



TomFerry

ROADMAP

Tag Tom on your social posts



@TomFerry



@TomFerry



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@TomFerry



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@TomFerry

@TomFerry

@Ferryintl

#FerryIntl

#TomFerry

Thank You to Our Sponsors



Thank your
title partner!

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



CHICAGO TITLE



FIRST TITLE



Tom Ferry
ROADMAP TOUR

Tommy & Bailee **EDWARDS**

📍 OKLAHOMA CITY, OK

👜 BAILEE & CO. REAL ESTATE

GCI 3 Years Total: **\$7,201,838**

Volume 3 Years Total: **\$294,753,022**

Units 3 Years Total: **980**





Emily TERRELL

📍 SAN ANTONIO, TX

👜 Exp REALTY

GCI 3 Years Total: **951,000**

Volume 3 Years Total: **43M**

Units 3 Years Total: **135**





Tom Ferry
ROADMAP TOUR

Jimmy **MACKIN**

CURAYTOR



Outcomes:

- **Attract & Win More Listings**
- **Tap into the Mega Trends**
- **Learn from Local Top Agents**
- **How to GET Organized & Prioritized**
- **Improve your Buyer Consultations**
- **Have Fun!**

A large, golden tree where the leaves and branches are composed of numerous gold coins. The tree is illuminated from the right, creating a bright glow. At the base of the tree, there is a large, flat pile of gold coins. The background is dark, making the golden elements stand out.

**Become More
Valuable!**

Earn More!



"Focus!"

How's the Market?



2024 KCM Forecast

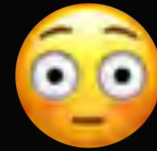
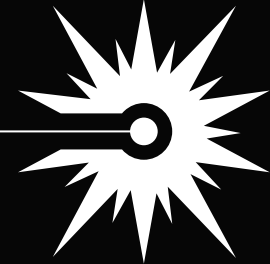
"THE YEAR OF 5"

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

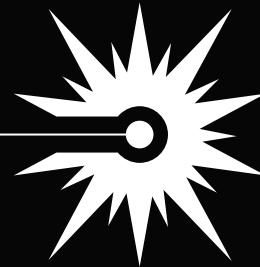
AN ELECTION YEAR



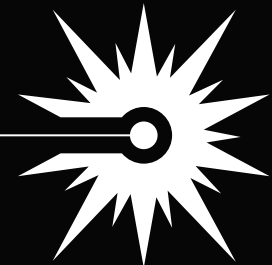
RATE CUTS

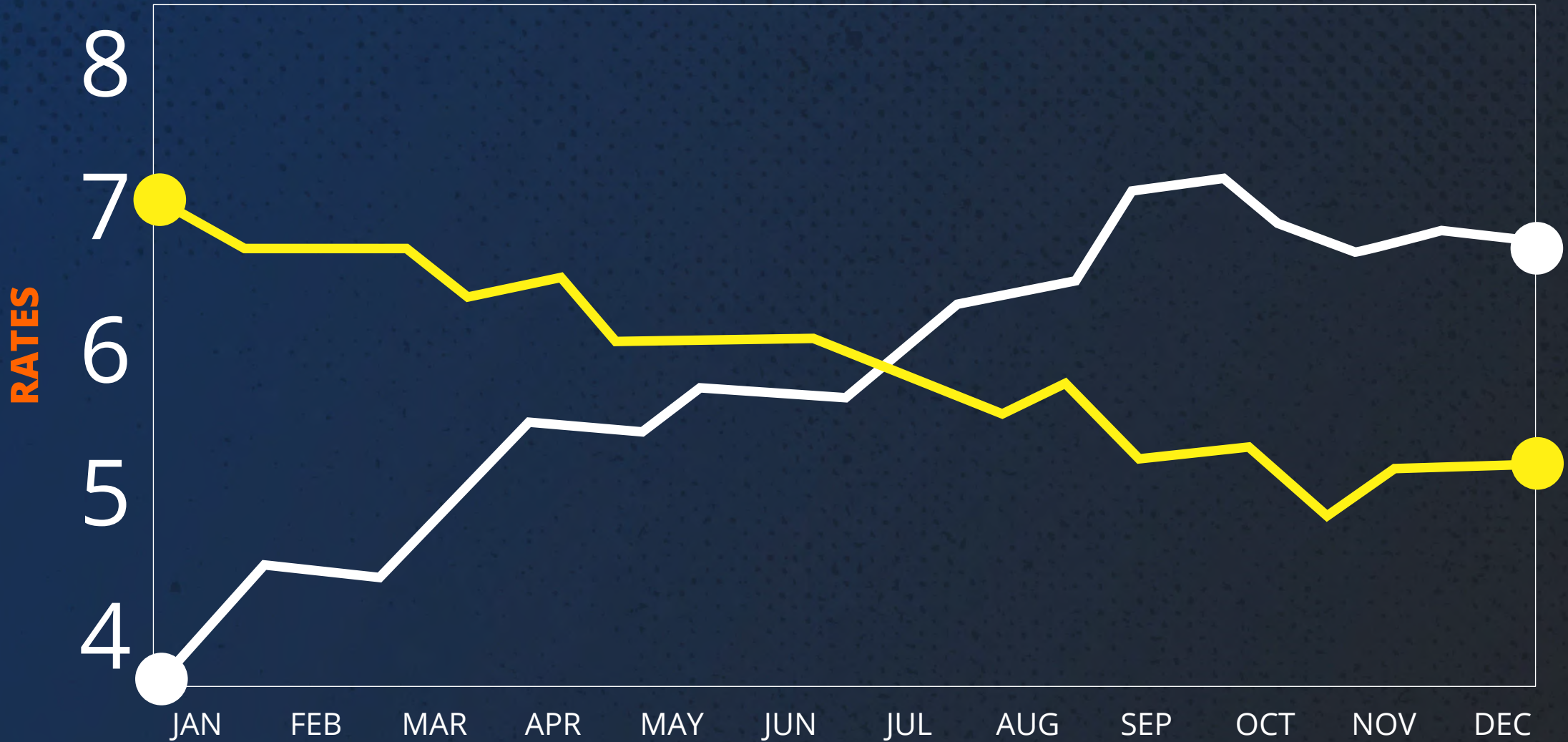


PENT UP DEMAND



LACK OF INVENTORY





MARKETING, PROSPECTING FOR LISTING PIPELINE

Here's the Challenge

AGENT

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

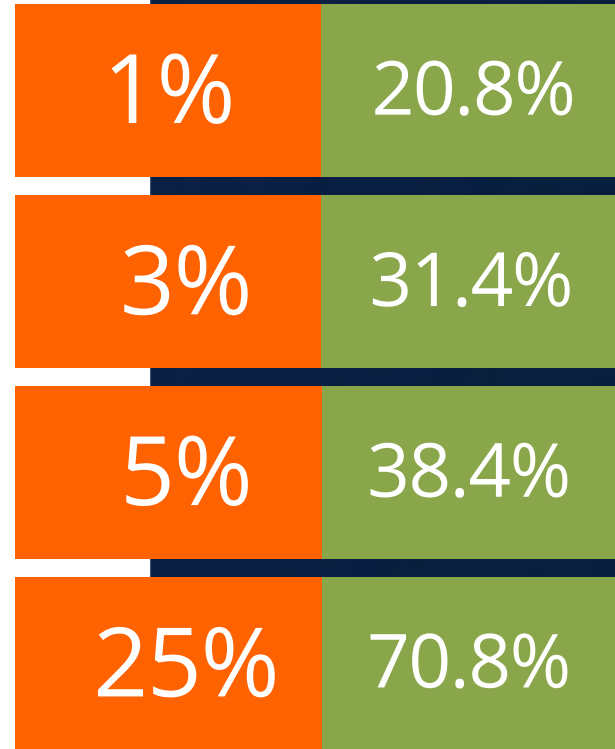
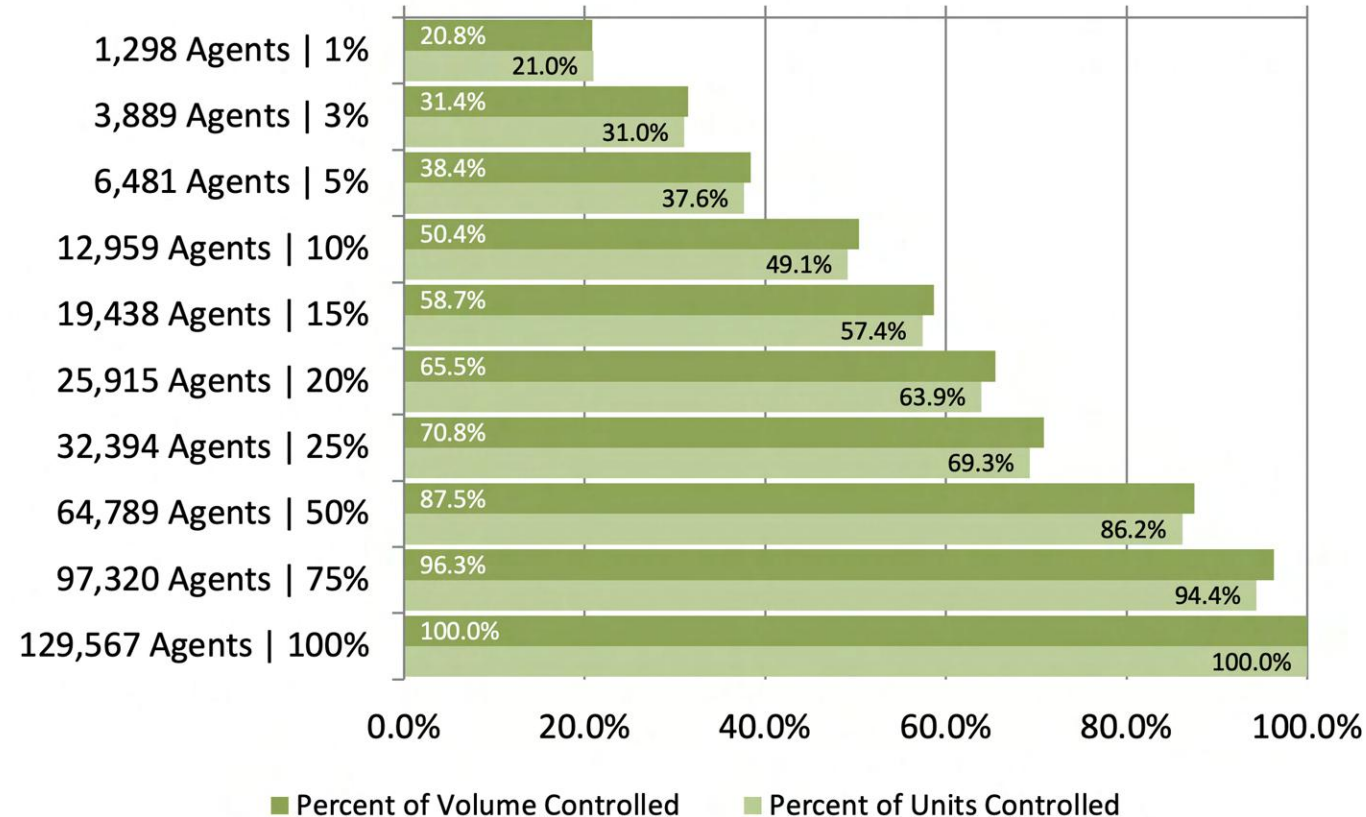
Agent 'glut' means part-timers are now the majority, leading to 'widespread incompetence and pressure to maintain high commission rates,' according to the Consumer Federation of America



How Many Listings Will I Take in 2024?

5 Large MLS's by Listings Sold Data

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



REAL DATA
STRATEGIES

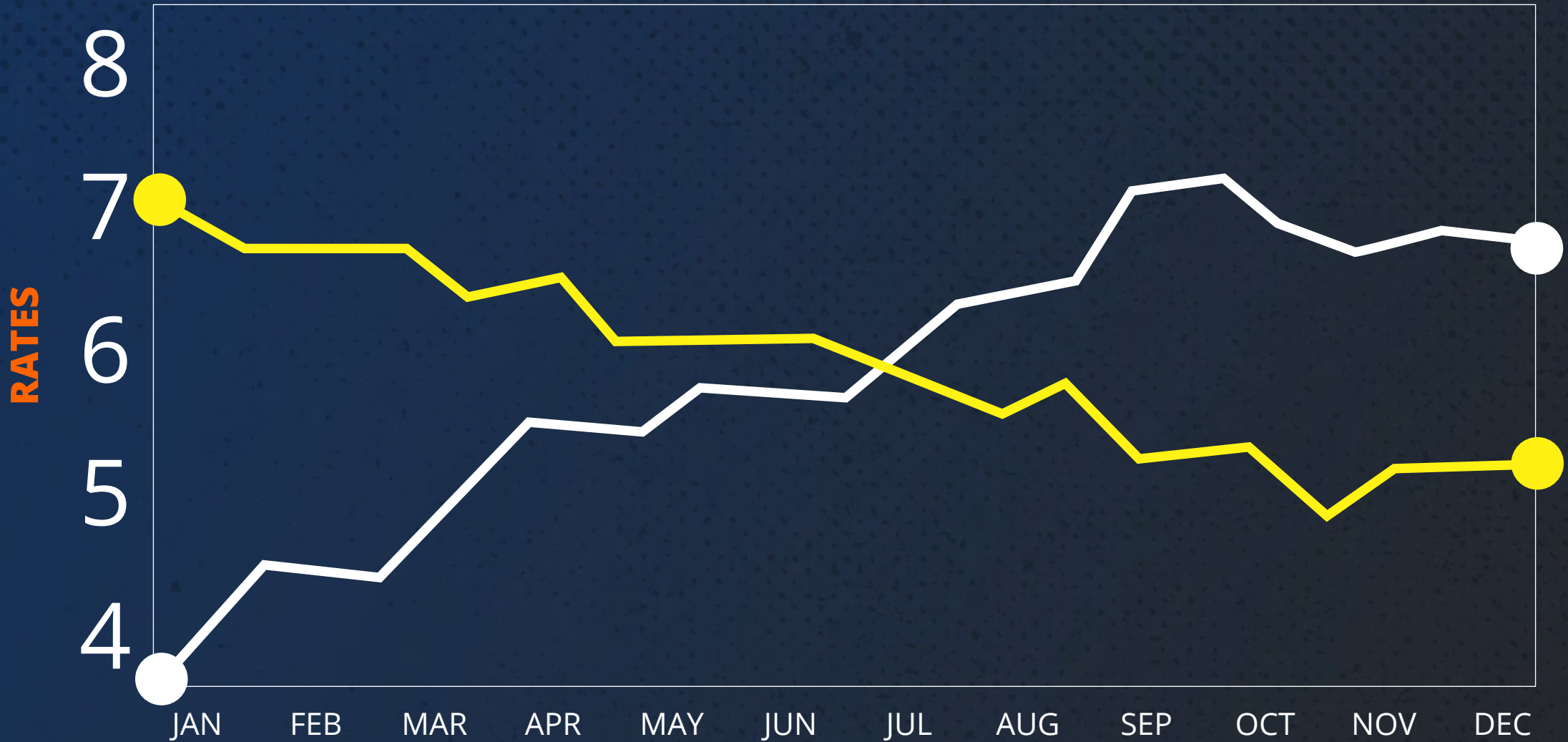
It's the Real Estate Hunger Games...



What has to change in order to
FRONTLOAD my listing attraction,
marketing & prospecting?

A person is standing on a rocky peak, pushing a large black wheel. The wheel has yellow text that reads "Listing Attraction, Marketing & Prospecting?". The background is a sunset or sunrise sky over a mountain range.

Listing Attraction, Marketing & Prospecting?



MARKETING, PROSPECTING FOR LISTING PIPELINE

8

Behind the

**“Hard work never killed a man,
men die of boredom,
psychological conflict and disease.**

They do not die of hard work.”

David Ogilvy

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

Q: Could I adjust my
schedule & routines?

Where Does **FRONTLOADING** Begin?

A person is standing on a rocky peak, holding a large circular sign. The sign contains the text "Listing Attraction, Marketing & Prospecting?". The background is a sunset or sunrise sky over a mountain range.

Listing Attraction, Marketing & Prospecting?



MORE Listings, From
my Listings?

2024
ELITE
RETREAT

Coach Meredith Fogle

NEXT GEN LISTING SYSTEMS:
The Blueprint for Listing Success

📍 Gaithersburg, MD

👜 The Meredith Fogle Team | The List Realty

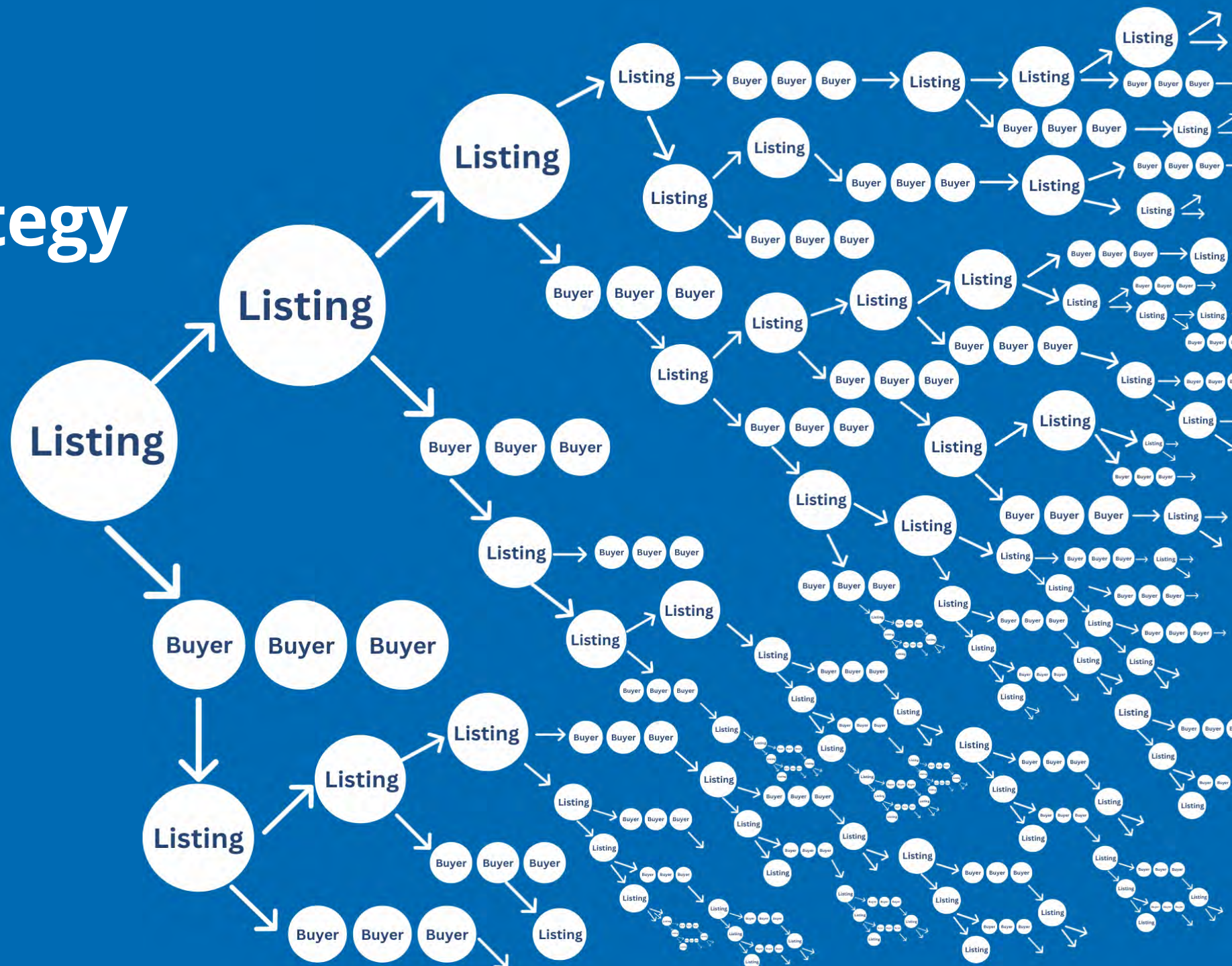
GCI 3 Years Total: **4.6M**

Volume 3 Years Total: **190M**

Units 3 Years Total: **326**



The Viral Listing Strategy



BUILD YOUR LISTING FLYWHEEL



How do I turn one into 2 listings?

1. Email your whole data base before your next listing appointment
“I’m about to go meet with another potential seller...”



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

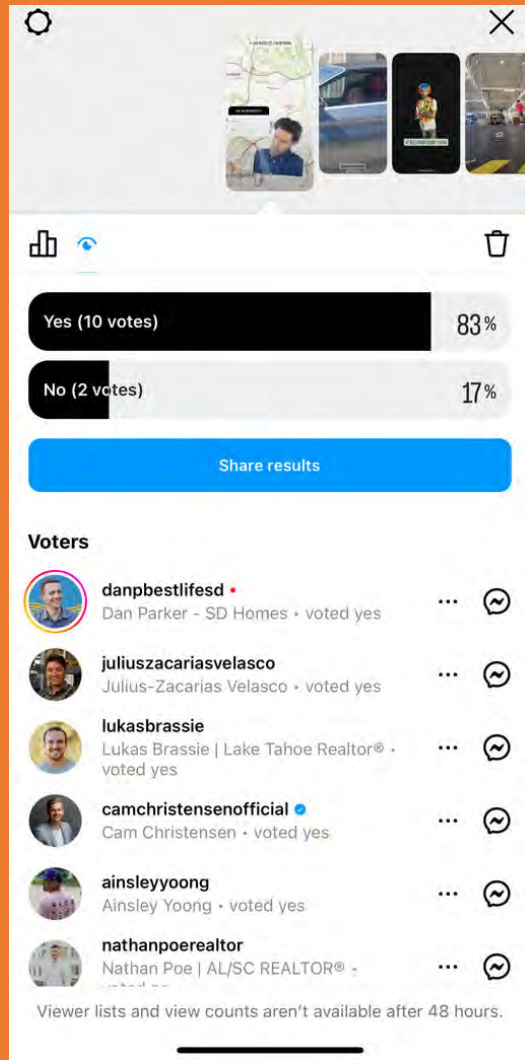
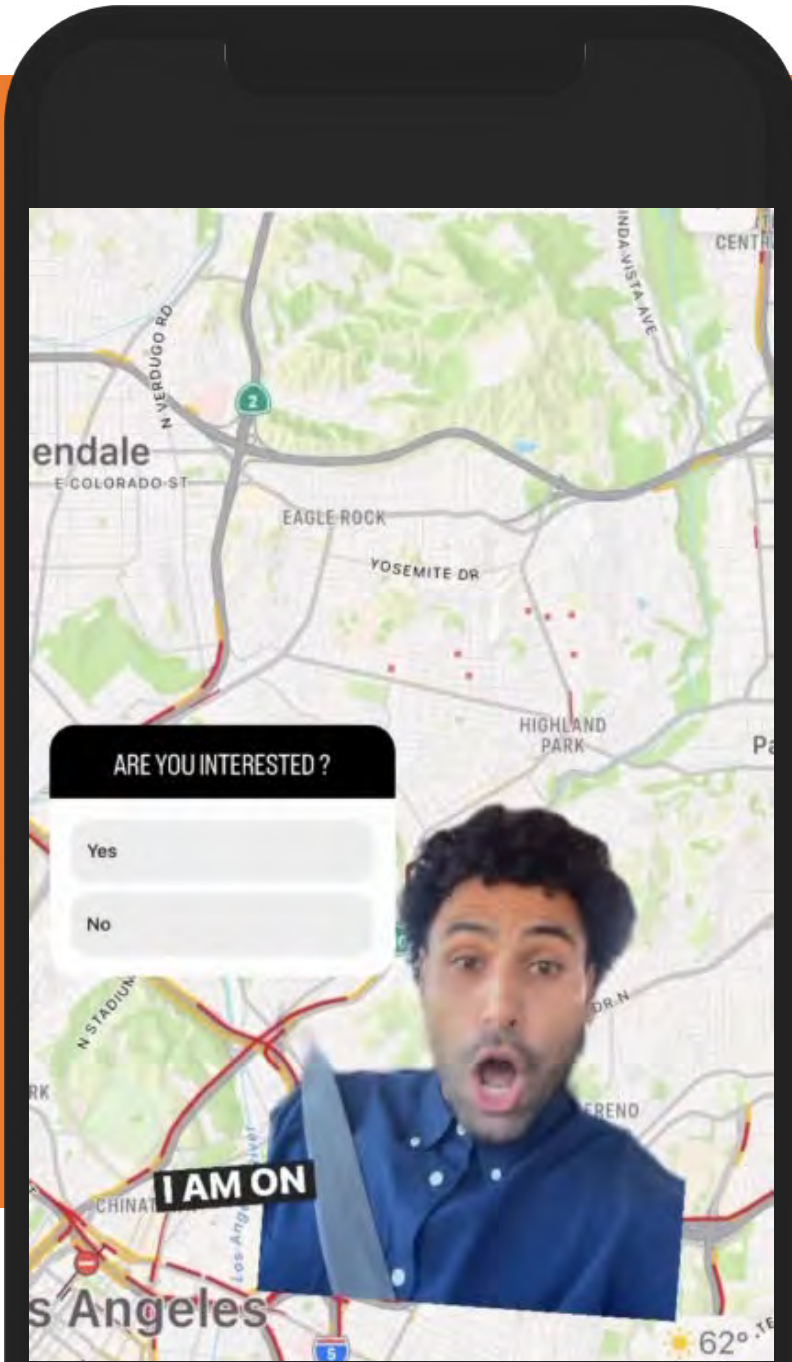
I can't share too much yet, but I'm about to meet up with a potential seller who's thinking about listing their home.

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



Convert the email to a "story" for even more engagement

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.



WHO YOU WORK WITH MATTERS!
 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 Robert Mack if you're interested in selling while the market is still in your favor!

How We Did It!

WEEK 1

- CONTRACTOR PROPOSALS**
- » Bulk Item Removal
 - » Design/Staging
 - » Pre-listing termite inspection
 - » Grout cleaning and paint touch up

WEEK 2

- SELLER PREPARATION**
- » Minor Repairs Made
 - » Grout cleaning and painting
 - » Removal of all personal belongings
 - » Light cosmetic upgrades

WEEK 3

- DESIGN PROJECT+ PRE-MARKETING**
- » Fully stage to show like a model home
 - » Initiate coming soon marketing campaign

WEEK 4

- ON MARKET**
- » 22 Point RMG Modern Marketing Plan
 - » Aggressive pricing strategy to maximize home exposure
 - » Maximize accessibility
 - » On Demand private showings
 - » Open Houses

THE RESULT OF SUPERIOR MARKETING FOR 17402 JACARANDA AVE

Dozens of people at the open houses opening weekend

Over 1,000 views on Zillow, Realtor.com and Redfin

Sold for \$46,000 above asking

Listed \$995,000

Sold \$1,036,000



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STANDARD
U.S. POSTAGE
PAID
CORONA, CA
PERMIT NO. 739



Robert Mack
 Broker Associate
 (949) 209-7309
 robertm@robertmackgroup.com
 www.robertmackgroup.com
 CalBRE: 01734565

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



Who you work with matters!

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 Robert Mack if you're interested in selling while the market is still in your favor!**



Request your free home evaluation with NO STRINGS ATTACHED →



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. “Did You Hear About Your Neighbor” mailer with a QR code

Did you
hear about
your neighbor?

Scan here to find out!



POSTNET®
STANDARD
US POSTAGE
PAID
REAL MARKETING

**Will You
Do It?**



2024
ELITE
RETREAT

STEPHANIE
Younger
@Compass
Los Angeles



Did you
hear about
your neighbor?

Scan here to find out!



POSTNET®
STANDARD
US POSTAGE
PAID
REAL MARKETING

**5,700
mailed.
1952 scans.
37 full
form fills.**

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. "Did You Hear About Your Neighbor" mailer with a QR code
11. Circle dial around recent listings sold. "Did you hear about your neighbor?"
12. Social/display ads. YouTube ads about the story of selling the home
13. Call every FSBO/Expired near by "Did you see what happened to 1272 Banana street?"

**“Hard work never killed a man,
men die of boredom,
psychological conflict and disease.
They do not die of hard work.”**

David Ogilvy

Great Marketing in Like Lasagna



Its all
about the
“layers”

BUILD YOUR LISTING FLYWHEEL

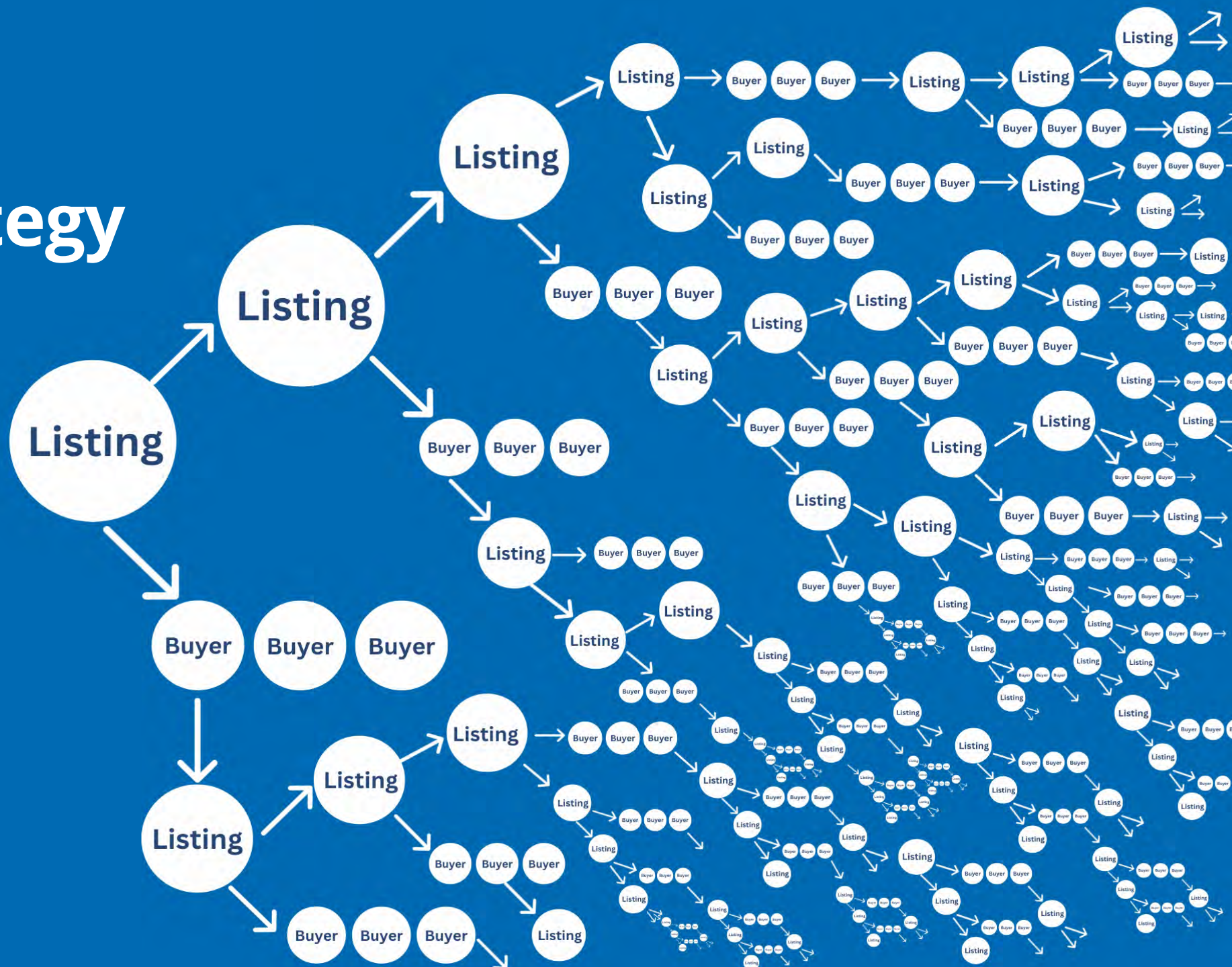




What's Coming Soon to TomAI

- **Analyze data**
- **Upload and reimagine sample marketing**
- **Best Practice "Prompts"**
- **Voice!**

The Viral Listing Strategy



2024
ELITE
RETREAT

Coach Meredith Fogle

NEXT GEN LISTING SYSTEMS:
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📍 Gaithersburg, MD

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**What will
I add?**

Where ELSE Does **FRONTLOADING** Begin?



Listing Attraction, Marketing & Prospecting?



Q: How many clients & sphere vs prospects in my database?

5% From Life Events

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

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 = _____

A man in a dark suit and white shirt is shown in profile from the chest up, pointing his right index finger upwards. He is holding a black pen in his right hand. The background is a blurred office setting with glass partitions and other people in business attire.

They all ask:

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

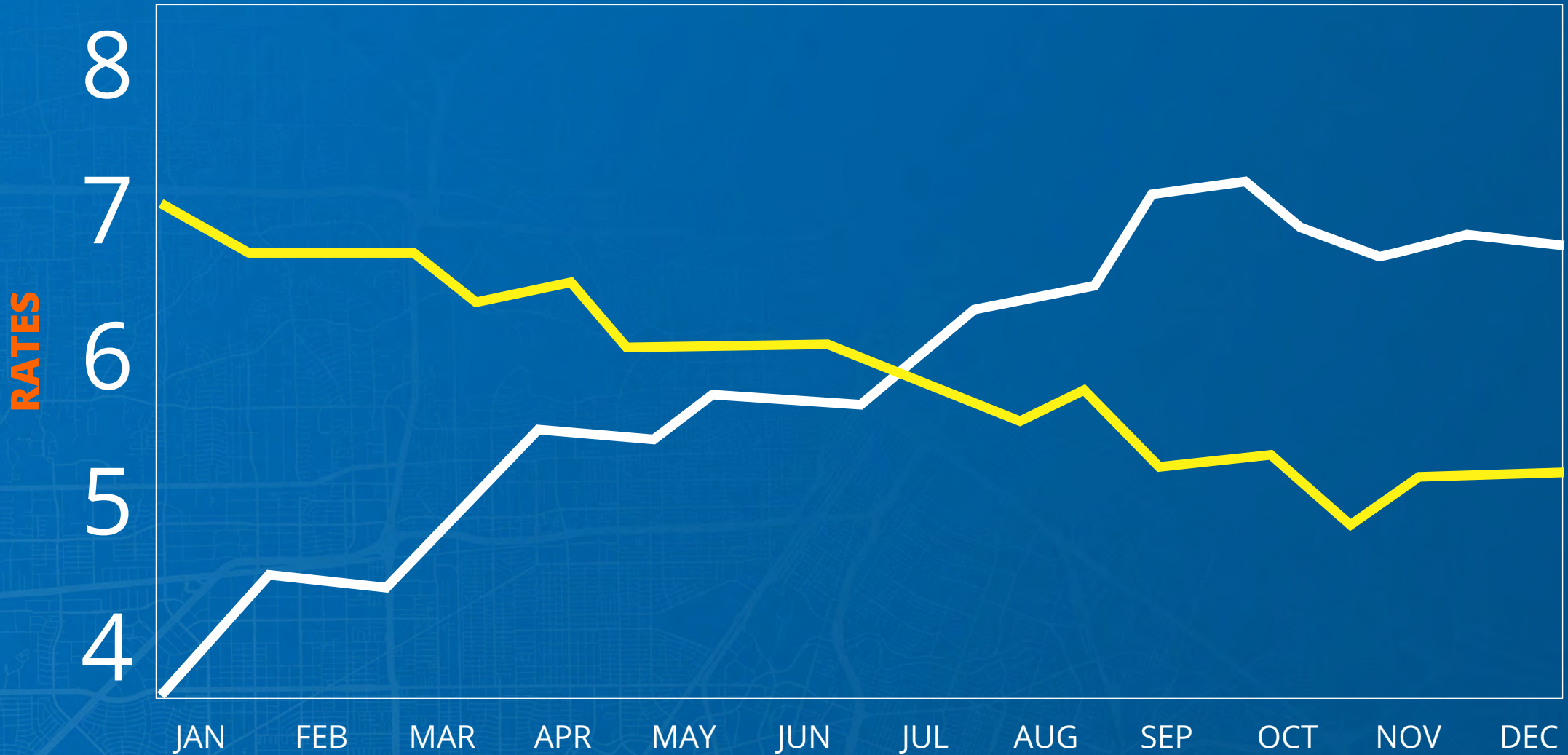
Homeowners ask about the market,
But what they really want to know...

“Is my equity safe?”

“Appreciation or depreciation?”

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





MARKETING & LEAD GENERATION PIPELINE

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?

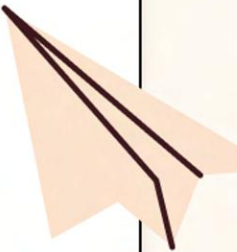
I'm setting aside a few hours this week to put together home equity reports for my clients.

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

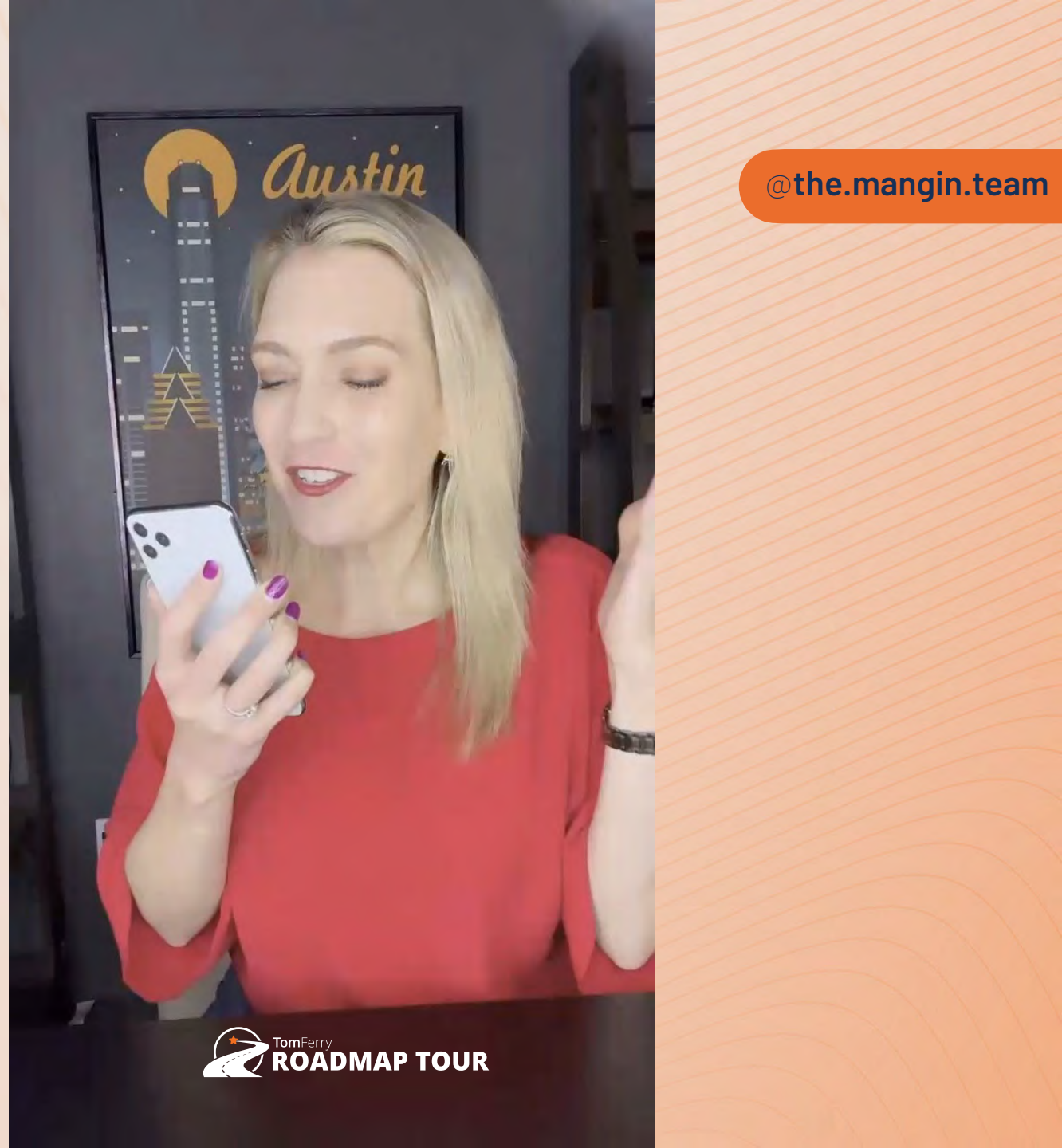


PalmAgent

Real Estate's #1 Closing Cost App



OKC Roadmap



@the.mangin.team



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 🙏.



Only **ONE**
new listing,
Imagine if She
Actually
Followed
Up? 🙄 🤔

Would
you sell
before (X)
date?



Subject Line: Before April 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 April 15th?

If you're interested, lets connect,

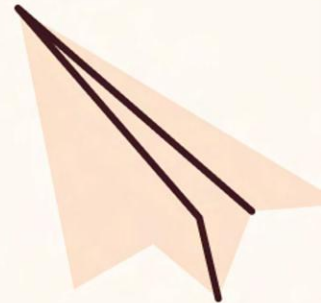
Tom Ferry
Your Agent



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?





CHICAGO TITLE



FIRST TITLE

Direct Response Advertising



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

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

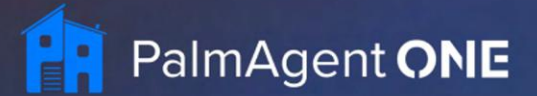
But here's something you might not know...

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

This is called a Net Sheet.

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

Would you like one for your home?



PalmAgent

Real Estate's #1 Closing Cost App



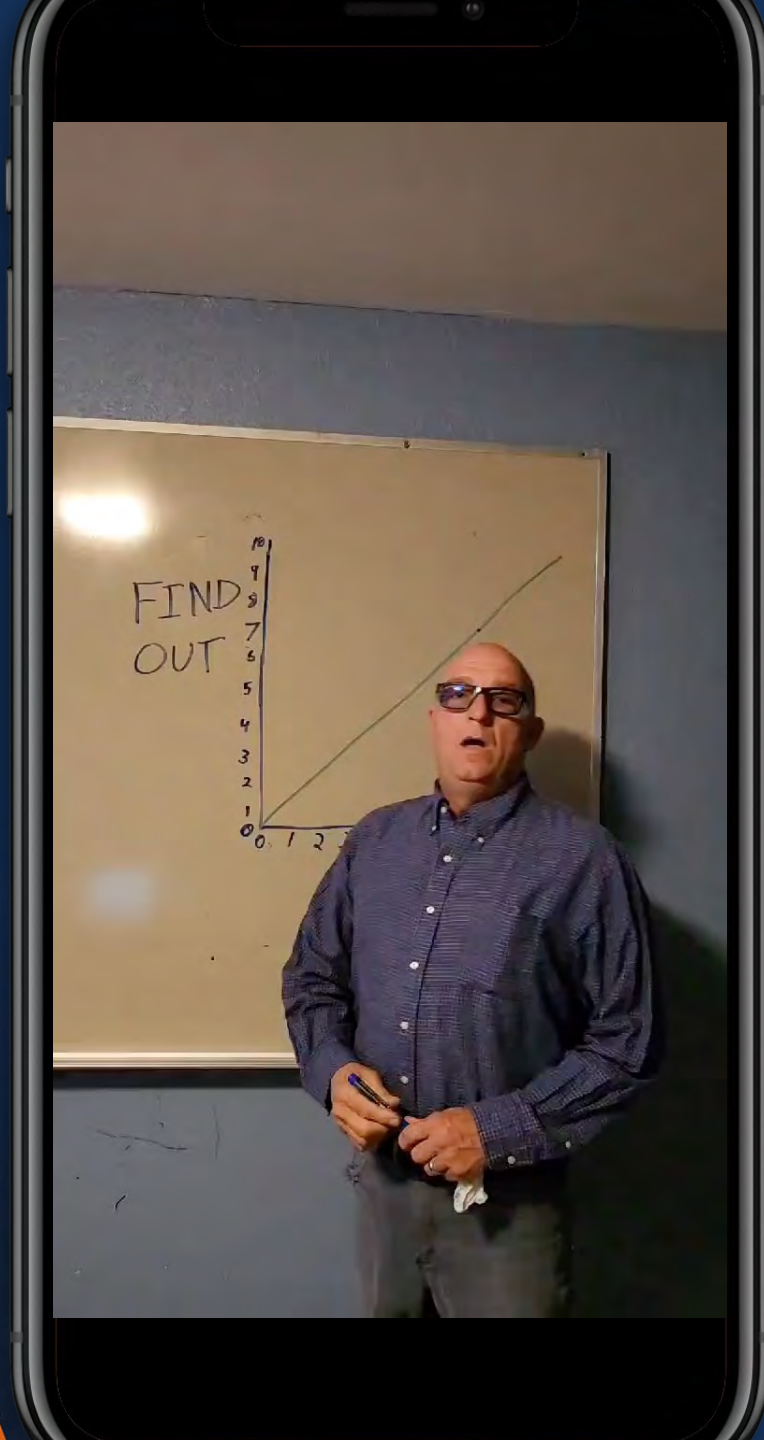
CTOAgent **ONE**



FirsTitleAgent **ONE**



OKC Roadmap



TF TomFerry

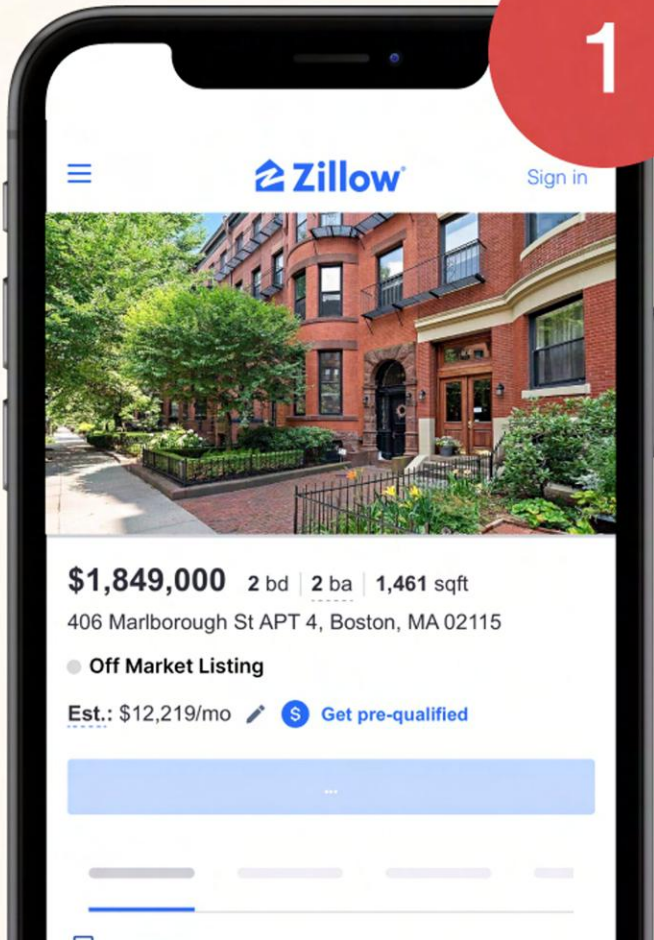
How to Find Out What Works?

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

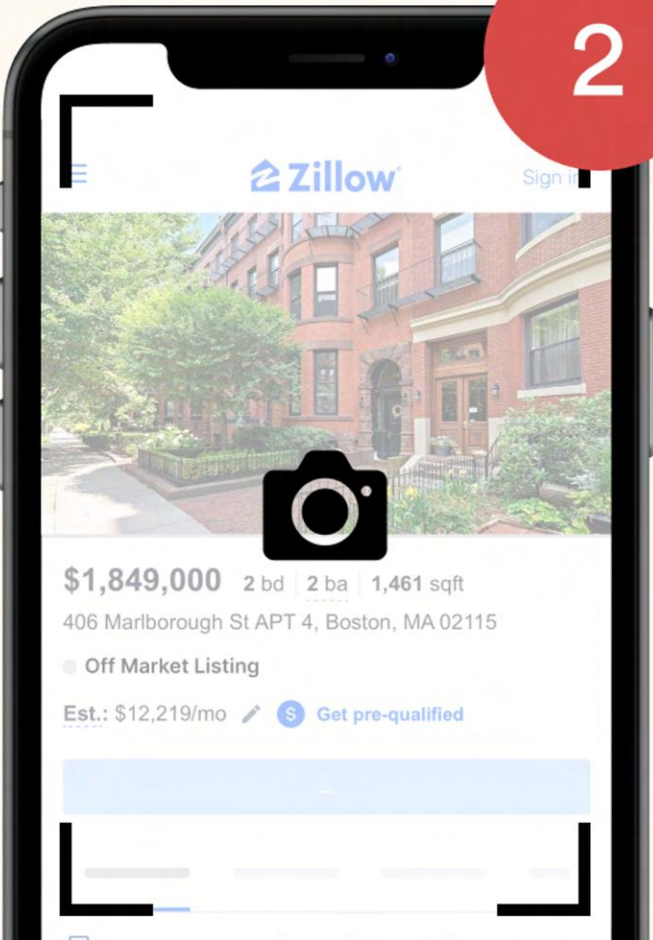




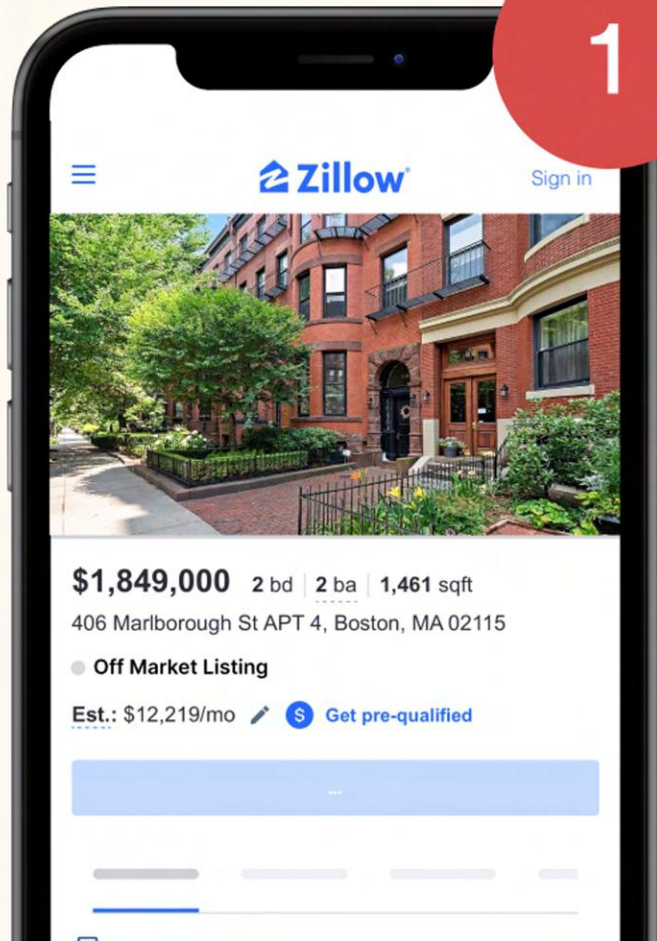
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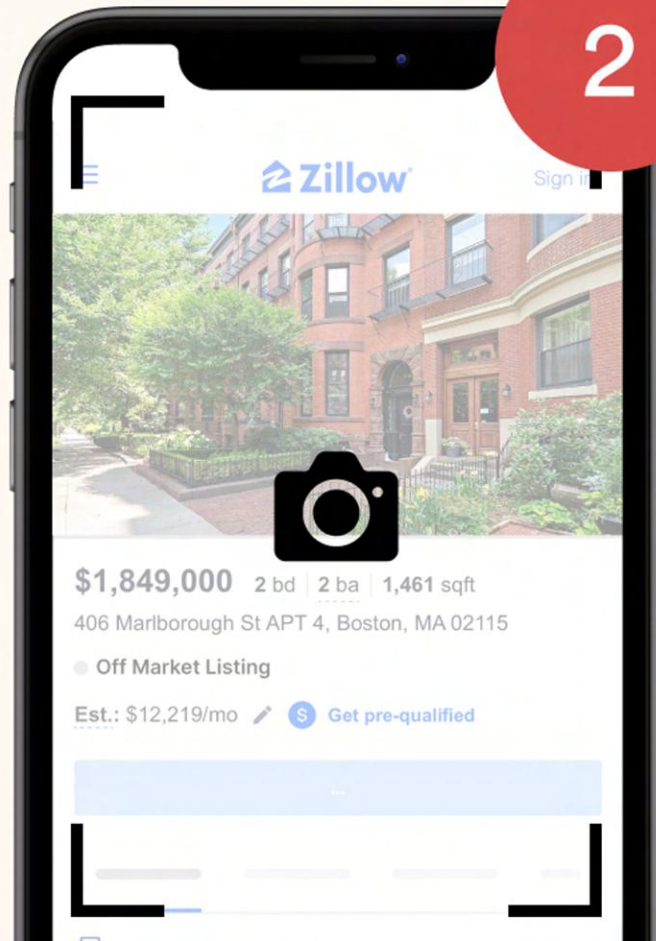
2



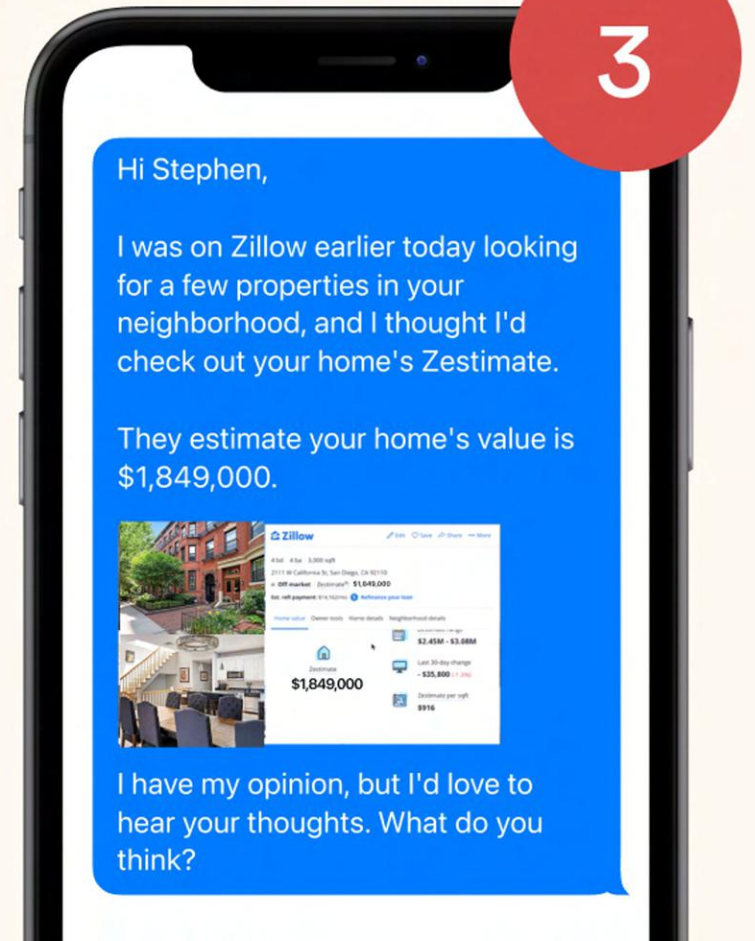
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2



3



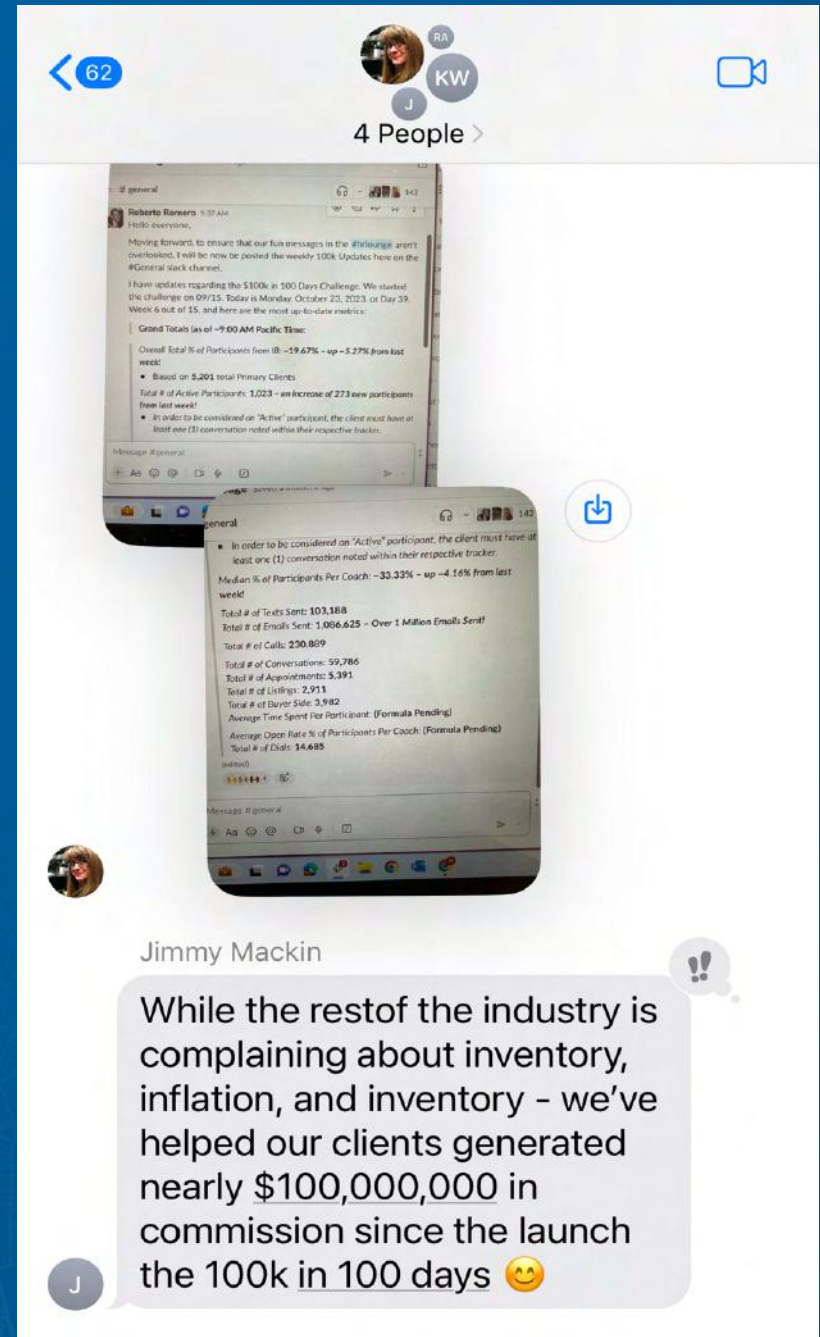
FROM SEPT TO DEC 2023

2,394 clients

413,963 Z-Cma Text

19,451 Listing Appts Scheduled

"You Know What's Working Right Now?"



**“What happens if I DON'T
deliver value with
everyone in my phone?”**

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



**What are you
thinking?**



**What am I
Committed to?**

Break



Emily TERRELL

📍 SAN ANTONIO, TX

👜 Exp REALTY

GCI 3 Years Total: **951,000**

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👜 BAILEE & CO. REAL ESTATE

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Volume 3 Years Total: **\$294,753,022**

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All **Great Businesses** (*agents*) have 5 things in common...

1. A Great Brand!

2. A Great Product!

3. Great Marketing & Distribution!

4. A Great People!

5. A Great Operating System!



How are you
Differentiating
Yourself?

Agents & Teams are getting lost in the

“SEA OF SAMENESS”

What will they do to stand out?



Be The "Standout" Agent



“Those without a
BRAND, compete
on **PRICE**.”

My Brand Is

01 My face, it's me

02 My words, my stories

03 My tone, how it makes people feel

04 My reviews/reputation/track record

05 My distribution – where & how often

06 The body of my work – in all mediums

07 It's what my clients say about you (W.O.M.A.N)



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





Tom Ferry
ROADMAP TOUR

Vincent **KESSEL**

📍 JUPITER/PALM BEACH AREA, FL

👜 COMPASS

👍 KESSELLUXELIFESTYLES

2022

Invested: **\$38,089.44**

RDC Volume: **\$11,217,188**

RDC GCI: **\$281,104**

2023

Invested: **\$49,043.36**

RDC Volume: **\$22,210,000**

RDC GCI: **\$572,600**





Be so good they
can't ignore you.

YouTube Commercials

The image shows a screenshot of the Google Ads interface for creating a new campaign. The main focus is a preview of a YouTube video ad. The ad features a man with a beard and a "Skip Ad" button. The interface includes navigation tabs like "SEARCH", "REPORTS", "TOOLS & SETTINGS", and "BILLING".

1 Create your

Your YouTube

Video ad for

Skippa

Video d

Bump

The followin

in-stream ad

https://

Display URL

TomFerry.co

Call-to

Ad URL

Companion t

Autoge

Upload

Ad name

Ad #1

SEARCH REPORTS TOOLS & SETTINGS BILLING

YouTube

Skip Ad ▶

SHANE BURGMAN







How else can I
Differentiate Myself?

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”**

Not Your Daddy's Realtor



Todd Pivetti | DRE 02133855
Residential, income, and more

THE
Shelhamer
REAL ESTATE GROUP
01950995

Its the tale of the two



SmithGroup COLDWELL BANKER REALTY

MARKET UPDATE WITH TIM SMITH

ORANGE COUNTY, CALIFORNIA
REAL ESTATE (OCTOBER 2023)

[SUBSCRIBE](#)

A video thumbnail featuring a man in a green polo shirt, Tim Smith, standing on a rooftop deck with a swimming pool and a sunset over a city. The background is a circular frame. Text overlays include the SmithGroup and Coldwell Banker Realty logos, the title 'MARKET UPDATE WITH TIM SMITH', the location 'ORANGE COUNTY, CALIFORNIA REAL ESTATE (OCTOBER 2023)', and a green 'SUBSCRIBE' button.





**What are you
thinking?**



What am I
committed to
regarding my
Brand?



Questions?

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)

Lunch



Questions?

JIMMY
Mackin

CURAYTOR



What has to Change
In order too
FRONTLOAD
my listing attraction,
marketing &
prospecting?





What if I added **More**
on Listing Attraction
Sources?

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**

TOTAL GCI 1993 TO 2023

— Total GCI



Q: Where Am I Most Likely to Find Sellers?

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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 Listing Sources
am I **committed** to
improve upon?

Where do I need more
list building, support?

PalmAgent

Real Estate's #1 Closing Cost App



CTOAgent **ONE**



FirsTitleAgent **ONE**



OKC Roadmap



Interested

Committed?

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

Q: **How will 2024 be**
different?

**What has my lack of
consistency cost me?**



LEVEL 10



What stops me
from operating at
MY LEVEL 10?

The Addiction to...

OPINIONS OF OTHERS



The Addiction to...

THE PAST



The Addiction to...

WORRY



The Addiction to...

DRAMA





**What are you
thinking?**

Break

#1 coach in Real Estate



TOM FERRY

100k in 100 Days



Real Estate Marketing Expert

JIMMY MACKIN

2,394

Agents

7,404

Listings

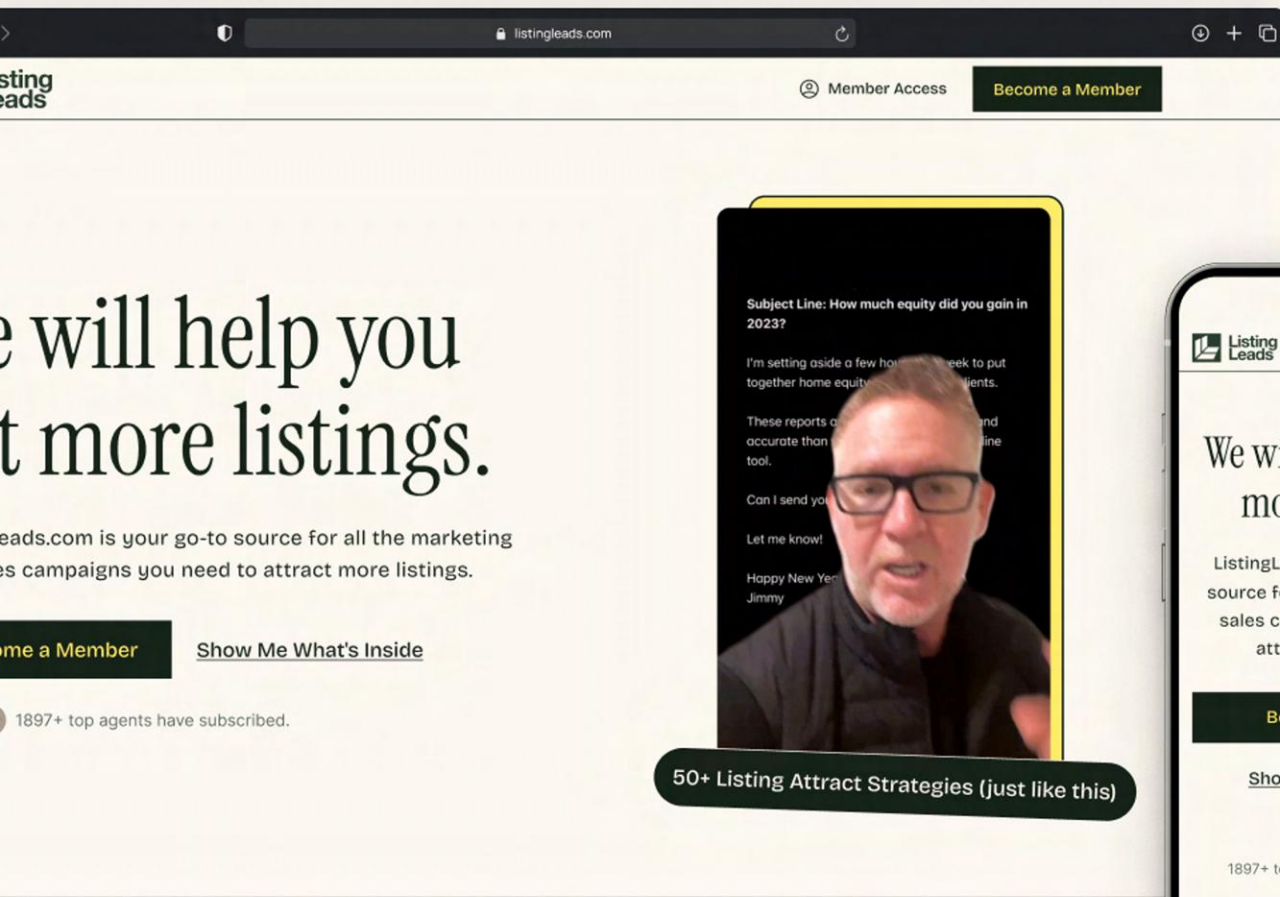
10,837

Buyers

\$7,490,000,000

Volume

Yes, that's billion



Subject Line: How much equity did you gain in 2023?

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

These reports are more accurate than any other tool.

Can I send you one?

Let me know!

Happy New Year!

Jimmy

50+ Listing Attract Strategies (just like this)



What's included in Listing Leads

You'll get instant access to the best listing attraction

 Text Scripts

 Direct Mail Templates

 Email Campaign

 Social Shareables

with new drops every month.

 Email Campaign

Equity Update New Year Email



Subject: 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

Evan Whaley
This email was gold! 10 responses, 9 CMA requests, and one highly interested seller so far.
2m Love Reply 1

Curaytor Marketing I...
Curaytor Mastermind
I want every #cbud to hit the ground ...
5 Responses, 4 CMA requests so far! Great email, @Jimmy Mackin!
4 1

7:21
Curaytor Mastermind
Jimmy Mackin · 1d · 📧
You, Amit V Bhuta and 36 others
Most recent
Christina Sanchez Hood
This was so simple! Thank you, Jimmy! I sent this to 13 past clients and received no responses for any CMAs... however, I did receive one request to find a new investment property, and the other wants to start looking for a larger home. Congrats to everyone's success!
15m Love Reply 2

April
Got 5 CMA requests in the first hour!
1 1

Toni
Our team has set 9 appts so far from the email! We sent to engaged leads and past clients, all of our appointments set so far have been from past clients.
5 1

within 8 minutes the requests started pouring in. I have at least 25 to do
6
Jimmy replied to Anna
I sent the email yesterday and within 8 minutes the requests started pouring in. I have at least 25 to do
Boom! Love it! Let's keep building
1

Beth Duval Scharwath
dang it Joe Mackin everyone is opening the email and wanting CMAs. I'm going to be up all night.
6h Love Reply 2
Wendy Herndon
Beth wow! Love it.
Just now Like Reply
Wendy Herndon
Beth, that's awesome... how many requests so far?
57m Like Reply
Beth Duval Scharwath
Wendy Herndon 8 I think.
Just now Love Reply 1

Joe
Just got 2 replies asking for CMA. Bonus is that one of the 2 replies just asked if I wanted 4 club level tickets for Rockets/Nets game tomorrow.
4

Subject: 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

1:18 PM
Traci
10 responses total between email and instagram story
3
1:53 PM
Khoa
I have 7 responses so far within 2 hrs of sending this.
1

Dean
I sent the email on Tuesday to 1,100 past clients and prospective sellers in Lofty and got 25 responses in about 18 hours. I spent Wednesday and Thursday handcrafting 25 CMAs along with Loom screenshare videos using Highnote. Looks like maybe 2 of them will list with me in the next couple of months. All of them thought I had great timing.
8

Jacobe Kendrick
Jimmy Mackin 3 responses and 3 request so far.
3h Love Reply 1

Brian Slivka
🌟 Let's do it Jimmy Mackin ! As a follow up to the "how much equity " email I sent to 527 people yesterday. So far...6 CMA requests with 2 folks thinking about selling and buying...Pure gold 🏆🌐
32m Love Reply 1

Brad Winter
7 responses , 7 CMAs , 2 Scheduled meetings 🧯🧯🧯
1h Love Reply 2

Curaytor Mastermind
Amy Stockberger · 46m · 📧
UMMMM.... so the infamous equity email was sent minutes ago and have 12 yes's so far....DAMNNNNNNNNNNNNNNNNNNNN!!! Thanks #jimmymackin
View Insights 25 Post Reach
3 2 comments
Love Comment Message
Jimmy Mackin
🧯🧯🧯🧯
Like Reply
Jimmy Mackin

Naomi Selick
to me
3:29 PM (1 hour ago) ☆ ↩ ⋮
Hi Jimmy - I have to admit, I was skeptical that it could be that easy, but I just sent this email and got 2 responses within 5 minutes! That's 2 listing leads over \$2M in a very tight market!

Janell Stuckwisch
Yes, please! I am at 40 and counting... Brilliant, Jimmy Mackin
2h Love Reply 1
Wendy Herndon
Janell 🧯🧯🧯

- **Step 1**

Go to <https://listingleads.com>

- **Step 2**

Create an Account and Choose Your Plan

- **Step 3**

Get Access to 50+ Listing attraction campaigns with new ones added every month



**Win
More
Listings!**



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



Available

Co-Broke Offered to Buyers' Agents

Other commissions may be or have been negotiated elsewhere between the parties

© Sarah Perkins 2024

Source: ARMLS

Closed

% Co-Broke Offered	# of Listings	% of Listings
2.5	8672	55.43%
3	4895	31.29%
2	1025	6.55%
2.25	488	3.12%
2.75	276	1.76%
0	91	0.58%
4	82	0.52%
1	44	0.28%
3.5	34	0.22%
1.5	23	0.15%
1.75	7	0.04%
5	4	0.03%
4.5	1	0.01%

% Co-Broke Offered	# of Listings	% of Listings
2.5	2282	57.22%
3	1216	30.49%
2	208	5.22%
2.25	124	3.11%
2.75	68	1.71%
4	39	0.98%
0	26	0.65%
1	8	0.20%
1.5	8	0.20%
3.5	4	0.10%
1.75	2	0.05%
0.5	1	0.03%
5	1	0.03%

Based on Active & Coming Soon Listings as of 2/14/2024
134 listings with no offer of compensation listed

Based on Closed Sales from 1/14/2024 to 2/14/2024
36 listings with no offer of compensation listed

% Co-broke offered rounded to the nearest 0.25%, limited to listings with a percentage co-broke offer only, 93% of listings



Agents' Roles are **Changing**

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**

Run plays
that work!

Know, Show & Demonstrate!

“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 specific 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

90 Ways We Serve You

** Courtesy of The Svelling Group*



90 Ways We Serve you

** Courtesy of The Svelling Group*

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9. Provide Overview of Current Market Conditions
10. Explain Company's Value

* Courtesy of The Svelling Group

90 Ways We Serve you

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

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19. Create Internal File for Records

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57. Negotiate Offer with Listing Agent

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59. Once Under Contract, Send to Escrow Company

60. Coordinate Earnest Money Wire Transfer

90 Ways We Serve you

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

90 Ways We Serve you

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
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78. Reminder to Schedule Utilities Transfer
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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

Know, Show & Demonstrate!

“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

Know, Show & Demonstrate!

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

What questions do you have about what we do, how we get paid?”

Know, Show & Demonstrate!

“I’d love to **APPLY** for the job of being your **REALTOR®**...

What questions do you have about what we do, how we get paid?”

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**”

"Where do you **need to improve**
your buyer agency/buyer
consultation?"

**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

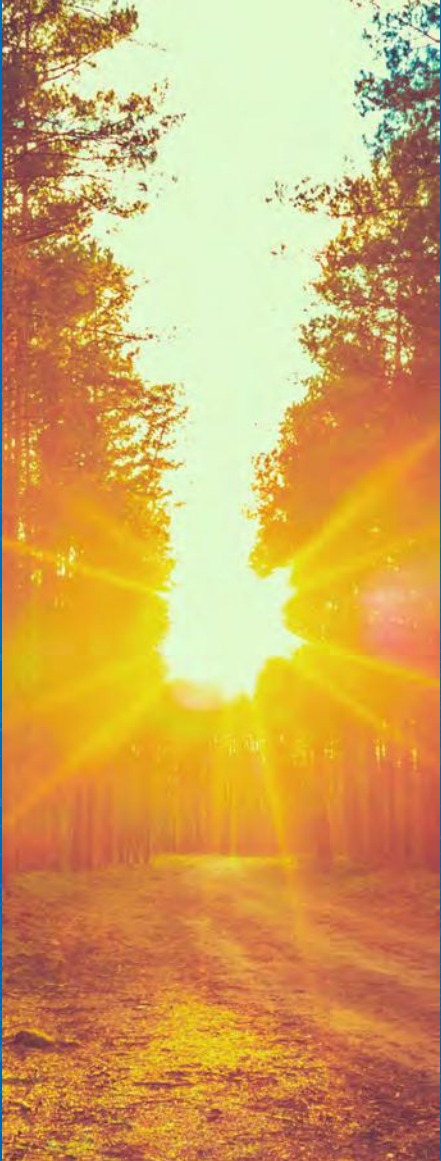
2024	<input type="text"/>	January		Quarter 1
	<input type="text"/>	February		
	<input type="text"/>	March		
	<input type="text"/>	April		Quarter 2
	<input type="text"/>	May		
	<input type="text"/>	June		
	<input type="text"/>	July		Quarter 3
	<input type="text"/>	August		
	<input type="text"/>	September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

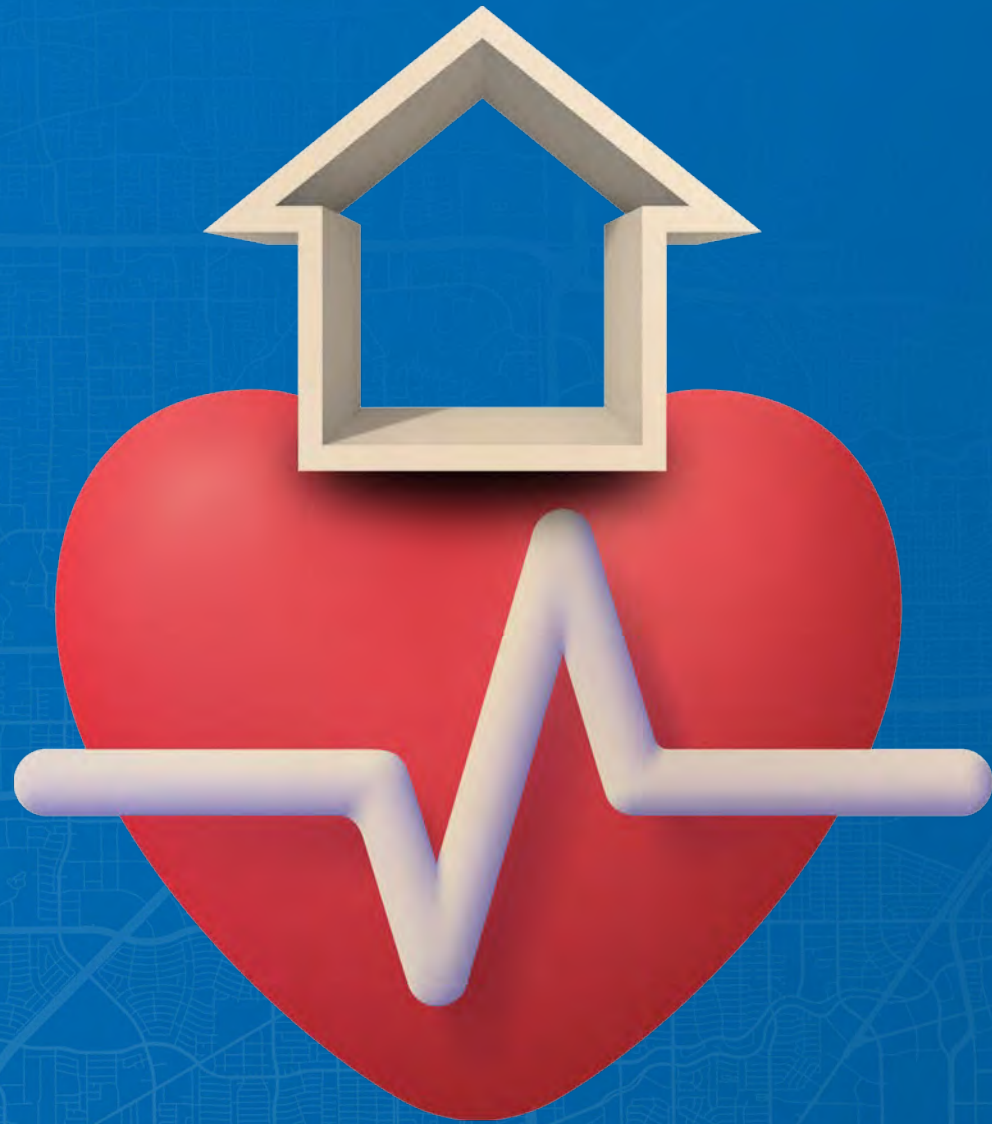
Monthly Checklist

- 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 sunset scene with a bright sun low on the horizon, casting a golden glow over a vast expanse of white and blue clouds. The sky transitions from a deep orange near the sun to a clear blue at the top.

“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	<small>*These totals include some 2022 numbers</small>																
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%	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

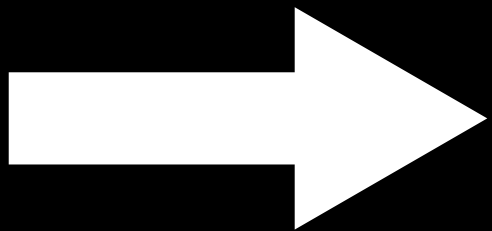
(sample) Re-Set Our Marketing Weekly Dashboard

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 =

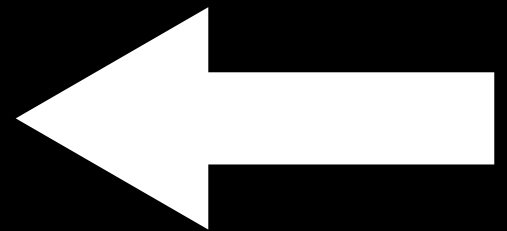
Make Data-Driven Vs. Emotional Decisions!

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"> • 401 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	Action Plans Seller Software EY spreads New Construction Lease 1 year Lease 2 year FSBO Recruiting Emails (24) Buyer Presentation YouTube Ads Google PPC VIDEO Listing Campaign Favorite Deals Professional attire Listing presentation Listing coordinator Photographer Mailbox Staging Negotiations De-Staging a home/curb Support Team Showing Smart Setting seller expectations or script Open House When you commercial Leverage Super vs. Local Buy Other Seller - Listings Live Seller - Under Contract Buyer - Buyer guarantee Buyer - Lack of homes Buyer - Closing table	Website Goods SE SW NE NW — calls per day — interviews per week Q1 event	SISU → CTE Tracking System Referrals Legacy Pod Leaders 2023 Budget List to close process refinement - supra/sign pick-up - client on live email - Slack until closing - Caption vault Listing Coordinator Hire



Jamie McMartin

Jason Farris is dedicated to booking appointments by 12/31/16 225 listing

~~217 223 222 221 220 219 218 217 216 215 214 213 212 211 210 209 208~~
~~206 205 204 203 202 201 200 199 198 197 196 195 194 193 192 191 190 189 188~~
~~186 185 184 183 182 181 180 179 178 177 176 175 174 173 172 171~~
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~~98 97 96 95 94 93 92 91 90 89 88 87 86 85 84 83 82 81 80 79 78~~
~~73 72 71 70 69 68 67 66 65 64 63 62 61 60 59 58 57 56 55 54 53~~
~~49 48 47 46 45 44 43 42 41 40 39 38 37 36 35 34 33 32 31 30 29~~
~~24 23 22 21 20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5~~

APPTS BOOKED: 205
 APPTS CANCELED: 17
 APPTS GONE ON: 188
 LISTED BY JASON: 143
 LISTED BY BRAND X: 7
 NEVER LISTED: 38
 HERE WE COME 2017
 BE READY!



Jason Farris ▶ TFYC Core+ Private Group

Follow · January 6 · 23

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?**



TF TomFerry™
SUCCESS SUMMIT
2024

Save the date!

Dallas, TX
August 27-29, 2024



tomferry.com/SUMMIT



For things
to change

Things have
to change





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!

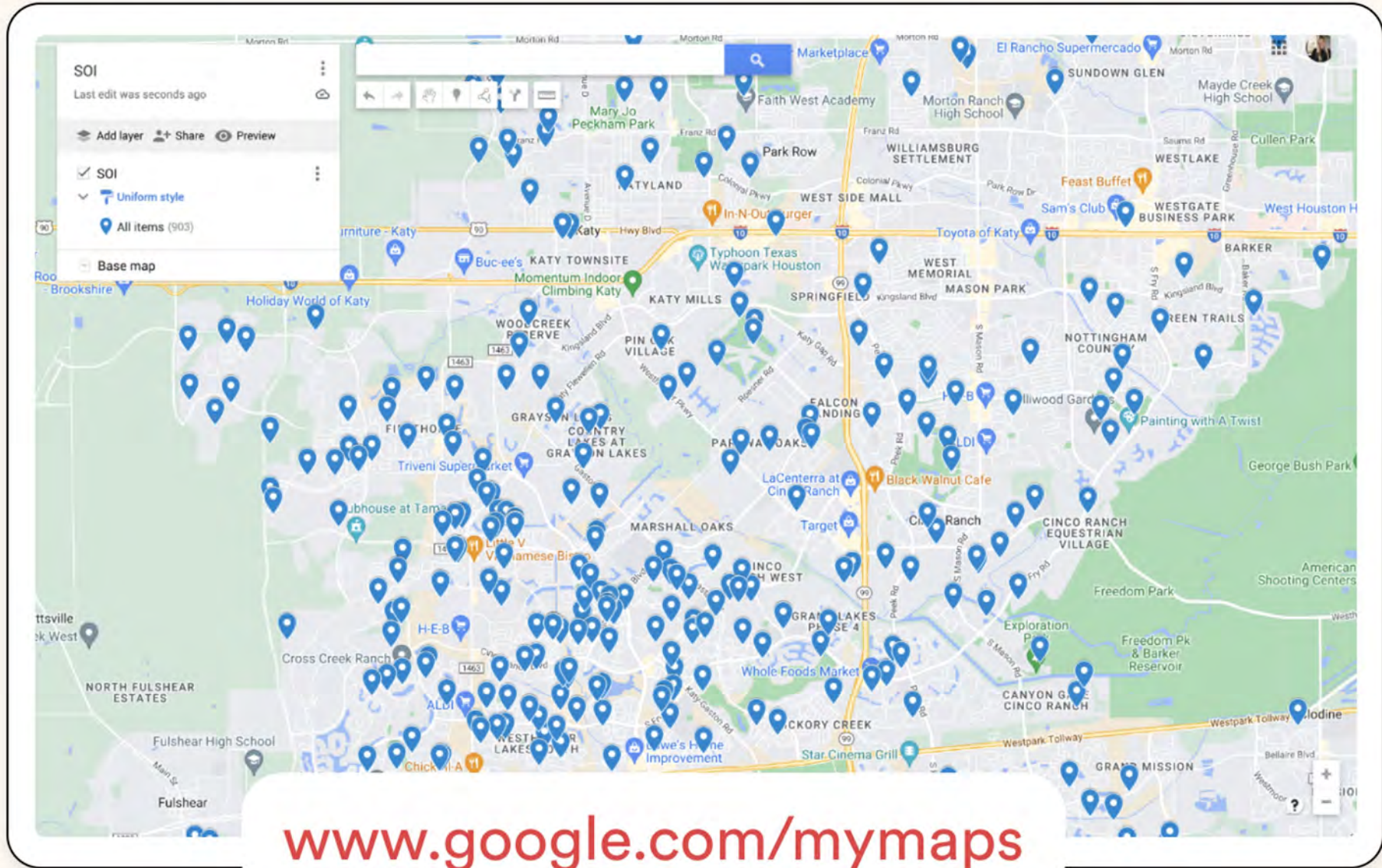
Geographic farming

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)



www.google.com/mymaps

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



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 ❤️

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.

Check your homes value here



Local
Postal Customer

Check your homes value here



QR Postcard Stats (EDDM)

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265 Responses

92 Contacts

6 Appointments

3 Listings

Generated 10 listings and 2 buyer deals.



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
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

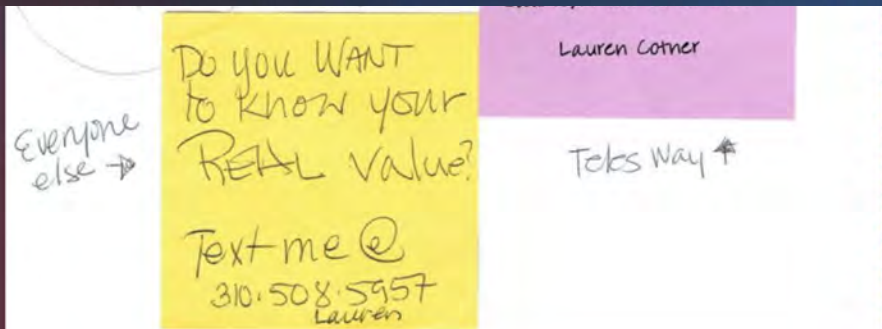
Would you sell for 10% more than this? Text me at 617-921-5263

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.

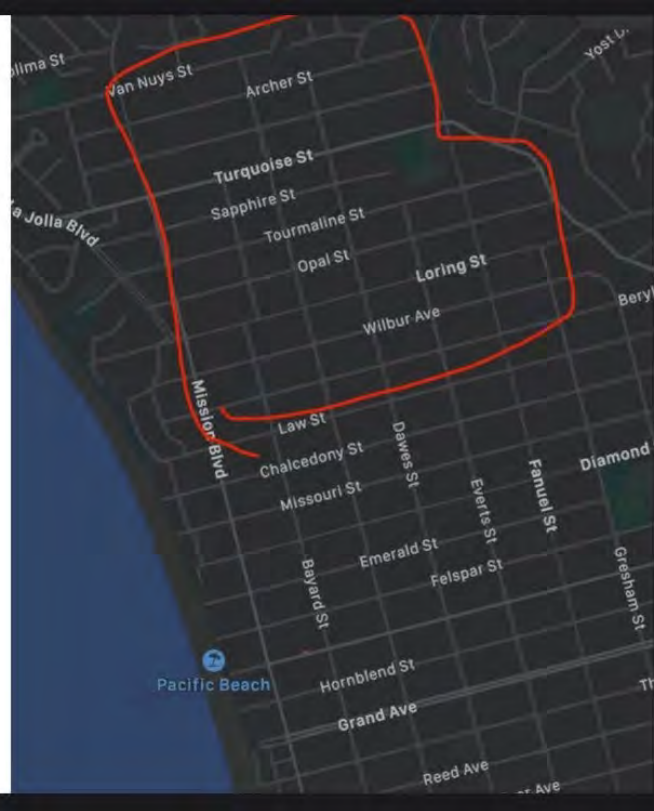
Joe Herrera
Joe Herrera
The Joe Taylor Group
Brokered by REAL

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, 1556742, 1443761, 1997075, 1935359, 1945027, 1842987, 1869607, 1866771, 1527205, 1079009, 1272467.

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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



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 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.

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



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.

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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,

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.

End with Direct Response CA

Sincerely,



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

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Drive Them to
a Landing Page

P.S. Curious what your home might sell for in today's market?
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Home Value CTA

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



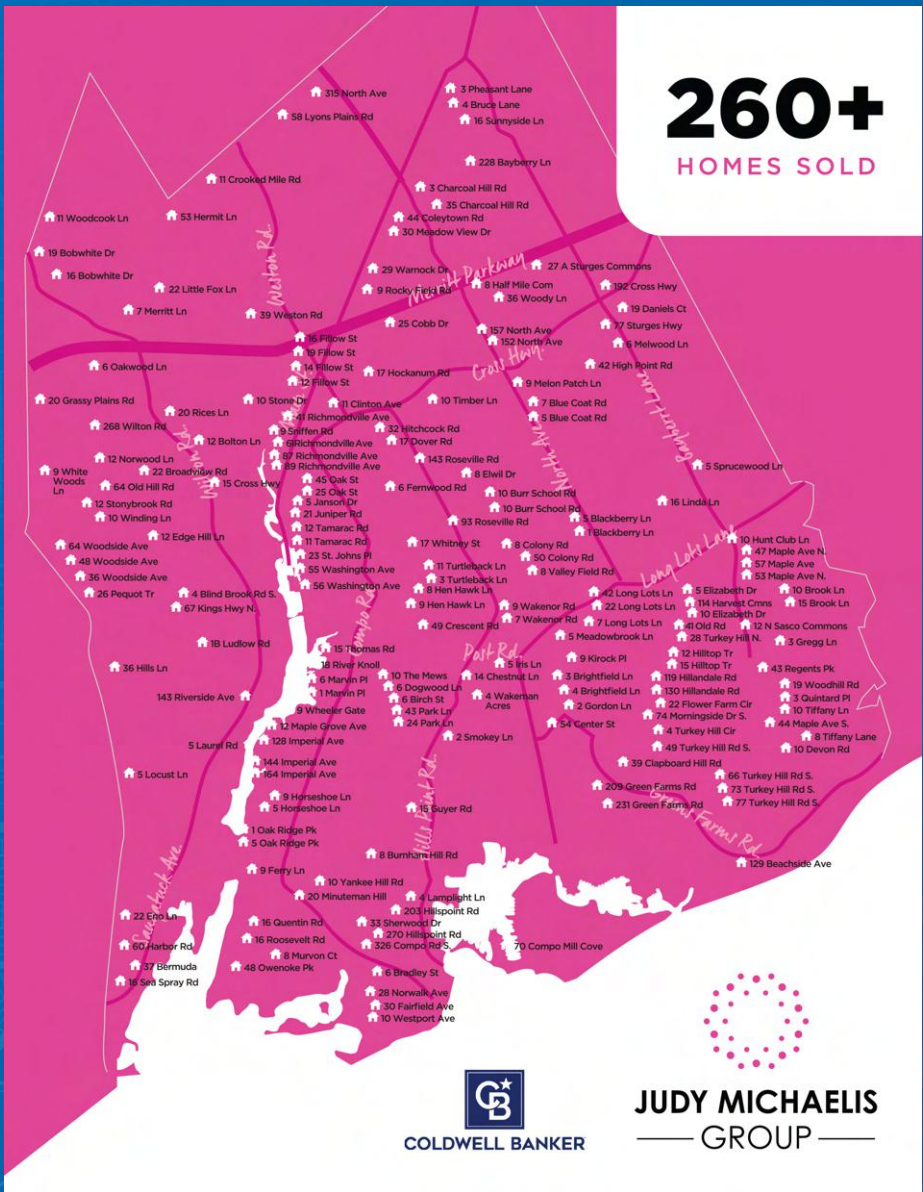
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the area, have them reach out so we can keep them posted
on when these will be hitting the market!

← Ask For a Referral



260+
HOMES SOLD

JUDY MICHAELIS
GROUP

WHAT WOULD A BUYER PAY FOR YOUR HOME?

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



SCAN WITH CAMERA

LET'S CONNECT

Feel free to call, text, or email!

203-247-5000

judy@judymichaelis.com

- @judymichaelisrealtor
- @westportrealestatebyjudymichaelis
- Westport Real Estate by Judy Michaelis
- www.JudyMichaelis.com

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to my newsletter for all the latest!



SCAN WITH CAMERA



JUDY MICHAELIS
GROUP

28 YEARS
OF PROVEN EXPERIENCE



COLDWELL BANKER

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

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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



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DEBBIE DOĞRUL ASSOCIATES REAL ESTATE

Selling in Annandale



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



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

Recent Homes Sold in Annandale

Neighborhood	Style	Address	BR	BA	LVL	List Price	Sold Price	Sold Date
AMERICANA FAIRFAX	TH - Interior	4929 Sauquoit Ln	3	3.5	3	\$529,900	\$530,000	7/26/22
ANNANDALE ACRES	Colonial	7321 Auburn St	7	5.5	3	\$960,000	\$930,000	7/20/22
ANNANDALE ACRES	Contemporary	7302 Byrnesley Ln	5	5	3	\$1,349,000	\$1,350,000	7/7/22
ANNANDALE ACRES	Rambler	7324 Auburn St	4	4	2.5	\$625,000	\$600,000	7/8/22
BROOK HILLS ESTATE	Colonial	5113 Phillip Rd	5	3.5	3	\$995,000	\$995,000	7/29/22
CAMELOT	Split Foyer	3715 King Arthur Rd	4	3	2.5	\$650,000	\$625,000	7/8/22
CANTERBURY WOODS	Split Level	4826 King Solomon Dr	5	3	3	\$674,900	\$737,000	7/25/22
CAVALCADE	TH - End	4460 Lighthouse Ct	3	3.5	3	\$499,000	\$522,500	7/8/22
CAVALCADE	TH - Interior	4473 Edan Mae Ct	3	2.5	2	\$520,000	\$532,000	7/20/22
CHESTNUT HILL	Contemporary	4105 Duncan Dr	4	2.5	3	\$795,000	\$820,000	7/14/22
CHESTNUT WOODS	Rambler	8235 The Midway	4	3	2	\$975,000	\$985,000	7/7/22
CRESTWOOD MANOR	Split Level	7106 Cindy Ln	3	1.5	3	\$549,900	\$549,900	7/15/22
FAIRFAX HERITAGE	TH - Interior	4462 Forest Glen Ct	3	1.5	2	\$377,000	\$392,000	7/8/22
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	7/7/22
HERITAGE COURT	Condo	4416 Island Pl #104	2	2	4	\$274,900	\$285,000	7/8/22
HOLMES RUN VILLAGE	Colonial	7824 Thor Dr	5	3.5	3	\$850,000	\$875,000	7/22/22
LONG BRANCH	Colonial	9012 Windflower Ln	4	2.5	3	\$835,000	\$860,000	7/11/22
LONG BRANCH	Colonial	4829 Tabard Pl	4	3.5	3	\$837,000	\$830,800	7/22/22
OAK HILL	Rambler	4716 King Carter Ct	4	2.5	2	\$825,000	\$820,000	7/20/22
PLEASANT RIDGE	Cape Cod	3728 Hummer Rd	4	2	3	\$789,000	\$800,000	7/20/22
PLEASANT RIDGE	Contemporary	3728 Linda Ln	5	3	2	\$1,049,000	\$1,050,000	7/7/22
RED FOX FOREST	Split Level	5136 Linette Ln	4	2.5	3.5	\$699,000	\$699,000	7/8/22
SANPINE SPRINGS	Colonial	6464 Gainer St	4	2.5	2	\$709,900	\$695,000	7/21/22
SHAMROCK HEIGHTS	Rambler	7806 Rebel Dr	5	3	2	\$699,900	\$710,000	7/11/22
SLEEPY HOLLOW RUN	Rambler	4215 Sleepy Hollow Rd	4	3	2	\$769,900	\$869,000	7/21/22
SLEEPY HOLLOW WOODS	Bi-Level	3717 Forest Grove	4	3	2	\$899,000	\$897,500	7/7/22
SLEEPY HOLLOW WOODS	Split Level	6745 Fern Ln	4	3	4	\$824,900	\$826,000	7/15/22
STRATHMEADE SQUARE	TH - Interior	3223 Viscount Ct	3	3.5	3	\$500,000	\$530,000	7/12/22
SUNSET VILLAGE	TH - Interior	4918 Van Massdag Ct	3	2.5	3	\$515,900	\$515,900	7/25/22
TERRACE TOWNHOUSES	TH - Interior	4664 Conwell Dr #177	2	2	2	\$289,000	\$289,000	7/29/22
TRURO	Contemporary	8703 Pappas Way	4	3	2	\$675,000	\$640,000	7/27/22
WAKEFIELD CHAPEL ESTATES	Colonial	8411 Briar Creek Dr	4	2.5	3	\$850,000	\$875,000	7/29/22
WILBURDALE	Colonial	7131 Wilburdale Dr	5	2.5	2	\$649,000	\$649,000	7/29/22
WILBURDALE	Rambler	7237 Wilburdale Dr	4	3	2	\$695,000	\$687,000	7/22/22
WILLOW RUN	Rambler	6611 Billings Dr	5	3	2	\$789,500	\$780,500	7/20/22
WILLOW WOODS	Split Foyer	4505 Sleaford Rd	5	3	2	\$652,000	\$665,000	7/27/22
WINTERSSET	Colonial	3814 Whitman Rd	4	3.5	3	\$949,900	\$940,000	7/11/22
WINTERSSET	Colonial	8502 Frost Way	4	2.5	3	\$775,000	\$775,000	7/28/22
WINTERSSET	Split Foyer	3819 Poe Ct	5	3	2	\$875,000	\$875,000	7/15/22
WOODBURN VILLAGE	Condo	3334 Woodburn Village Dr #23	2	1.5	1	\$262,500	\$262,500	7/7/22
WOODBURN VILLAGE	Condo	8310 Tobin Rd #8310-22	2	1	1	\$210,000	\$225,000	7/18/22
WYNFIELD	Split Level	4205 Cordell St	5	3	4	\$799,900	\$820,000	7/29/22

Brighthouse 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



KELLERWILLIAMS.

**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 Rubyn, Sellers

The Robert Mack Group | 949.209.7309

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

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



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



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, CALIF. #1754565

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



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 hand is shown from the palm side, holding a red octagonal stop sign with the word "STOP" written in white capital letters. The background is a light blue map of a city street grid.

**What are you
thinking?**

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!



What am I committed to?



Questions?

TOTAL GCI 1993 TO 2023

—◆— Total GCI



“Weak People Believe in Luck.

**Strong People Believe
in Cause and Effect.”**



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:

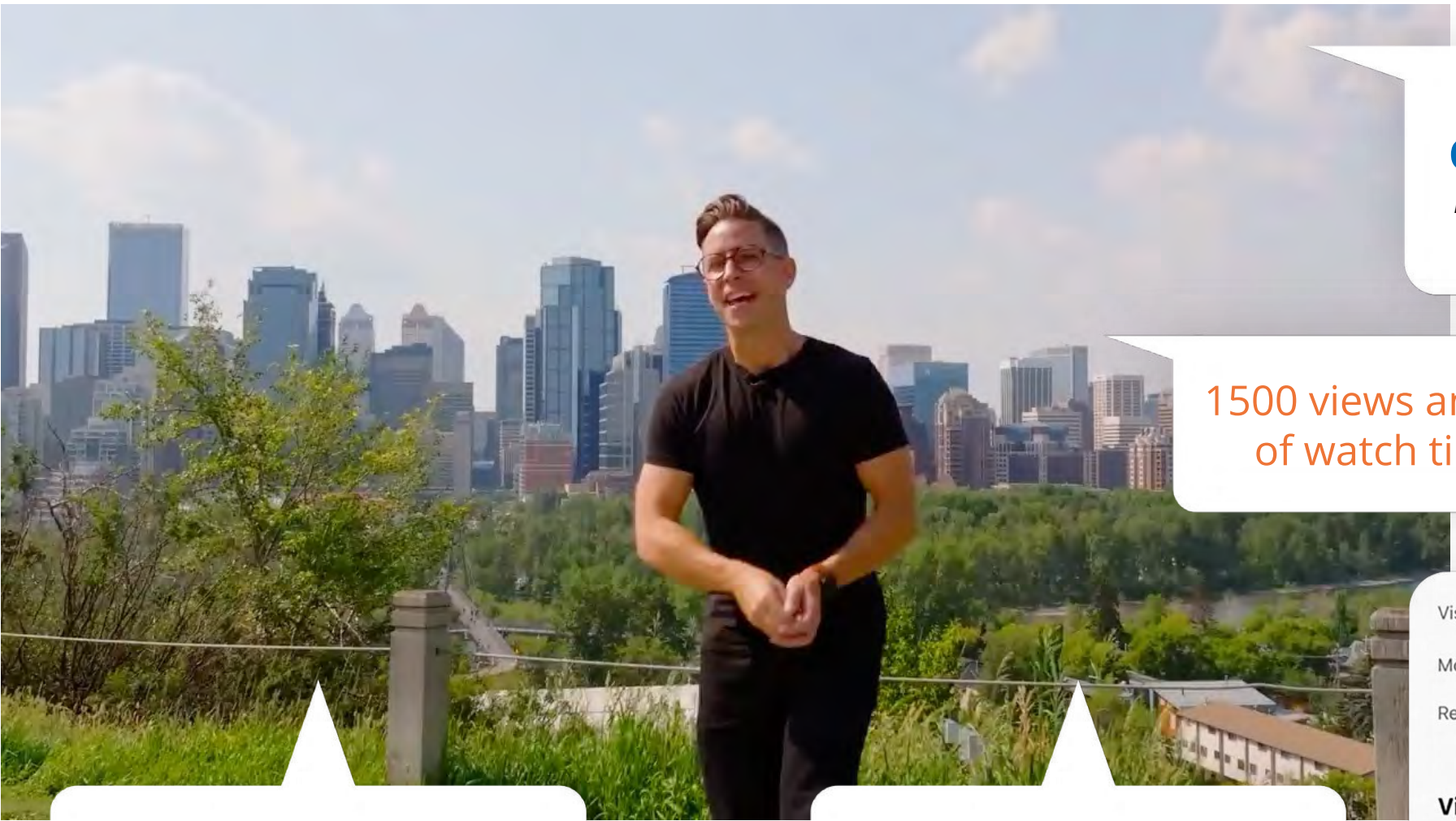
*Family, Travels, Hobbies,
Passion-Projects, Charities, Humor, etc.*

“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 page for Ken Pozek. At the top, there is a search bar and navigation icons. The channel banner features a large image of Ken Pozek with the text: "KEN POZEK SUBSCRIBE FOR WEEKLY VIDEOS: REAL ESTATE, THEME PARKS, AND ORLANDO LIFE". Below the banner is the channel name "Ken Pozek" and handle "@kenpozek", with a "Subscribed" button. A navigation menu includes "HOME", "VIDEOS", "SHORTS", "LIVE", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT". The main content area displays a video titled "Universal is Doing Something Special" with a thumbnail showing a roller coaster and the text "UNIVERSAL WINS?". Below this, a "Videos" section is visible with a "Play all" button and a row of six video thumbnails:

- Disney Adults Living in Orlando**: 4K views • 3 days ago (8:03)
- Living in Orlando vs. Tampa**: 20K views • 2 weeks ago (10:49)
- Inside TWO Celebration Florida Homes (and a Weird...**: 5.9K views • 3 weeks ago (7:16)
- 4 Amazing Orlando Airbnb Neighborhoods You Need to...**: 3.6K views • 3 weeks ago (7:30)
- Is getting solar worth it in Florida?**: 2.6K views • 1 month ago (10:17)
- How Orlando Became A College Town**: 15K views • 1 month ago (8:32)

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, with the text 'FOR WEEKLY VIDEOS: REAL ESTATE, THEME PARKS, AND ORLANDO LIFE'. The channel name 'Ken Pozek' and handle '@kenpozek' are visible, along with '32.5K subscribers'. Three performance metrics are highlighted in dark blue boxes with white text: 'Subscribers: 40K+', 'Leads '23: 1,800', and 'Sales '23: 202'. Below these, a video player shows a video titled 'UNIVERSAL WINS?'. At the bottom, a row of video thumbnails is displayed, including 'Disney Adults Living in Orlando', 'Living in Orlando vs. Tampa', 'Inside TWO Celebration Florida Homes (and a Weird...', '4 Amazing Orlando Airbnb Neighborhoods You Need to...', 'Is getting solar worth it in Florida?', and 'How Orlando Became A College Town?'. The background of the entire image is a blue map of Florida.

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** —