

TOM FERRY COACHING MEMBER CASE STUDY

Past Clients & Sphere of Influence

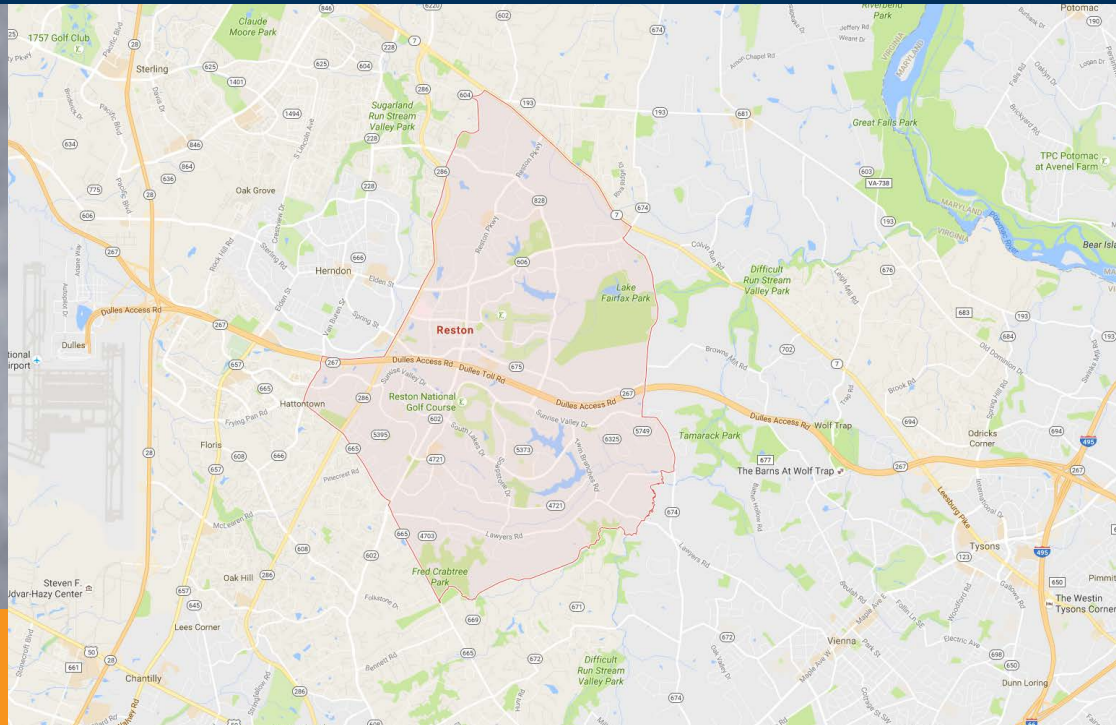
FEATURING COACHING MEMBER: MICKEY GLASSMAN

Past Clients & Sphere of Influence At a Glance

Market: Reston, VA
Average sales price: \$549,296



Mickey Glassman
Coaching Member



Annual GCI from Past Client/Sphere

\$895,000

Leads
per Month
11

Appointments
per Month
9

Monthly Investment
\$3,400

Closings
per Year
65-68

Years in
Coaching
4.5

Past Clients & Sphere of Influence

The Lessons Learned

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

1. Asking too much too quickly (less aggressive is better).
2. Not asking the right questions or asking close ended questions. Also, ASSUMING THEY are going to choose you because of the relationship you felt was built.
3. Not having the proper staff put in place AND not following up enough.

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

1. MUST KNOW who you are marketing to and your systems MUST reflect that clientele.
2. Do your research before connecting.
3. LISTEN AND HEAR WHAT they are saying so you can always relate and empathize. BE SENSITIVE.

Past Clients & Sphere of Influence

The Backstory

Why did you decide to add this lead source?

Due to my entertainment background, I am a natural with connecting to an audience. This means I am able to “create a fan club” (my sphere), and I know how to relate on a deep personal level due to being a performer.

How long have you been working this lead source?

20 years, but systematized to a new level when I started coaching with Tom Ferry 4.5 years ago.

How long did you think it would take to get positive ROI?

2-3 years, however, our expectations were far exceeded.

What was your original expectation on the ROI (1x, 3x, 10x)?

2-3X but it has been much higher.

Do you run this campaign by yourself?

Yes.

Past Clients & Sphere of Influence

The Process

How many people are in your sphere?

639 and counting.

What is your criteria for adding people to your sphere?

Have established rapport after personally connecting and then asking a series of open ended questions that are authentic and bold.

How do you market to people in your sphere differently than the people in your geographic farms and other lead sources?

By connecting on a personal level and reaching out in ways that touch them on a deeper level. This includes birthday treats, annual calendars, personal notes, holiday events, interacting on social media, and visiting personally just to see how they are doing. Also, it is important to remember to acknowledge children and pets. Overall, I develop a friendship.

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

Call, email, video text, BombBomb, note.

What is your process for pre-qualifying your leads?

Voice-to-voice or person-to-person to build rapport first. Next, I find out their motivation and financial capabilities.

What's your follow up process?

Add them to lists including email newsletter, print newsletter, personal note, video text and/or BombBomb video email, BoomTown, and CRM drips.

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

Continue mailing, BoomTown drip campaign, follow up calls, emails and video texts.



Staying on solid ground with your SOI is a year-round job that not only involves traditional marketing but also, a personal touch. These are “my people” and I want them to know I am their neighbor, friend AND Real Estate professional.

This is how we accomplish this mission...

Traditional Marketing

Mickey Moves Midtown Campaign

Taking it to the next level:

- Full color
- 8.5 x 5.5 postcard
- Frequent design changes
- Updated verbiage on every postcard
- Two pieces per transaction (Just Listed | SOLD)
- Maintain theme | Campaign title
- Reinforce name recognition

Mickey Moves Midtown



Just Listed
Unique Urban Living

11990 Market St.
Unit 1112

Compliments of Your Resident Realtor®

Contact us for complete details
Mickey Glassman,
Associate Broker

The Glassman Group, RE/MAX Premier
MickeyMovesMidtown@gmail.com
(703) 464-0979 (24 hr line)

TheGlassmanGroupHomes.com



GET what YOU want! Do NOT settle!

- ▶ Mickey will find YOUR dream home/condo!
- ▶ Whether you want to move up, downsize or go across town, Mickey will not stop until you are happy!
- ▶ Who you work with matters. Mickey SELLS 70% of the Midtown market.

If you are considering Selling or Buying in Midtown *or anywhere in Northern Virginia* contact Mickey today to schedule a complimentary consultation.

Visit www.TheGlassmanGroupHomes.com
The most current MLS search for properties in Northern Virginia available.

What else does Mickey have in Midtown?
Unit 807 — 3 BR, 2 BA, 1619sf — For Sale — \$840,000
Unit 1516 — 1BR, 2BA + Den, 939sf — For Sale — \$465,000
Unit 415 — 3BR, 2BA, 1619sf — COMING SOON!
Unit 1213 — 2BR, 2BA + FR, 1426sf — For Rent

I have over 80 transactions in Midtown to date.

"As a Resident of Midtown I am passionate about our community. Put my passion to work for you!"

Not intended to solicit the listing of other Brokers



Mickey Moves Midtown

Finding the right home is important.
Let Mickey be your expert guide!

11990 Market St.
Unit 1413

Compliments of YOUR Resident Realtor®

Contact us for complete details.

Mickey Glassman
Associate Broker

The Glassman Group, RE/MAX Premier
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Newsletter

- [illegible]

taxable OR they forget that distributions to IRA beneficiaries must begin by the end of the year following the year of death. There are some exceptions to this rule. IRA's can be distributed under a five year rule. The entire IRA account balance must be distributed by the end of the calendar year five years after the year of death. This is also the option that a person pays minimum distribution (RMD) that the beneficiary can take. RMD's were already being taken then the beneficiary can take the entire IRA account balance in a lump sum or they can take it from from random while they grow for decades. I will see so they can wait you through your option. I will be happy to

—By Kelly Jensen

CST Group, CPSS, PC 10740 Paintbridge Blvd., San Jose

— by Naimy Kasseh, CFA
CST Group, CPSS, PC | 10740 Parkridge Blvd., 5th Floor Reston, VA 20191 | 703.391.200 ext. 129

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THE GLASSMAN GROUP

Real Estate is a passion to me. This is the business I feel comfortable and secure in. I want to make sure that each transaction is for an investment property. Rick and The team are happy to assist you in your happiness AND satisfaction.

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—By Kelly Jensen

CST Group, CPSS, PC 10740 Paintbridge Blvd., San Jose

By Barbara Reinbo

BROUKE@MVB.COM
WWW.MVB.MORTGAGE.COM
571.266.6541

Send me your questions & I will answer them.

Q: What do you think mortgage payments will do in your financial future?

For whatever reason, suddenly you cannot make that monthly mortgage payment. You are behind on your mortgage. You are not sure if you can make your lender as promised. Don't let this be the reason London really will go to work with you. They don't want to tell you that to leave. London really will tell you they will sell it for you.

What are your options available to you?

1. Temporary mortgage forbearance. The lender may grant a short period of time in order to cure any delinquency. This temporary relief is given.

2. Repayment plan. The borrower is given a fixed period of time to bring the mortgage current by immediately making it continuing to make payments.

3. Special forbearance relief agreement. The special monthly mortgage payments are suspended or reduced for a period of up to 18 months from the due date of the first completed monthly installment. At the conclusion of this relief period, the borrower must resume making the regular mortgage payments.

is really worth. When it sells the lender will get all the proceeds. Example: The house can be sold at \$295,000. The mortgage is \$350,000. The lender allows you to sell the property for \$295,000 & gives a real estate broker a commission. You

5. Dived in line of foreclosure. This is another remedy that may be available to you. Under this arrangement, you deed your property to the lender (or to whomever the lender designates) and this is in lieu of (instead of) foreclosure proceedings.



You cannot ignore your financial problem. Your cooperation is the most significant aspect that will determine how willing the lender is to similarly cooperate. Contact me for further information.

Five days were required to take a required submission over their life expectancy. If they were the longer period of 10 days, they would have the longer period of 10 days.

about it. Please call with a tax advisor to answer your questions.

A
 ueston, VA 20191 | 703.391.200 ext. 179

100% Customer Satisfaction
Guaranteed

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PROFESSIONAL

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(703) 447-6130

for service

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You need a moving expert.
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for a free, in-home estimate.
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Guaranteed

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Beehive Maintenance
Beehive Repair
Beehive Replacement
Beehive Relocation
Beehive Inspection
Beehive Treatment
Beehive Disinfection
Beehive Sterilization
Beehive Sanitization
Beehive Decontamination
Beehive Disposal
Beehive Recycling
Beehive Reuse
Beehive Reproduction
Beehive Breeding
Beehive Rearing
Beehive Harvesting
Beehive Processing
Beehive Packaging
Beehive Shipping
Beehive Importing
Beehive Exporting
Beehive Distribution
Beehive Sales
Beehive Marketing
Beehive Advertising
Beehive Promotion
Beehive Publicity
Beehive Media
Beehive Press
Beehive Radio
Beehive TV
Beehive Internet
Beehive Mobile
Beehive Print
Beehive Digital
Beehive Social
Beehive Email
Beehive SMS
Beehive MMS
Beehive Video
Beehive Audio
Beehive Animation
Beehive Graphics
Beehive Design
Beehive Development
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Keith Wright Home Services
Service Northern Virginia for 20 years
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Siding & Guttering
Handyman Services
571.359.2541

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

Traditional Marketing

E-Newsletter

- 1 per month
- Video
- Very short
- Includes a call-to-action
- Client can opt-out easily



Spring is here!

Contact us today for your Spring maintenance checklist

Considering selling or buying a home this year?

We'd be honored to represent you.

Now is the time to contact us for a consultation.



Mickey's
E-MARKET
Message

Putting off those Spring Maintenance Chores?

Don't get overwhelmed! Contact us today for our maintenance checklist to walk you through step by step. **Need a great list of vendors?** The Glassman Group has companies that have proven themselves with their quality work and great customer service. We have cultivated long term relationships with our preferred vendors. You won't be disappointed! Your home is one of the biggest investments you make, ensure that it stays in tip-top shape by staying on top of maintenance!

Meanwhile, until we hear from you and send you information to assist you, below are a few items to get you started:

- **Do an exterior inspection.** Walk around your home and look for any obvious signs of damage or items that need attention. This is good to do especially after a storm when you can easily see wet stains or spots. Look at your roof, chimney(s), exterior walls, foundation, and windows.
 - **Clean the areas of the house that often go neglected.** Do a thorough cleaning. Include beds, trim and prune trees and bushes. You may want to fertilize and apply weed control, chair rail, window casings, tops of cabinets, ceiling fans and furniture.
 - **Have your HVAC serviced.** It is best to have this done in the spring and fall.
 - **Check your attic and/or basement.** What to look for? Stains that could be from water infiltration and areas that are not sealed which may allow pests to enter the home.
 - **Spruce up and clean your outdoor spaces.** Remove debris from your lawn and planting beds. Trim and prune trees and bushes. You may want to fertilize and apply weed control.
- The Glassman Group prefers organic applications. The stores have a good deal of choices now, and if you use a service speak with them about using organic applications that will help our environment to thrive naturally.
- **Clean your decks and patios.** Is this the year you need to re-seal your deck?

Wash off your outdoor furniture, dust off the grill and enjoy the outdoors! Wishing you a fabulous spring as we are finally seeing springtime arrive! **(Have favorite grilling recipes? We'd love to receive those from you! Send your favorite one by April 30th and we will share those on our Facebook page: www.facebook.com/TheGlassmanGroup, and you'll be entered in a drawing to win a Lowes gift card! Drawing to be May 2nd!)**

In our ever changing laws and regulations it's a new age in real estate! The most important decision a buyer or seller will make is hiring a team of professionals that completely understand the new TRID regulations. We will guide you every step of the way and get you to the settlement table on time! The Glassman Group and their highly experienced team of professionals are ready to help you achieve your real estate goals. Not familiar with the new TRID real estate regulations? Contact us and we will educate you, and send you information on these new regulations.

Reviews

After reading Mickey Glassman's extremely informative newsletters for several years, I did not hesitate to call her when I was ready to sell my house. From our first informative meeting to the efficient and well-coordinated closing, Mickey and The Glassman Group displayed an extraordinary knowledge of all aspects of the process. They guided me through every step with precision to detail and exceptional professionalism. Mickey's artistic talent for effective staging of the house, selection of first class photos and terrific marketing skills generated much traffic. After tough negotiations and unfailing support, her commitment and determination led to a successful sale. I would not hesitate to work with her and her outstanding team again! --Loretta G.

What do our Clients have to say? MickeyGlassmanReviews.com

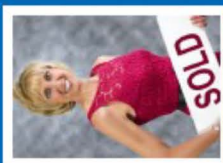
Zillow Interviews Mickey and another satisfied Seller!

Visit our website for the most up-to-date listings of properties available. More accurate than Zillow our site is updated every 5 minutes! : TheGlassmanGroupHomes.com



Mickey Glassman
703-464-0979 | mickey@glassman.com | <http://www.TheGlassmanGroupHomes.com>

Annual "Thank You" Postcard



Get on the map
with Mickey
this year!



What is the value of your home? www.VirginiaPropertyValues.com

Ready to buy or sell a home in 2016?

- ▶ NOW is the time to schedule a consultation with Mickey to make a plan to achieve your real estate goals
- ▶ Home sales in 2015 increased 9% from 2014
- ▶ Inventory in 2015 remains largely unchanged from 2014
- ▶ Average days on market in 2015 was 57, up from 43 days in 2014
- ▶ NEW IN 2016— TRID laws took effect in October increasing time to settlement from 21-45 days to 30-45 days, with a few exceptions. Want to know more? Contact me!
- ▶ The buyer pool is growing due to interest rates that are expected to stay steady
- ▶ Selling or Buying a home in Northern Virginia this year? Call us now.

Mickey Glassman
The Glassman Group
RE/MAX Premier
703.464.0979 (24 hr. line)
Mickey@MickeyGlassman.com
MickeyGlassman.com

Interested in the current market value of your home? Request a Free home valuation:
www.VirginiaPropertyValues.com

What do our clients say? Visit
www.MickeyGlassmanReviews.com

Not intended to solicit the listings of other Brokers

End-of-Year Postcard

- Mickey Moves Midtown Campaign Finale
- 8.5 x 11 | full color | glossy finish

How we do it...

- ▶ Determining the price of your condo is both an **ART** and a **SCIENCE**...The Glassman Group does it better than anyone!
- ▶ Marketing is about the audience. As a Resident of Midtown, Mickey knows the audience!
- ▶ Our integrated marketing systems combine traditional, digital and social media tools ...THAT'S where the **MAGIC** comes in!

Midtown Client Reviews

Mickey, and The Glassman Group, were all outstanding, helping me to simultaneously sell my condo and purchase another one. Within 72 hours of listing my Unit, we had a contract. My only regret is I didn't use The Glassman Group when initially moving into Midtown three years ago! Her attention to all details, incredible responsiveness and support during the entire process was second to none. By far, the best experience I've ever had in the sale and purchase of property. I have already recommended her to friends.

Pat N., Resident, Midtown, Reston

I cannot say enough good things about my experience working with Mickey and her staff in selling my Reston condo. I was a first time seller and they made the entire experience completely painless, from start to finish. They walked me through the process with patience and professionalism. Mickey is a true real estate pro in every sense of the word. She had important suggestions for staging my condo, recommended a fabulous cleaner, had someone in to look at the floors, and when it came to my actual move, even recommended the mover I ultimately hired. All of this, plus she sold my condo in 2 weeks at full asking price! Not only are they the best at what they do but both Mickey and Ivie are the friendliest nicest people to work with. I HIGHLY recommend working with Mickey Glassman. Simply The Best!

Bonnie K., formerly of Midtown, Reston

Read more:
www.MickeyGlassmanReviews.com



If your property is currently listed with another Broker, this is not intended as a solicitation of that listing. Each RE/MAX office is independently Owned & Operated.

Mickey Moves Midtown

- Mickey has 70% of Midtown market share
- 74 Total transactions to date
- Your Resident Realtor
- Targeted marketing strategies designed for Midtown



THE GLASSMAN GROUP

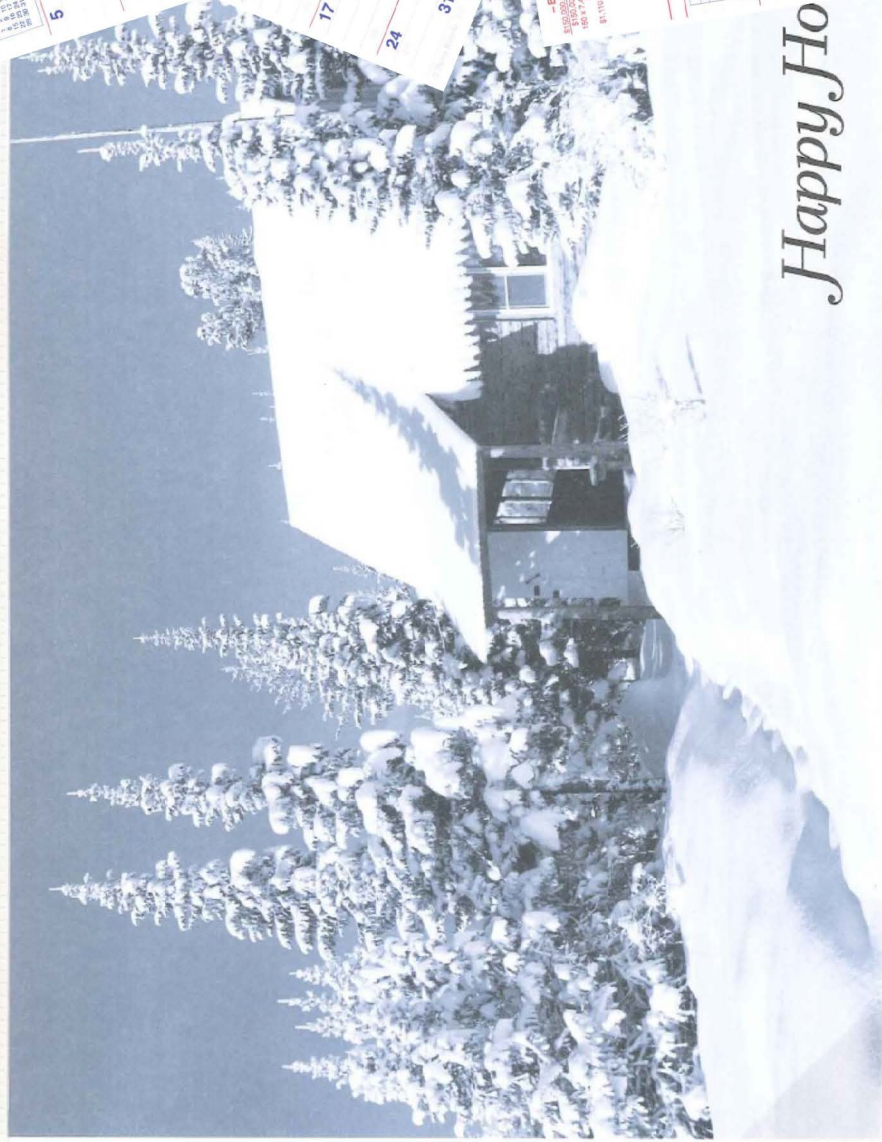
Mailed annually



EACH OFFICE INDEPENDENTLY OWNED AND OPERATED



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Happy Ho

Birthday Flyers & Balloons

- Everybody Likes to Feel Special!
- We surprise residents with a balloon and a certificate for a free birthday cake greeting them at the concierge on their birthday.
- For my sphere not located in the building they receive a Cheryl's cookie or cake depending on their location.
- Each certificate is signed by me, with a special note and hand addressed.



*Happy Birthday
Lisa!*

**We are thinking about you
on your birthday!**

VISIT THE MILWAUKEE FROZEN CUSTARD STORE LISTED
BELOW TO PICK UP THE ICE CREAM CAKE THAT IS
WAITING FOR YOU (8" BASIC TRIM VANILLA/CHOCOLATE)
...WITH OUR COMPLIMENTS.

CALL AHEAD TO PROVIDE YOUR NAME SO IT CAN BE WRITTEN
ON THE CAKE. THEN PRESENT THIS CERTIFICATE WHEN YOU
GO TO THE STORE. HAVE A GREAT BIRTHDAY!

13934 Lee Jackson Memorial Highway Chantilly 703-263-1920

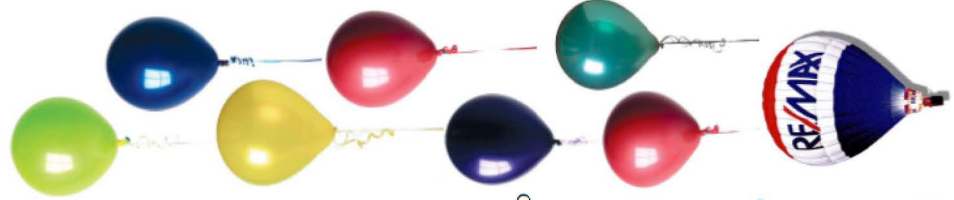
THE HIGHEST COMPLIMENT MY CLIENTS CAN GIVE ME IS
THE REFERRAL OF THEIR FAMILY, FRIENDS AND
BUSINESS ASSOCIATES.



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Fairfax, VA 22033
703-464-0979 (24 hour business line)
mickey@glassman.com
www.mickeyglassman.com



"America's Superstar Agent"



*Happy Birthday
Sue!*

**A NEW tradition on your
birthday!**

THE GLASSMAN GROUP LOVES TO BE A PART OF YOUR
SPECIAL DAY! WATCH YOUR MAIL FOR A FUN TREAT
THAT WILL BE DELIVERED DIRECTLY TO YOU...WITH
OUR COMPLIMENTS.

WE ARE SURE YOU'LL ENJOY WHAT WE HAVE PICKED TO
CELEBRATE YOU. WISHING YOU A TRULY
HAPPY BIRTHDAY!

THE HIGHEST COMPLIMENT MY CLIENTS CAN GIVE
ME IS THE REFERRAL OF THEIR FAMILY, FRIENDS AND
BUSINESS ASSOCIATES.



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703-464-0979 (24 hour business line)
Mickey@MickeyGlassman.com
www.MickeyGlassman.com



"Attitude Says It All!"

Holiday Open House

- At Mickey's home
- Hand addressed custom invitations



Holiday Open House

Please RSVP by November 30th, 2015

Name _____ Will not _____ be able to come to the Holiday Open House.

Number of people attending ? _____

If you will be joining us please check choice of a Pie or a Sweet Bread:
(Please, order your Pie/Bread only if you are joining us, we have no means for delivery)

<input type="checkbox"/> Pulla Bread	<input type="checkbox"/> Rhubarb Pie
<input type="checkbox"/> Pumpkin Bread	<input type="checkbox"/> Pecan Pie
<input type="checkbox"/> Apple Nut Bread	<input type="checkbox"/> Lemon Chess Pie
<input type="checkbox"/> Apple Pie	<input type="checkbox"/> Coconut Custard Pie
<input type="checkbox"/> Blackberry Pie	<input type="checkbox"/> Pumpkin Pie
<input type="checkbox"/> Peach Pie	<input type="checkbox"/> Sweet Potato Pie

Locally crafted hand-made artisan pies for each guest.

Midtown Treats

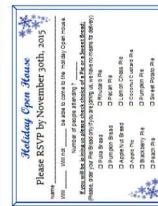
- 5 times a year

October



"It's a treat to know you!"

Holiday Open House



Locally crafted hand-made artisan pies.

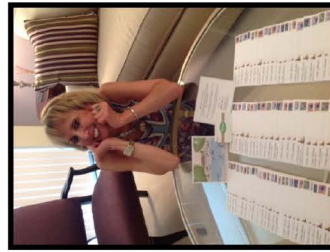
Valentine's Day



"Have a sweet day!"

"You are the heart of my business!"

Summer



"Wishing you a wonderful summer!"

Fall



For being such a GREAT neighbor!

Here's a little something to espresso our gratitude!



Personal Notecards

- When I have a conversation with someone, I always follow up with a personal note.

Also...

- When I hear of life changing events.
- When they come to mind for some reason.
- When I have special news I think they would like to know.

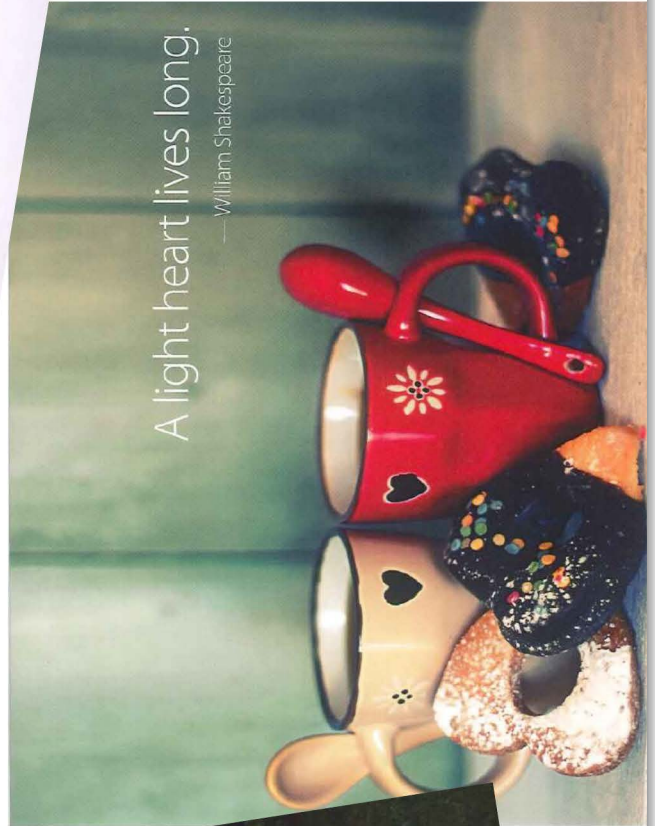


The light is what
guides you home,
the warmth is what
keeps you there.

— Ellie Rodriguez



Boldness has genius,
power and magic in it.
— Johann Wolfgang von Goethe

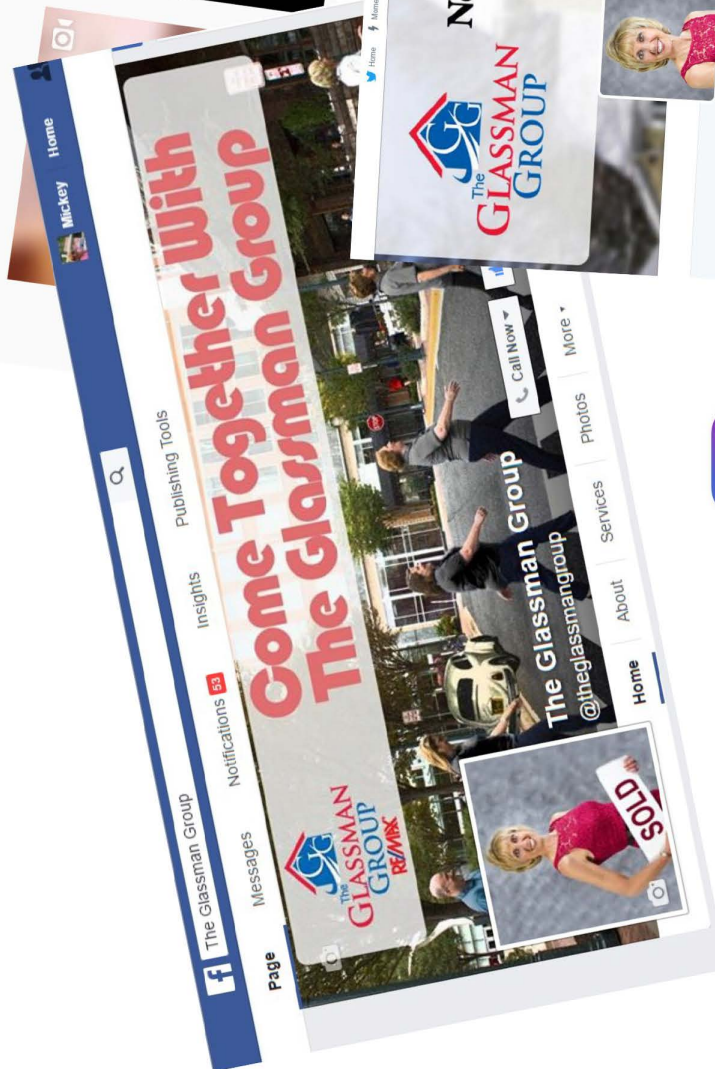
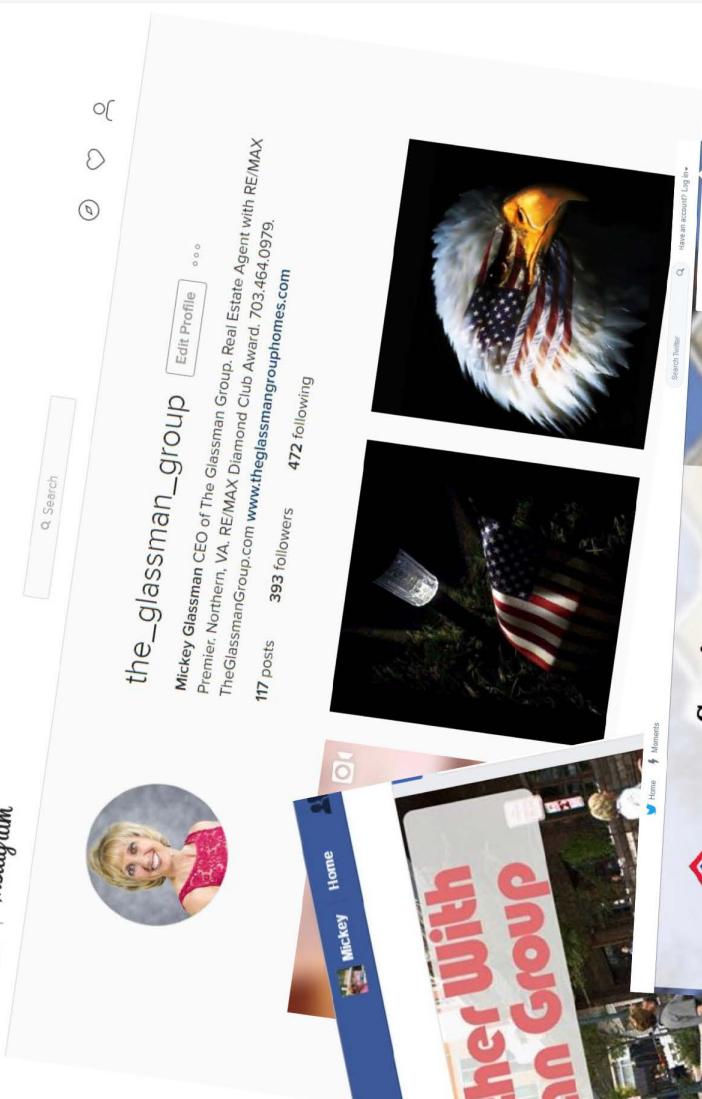


A light heart lives long.

— William Shakespeare

Connect via Social Media

- Produce content that interests your SOI
- Actively seek them out and “friend” them
- Request they “follow” you
- Stay current



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.

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