

# YOUR CONSULTATION ACTION PLAN TomFerry

WHAT WE ARE  
GOING TO   
COVER.

COMPLETE  
WITH YOUR  
CONSULTANT  
DURING THE CALL



# ABOUT TOM FERRY

Named #1 real estate coach  
for five consecutive years

World-class speaker,  
motivator and New York  
Times bestselling author of  
"Life! By Design"

Inc. Magazines 5,000 list for  
fastest-growing company

Passionate about creating  
a better quality real estate  
experience for all and raising  
the level of excellence in the  
industry.



**#1 COACH**  
IN REAL ESTATE TRAINING  
Entrepreneur  
**POWER 200**



**amazon**  
Bestseller



**The New York Times**  
BESTSELLER



## ABOUT YOU

Last Year Production:

This Year Goal:

**YOUR WHY!!!:**



# 8 LEVELS OF **PERFORMANCE**

8. Exit / Succession Plan
7. Extend Cash Cow
6. Team Outproduce Me
5. Grow Team
4. Hire an Assistant
3. Consistency & Conversion
2. Diversify L.G./Plan/\$Increase
1. No Budget or Leads

# WHERE DOES MY BUSINESS **COME FROM?**

(HINT: There's no wrong way to generate business)



# 5 Methods of **Achievement**

1. Have a W.I.G / Rally Point
2. Act On Your KPIs
3. Scoreboard
4. Cadence of Accountability
5. Celebrate!

# 4 STATES OF HUMAN PSYCHOLOGY

**B**

**Great Psychology,  
Unaligned Action**

**A**

**Great Psychology,  
Aligned Action**

**D**

**Poor Psychology,  
Unaligned Action**

**C**

**Poor Psychology,  
Aligned Action**

# ACTIONS TO ACHIEVE YOUR 90-DAY GOAL



# NOTES





# REAL AGENTS. REAL RESULTS



**TIM SMITH** | COLDWELL BANKER PREVIEWS INTERNATIONAL

"Years ago I found myself at a crossroads. My assistant informed me I had enough money to pay her or the rent. That's when I made the decision to join Tom Ferry's coaching program. Through the program I've been able to create the business and life I never dreamed possible. In 2015, The Smith Group **closed over \$326 Million in sales**. We are the #1 Team in Orange County for Coldwell Banker since 2009. Dream, believe, be accountable, work hard, and be consistent. It matters!"

RE/MAX DFW ASSOCIATES | **SWAPNIL SHARMA**

"Signing up for coaching is the best thing I did for my real estate career. With coaching, I was able to work on mindset and systems. The 5 months before coaching I had zero transactions. **I joined coaching in May and closed 21 transactions by December**. With the help and guidance of my coach I closed 50 transactions and \$250K in GCI the next year. A huge thanks to Tom, my coach and his organization!"



**JO O'KEY** | THE O'KEY GROUP

"What appealed to me most about the Tom Ferry coaching program is their cutting-edge, youthful aspect to everything in the business. I never thought I could do something so powerfully and consistently. Before coaching my business was up and down. After joining coaching I have **increased my business from 7 to 23 to 52 transactions**. The Tom Ferry coaching program showed me the way and turned me into the business person I never thought I could be."

RE/MAX | **ROBERT OTT**

"I've always done pretty well in real estate, but I needed help to get my life back. I got to the point where I was breaking promises to family and working up to 100 hours a week. I joined Tom Ferry Coaching because I needed the structure ... but also because I felt like I had hit a ceiling with my income. Since I began coaching, everything has changed. **I'm on track to QUADRUPLE my numbers this year ... and ironically, I actually have more time** for the most important people in my life – my beautiful family."



**RADA ANN LABÉ** | SEA COAST

"I've been selling real estate for 30 years, but after moving to a brand new area I knew almost no one. The year before coaching I had one sale at \$350,000 and felt like I was working constantly. **After joining coaching, I ended up with over \$5.4 million in sales ... that's a 1,379% increase!** I attribute this enormous growth to the processes, systems, and time management I learned in coaching. My hats off to the entire team at Tom Ferry!"

CENTURY 21 | **ANDREW & LISA ROACH**

"Our experience with Tom Ferry coaching has far surpassed our hopes – and we came in with high expectations! **We're more organized, we've got more purpose, and we can get things done quicker and more efficiently**. Our biggest accomplishment is the volume and production we've done compared to last year, before we started coaching. This time last year we'd only completed one deal ... now, only three months into the year, we already have 18 transactions in the books. We're incredibly happy with Tom Ferry coaching!"



# 10 WAYS COACHING PAYS FOR ITSELF

Referrals!



Higher  
Commissions



Surpass Trial  
& Error



More  
Transactions



Marketing  
that Works



Mastermind  
Groups



Multiple Lead  
Sources



Wealth  
Management  
Training



Accountability  
to Succeed



**2 Transactions**  
Cover a Year  
of Elite+ Coaching

\*In Most Metropolitan Areas

