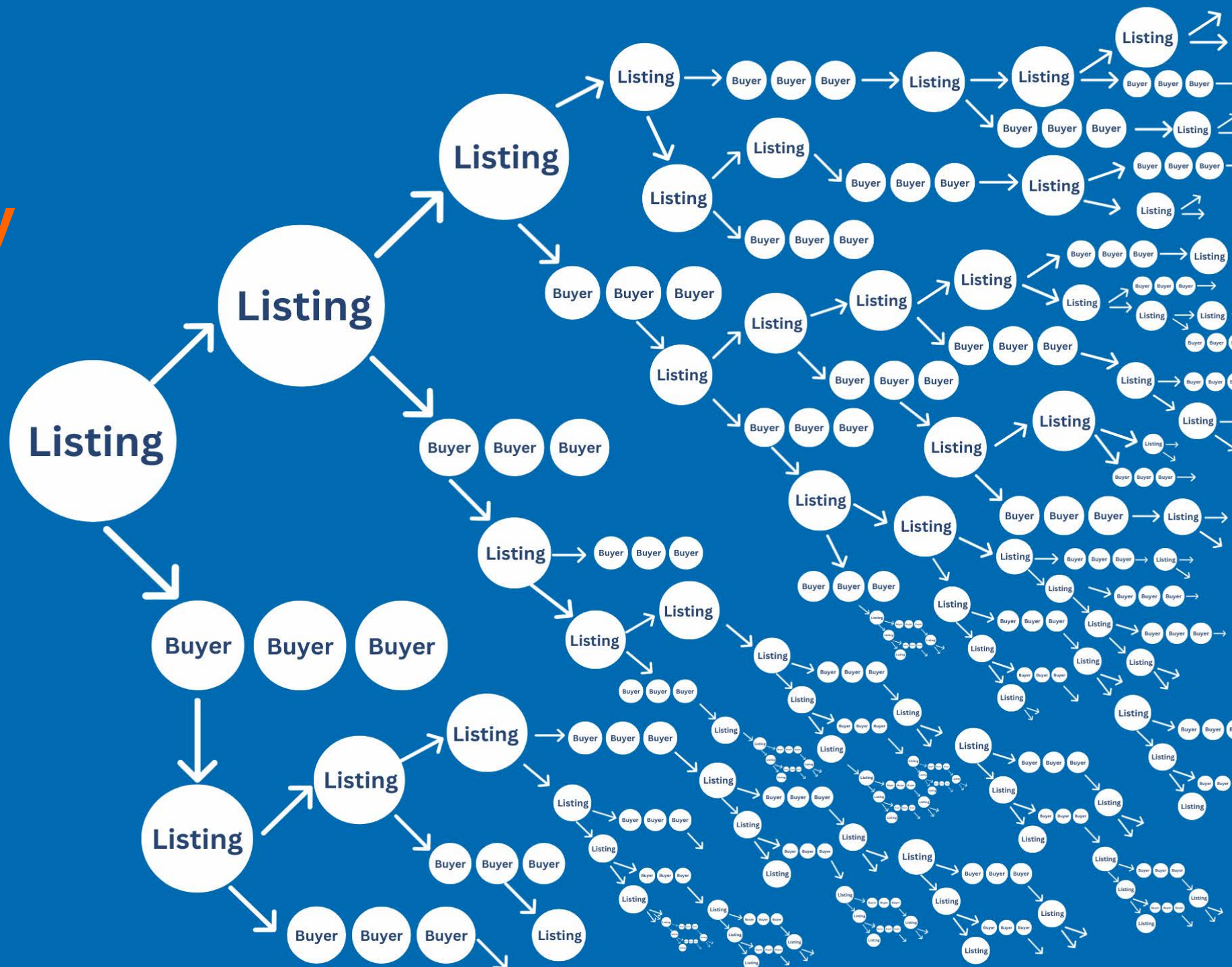


**A HOME IS WORTH WHAT
A BUYER IS WILLING TO PAY FOR IT.**

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



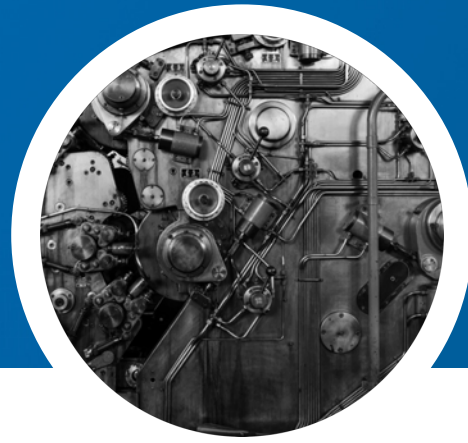
**Q: "Which Can I Add
to Generate More Listings?"**



What if I (REALLY)
Focused On Listing Attraction?

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!



The Repeat & Referral Machine

5% From Life Events

- ✓ Diapers → 
- ✓ Death → 
- ✓ Diamonds → 
- ✓ Divorce → 
- ✓ Diplomas → 
- ✓ Defaults → 
- ✓ D'Relocation → 



Q: How many clients & sphere 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 = _____



They all ask:

**How's the
real estate
market?**

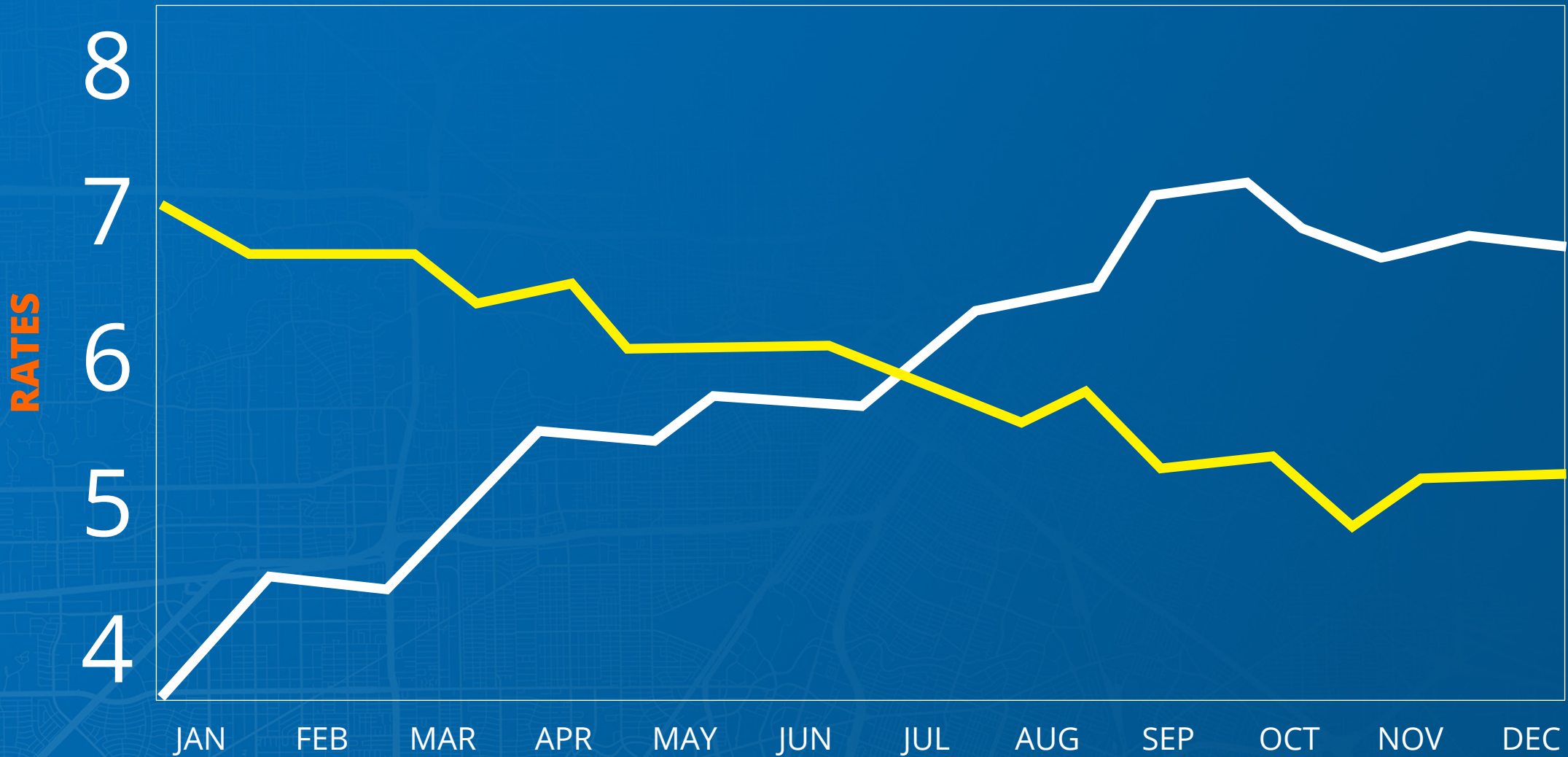
Homeowners ask about the market,
But what they really want to know...

“Is my equity safe?”

“Appreciation or depreciation?”

& “How will this market effect my future plans?”





MARKETING & LEAD GENERATION PIPELINE

Listen Up!

How many people do you know (*neighbors, relatives, friends, acquaintances, people you know from your kids' school, your church, etc.*) who are real estate agents?

15%

None

34%

1-5

29%

6-10

17%

11-20

4%

21 or more

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



How Much Equity Did You Gain?



How much equity did you gain in 2023?

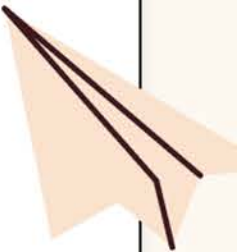
I'm setting aside a few hours this week to put together home equity reports for my clients.

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



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?



Subject Line: Before March 15th?

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

If you're interested, lets connect,

Tom Ferry
Your Agent





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

 CURAYTOR

○○○

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.

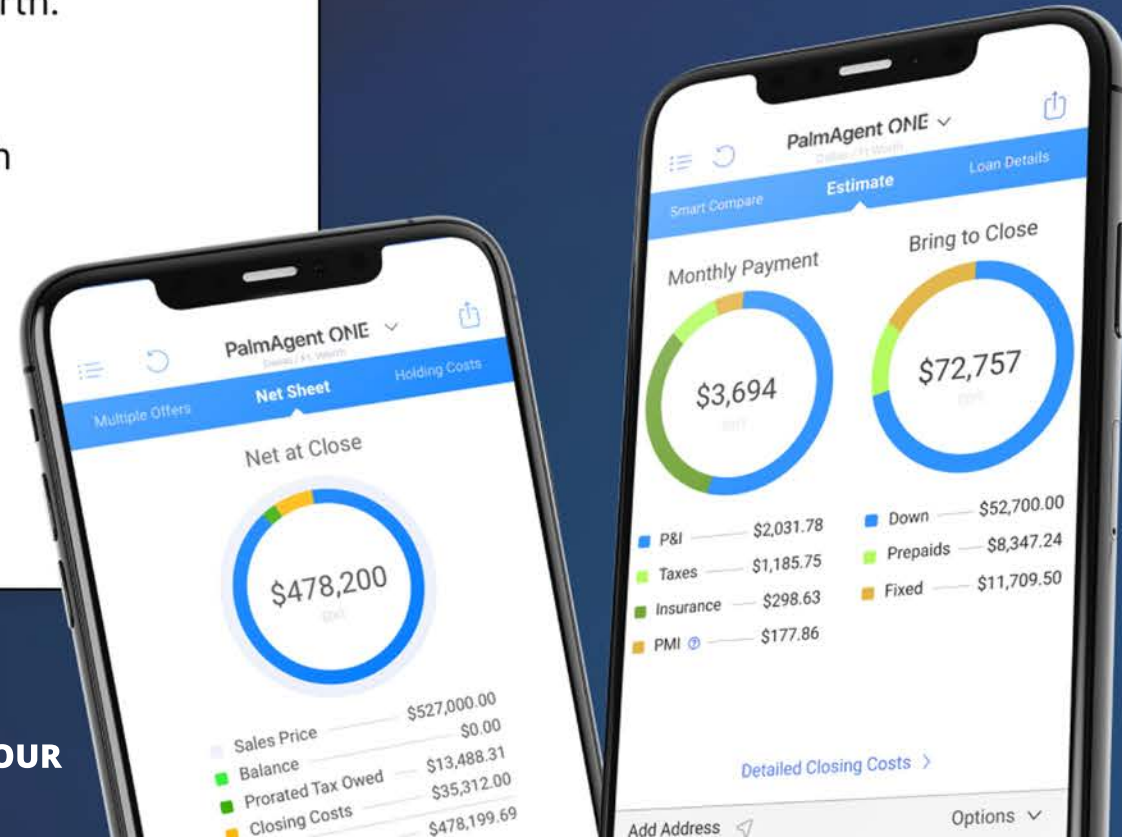
This is called a Net Sheet.

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

Would you like one for your home?



PalmAgent ONE



Denver



ChicagoAgent **ONE**



FidelityAgent **ONE**

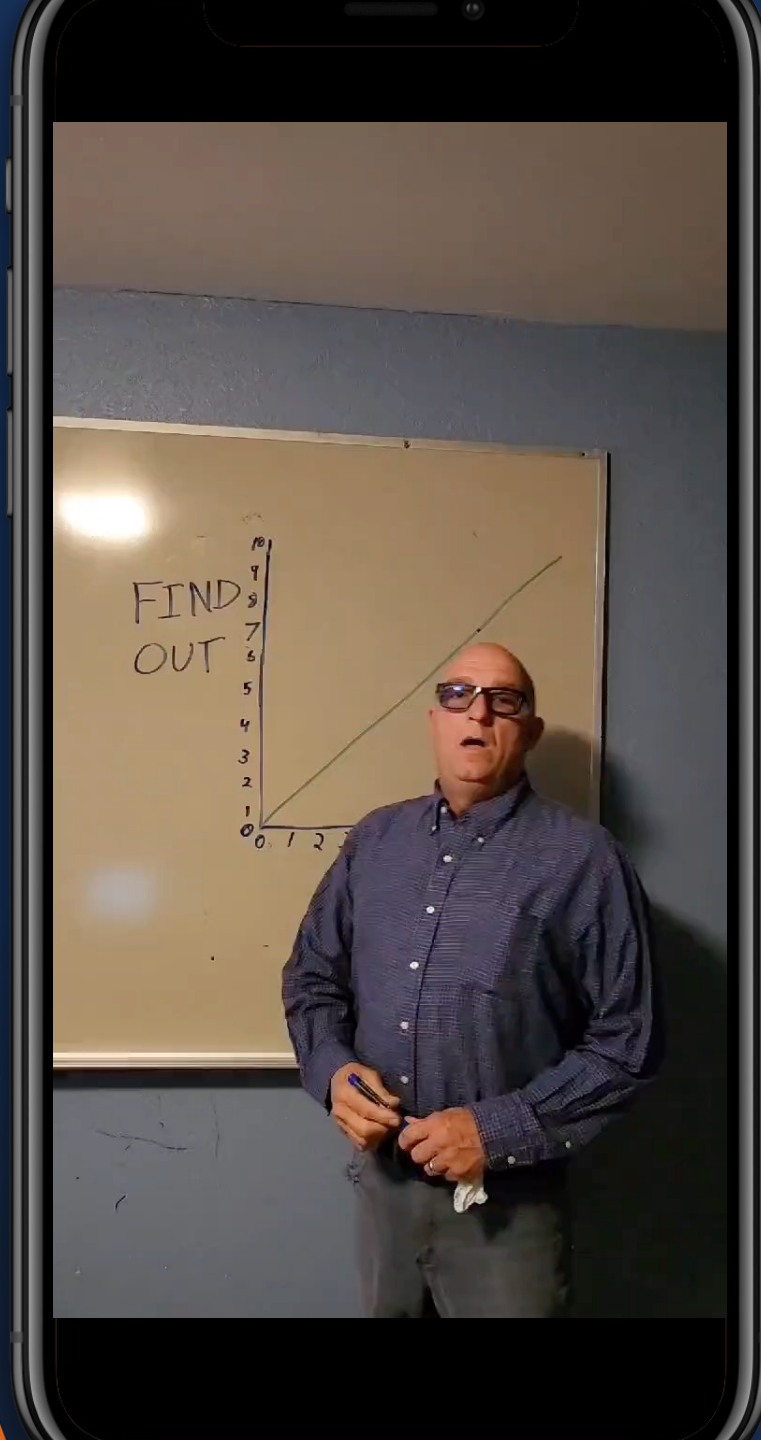


HTCAgent **ONE**

PalmAgent

Real Estate's #1 Closing Cost App





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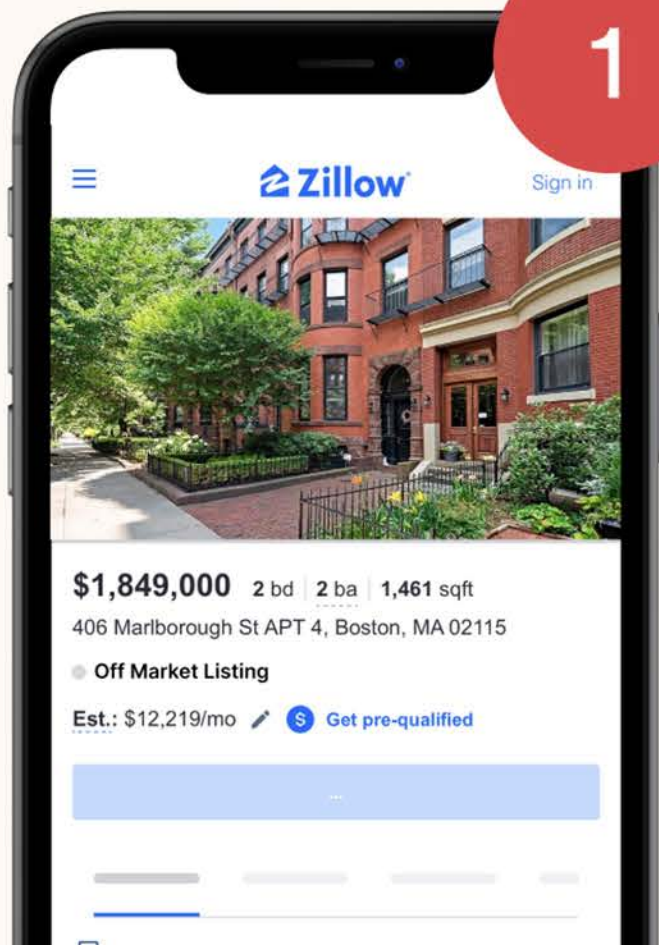
How to Find Out What Works?

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

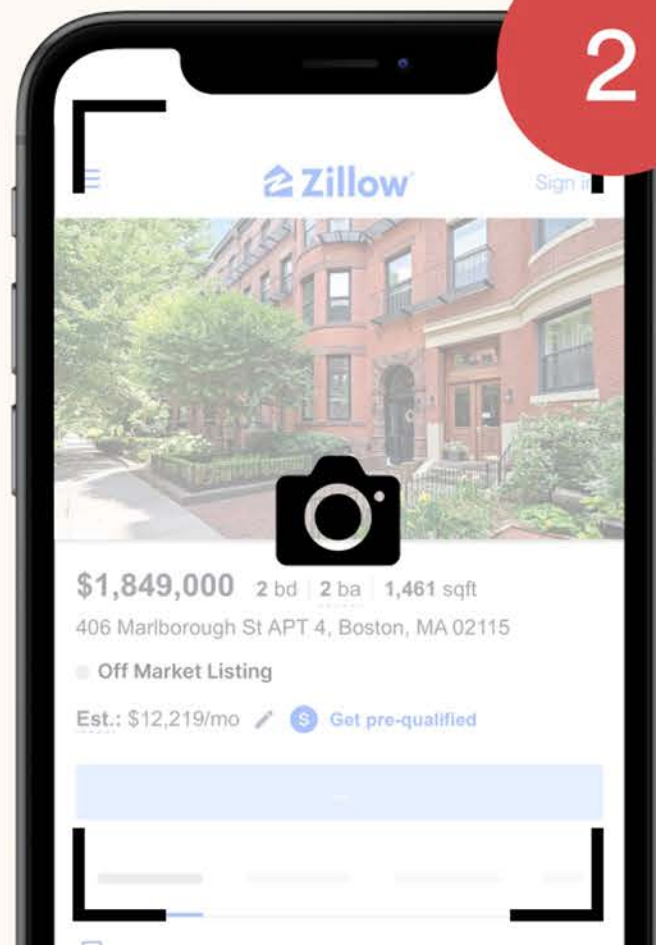


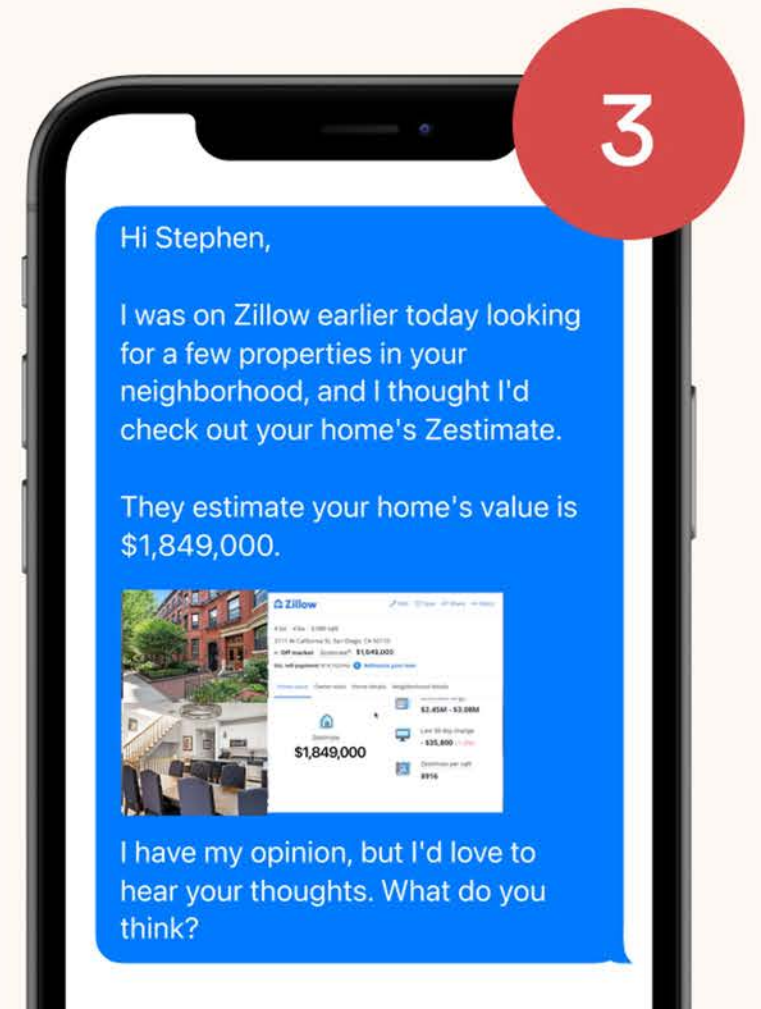
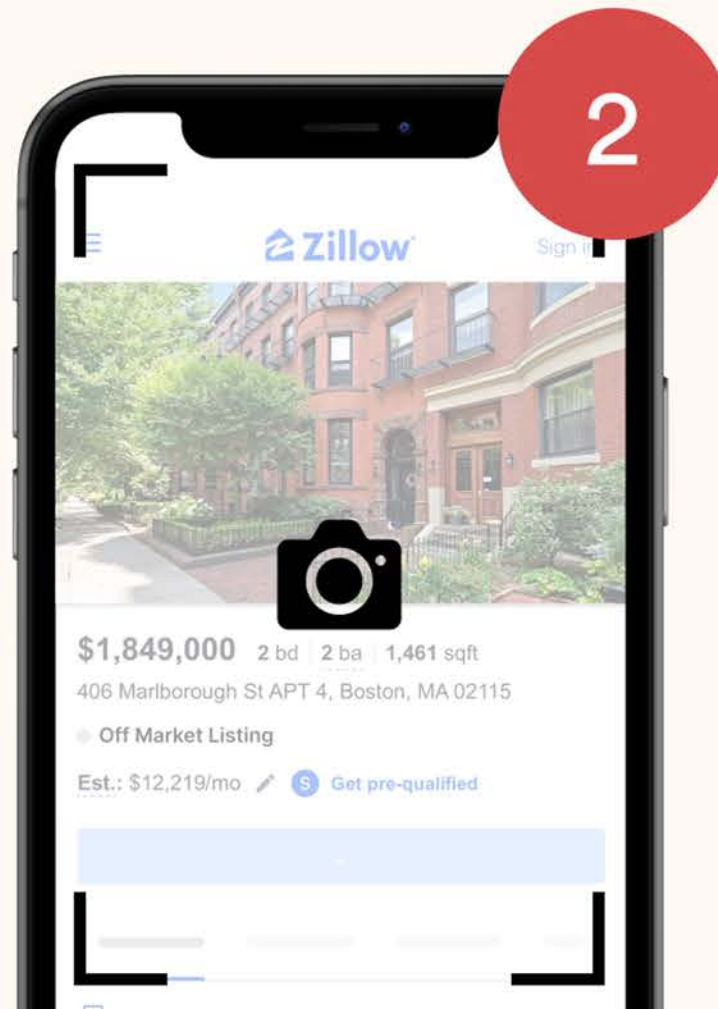
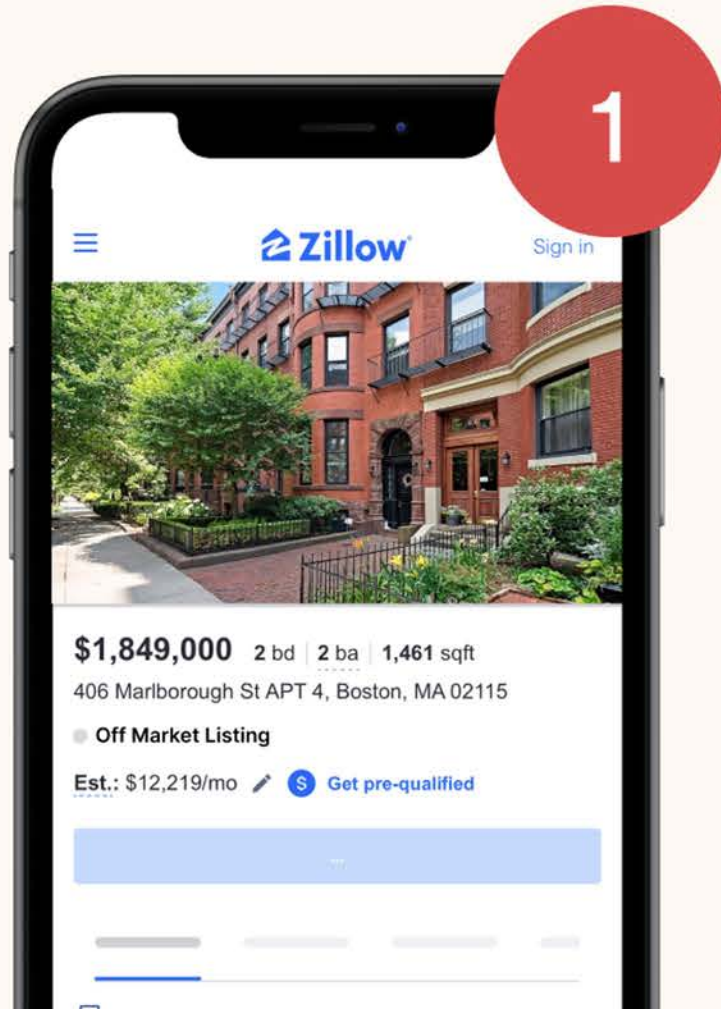


1



2





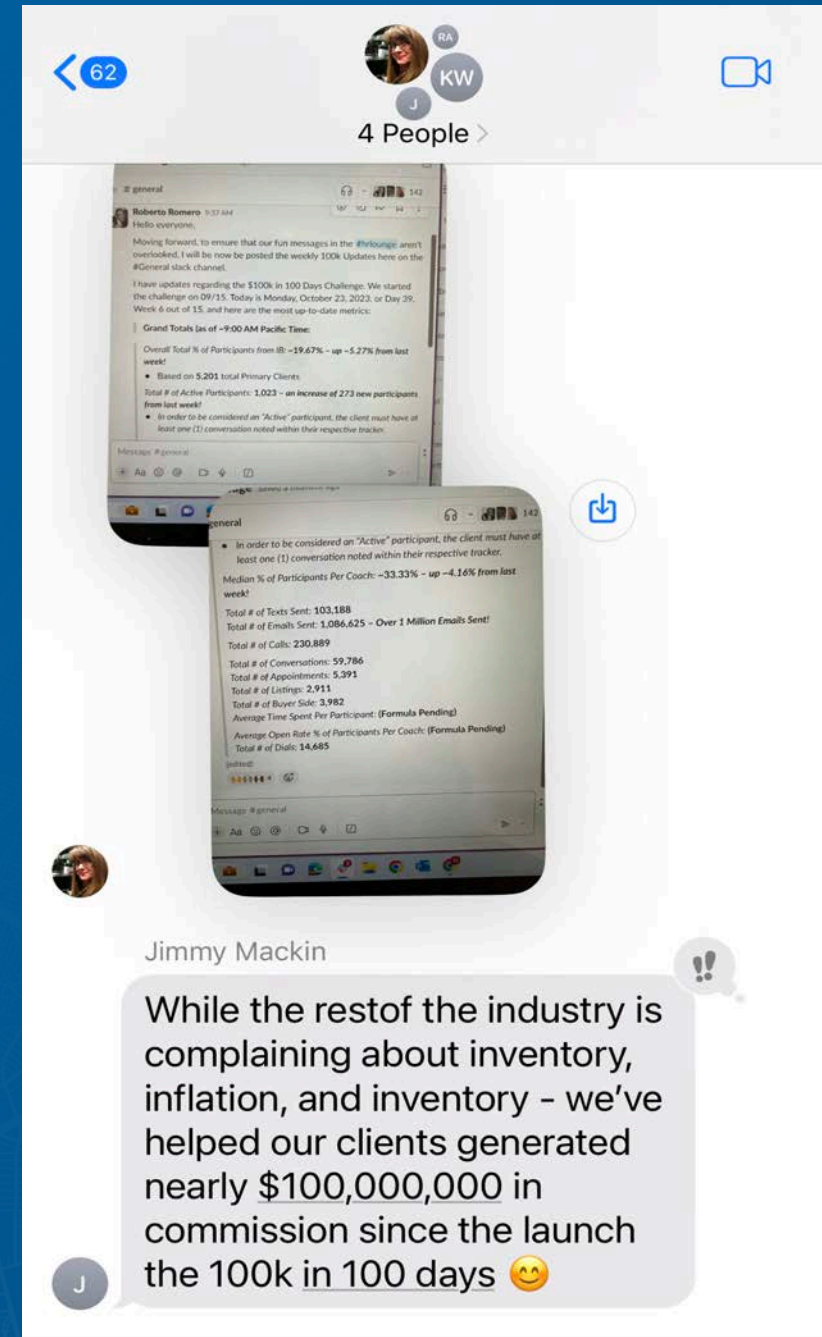
FROM SEPT TO DEC 2023

2,394 clients

413,963 Z-Cma Text

19,451 Listing Appts Scheduled

"You Know What's Working Right Now?"



“Equity Update Poll”

Do you want an equity report for your home?



What Calculator Do You Use To Create the Equity Report?

Home *Equity*

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
www.spencerealty.com

2331 Magnolia Drive
Los Angeles, California 90021



Title fees and
rates provided by


Denver



ChicagoAgent **ONE**



FidelityAgent **ONE**

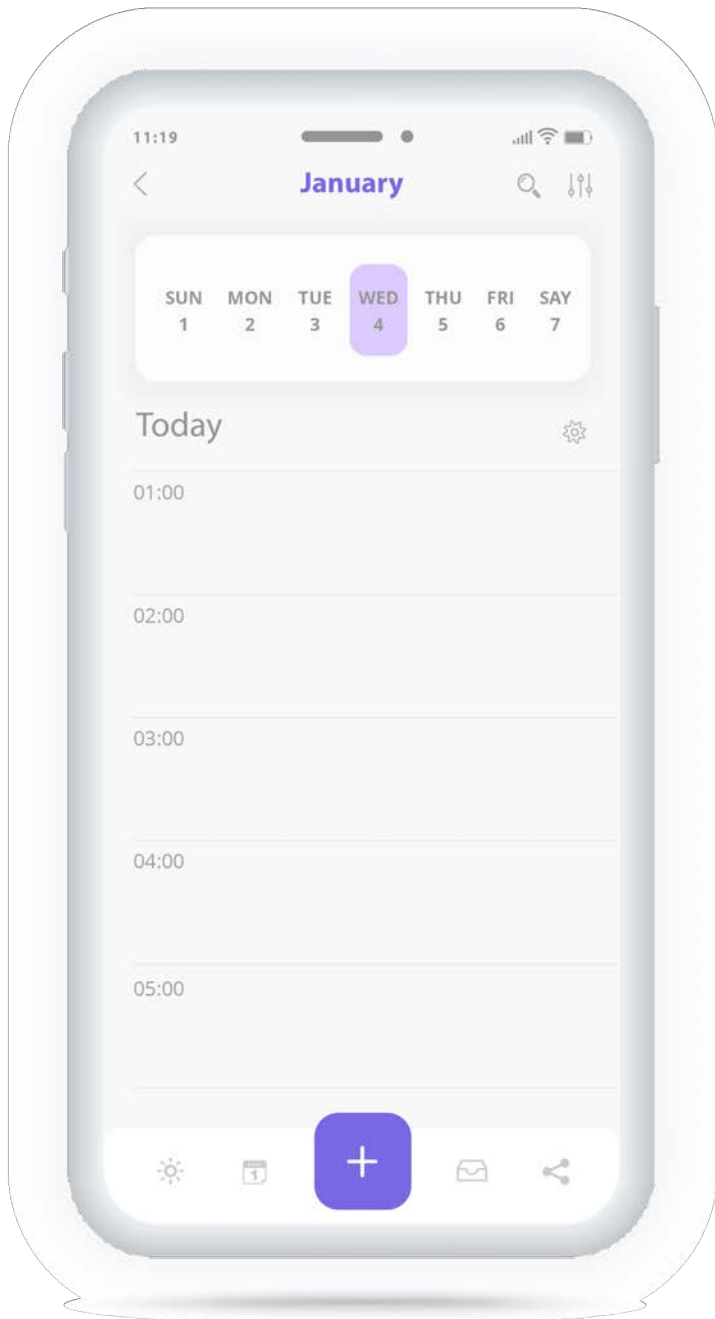


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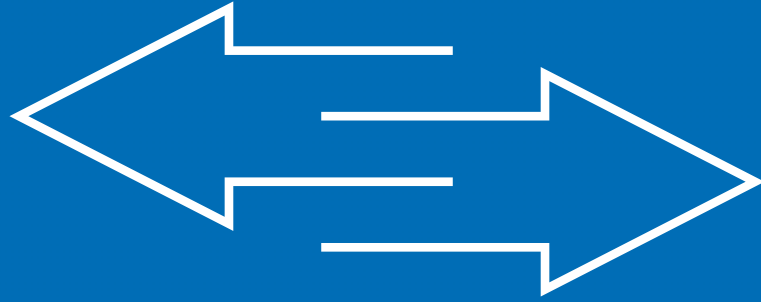
PalmAgent

Real Estate's #1 Closing Cost App





**Q: HOW DO I DOUBLE MY
LISTING
APPOINTMENTS?**



**What 1 or 2 Listing Lead
Sources Should I Add?**

TOTAL GCI 1993 TO 2023



Here's what I'd love to see!

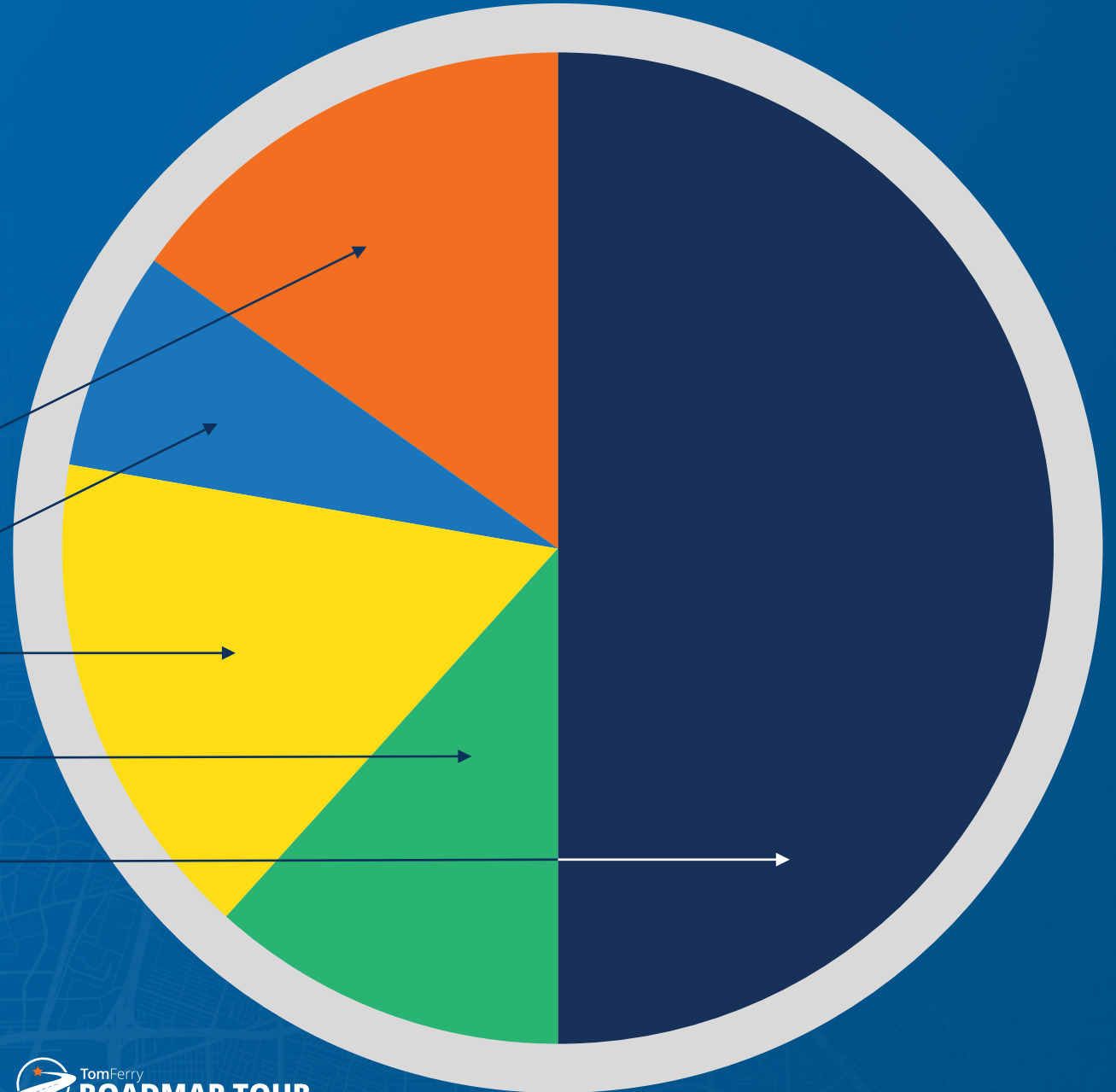
GEOGRAPHIC FARM

GOOGLE

PURCHASED ONLINE LEADS

OPEN HOUSE

REPEAT AND REFERRAL



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?**

"What adjustments will I make to become more consistent in attracting listings?"

Interested

Committed?



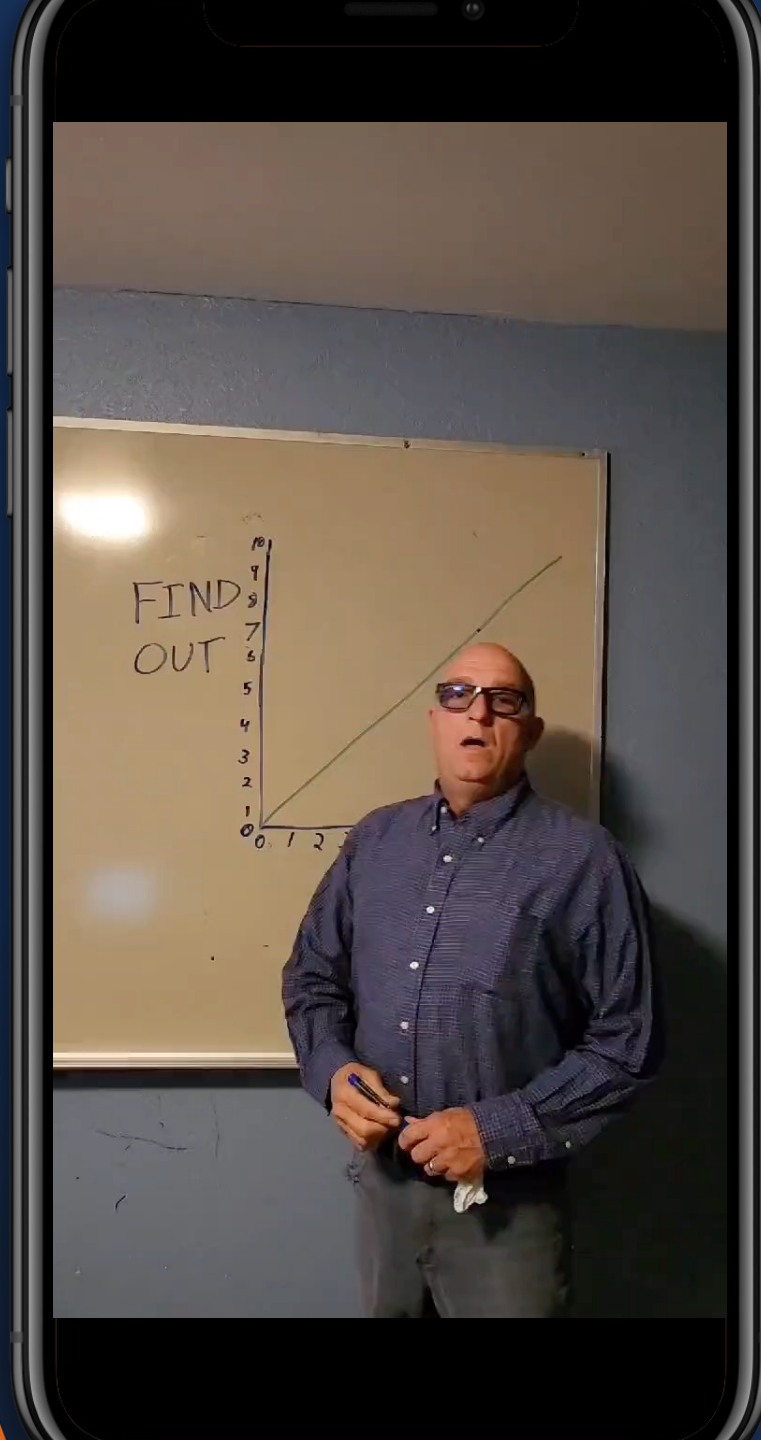
**Your mind must
be stronger than
your feelings.**

— Tim Grover



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)



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How to Find Out What Works?



**What are you
thinking?**

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!"

**Why Most Fail to Go All In?
And Never Realize Their
True Potential?**



What am I committed to?

Lunch



I only have
one request...

**What's your
experience with
coaching?**

Q: Do I struggle to follow through consistently?

Q: 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.

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

Q: How do I go to the
next level?

TEAM™

ELITE™

CORE™

8

Exit Business (sell, hand over the business)

7

Multiply Profits (business optimization)

6

Scale Sales & Revenue (of the team)

5

Grow Your Team (leverage)

4

Delegate Work (HaBu)

3

Gain Consistency/Execute

2

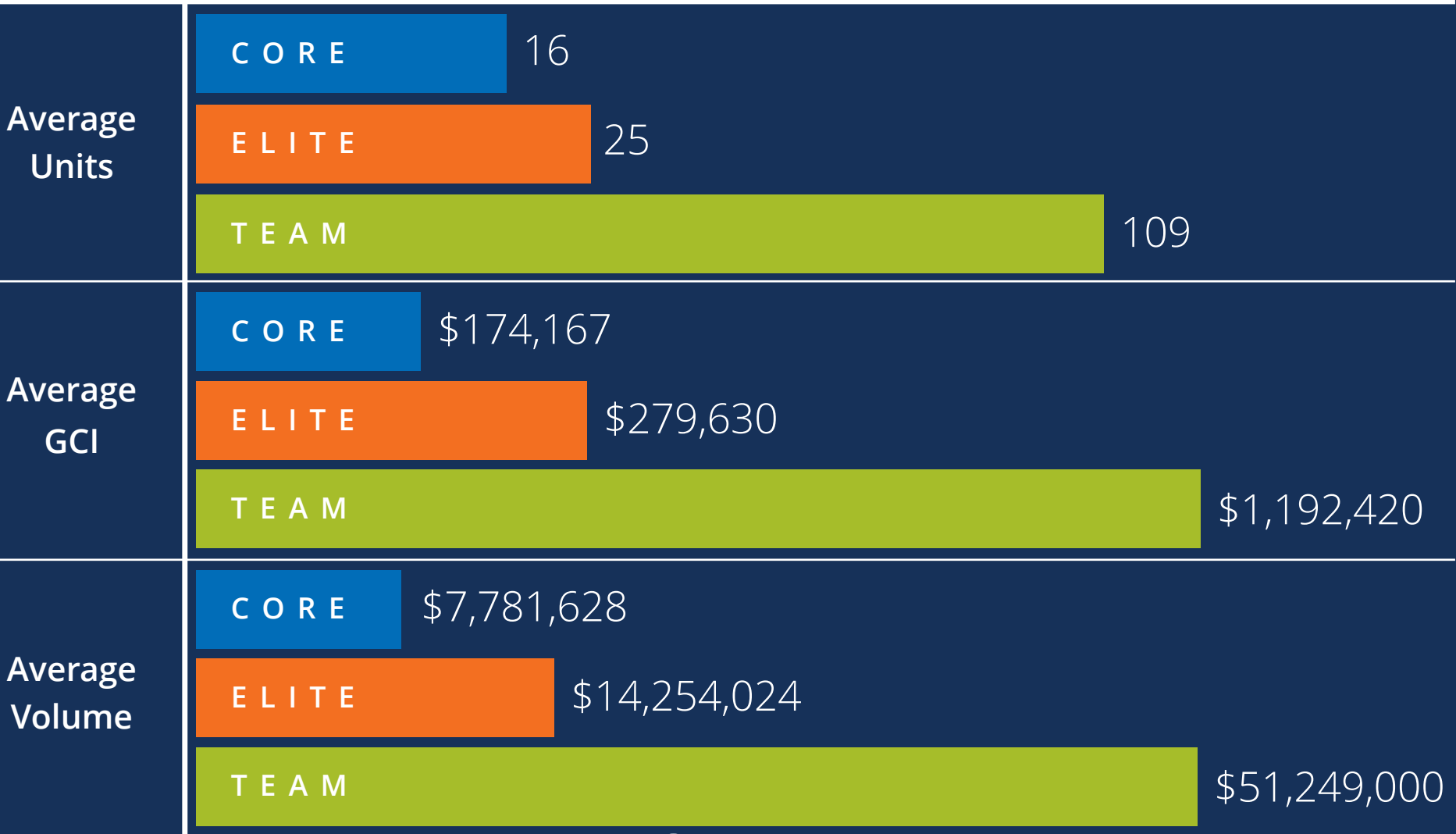
Expand Your Marketing

1

Make Money Now /
Build Foundations

CORE COACHING ELITE COACHING TEAM GROWTH COACHING

2023 (Oct 1st)



To Clarify

ELITE COACHING

- Weekly sessions w/ guide/coach
- Live trainings every week
- Hundreds of hours of trainings, specialty workshops in illūm
- 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



What can I expect...

- Expert guidance
- Refine my **VISION**
- Develop or refine my **Marketing**
- Help me build/**Develop my Skills in**
 - **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



90+ Agent and Team Playbooks

WINNING MORE LISTINGS



Video

Geo-Farming on a Budget: Facebook Ads

Erica Wolfe

8 LEVELS OF PERFORMANCE | 2



Video

Geo-farming 101: How to Choose a Farm

Eileen Rivera



Video

Q2 2021 BluePrint - Highlight Video

Tom Ferry



Video

Video Message Your Way to Landing Expired Listings

Karl Phillips

8 LEVELS OF PERFORMANCE | 1 2

Thousands of hours of
specific, actionable
trainings

ONLINE PRESENCE



Video

Online Lead Generation Part 1: Your IDX Website Strategy

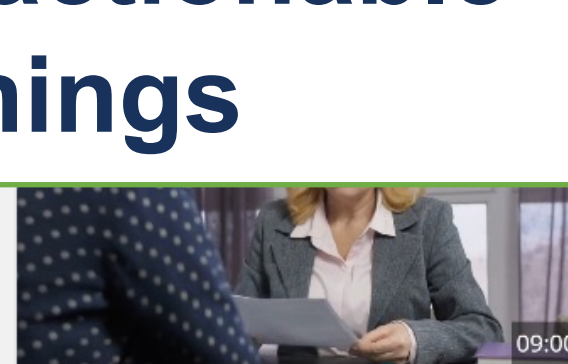
Bob McCranie



Video

Your Social Media Marketing Strategy

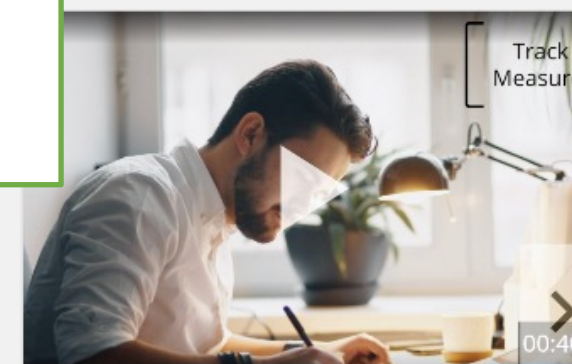
Tom Ferry



Video

Why You Need to Schedule Your Social Media

Tom Ferry



Video

Your Strategy for Zillow, Realtor.com and Trulia

Tom Ferry

Help

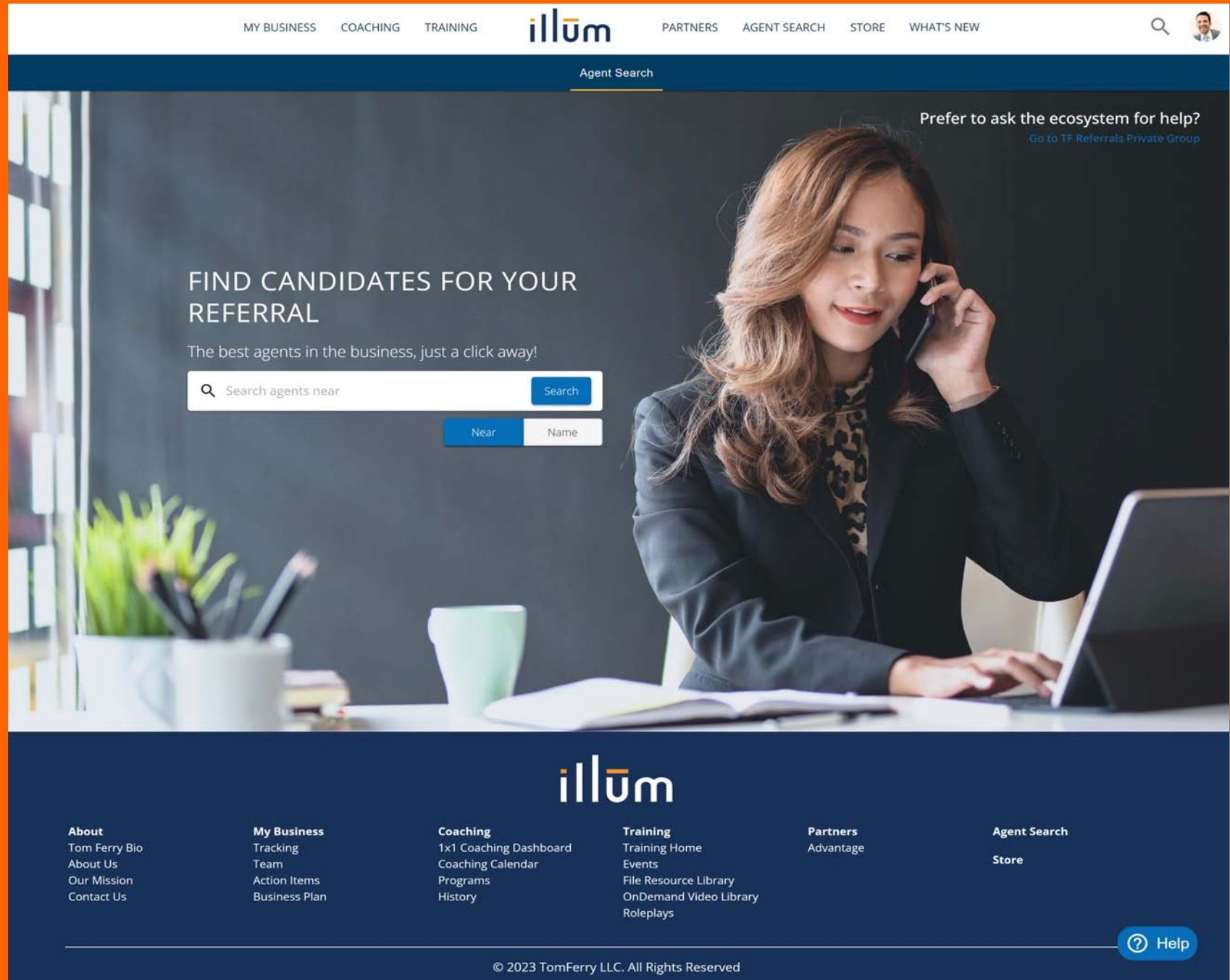


TomAi

The ONLY Coach Ai in Real Estate

Agent to Agent Referral Network

“Are people
moving to
Texas?”



The screenshot shows the 'Agent Search' page of the illūm website. The page features a large background image of a woman in a business suit talking on a phone while working at a laptop. The navigation bar at the top includes links for MY BUSINESS, COACHING, TRAINING, PARTNERS, AGENT SEARCH, STORE, and WHAT'S NEW. The 'AGENT SEARCH' link is highlighted. Below the navigation bar, the page title 'Agent Search' is displayed. The main content area has the heading 'FIND CANDIDATES FOR YOUR REFERRAL' and the subtext 'The best agents in the business, just a click away!'. A search bar with the placeholder text 'Search agents near' and a 'Search' button is present. Below the search bar, there are two tabs: 'Near' and 'Name'. In the top right corner, there is a link that says 'Prefer to ask the ecosystem for help? Go to TF Referrals Private Group'. The footer contains the illūm logo and a grid of links for various sections: About (Tom Ferry Bio, About Us, Our Mission, Contact Us), My Business (Tracking, Team, Action Items, Business Plan), Coaching (1x1 Coaching Dashboard, Coaching Calendar, Programs, History), Training (Training Home, Events, File Resource Library, OnDemand Video Library, Roleplays), Partners (Advantage), and Agent Search (Store). A 'Help' button is located in the bottom right corner.

MY BUSINESS COACHING TRAINING **illūm** PARTNERS AGENT SEARCH STORE WHAT'S NEW

Agent Search

Prefer to ask the ecosystem for help?
[Go to TF Referrals Private Group](#)

FIND CANDIDATES FOR YOUR REFERRAL

The best agents in the business, just a click away!

Search agents near Search

Near Name

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
Programs
History

Training
Training Home
Events
File Resource Library
OnDemand Video Library
Roleplays

Partners
Advantage

Agent Search
Store

 Help

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Trish Gore - Scottsdale



**The next step,
selecting the
right program!**

To Clarify

ELITE COACHING

- Weekly sessions w/ guide/coach
- Live trainings every week
- Hundreds of hours of trainings, specialty workshops in illūm
- 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



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**



We have the largest body of coaches available,
battle-tested, well trained in the Art & Science of coaching...

And they look like this



Jacque Hill

BHHS GA Properties
770-639-0665



Options...

Interested

Committed?



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



Questions?

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!



Questions?

TOTAL GCI 1993 TO 2023

—◆— Total GCI



Joined Tom Ferry
Coaching

“Weak People Believe in Luck.
Strong People Believe
in Cause and Effect.”

Break

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!



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 True Self:

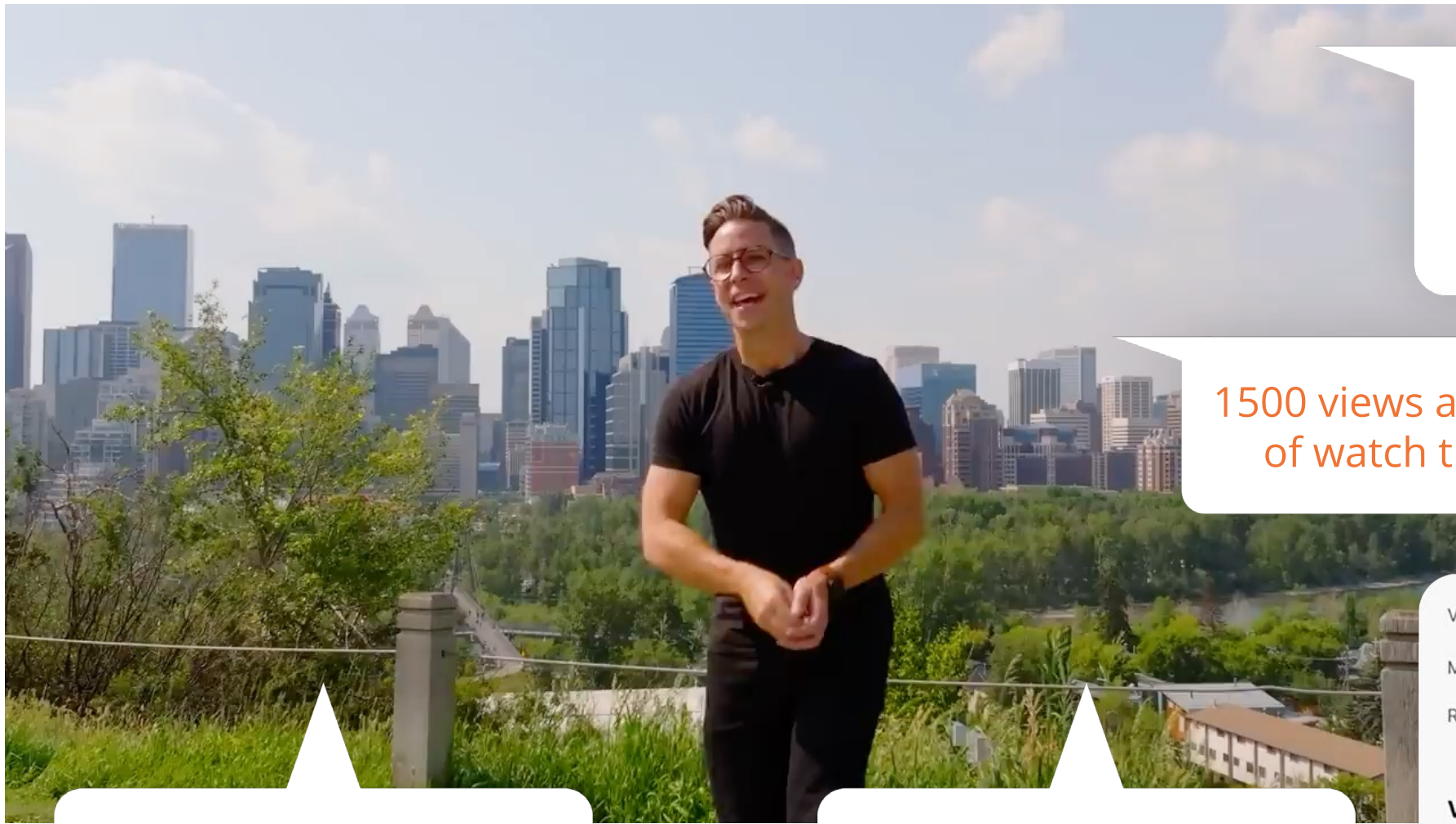
*Family, Travels, Hobbies,
Passion-Projects, Charities, Humor, etc.*

“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 —





Moving to Calgary in 2023?!

*Everything you must know
BEFORE deciding.*

1500 views and 7500 minutes
of watch time every day.

Over 15 deals closed
and pending, and new
leads everyday.


Generated a ton of
business too!

Visibility  Public
Monetization  On
Restrictions None

Video performance

First 116 days 1 hours

Ranking by views 1 of 10 >

Views 150.6K 

Impressions click-through rate  5.1% 

Average view duration 4:36 



The Knowledge Broker

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

- Video + Email + Social -

YOUTUBE ROCKSTAR

The screenshot shows the YouTube channel for Ken Pozek. The header features the YouTube logo, a search bar, and navigation icons. The channel banner includes the name 'KEN POZEK' in large white letters, a 'SUBSCRIBE' button, and the text 'FOR WEEKLY VIDEOS: REAL ESTATE, THEME PARKS, AND ORLANDO LIFE'. Below the banner is the channel profile picture, the name 'Ken Pozek', and the handle '@kenpozek'. A 'Subscribed' button with a notification bell is to the right. The navigation menu includes links for HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The main content area displays a featured video titled 'Universal is Doing Something Special' with a thumbnail showing a roller coaster. Below this is a section for other videos, each with a thumbnail, title, and view count. The thumbnails include 'DISNEY ADULTS', 'TAMPA VS ORLANDO', 'CELEBRATION FLORIDA', 'ORLANDO AIRBNB'S', 'SOLAR?', and 'COLLEGE TOWN?'. The background of the entire image is a blue map of Orlando.

KEN POZEK
SUBSCRIBE FOR WEEKLY VIDEOS:
REAL ESTATE, THEME PARKS,
AND ORLANDO LIFE

Ken Pozek
@kenpozek

Subscribed

HOME VIDEOS SHORTS LIVE PLAYLISTS COMMUNITY CHANNELS ABOUT

UNIVERSAL WINS?
Universal is Doing Something Special
Ken Pozek • 6.8K views • 1 month ago
Universal versus Disney World. A tale as old as time. For years Walt Disney World has dominated the headlines, but with a massive new investment into themed entertainment at Universal, you...

Videos ▶ Play all

DISNEY ADULTS
Disney Adults Living in Orlando
4K views • 3 days ago

TAMPA VS ORLANDO
Living in Orlando vs. Tampa
20K views • 2 weeks ago

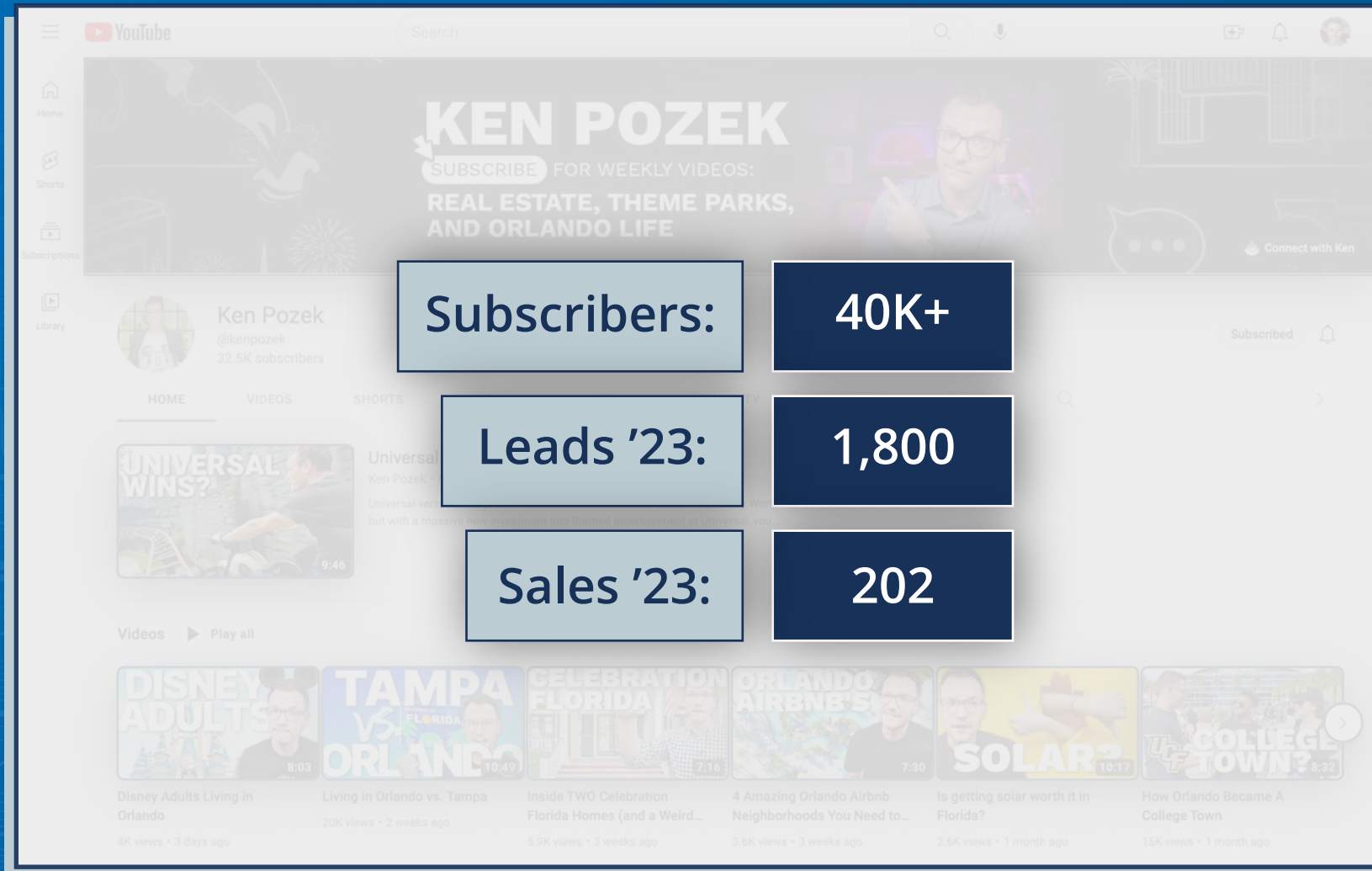
CELEBRATION FLORIDA
Inside TWO Celebration Florida Homes (and a Weird...
5.9K views • 3 weeks ago

ORLANDO AIRBNB'S
4 Amazing Orlando Airbnb Neighborhoods You Need to...
3.6K views • 3 weeks ago

SOLAR?
Is getting solar worth it in Florida?
2.6K views • 1 month ago

COLLEGE TOWN?
How Orlando Became A College Town
15K views • 1 month ago

YOUTUBE ROCKSTAR



The image shows a screenshot of the YouTube channel for Ken Pozek. The channel banner features the name 'KEN POZEK' and a 'SUBSCRIBE' button. Below the banner, the channel name 'Ken Pozek' and subscriber count '32.5K subscribers' are visible. The video section displays a grid of video thumbnails with titles like 'DISNEY ADULTS', 'TAMPA VS ORLANDO', 'CELEBRATION FLORIDA', 'ORLANDO AIRBNB'S', 'SOLAR?', and 'COLLEGE TOWN?'. Overlaid on the center of the screenshot are three boxes containing performance metrics: 'Subscribers: 40K+', 'Leads '23: 1,800', and 'Sales '23: 202'.

Metric	Value
Subscribers:	40K+
Leads '23:	1,800
Sales '23:	202

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 behind-the-scenes of your business: *closings, showings, open houses, client events, team meetings, etc.*

— Video + Email + Social —

Run plays
that work!

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 😊



What am I committed to?

Mega Trend:

Ai Everywhere

A glowing blue brain is positioned on a black circuit board. The board is part of a larger, complex network of circuitry with glowing blue lines and components. The background is dark with a grid-like pattern of glowing blue lines.

WHAT'S MY STRATEGY FOR Ai?



TomAi

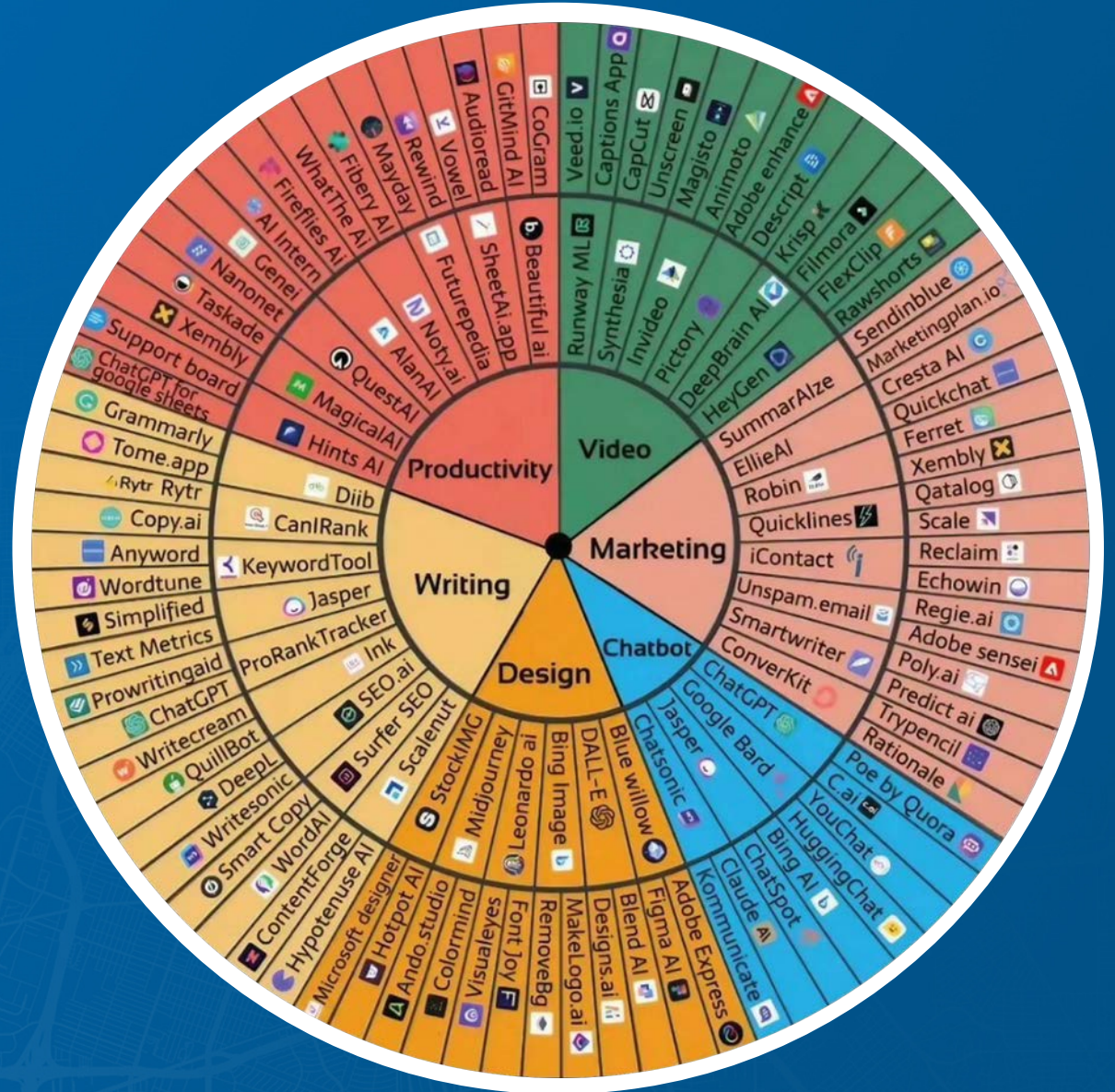
The Worlds Greatest Real Estate Coach!

**"Ai is an enhancer
& an accelerator"**

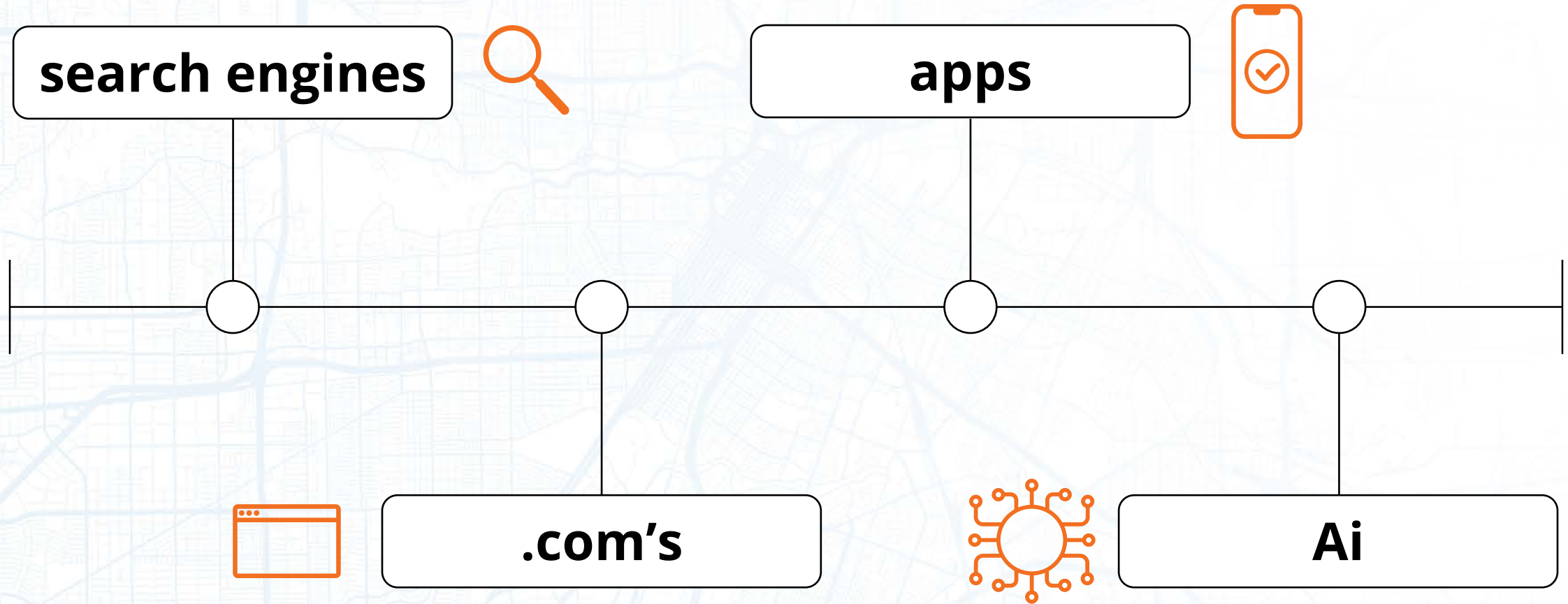
“Ai will do 80 to 85% of the work for you in seconds!”

Evolving.ai

120 Mind-Blowing Ai Tools



I've been here before...





What is/isn't Ai?



@jasonpantana

× *MORE*

× *FASTER*

× *BETTER*



AI Outputs



TEXT



IMAGES



VIDEOS



AUDIO



@jasonpantana

1

Personalized Videos

VIDEO PERSONALIZATION

Personalize keywords in a video via lip-syncing and voice synthesis AI technologies.



Maverick



BHuman



Gan.ai

Video Personalization



SEE IT IN ACTION

Hi Jennifer ,

I have a personalized pitch for you

Next >



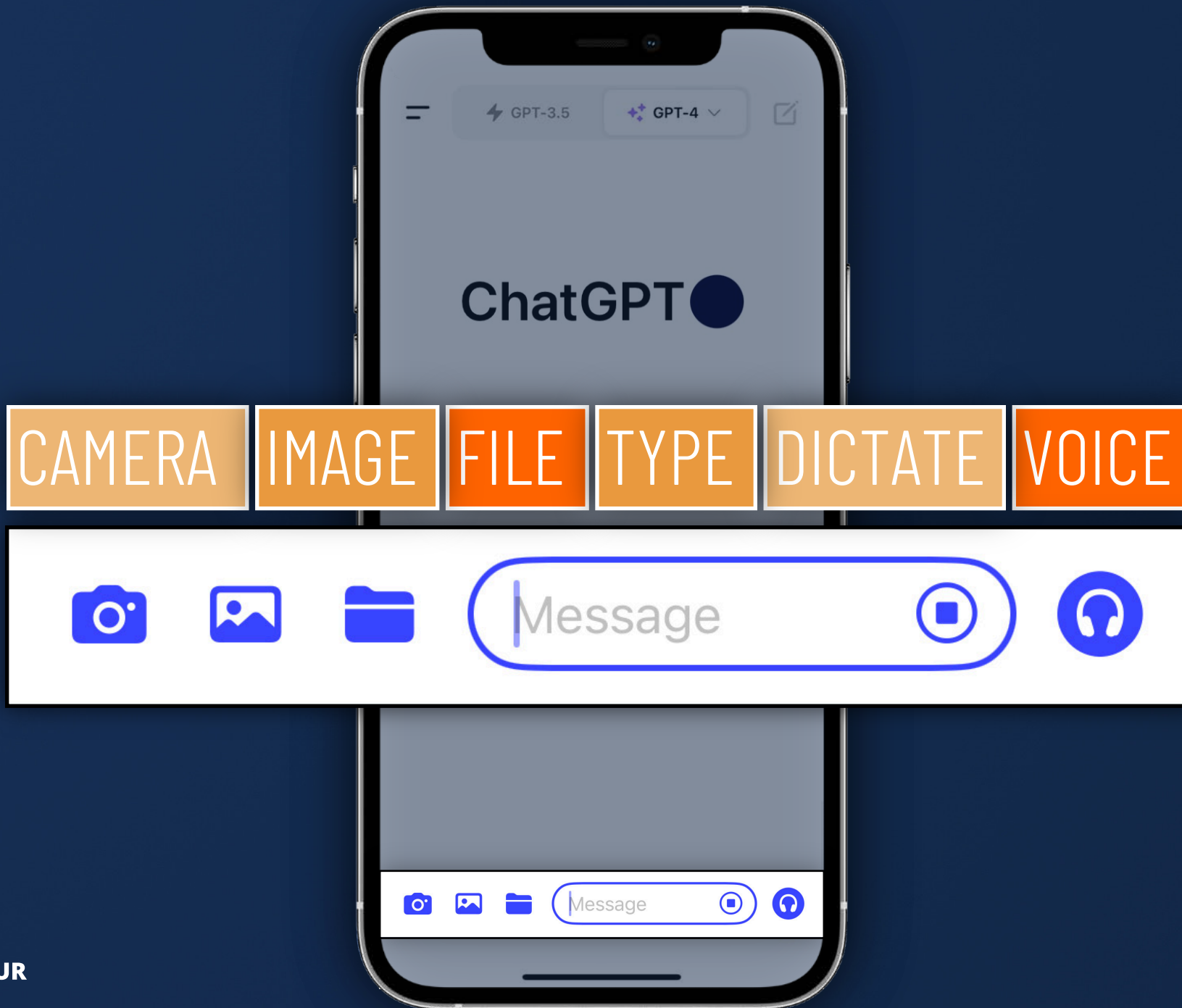



@jasonpantana

2

CHATGPT VOICE







We are exiting the
age of *HOW?* and
entering an era of
WHAT? and *WHO?*

Tom

3

AUDIO ENHANCEMENT

SOUND ENHANCEMENT

AI that eliminates audio flaws and refines recordings to achieve a studio-like quality.



Enhance



Veed



Audio



CLEAN



AUDIO



@jasonpantana

4

MULTIMEDIA MAGIC

MULTIMEDIA MAGIC

AI that generates or transforms images, videos, and other types of media.



RunwaML



Firefly



Midjourney



Canva









@jasonpantana

5

VIDEO VANITY

VIDEO VANITY

AI to correct eye-contact, whiten teeth, lessen wrinkles, color grade, remove backgrounds, etc.



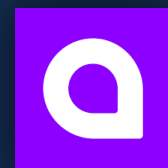
Caput



Veed



Lumen5



Captions AI



"A-EYE"



CONTACT

EVOLVE VS ERODE

A pair of hands, one on the left and one on the right, are shown holding a glowing, translucent globe. The globe has a bright white ring around its equator and a bright white ring around its poles. The text "Would you like my 8-month prediction?" is overlaid in large, bold, white sans-serif font across the center of the globe. The background is dark and textured.

**Would you like
my 8-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!”**

Tom




Agents' Roles are Changing


“What’s the **Future** of Buyers Agents?”



7 Trends



“Smart agents & teams will begin marketing their **“PROCESSES”** that emphasize how to make buying “easier”, “more convenient, less stressful”, “protecting their interests”, even “safer”... FIRST!



**Agents & Teams must Know,
Show & Demonstrate Their
Value to Buyers**

Addressing common objections:

“Has anyone shared the stats around the # of home sales... that fall apart? 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

Addressing common objections:

“Are you familiar with the 27 terms of your purchase... that 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)
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

Stop over analyzing the close!

“We’d love to on board you as a client and provide these services...”

THE TYPICAL RESIDENTIAL REAL ESTATE CLOSING PROCESS



SPARTA TOWNSHIP
OPEN PUBLIC RECORDS ACT REQUEST FORM
65 Main Street, Sparta, New Jersey 07871
Phone: 973-729-4493 & 973-726-3664
www.sparta-nj.org

NEW JERSEY REALTORS
OPEN PUBLIC RECORDS ACT REQUEST FORM
NOTICE TO BUYERS AND SELLERS

DocuSign Envelope ID: 8EAD8DD-C14A-4008-AF8A-C300A0E5B3F



The last page of the form
Requester information

First Name
Last Name
Email Address
Mailing Address
City
State
Zip
Telephone (No. & Ext.)
Fax (No. & Ext.)
If you are requesting a
copy of a document, please
indicate the document number.

Record Request
requested, as
technological time

NEW JERSEY REALTORS

NEW JERSEY REALTORS

NEW JERSEY REALTORS

NEW JERSEY REALTORS

NEW JERSEY REALTORS

NEW JERSEY REALTORS

NEW JERSEY REALTORS

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NEW JERSEY REALTORS



NEW JERSEY REALTORS' STAFF
EXCLUSIVE BUYER AGENCY

1. AGENCY: _____ and _____

2. (This Agreement as "Buyer" hereby designates Keller Williams Realty

3. as Buyer's exclusive agent, referred to in this Agreement as "Buyer's Agent"

4. real estate by Buyer in the following:

5. terms and conditions set forth below:

6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50.

1. DOES BUYER HAVE A BUSINESS RELATIONSHIP WITH AN

2. Buyer represents to Buyer's Agent that no other buyer's agency agreement

3. agreement during the term of this Agreement.

4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50.

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4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50.

1. DOES BUYER HAVE A BUSINESS RELATIONSHIP WITH AN

2. Buyer represents to Buyer's Agent that no other buyer's agency agreement

3. agreement during the term of this Agreement.

4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50.

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KW INTEGRITY
KELLER WILLIAMS REALTY

CONSUMER INFORMATION STATEMENT ON
NEW JERSEY REAL ESTATE RELATIONSHIP

In New Jersey, real estate licensees are required to disclose how they intend to work with buyers and sellers in a real estate transaction. (In rental transactions, the terms "buyers" and "sellers" should be read as "tenants" and "landlords" respectively.)

1. As a seller's agent or sub-agent, I, as a licensee, will disclose to the seller and all material information supplied to me by the buyer will be told to the seller.

2. As a buyer's agent, I, as a licensee, represent to the seller all material information supplied to me by the buyer.

3. As a disclosed dual agent, I, as a licensee, represent to both the buyer and the seller, I may not, without express disclosure that the seller will accept a price for the property or that the buyer will pay a price greater than the seller's asking price.

4. As a transaction broker, I, as a licensee, represent to both the buyer and the seller, I will not favor one party over the other.

Before you disclose confidential information regarding a real estate transaction, I will first obtain your written consent. There are four business agent, (1) buyer's agent, (2) seller's agent, (3) disclosed dual agent, and (4) transaction broker. Each of these legal duties and responsibilities defined in greater detail below making your choice.

A seller's agent WORKS for the seller's best interests, called full disclosure. Seller's agent must disclose to the buyer all material information which a reasonable person would want to know.

Seller's agent must disclose to the buyer all material information which a reasonable person would want to know.

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READ THIS NOTICE BEFORE SIGNING THE CONTRACT
TO BUYER AND SELLER

1. As a real estate licensee, I represent to you the following information before you sign this contract. If you do not read this notice carefully, you may not understand the terms of the contract. The purpose is to help you in this purchase or sale.

2. You will not get any legal advice unless you have your own lawyer. Neither I nor anyone from the title company can give legal advice to either the buyer or the seller. If you do not hire a lawyer, no one will represent you in legal matters now or at the closing. Neither I nor the title company will represent you in these matters.

3. The contract is the most important part of the transaction. If you do not hire a lawyer, no one will represent you in legal matters now or at the closing. Neither I nor the title company will represent you in these matters.

4. The contract becomes final and binding unless your lawyer cancels it within the following three business days. If you do not have a lawyer, you cannot change or cancel the contract unless the other party agrees. Neither I nor the title company will represent you in these matters.

5. Another important service of a lawyer is to order a survey, take report, or other important reports. The lawyer will review the terms and help to resolve any questions that may arise about the ownership and condition of the property. These reports and survey can cost you a lot of money. A lawyer will also prepare the documents needed to close the sale and represent you at the closing.

6. A buyer without a lawyer runs special risks. Only a lawyer can advise a buyer about what to do if problems arise concerning the purchase of the property. The problems may be about the ownership and condition of the property, or other matters that may affect the value of the property. If either the buyer or the seller has a problem about the purchase of the property, they should get legal advice. But they may not recognize the problem, so it is from your point of view, or know what to do. Ordinarily, the broker and the title company have an interest in seeing that the sale is completed, because only then do they usually receive their commissions. So, their interest may differ from yours.

7. Whether you retain a lawyer is up to you. It is your decision. The purpose of this notice is to make sure that you have the information needed to make your decision.

8. A seller's agent WORKS for the seller's best interests, called full disclosure. Seller's agent must disclose to the buyer all material information which a reasonable person would want to know.

Seller's agent must disclose to the buyer all material information which a reasonable person would want to know.

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Seller's agent must disclose to the buyer all material information which a reasonable person would want to know.

Actions:

Brainstorm with Coach & Mastermind Partners

- ☒ Modernize my Buyer Consultation
- ☒ Implement a Buyer Agency Agreement
- ☒ Create a list of “what you do” for clients
- ☒ Practice “like **your income depends on it**”

I would ask every agent:
"Where do you need to improve
your buyer agency/buyer
consultation?"

**What's my Plan to Help my
Clients?**



"Focus!"

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.



Option 2:
Total Team Domination... Building and scaling a business.

“

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

”

A group of five business professionals (three men and two women) are standing in a modern office with large windows overlooking a city. They are dressed in business attire and appear to be in a collaborative meeting, with some holding documents. The scene is bathed in a cool blue light, and the overall atmosphere is professional and focused.

What's Your Ideal Team?

A large, vibrant group of people, mostly children and adults dressed as clowns, are posed together. The clowns have various colorful wigs (yellow, green, blue, red), large red noses, and exaggerated expressions. They are wearing a variety of costumes, including polka-dot shirts, checkered outfits, and floral patterns. Some children are also dressed as clowns, with one in the foreground having a bright yellow wig. The background is filled with more people in similar costumes, creating a dense and festive scene.

ILLEGITIMATE TEAM



Family Business

The background of the slide features a photograph of five SEAL team members in full combat gear, including helmets, vests, and rifles, wading through shallow water. The image is overlaid with a blue geometric pattern of interconnected lines and dots. The title 'Seal Team' is written in large orange letters, and '(Small Team)' is written in smaller white letters below it.

Seal Team

(Small Team)



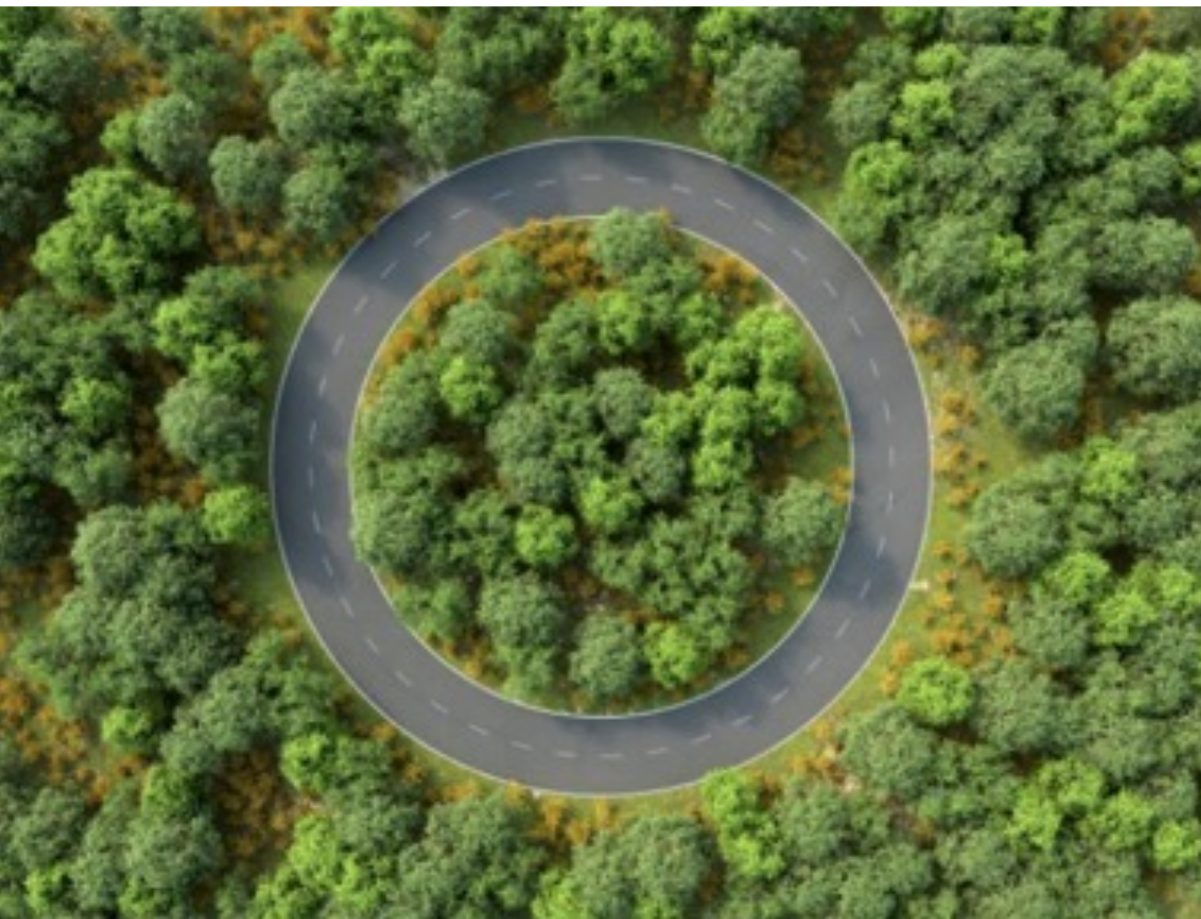
Super Group

Jamie!

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!**

**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, After Tax Profits

2. Scaling Trust & Likeability – Send 300 CMA's

- Reach, Followers, Referrals, Inbounds, Business Opportunities Generated, 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

Projected Units Sold per Month and per Quarter

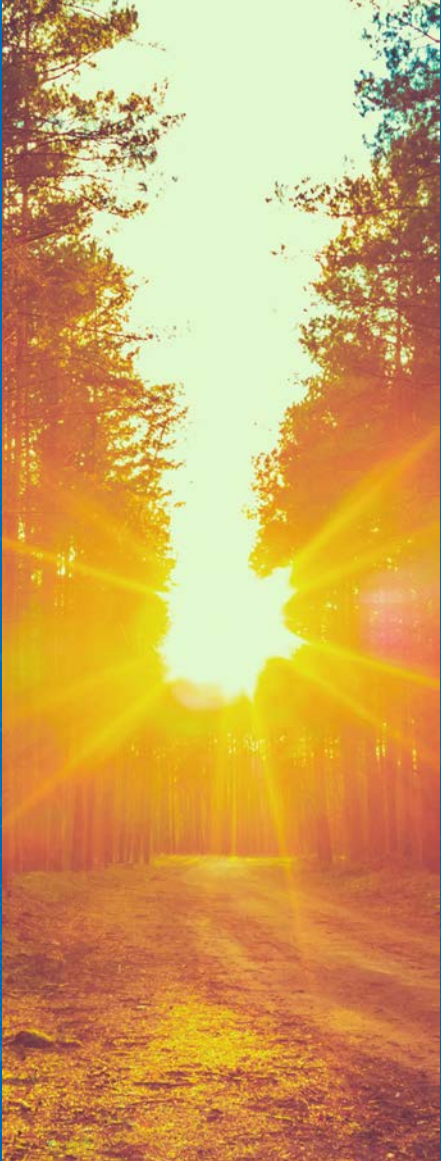
| | | | | |
|------|----------------------|-----------|----------------------|-----------|
| 2024 | <input type="text"/> | January | <input type="text"/> | Quarter 1 |
| | <input type="text"/> | February | | |
| | <input type="text"/> | March | | |
| | <input type="text"/> | April | <input type="text"/> | Quarter 2 |
| | <input type="text"/> | May | | |
| | <input type="text"/> | June | | |
| | <input type="text"/> | July | <input type="text"/> | Quarter 3 |
| | <input type="text"/> | August | | |
| | <input type="text"/> | September | | |
| | <input type="text"/> | October | <input type="text"/> | Quarter 4 |
| | <input type="text"/> | November | | |
| | <input type="text"/> | December | | |



“Remember, if it’s not
in my schedule,
it doesn’t get done!”

Tom





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)*



"Move it Forward" Meetings

- 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

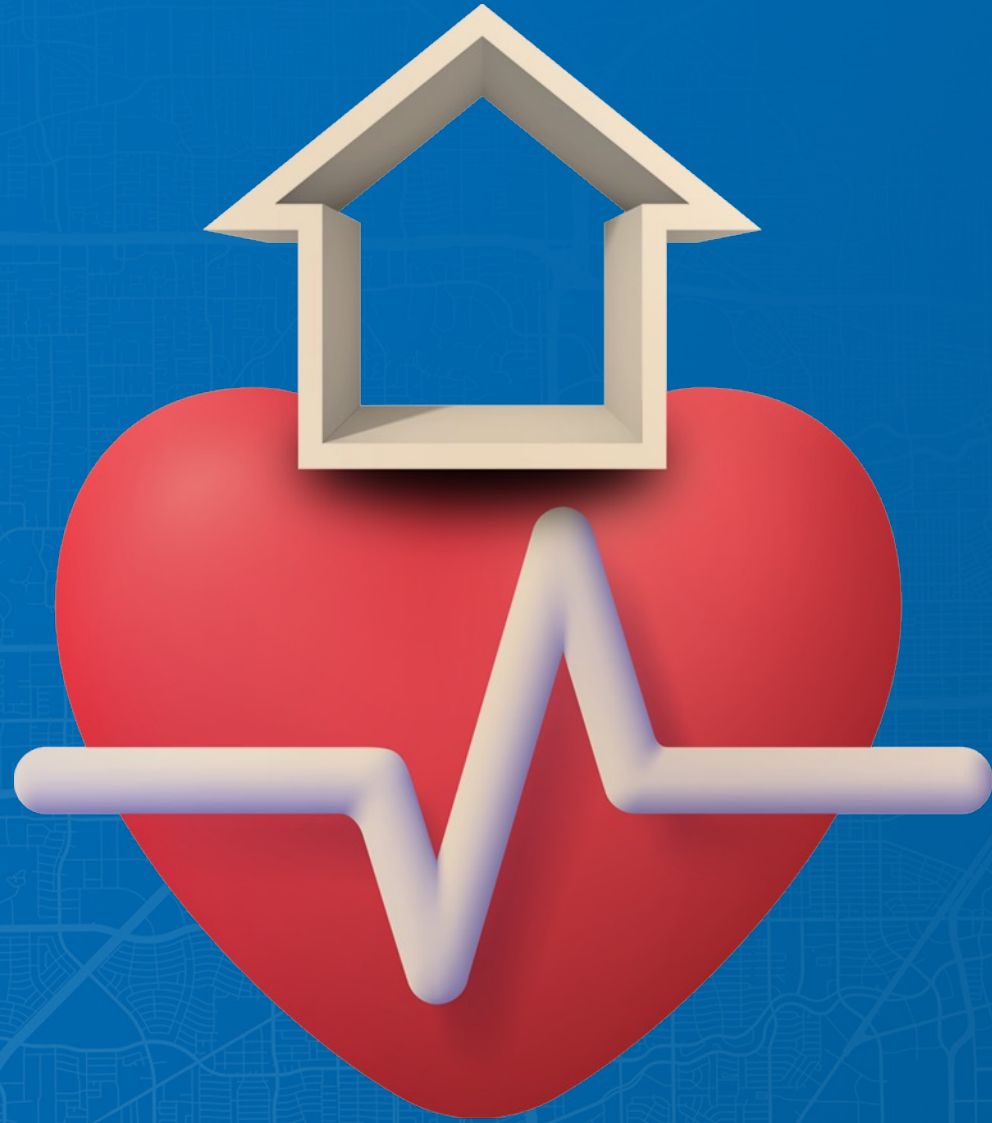
Monthly Checklist

- ☒ 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!

A photograph of a bright sun rising over a sea of white clouds, with a blue sky above. The sun is positioned in the upper left quadrant, casting a warm glow over the scene.

“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

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

- 9. 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 👉 Reviews =**



Scorecard Template

File Edit View Insert Format Data Tools Extensions Help



Share



100%

View only



E2 *1/2/2022

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q |
|----|-------------|---------------|-------------------------------|-------------|---|-------|--------------------------|-------|--------------------------|-------|--------------------------|-------|--------------------------|-------|--------------------------|-------|--------------------------|
| 1 | | | Company Scorecard | | | | | | | | | | | | | | |
| 2 | WHO REPORTS | OWNERSHIP | MEASURABLES | Weekly GOAL | *1/2/2022 | Total | 9-Jan | Total | 16-Jan | Total | 23-Jan | Total | 30-Jan | Total | 6-Feb | Total | 13-Feb |
| 3 | | | | | *These totals include some 2022 numbers | | | | | | | | | | | | |
| 4 | TC | Team Lead | New Listings Taken | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 5 | TC | Team Lead | New Buyers Pending | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 6 | TC | Team Lead | Buyers Under Contract (GCI) | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 7 | TC | Team Lead | Listings Under Contract (GCI) | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 8 | TC | Team Lead | Units Closed | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 9 | VA | Sales Manager | Listing Appts. Set | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 10 | VA | Sales Manager | Listing Appts. Met | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 11 | VA | Sales Manager | Buyer Appts. Set | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 12 | VA | Sales Manager | Buyer Appts. Met + Showings | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 13 | Operations | Operations | New Agents Hired (Monthly) | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 14 | Operations | Operations | Profitability | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 15 | VA | Operations | New Leads | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 16 | Operations | Operations | Reviews | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> | | <input type="checkbox"/> |
| 17 | | | Weekly % of Goal Met | | 0.00% | | 0.00% | | 0.00% | | 0.00% | | 0.00% | | 0.00% | | 0.00% |
| 18 | | | | | | | | | | | | | | | | | |
| 19 | | | | | | | | | | | | | | | | | |
| 20 | | | Quarterly Process | Goal | Actual | | Quarterly Process | | Agent PPP | | Q1 goal | | | | | | |



Q1 Scorecard

People Analyzer



Tom Ferry
ROADMAP TOUR

(sample) Re-Set Our Marketing Weekly Dashboard

1. Web Traffic =  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 =

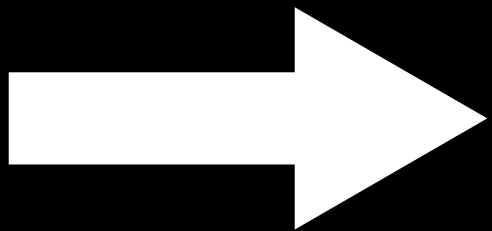
10. Open House Traffic =

- # of opens =
- # of contacts added =
- # of appts generated =

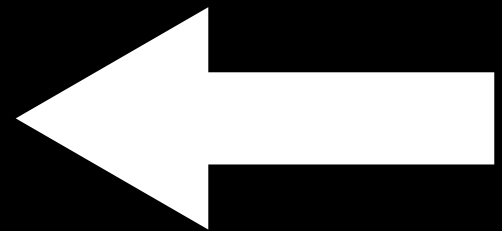
Make Data-Driven Vs. Emotional Decisions!

When we

MEASURE PERFORMANCE,



Performance Improves



Get It Up & Visual!

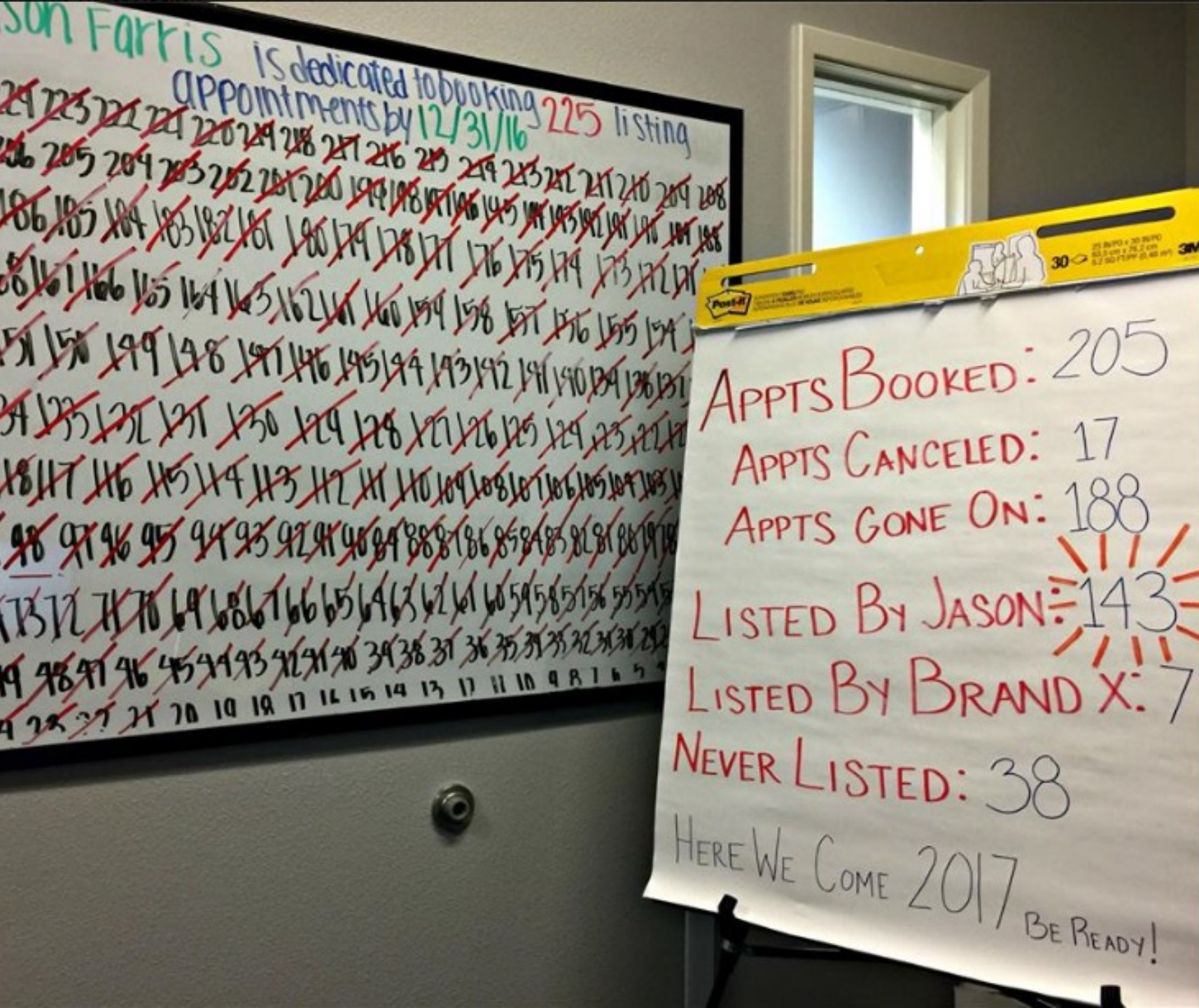


↑ PROFITABILITY to 35% - LIST 500 PROPERTIES - ADD 48 AGENTS

| SALES | OPERATIONS | MARKETING | RECRUITING | FINANCE / LISTINGS |
|--|---|--|---|---|
| <ul style="list-style-type: none">• 40k units, 170M volume,• ↑ conversion by 5% | <ul style="list-style-type: none">• Scale for 10 new agents/month• Streamline training platform• Operationalize conversion | <ul style="list-style-type: none">• 2 transactions for every listing• 1% conversion of database• 50 closed deals from social media | <ul style="list-style-type: none">• + 4 agents per month• + 24 legacy agents• 4 recruiting events | |
| Conversion Tracking System
Trainual - Lessons
Trainual - Video Support
Lead Rotation Management
Mentor Training
Establish Tiers
Visual for bullpen
Tracking System
Hire ISA
Train ISA | Trainual - Onboarding
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 Contract
Action Plan - Seller Under Contract
Agent Checklist / Task Reminders
Circle Dial
Google Reviews | <div>Action Plans<ul style="list-style-type: none">Seller NurtureExpiredsNew ConstructionLease 1 yearLease 2 yearFSBO</div> <div>Recruiting Emails (24)
Buyer Presentation
YouTube Ads
Google PPC</div> <div>VIDEO</div> <div><div>Listing Campaign<ul style="list-style-type: none">Favorite RoomProfessional attireListing presentationListing coordinatorPhotographerMakeupStagingNegotiationsDe-staging a house/chaSupport TeamShowing SmartSetting seller expectationsSe. JalepaOpen HouseWhat good commercialLanguageSuper vs. Local Buy</div><div>Recruiting Campaign<ul style="list-style-type: none">Tools to SecureLead SourceTraining (Dial) NetworkListing collateral</div><div>Community Pages<ul style="list-style-type: none">Coca LeeGrand LakesRhythmBridgewaterCane IslandOld MaryCocoa SWCocoa Creek</div></div> <div>Other<ul style="list-style-type: none">Seller - Listings LiveSeller - Under ContractBuyer - Buyer questionnaireBuyer - Looking at homesBuyer - Closing table</div> | <ul style="list-style-type: none">— calls per day— interviews per weekQ1 event | SISU → CTE
Tracking System
Referrals
Legacy
Pod Leaders
2023 Budget
List to close process refinement <ul style="list-style-type: none">- Supra/sign pick-up- client on line email- Slack until closing- Caption vault Listing Coordinator Hire |

 Other
 Seller - Listings Live
 Seller - Under Contract
 Buyer - Buyer guarantee
 Buyer - Looking at homes
 Buyer - Closing table
 

Jamie McMartin



Jason Farris ▶ TFYC Core+ Private Group

Follow · January 6 ·

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**
3. ESP – BombBomb, MailChimp, A Weber, Convert Kit (2)
4. Tracking the #'s – Sisu, cte, excel, visual scoreboards in your office
5. Automating Social – Socialsprout or Hootsuite (@KCM + Canva)
6. Digital Lead Gen – **Realtor.com**, Google (BP, PPC), FB, YouTube + Ref sites, **Espresso Agent**, HiFello, ListingLeads.com (Coming soon!)

The Systems

7. **Lead Nurture** – CRM/email + **Ylopo**, Structurely
8. **Tracking Marketing** – CallAction + Google Analytics
9. **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?**



thank
you

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!

Run plays
that work!

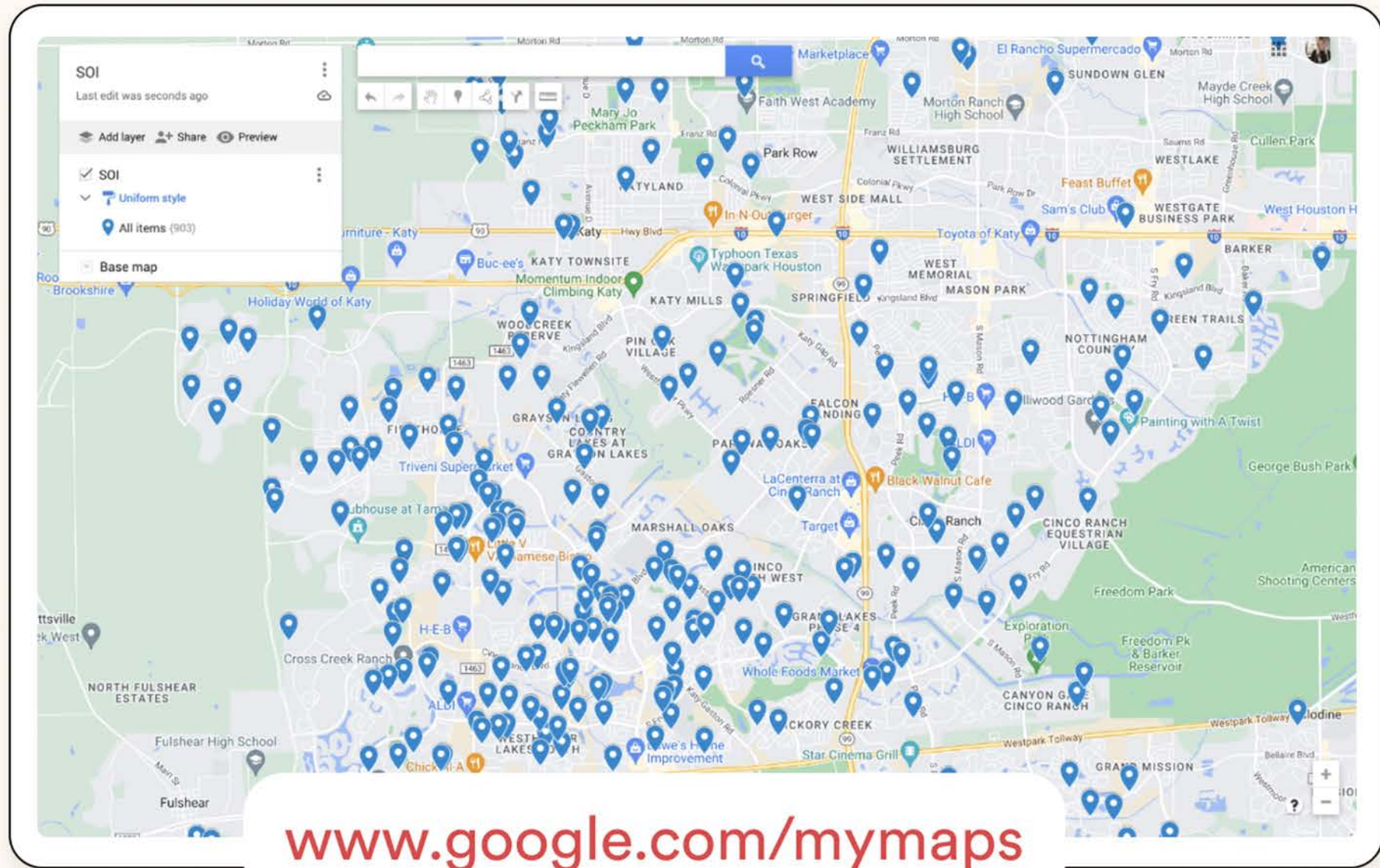
Geographic farming

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 your title partner!

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

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

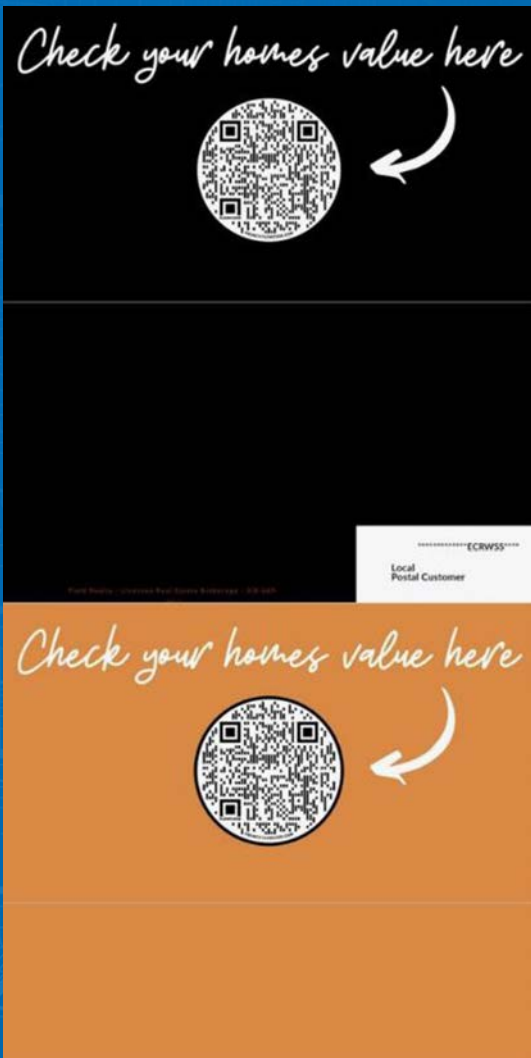
265 Responses

92 Contacts

6 Appointments

3 Listings

Generated 10 listings and 2 buyer deals.



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4 bd | 4 ba | 5,044 sqft

11 Grant Drive, Bedford, NH 03110

● **Closed**

Zestimate®: **\$1,463,900** | Rent 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

4722 Bindewald Rd,
Torrance, CA 90505

6 beds · 5 baths · 2,707 sqft Edit

Edit home facts for a more accurate Zestimate.

This 4722 sq. ft. four bedroom family home has 6 bedrooms

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** Rent Zestimate®: \$8,101

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

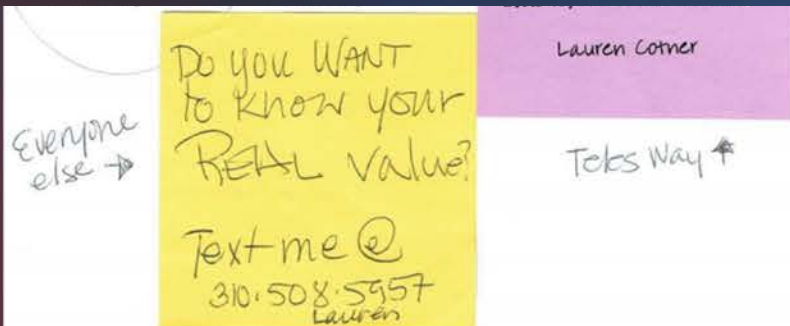
Would you sell for 10% more than this? Text me at 617-921-5263

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.

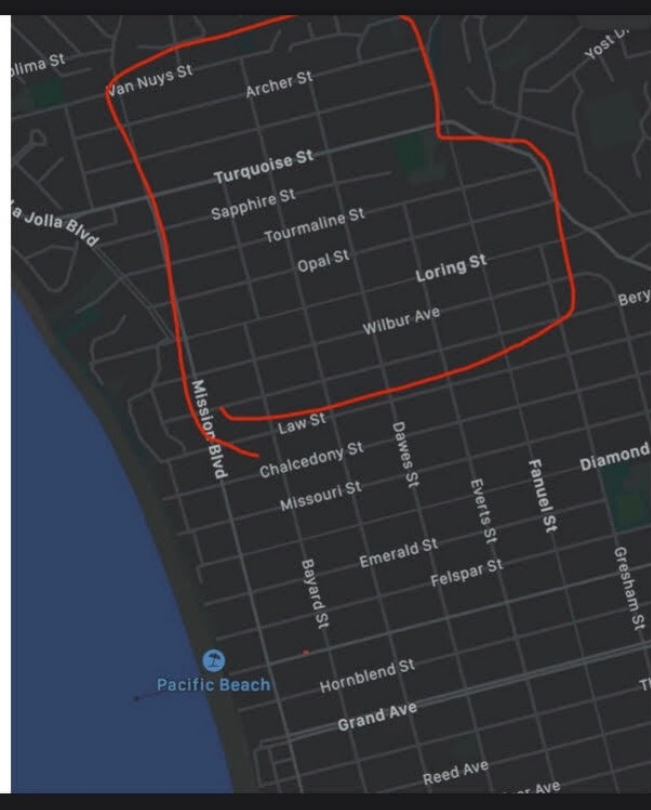
Joe Herrera
Joe Herrera
The Joe Taylor Group
Brokered by REAL

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 ~\$3,000,000. 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, 1935559, 1961027, 1842987, 1869607, 1866771, 1527205, 1079009, 1272467.

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

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

8z REAL ESTATE

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/thirdave](https://www.selling303.com/thirdave)

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!

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.

Relevant Hook



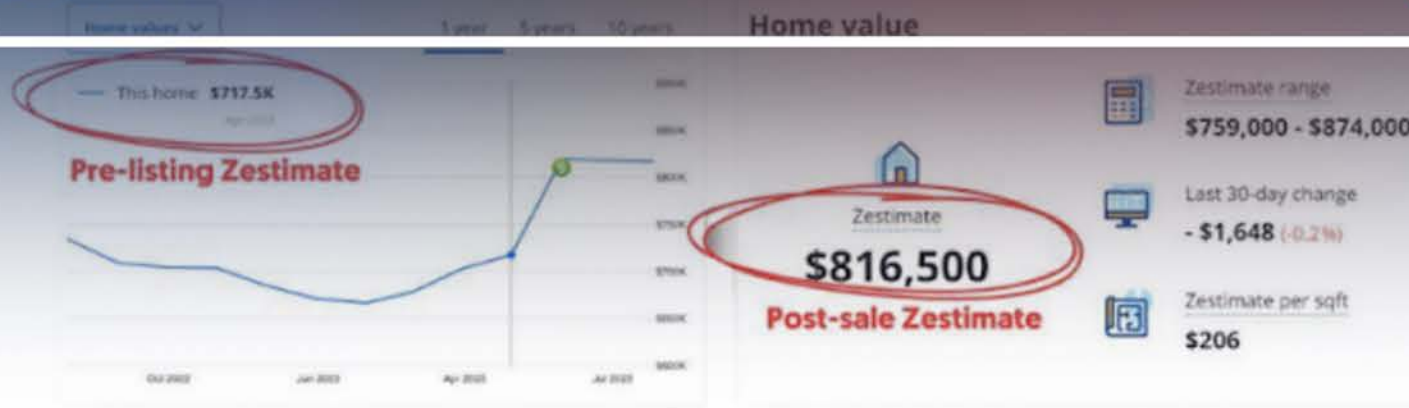
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ZMA, ZVA, CMAs



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.

Tell Them
Why
They Should
Care

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

ZMA, ZVA, CMAs



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

End with Direct Response CA

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/thirdave

PS. Curious what your home might sell for in today's market?

ZMA, ZVA, CMAs

CURAYTOR

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Drive Them to
a Landing Page

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Home Value CTA

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REALTOR® at 8z Real Estate
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jacob@selling303.com
www.selling303.com



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← Ask For a Referral

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
- Ways to succeed in this changing market
- Where the market is heading in the next 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



138,000 monthly distribution. 3918 Prosperity Ave. If your home is listed with another Realtor, this is not a solicitation of that listing.



OVER 500 HOMES SOLD IN THE PAST YEAR!

PRESORTED STANDARD
U.S. POSTAGE
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MERRIFIELD, VA
PERMIT NO. 1898
ECRWSS

Local
Postal Customer

(703) 952-3425
teamdda.com



DEBBIE
DOĞRUL
ASSOCIATES REAL ESTATE

**Selling in
Annandale**



9106 WINDFLOWER LN
List price: \$899,888



4525 GUINEA RD
List price: \$1,979,888

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



5010 DODSON DR
List price: \$774,900



7816 WENDY RIDGE LN
Sold price: \$1,250,000



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 |
|--------------------------|---------------|------------------------------|----|-----|-----|-------------|-------------|-----------|
| AMERICAN 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 Byrnesley Ln | 5 | 5 | 3 | \$1,349,000 | \$1,350,000 | 7/17/22 |
| ANNANDALE ACRES | Rambler | 7324 Auburn St | 4 | 4 | 2.5 | \$625,000 | \$680,000 | 7/16/22 |
| BROOK HILLS ESTATE | Colonial | 5113 Philip Rd | 5 | 3.5 | 3 | \$995,000 | \$995,000 | 7/16/22 |
| CAMELOT | Split Foyer | 3715 King Arthur Rd | 4 | 3 | 2.5 | \$650,000 | \$625,000 | 7/17/22 |
| CANTERBURY WOODS | Split Level | 4826 King Solomon Dr | 5 | 3 | 3 | \$674,900 | \$737,000 | 7/15/22 |
| CAVALCADE | TH - End | 4460 Limestone Ct | 3 | 3.5 | 3 | \$499,000 | \$522,500 | 7/18/22 |
| CAVALCADE | TH - Interior | 4473 Edan Mae Ct | 3 | 2.5 | 2 | \$520,000 | \$532,000 | 7/10/22 |
| 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 | 7/17/22 |
| 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 | 7/18/22 |
| GALLOWES 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 | 7/17/22 |
| HERITAGE COURT | Condo | 4416 Island Pl #104 | 2 | 2 | 4 | \$274,900 | \$285,000 | 7/18/22 |
| HOLMES RUN VILLAGE | Colonial | 7824 Thor Dr | 5 | 3.5 | 3 | \$850,000 | \$875,000 | 7/12/22 |
| LONG BRANCH | Colonial | 9012 Windflower Ln | 4 | 2.5 | 3 | \$835,000 | \$860,000 | 7/11/22 |
| LONG BRANCH | Colonial | 4829 Tabard Pl | 4 | 3.5 | 3 | \$837,000 | \$830,890 | 7/12/22 |
| 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 | 7/17/22 |
| RED FOX FOREST | Split Level | 5136 Linette Ln | 4 | 2.5 | 3.5 | \$699,000 | \$699,000 | 7/18/22 |
| SANPINE SPRINGS | Colonial | 6464 Gainer St | 4 | 2.5 | 2 | \$709,900 | \$695,000 | 7/12/22 |
| 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 | 7/12/22 |
| SLEEPY HOLLOW WOODS | Bi-Level | 3717 Forest Grove | 4 | 3 | 2 | \$899,000 | \$897,500 | 7/17/22 |
| 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 Massdag Ct | 3 | 2.5 | 3 | \$515,900 | \$515,900 | 7/25/22 |
| TERRACE TOWNHOUSES | TH - Interior | 4664 Cornwell Dr #177 | 2 | 2 | 2 | \$289,000 | \$289,000 | 7/29/22 |
| TRURO | Contemporary | 8703 Pappas Way | 4 | 3 | 2 | \$675,000 | \$640,000 | 7/17/22 |
| WAKEFIELD CHAPEL ESTATES | Colonial | 8411 Briar Creek Dr | 4 | 2.5 | 3 | \$850,000 | \$875,000 | 7/10/22 |
| WILBURDALE | Colonial | 7131 Wilburdale Dr | 5 | 2.5 | 2 | \$649,000 | \$649,000 | 7/19/22 |
| WILBURDALE | Rambler | 7237 Wilburdale Dr | 4 | 3 | 2 | \$695,000 | \$687,000 | 7/12/22 |
| WILLOW RUN | Rambler | 6611 Billings Dr | 5 | 3 | 2 | \$789,500 | \$780,500 | 7/16/22 |
| WILLOW WOODS | Split Foyer | 4505 Seaford Rd | 5 | 3 | 2 | \$653,000 | \$665,000 | 7/17/22 |
| 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 | 7/18/22 |
| 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 | 7/17/22 |
| 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 | 7/19/22 |

Bright MLS 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.

SELLING YOUR HOME

SHOULD NOT BE A PAIN IN THE BUTT!



For Real Estate Results... Call **JEFF HUGHES** (562) 900-1874

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
cup of coffee on me for the
inconvenience.

With thanks,

Eileen Rivera

**HOME PREPARATION & MARKETING
WITH THE ROBERT MACK GROUP
CASE STUDY - 3239 NEBRASKA PLACE, COSTA MESA**

- WEEK 1**
- CONTRACTOR PROPOSALS**
- » Handy Man
 - » Design/Staging
 - » Paint - Interior & Exterior
 - » Flooring Quotes
- WEEK 2**
- SELLER PREPARATION**
- » Remove Furniture
 - » Interior Painted Light & Bright
 - » Minor Repairs Made
 - » New Flooring
 - » Exterior Paint
- WEEK 3**
- DESIGN PROJECT**
- » Staged to show like model home
 - » Professional photography
 - » High quality photos + 3D renderings and drone shots
- WEEK 4**
- 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...**



Robert Mack
Broker Associate
(949) 209-7309
robertm@robertmackgroup.com
www.robertmackgroup.com

This is not intended to solicit listed property.
If your property is currently listed for sale
with a broker, please disregard. Equal Housing
Opportunity. CalDRE: 01754565



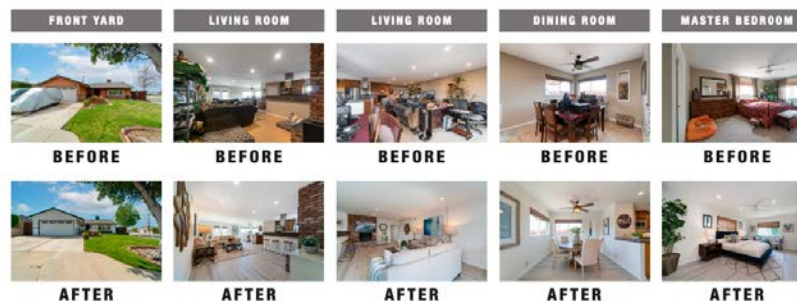
KELLER WILLIAMS REALTY
4010 BARRANCA PKWY, #100
IRVINE, CA 92604

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

**SOLD
IN 11 DAYS!
RECORD
PRICE!**

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.



**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

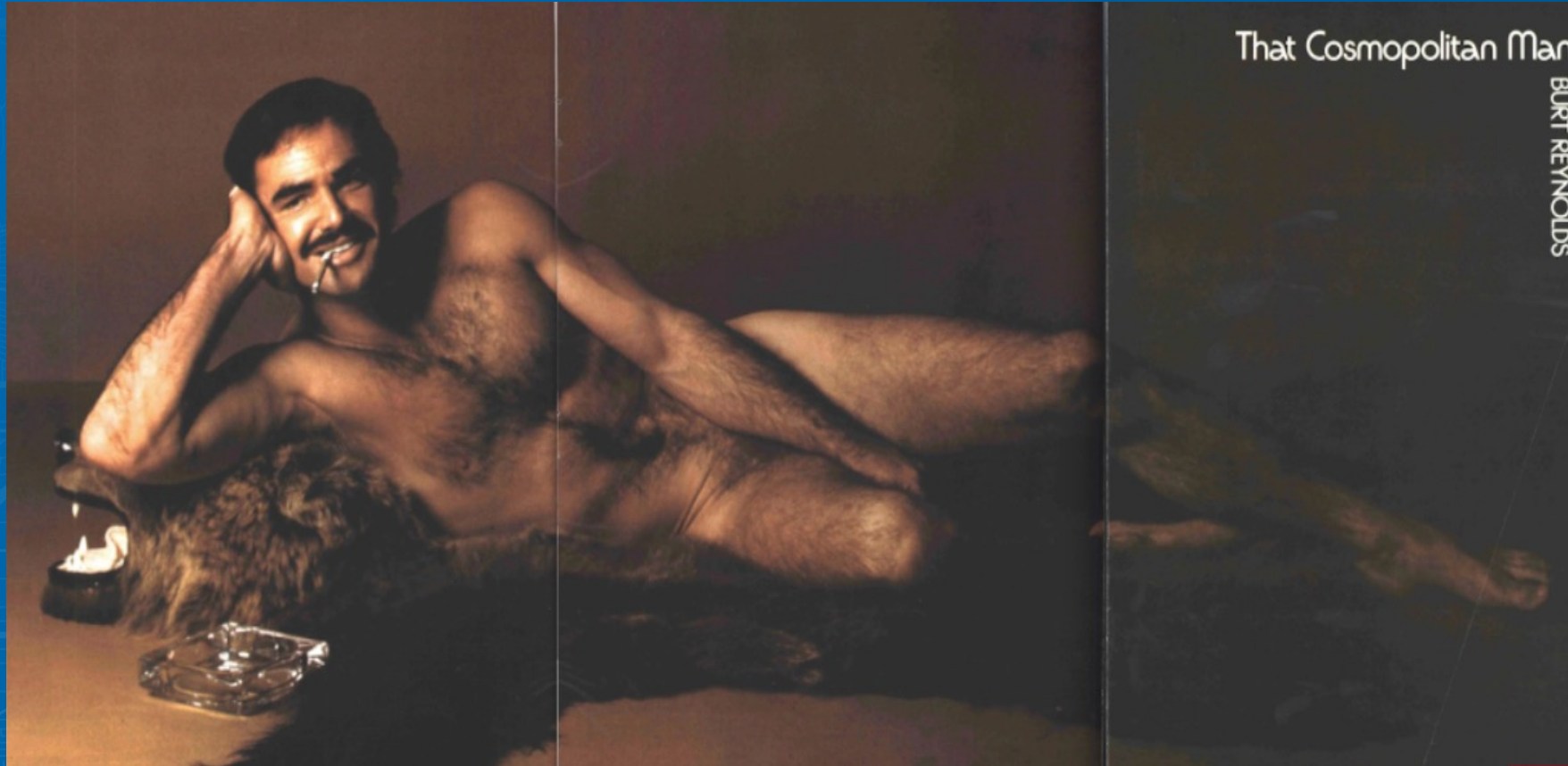
Not Your Daddy's Realtor



Todd Pivetti | DRE 02133855
Residential, income, and more

THE
Shelhamer
REAL ESTATE GROUP
01950995

Todd Inspiration... 🤔





The road to **success** is
paved with problems
well handled!

A grayscale image of a human hand, palm facing forward, holding a red octagonal stop sign. The word "STOP" is written in white, bold, sans-serif capital letters on the sign. The background is a light blue map of a city street grid.

**What are you
thinking?**