



TOM FERRY COACHING MEMBER CASE STUDY

Direct Mail to Geographic Farm

FEATURING COACHING MEMBER: NAZAR KALAYJI

tomferry
your coach

#1 COACH

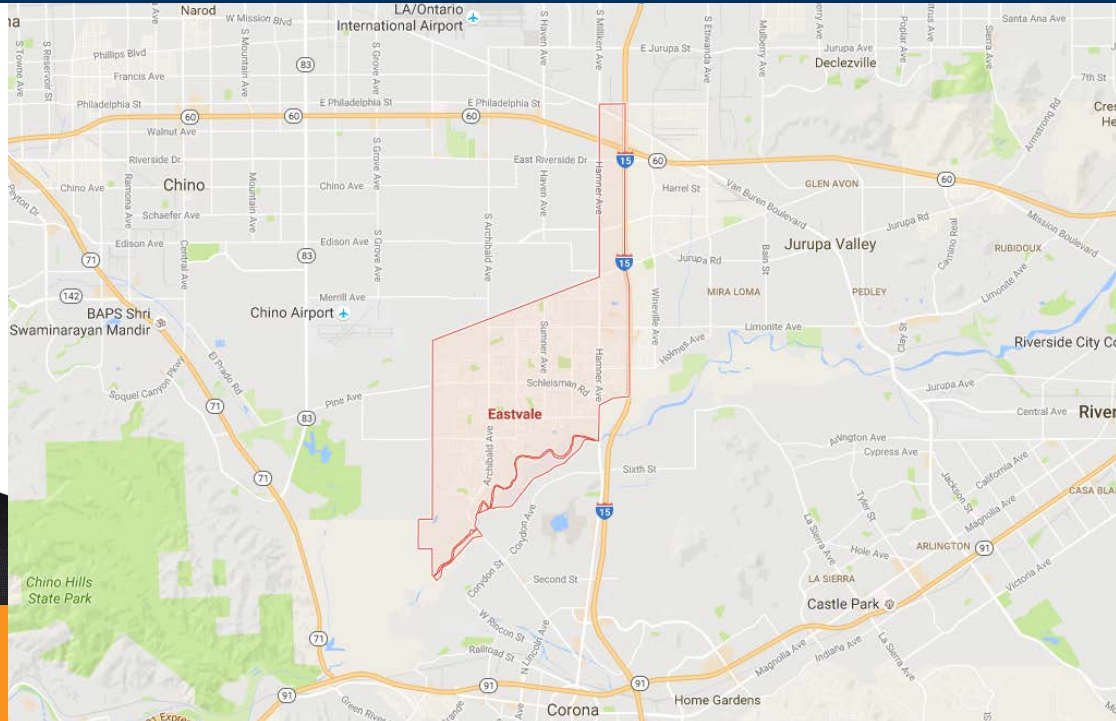
Swampool
POWER 200

Direct Mail to Geographic Farm At a Glance

Market: Eastvale, CA
Average sales price: \$511,642



Nazar Kalayji
Coaching Member



Annual GCI from Direct Mail
\$900,000

Leads
per Month
15-20

Appointments
per Month
15-20

Monthly Investment
\$10,200

Closings
per Year
65-75

Years in
Coaching
6

Direct Mail to Geographic Farm

The Lessons Learned

What were the 3 biggest stumbling blocks / mistakes you made along the way?

1. Tried to do it by myself.
2. Should have started with a larger number of homes from the beginning.
3. Inconsistency; it needs to be systematized.

What are the 3 tips you'd give to someone starting out on this lead source?

1. Go big or go home. We've gained more market share by increasing our frequency of distribution from 2X a month to 3X a month.
2. Keep innovating. We change our messaging constantly and by adding more community events and retargeting on our site, we've been able to increase our commission rates.
3. Hire someone to manage it for you :)

Direct Mail to Geographic Farm

The Backstory

Why did you decide to add this lead source?

I needed duplicable results. Once I was able to prove it worked on a smaller scale I opened up the flood gates.

How long have you been working this lead source?

4 years

What's the expected time frame to see a positive ROI?

Plan out 6 to 12 months, but don't be surprised if it is sooner.

Do you run this campaign by yourself?

No, I work closely with my marketing coordinator.

Direct Mail to Geographic Farm

The Process

How many homes are in your farm?

15,500

What's the annual turn over % in your farm?

3.80%

How often do you mail?

3 times per month

What is the content of your direct mail pieces?

Information on the homes that sold, social proof of our sales, and case studies of how we've done it. We also include our monthly stats to show why we out-produce and out-sell our competitors.

What type of Call To Actions do you have on your pieces?

We drive traffic to our website and ask the client to fill out a form for a free home valuation. Of course our phone number is there for those who want to call.

Direct Mail to Geographic Farm

The Process

Once the lead is generated - what is your process for initial contact?

1. If they call us directly, we ask qualifying questions and set an appointment. Most of these calls are “come list me” calls.
2. If they go to our website and get a current market value:
 - A. We drop off our listing package and door knock their home
 - B. We put them in our BoomTown database
 - C. We start emailing them until they sell with us

What’s your follow up process?

Most of the time if we go to the appointment, they list their home with us. If it was a web lead from the farm, we send email drip campaigns, and continue to direct mail and retarget to them for 6 months until we book an appointment.

What is your process for pre-qualifying your leads?

Client motivation is key. We want to discover their motive for action and press that button.

What do you do with leads you don’t convert?

If they list with someone else, then nothing. If they don’t list, we continue with our follow up process until we get an appointment.

This is what most people think of the real estate process.



This is reality.



As of January 1st 2016, 74 families in Eastvale put their trust in the wrong realtor and were unsuccessful at selling their home. In this complicated real estate market, *who you hire truly matters.*

Call the local expert and sell for more.
Call **Nazar** Today!
951-444-8020



MARCH 2016
EASTVALE MARKET

Hire the local expert, **sell for more!**

Sellers who used another realtor in March, sold their home for **97.5%** of original list price.
Sellers who hired me in March, sold their home for **101%** of original list price.
Sellers who used another realtor in March, averaged **87 days** on the market.
Sellers who hired me in March, averaged **67 days** on the market.
I sold their homes **20 days faster** and for **\$17,500 more** on the average sale. (\$500k average sale)



 **Zillow 5 STAR REVIEW**

"Nazar and his team are the best! We cant thank them enough for getting us through the whole process of selling our home. It's been a stressful process for us but their team's efforts made it a lot less stressful. They are so professional. They truly understand not just the market but most importantly their clients. Someone is always available to update us and give us answers when we need them. Truly grateful we listed our home with them."



MAY 2016
EASTVALE MARKET

Hire the local expert, **sell for more!**

Sellers who used another realtor in May, sold their home for **98%** of original list price.
Sellers who hired me in May, sold their home for **101%** of original list price.
Sellers who used another realtor in May, averaged **78 days** on the market.
Sellers who hired me in May, averaged **36 days** on the market.
I sold their homes **42 days faster** and for **\$15,000 more** on the average sale. (\$500k average sale)



WE'RE HIRING!

- REAL ESTATE AGENTS
- OFFICE MANAGER
- INSIDE SALES AGENT

Call/Email Nazar to Learn More
951-444-8020



📞 Nazar Kalayji | 📧 @ProvidentRealEstate | 🌐 fb.com/ProvidentRealEstateCA | ✉ Nazar@ProvidentRealEstate.com

Family Fun!!!

Picnie in the Park

JUNE 24-26

EASTVALE COMMUNITY PARK
12750 CITRUS ST, EASTVALE

Picnic in the Park is a three-day celebration that welcomes a summer season of non-stop fun in Eastvale.

Concert!!! JUNE 24 • 5 - 11 PM
JOSHUA TREE BAND @7:00 PM
See the list of bands participating on the event's website.

JUNE 25 • 2 - 11 PM • FIREWORKS SHOW @ 9 PM
See the list of bands participating on the event's website.

JUNE 26 • 3 - 10 PM • SALSA MAKING CONTEST
See the list of bands participating on the event's website.

INFLATABLES • CONTESTS • PICNIC GAMES • CARNIVAL RIDES • BIKE VALET
BEER GARDEN • FOOD • MERCHANDISE • COMMUNITY GROUP INFO BOOTHS

JOIN US AT
OUR BOOTH
AT PICNIC IN THE PARK

- Free face painting
- Free virtual tours
- Free home evaluations

Hire the local expert, **sell for more!**

Call Nazar Today!
(951) 444-8020



SOLD FOR **\$47,000** OVER LIST PRICE
REPRESENTED SELLER

SOLD PRICE
\$625,000



SOLD FOR **\$5,000** OVER LIST PRICE
REPRESENTED SELLER

SOLD PRICE
\$535,000



TEXT PROV20 TO 88000 TO REQUEST A PRIVATE SHOWING.

LIST PRICE
\$478,888



TEXT PROV12 TO 88000 TO REQUEST A PRIVATE SHOWING.

LIST PRICE
\$525,888

PROVIDENT REAL ESTATE
A FRANCHISE OF
KELLER WILLIAMS
COMMERCIAL REAL ESTATE
CORPORATION



PROVIDENT
REAL ESTATE

Hire the local expert,
sell for more!

Call Nazar Today!
(951) 444-8020



FEATURED LISTING
LIST PRICE \$750,000

THE DESI COLLECTION
ESTANCIA COMMUNITY

3 BEDS, 2.5 BATHROOMS, 2,822 SF LIVING SPACE, 8,712 SF LOT
Text PROV3 to 88000 to schedule a private showing.



Nazar Kalayji

@ProvidentRealEstate

fb.com/providentrealestateca

Nazar@ProvidentRealEstate.com

CalBre#01479494

If your home is currently listed, this is not intended as a solicitation.

Reason #88 why your neighbor trusted us to sell their home.



"Provident is the best company EVER to list your home in the Eastvale area! You will never be sorry if you enlist Nazar Kalayji and his team to help you buy and sell. They are a service oriented company with big hearts and a huge work ethic. Nazar's marketing is second to none. Our home sold in less than 48 hours due to his savvy strategy. His team is your best bet for buying and selling fast."
-Knight Family



Hire the local expert, **sell for more!**

Call Nazar Today!
(951) 444-8020



<p>SOLD!</p> <p>SOLD PRICE \$375,000</p> <p>SOLD FOR \$7,000 OVER LIST PRICE REPRESENTED SELLER SOLD IN 22 DAYS WITH 5 OFFERS!</p>	<p>SOLD!</p> <p>SOLD PRICE \$419,900</p> <p>SOLD FOR \$5,000 OVER LIST PRICE REPRESENTED SELLER SOLD IN 16 DAYS WITH 6 OFFERS!</p>	<p>SOLD!</p> <p>SOLD PRICE \$455,000</p> <p>SOLD FOR \$15,000 OVER LIST PRICE REPRESENTED SELLER SOLD IN 2 DAYS WITH 3 OFFERS!</p>
<p>JUST LISTED!</p> <p>LIST PRICE \$478,888</p> <p>Text PROVS to 88000 for full information & to request a private showing.</p>	<p>JUST LISTED!</p> <p>LIST PRICE \$590,000</p> <p>Text PROVS to 88000 for full information & to request a private showing.</p>	<p>JUST LISTED!</p> <p>LIST PRICE \$468,888</p> <p>Text PROVS to 88000 for full information & to request a private showing.</p>



Nazar Kalayji



@ProvidentRealEstate



Fb.com/ProvidentRealEstateCA



Nazar@ProvidentRealEstate.com

PROVIDENT REAL ESTATE
U.S. REAL ESTATE ASSOCIATION
MEMBER



Hire the local expert,
sell for more!



Call Nazar Today!
(951) 444-8020

f 5 STAR REVIEW

5.0 ★

"We used Nazar to sell our home in Eastvale and he sold our home quickly with innovative advertising. As a result, he sold our home with a higher than expected sales price. We highly recommend using Provident real estate!"

**Your Zillow Home Value Has Changed.
Visit Zestimate2016.com For Your Most Recent Home Value!*



Nazar Kalayji



@ProvidentRealEstate



Fb.com/ProvidentRealEstateCA



Nazar@ProvidentRealEstate.com

800P-REUTERS

Hire the local expert, **sell for more!**

3 of your neighbors have recently trusted Nazar to get their home sold.

Call Nazar Today
(951) 444-8020

SOLD!

SOLD PRICE \$545,000

SOLD FOR **100%** OF LIST PRICE
REPRESENTED SELLER
SOLD IN **78 DAYS** WITH MULTIPLE OFFERS!

SOLD!

SOLD PRICE \$523,888

Home was previously listed with another agent and didn't sell. Hired me and I got their home sold!

SOLD!

SOLD PRICE \$540,000

SOLD FOR **\$1,112** OVER LIST PRICE
REPRESENTED SELLER
SOLD IN **36 DAYS** WITH MULTIPLE OFFERS!

JUST LISTED!

Text PROV1 to 88000 for full information & to request a private showing.

JUST LISTED!

Text PROV5 to 88000 for full information & to request a private showing.

JUST LISTED!

Text PROV23 to 88000 for full information & to request a private showing.

PROVIDENT REAL ESTATE IS AN EQUAL OPPORTUNITY AND FAIR HOUSING LENDER. PERMIT NO. 10-01



PROVIDENT
REAL ESTATE

Like looking at model homes?
We do too, let's go together!

Call Nazar Today!
(951) 444-8020



3 Reasons Why You Shouldn't Look At Model Homes Without Us

- 1** We know where all of the model homes are and their pricing. We can show you the ones that would be a perfect fit!
- 2** The nice sales people that work there, don't work for you, they work for the builder. They will always do what's best for them. You need someone to represent your best interest throughout the buying process.
- 3** Clients who buy a new home from the builder through us, take advantage of our New Builder Incentive Program. Call to learn more.



Nazar Kalayji



@ProvidentRealEstate



fb.com/providentrealestateca



Nazar@ProvidentRealEstate.com

888-866-3377

Hire the local expert, **sell for more!**

Call Me Today
(951) 444-8020



*****E/CW/SSE/DIM****
Residential Customer

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES
PERMIT NO. 229
CIRCUITRY, CA

YOU'RE READY TO START YOUR NEXT CHAPTER.

YOU'RE THINKING ABOUT SELLING YOUR HOME.

YOU KNOW THIS IS THE RIGHT TIME.

YOU WANT TOP DOLLAR.

YOU NEED SOMEONE WHO SPECIALIZES IN EASTVALE.

YOU KNOW WHO YOU SHOULD CALL.



CALL NAZAR TODAY!
951-444-8020



This case study is the opinion of the featured real estate professional. The underlying claims have not been evaluated by Tom Ferry – Your Coach “TFYC”. Any testimonials are the opinion of the featured real estate professional and not of TFYC. This case study is not to be understood as an endorsement by TFYC. These results may or may not be the average or typical results. Please be advised that results may vary. Tom Ferry and/or TFYC may have a financial interest in, or may be sponsored by, a company mentioned. Reliance on this case study is at your own risk. TFYC and its owners, affiliates, officers, agents, and employees will not be liable for any damages, losses or causes of action of any nature arising from any reliance upon this case study.

REAL ESTATE'S #1 COACHING & TRAINING COMPANY | 888.866.3377 | TOMFERRY.COM

Want More Free Resources?

Click Below!



Coaching Consultation



Live Events



Agent Tools



Training Videos



Tom's Blog



CoachTomFerry



TomFerry



RealEstateTrainingTF



CoachTomFerry