



#1 COACH

in Real Estate Training



8 Consecutive Years

2014	2015	2016	2017	2018	2019	2020	2021
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THE 25 BEST
Real Estate Coaches
IN THE BUSINESS



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Q: "Could 2021 Be My
Absolute **Best Year**
Ever In Business?"

Marketing Secrets of Top Agents

How do I
generate more?
(from existing)



**We must position
ourselves as the
authority...**

The Agent of Trust



What's our **real** challenge?





How do we solve this?







SELLING YOUR HOME

SHOULD NOT BE A PAIN IN THE BUTT!



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

The Formula For Trust



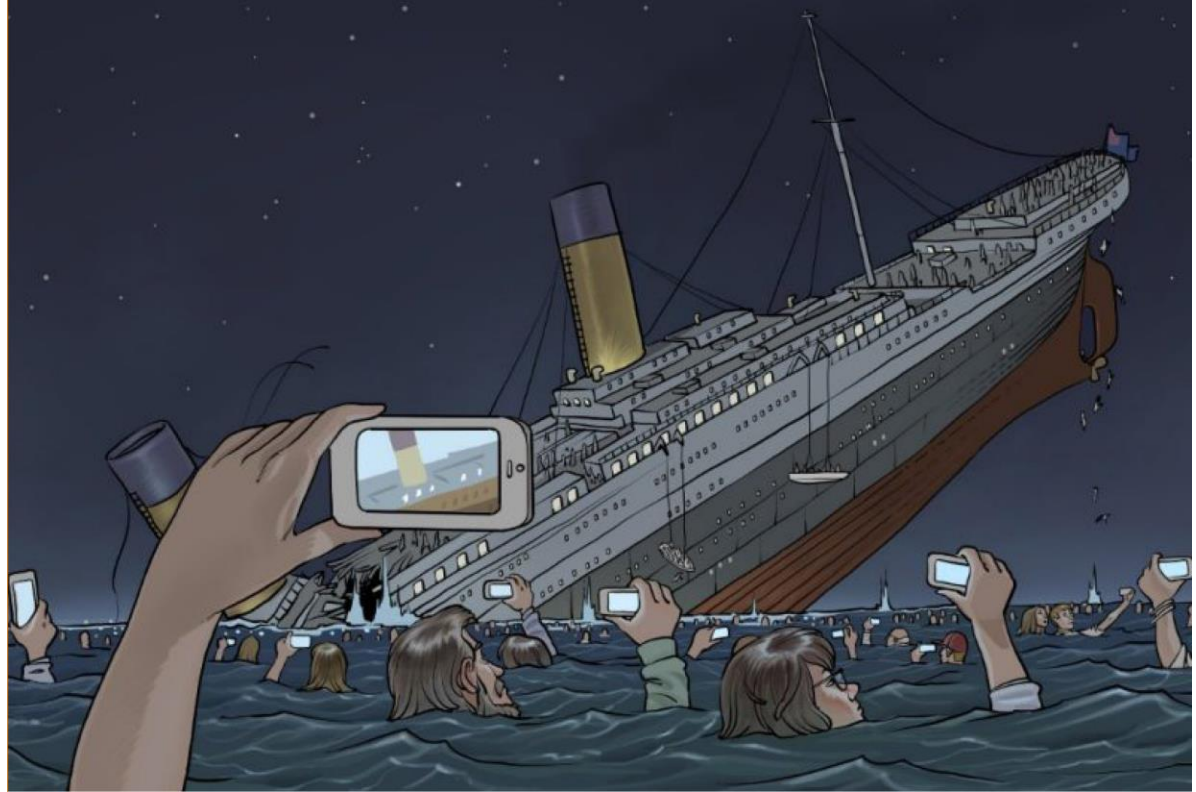
Frequency creates
Familiarity +
Authenticity
& Relevancy...
CREATES TRUST!

**81% of consumers prefer to
watch a video to learn before
they decide**

A close-up, artistic shot of a camera lens. The lens is the central focus, with its various glass elements and metal rings visible. The background is a soft, out-of-focus blur of vibrant red and blue light, creating a bokeh effect. The overall mood is high-tech and cinematic.

VIDEO IS KING

Yeah,
that's
about
right.



CREATE YOUR SHOW!

& Become the Trusted Source!

- # HOW?
1. *Decide on a theme*
 2. *Name your show*
 3. *Find a wedding videographer*
 4. *Set aside 1-2 days a month to film*
 5. *Allow your videographer to edit & produce your video content*

CONTENT/SHOWS TO SHOOT



1. MONTHLY MARKET UPDATES, NAME IT “HOMES FOR SALE IN (CITY)”

2. INTERVIEWS OR YOU SHARE TIPS WITH

- School Principles • Restaurant Owners • Coffee Houses
- Local Breweries • Art Gallery Owners • Architects • Home Builders
- Bankers / Mortgage Bankers • "CPA" • Tax Experts • Politicians
- Title Closing • Past Clients

3. ***“DID YOU KNOW” SHOWS***

- Did you know that you can buy a home for 3 % down?
- Did you know that rents are actually the same as buying?
- 3 mistakes first time buyers make
- 7 home improvements to increase your value
- How to invest in real estate in town or out of state?

4. ABOUT TOWN

- *3 best taco stands*
- *Where to buy flowers*
- *My favorite park in (city)*
- *Have you tried Pickle Ball?*



5. *BEHIND THE SCENES*

- *How we run a team meeting > Service our clients*
- *How we set up an open house for 100+ people*

7. SHOW THEM THE AUTHENTIC YOU...

- ☐ *With your kids / family / spouse / dog!*
- ☐ *At church / travel / socializing*
- ☐ *Contributing time / Giving back*
- ☐ *Being a goof ball*

BE YOU! (and stay Top of Mind)



or





*Videos are like postcards.
Nobody sends out a single postcard &
calls it a wrap--they mail over again.
The results are in the repetition.*

- Jason Pantana

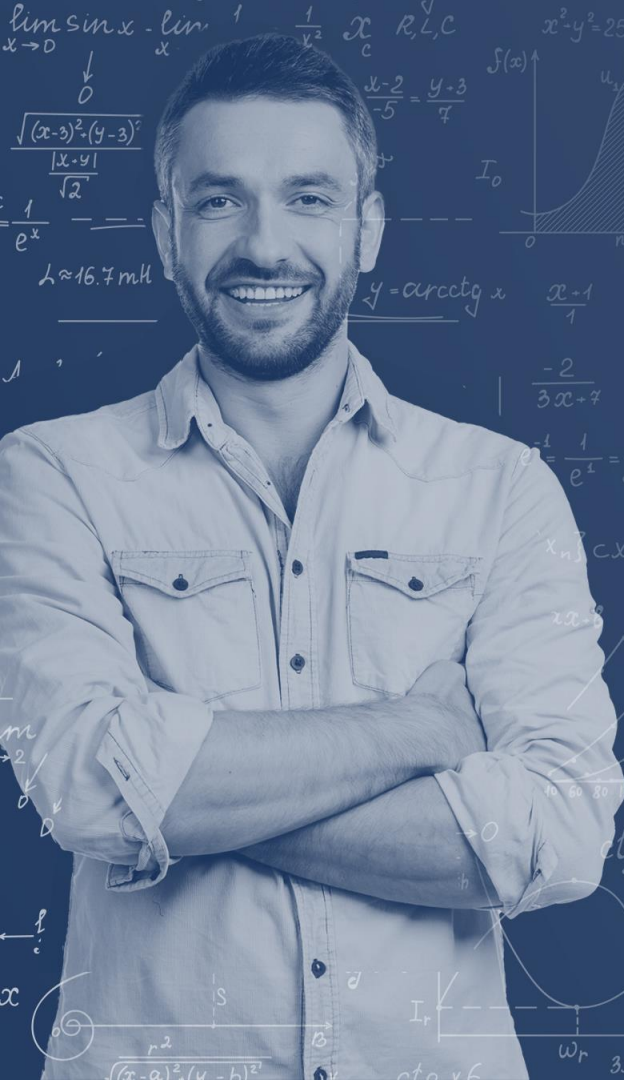
*If Not Video, How
Else Will I Scale
Trust & Become the
Agent of Choice?*

*Choose Your
Hard!*

How do I Immediately Generate More Business?



The Ultimate Success Formula



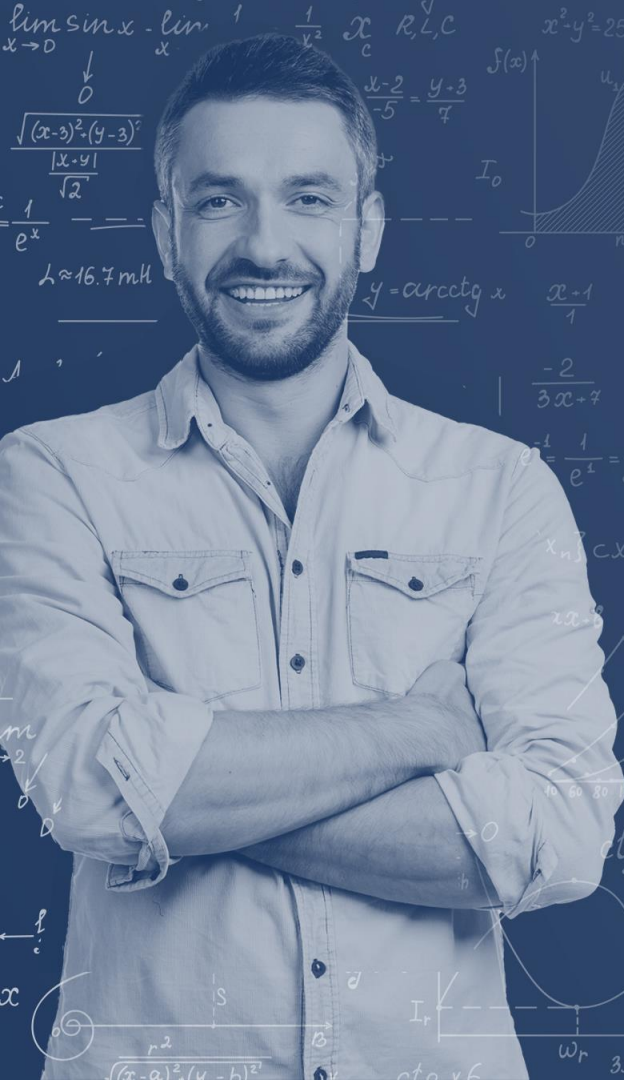
The Ultimate Success Formula

Know exactly
what you want!

How many listings

will I take in the

next *11 months?*



The Ultimate Success Formula

Create a simple
action plan!

Design your day

1. A morning Routine that Fires You Up!

- Exercise
- Mindset Workout

2. Business Morning Routine

- Daily Hot Sheets
- Role Play
- 5/5/4/2

3. Manage the day tasks

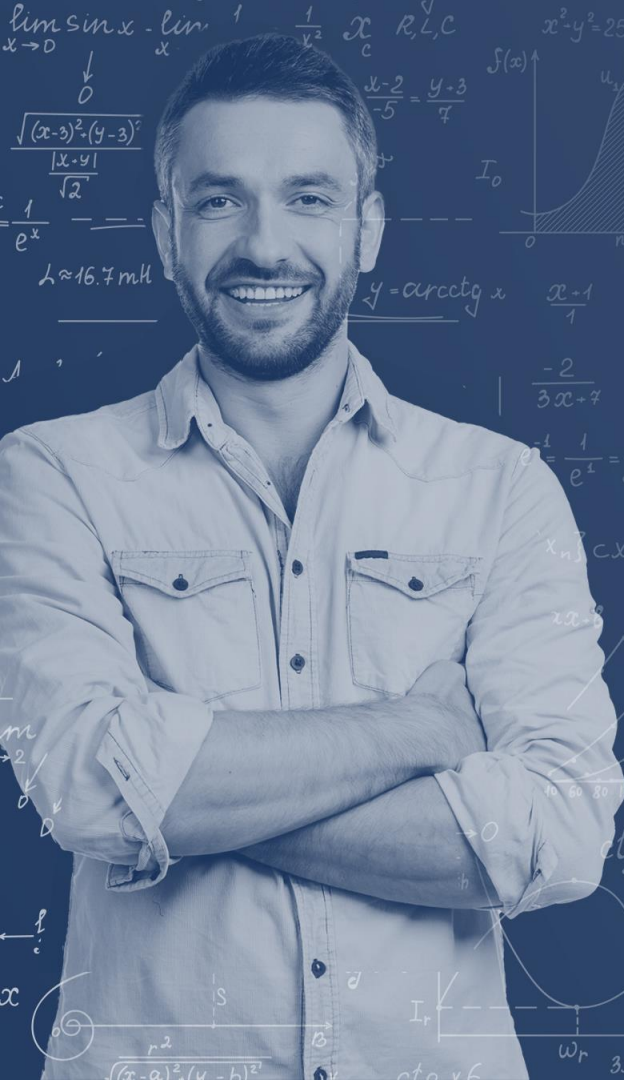
- Close pendings (Real Estate transactions/marketing)
- Launch listings (Real Estate)
- Execute on your marketing plan

4. Go on Appointments!

What Has Your Focus?



“Decide to be an
Appointment setting,
Value delivering,
Trust building machine!”



The Ultimate Success Formula

Track your results!



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.

Listing Appointment Social Challenge

For every listing appointment in 2021

1. Take a selfie (preparing, driving, before you go in, afterwards)
2. Post the # against your listing appointment goal **"4/40 listing appointments"**
3. Tag me @TomFerry & your coach

This is accountability and a huge conversation starter!





Listing Attraction - Brilliant Basics



**Contact EVERYONE
in your Database
– EVERYONE!**

Make Your Calls!

THE QUESTION:
**“How has Covid... and the last
year of a pandemic changed
the way you FEEL
about your home?”**

Points & Questions

1. Home price appreciation in 2019 & 2020 was (x)...
 2. Inventory is off by (x) of the normal levels.
 3. Buyer demand is (x) creating multiple offers and driving up prices...
 4. Sellers in 2021, will capitalize on record low interest rates, incredible buyer demand & how covid has changed the meaning of "home"...
- **Who do you know that's thinking about selling?**
 - Have you had ANY thoughts of selling?



You're always being interviewed...



"Did you see the house at (x)?"

"Who bought the home at (y)?"

"What did (z) sell for?"

**How well do YOU really
know your market?**

“How’s the market?”
(it’s bananas!) 😊

What’s your answer?

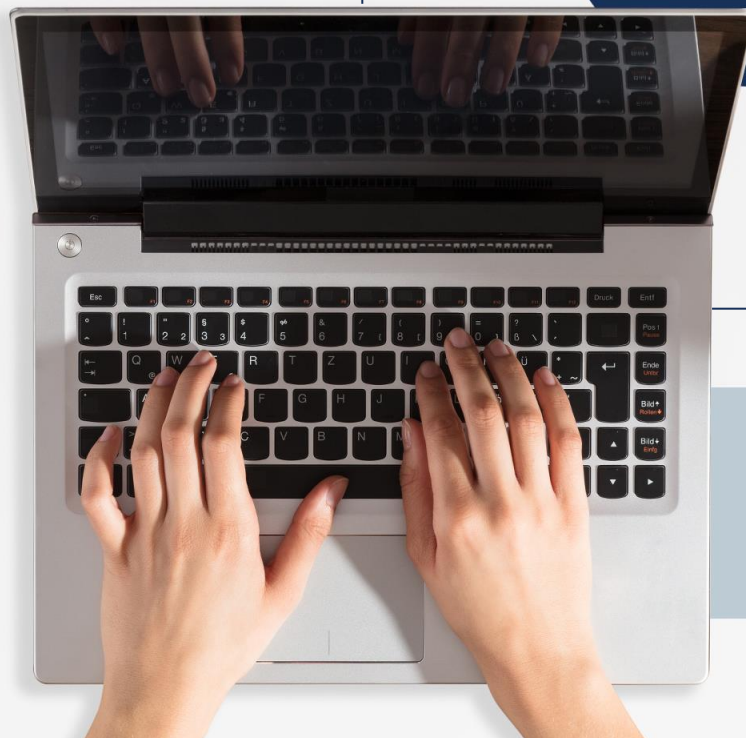
***It really depends, are you looking to buy,
sell, invest or rent... which part of the
market are you curious about?***

I'm curious... what's on your mind?
& Have you had ANY thoughts of selling?"

GOAL: Find the
Research Phase
Sellers before the
Spring Market!

ASK: *"At what price
would you consider
selling your home?"*

Text
~~Email~~ the
entire
database
one
questions



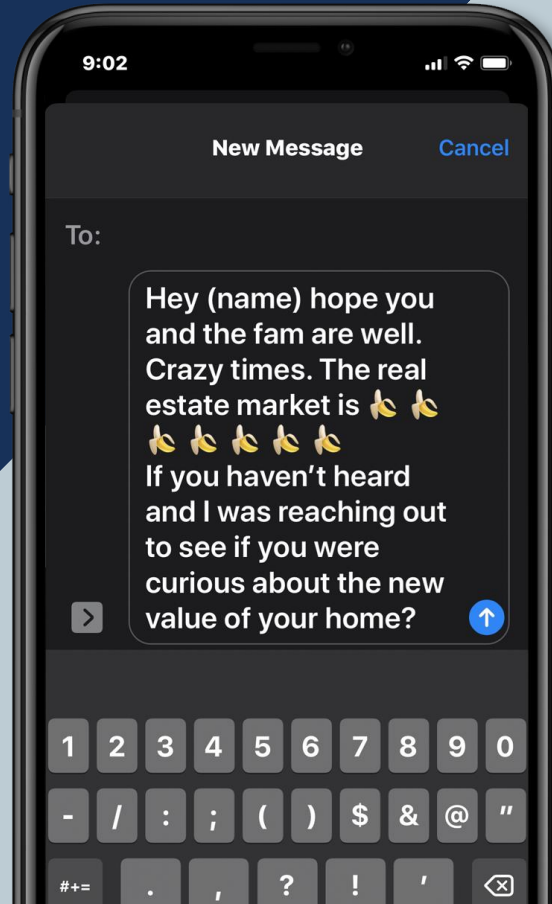
?

Are you planning
to sell your home
in 2021?

??

Have you had any
thoughts of
selling at these
peak prices?

Texting Script!





Results:

- 181 Text messages (*4-week period*)
- 144 Responses
- 44 People raised their hand
- 38 CMA's created
- 12 Research Phase Sellers to nurture 1-2 years out or less
- 3 Listings taken (*2 need to buy*)
- 4 Clients referred to lender for refi
- 2 Clients got pre-approved to buy investment property

Stay top of mind and deliver value with consistent content for your social channel!

Frequency, Familiarity, Authenticity + Relevancy = Trust



GOOGLE LOCAL SERVICES ADS

The screenshot shows a Google search interface with the query "Best real estate agent in [YOUR MARKET]". The search results page displays "About 1,360,000 results (1.00 seconds)". Under the heading "Real estate agents nearby", three sponsored local service ads are shown. The first ad, for William Lim Real Estate Group, Inc., is highlighted with a blue border. It includes a profile picture, a 4.8-star rating from 26 reviews, and mentions "19 years in business". The second ad is for Ashley Howie - Discount Real... with a 5.0-star rating from 5 reviews. The third ad is for Stellar Real Estate Group with a 4.8-star rating from 26 reviews. Below these ads is a link "More real estate agents". At the bottom of the search results, there is an advertisement for UpNest.com titled "Top Agents in Rancho Cucamonga - Save Thousands in..." with a description about comparing commissions and services.

Google

Best real estate agent in [YOUR MARKET] X 🔍

🔍 All 🖼 Images 🛒 Shopping 📍 Maps 📰 News ⋮ More Settings Tools

About 1,360,000 results (1.00 seconds)

Real estate agents nearby

William Lim Real Estate Group, Inc
4.8 ★★★★★ (26)
19 years in business
Open now until 6 PM
Serves Rancho Cucamonga
📞 (909) 406-5923

Ashley Howie - Discount Real...
5.0 ★★★★★ (5)
Open now until 8 PM

Stellar Real Estate Group
4.8 ★★★★★ (26)
Open 24/7

More real estate agents

Ad · www.upnest.com/best-agents/free-service

Top Agents in Rancho Cucamonga - Save Thousands in...
The **Top** 5% of **Rancho Cucamonga Agents** Compete to Sell Your Home. Save Thousands!
Compare **Rancho Cucamonga** Commissions and Services. Get Free, No Obligation...



Execution is the
greatest degree of
separation
between you
and your competitors!

A handwritten signature in blue ink, appearing to read "Tom Ferry", with a stylized flourish at the end.

Follow Me on Social



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@TomFerry



@TomFerry

