



TF TomFerry

SUCCESS SUMMIT

WELCOME TO

TomX

TomX speakers



Jacquie **OTHEN**

The Listing
Presentation That
Wins Every Time



David **CALDWELL**

Book 100
Appointments in
the Next 12
Months... From
One Simple Tactic




Aylssia **ESSIG**

Breakdown to
Breakthrough: It's
Time to Get Real!



Robert **MACK**

Journal the Journey:
How Case Studies
are the New
"Just Sold"




Lori **McGUIRE**

Agent to Investor:
Own 100 Doors
in the Next
Four Years




Kryz **BENYAMEIN**

Mental Fortitude:
Business Lessons
from Conquering
Everest



Becky **BARRICK**

Broke No More:
From Negative
Net Worth to
Multimillionaire



Gia **SILVA**

The Ultimate
Listing Launch



Tom **TOOLE**

The FlyWheel



Jacquie **OTHEN**

Toronto, Ontario
@theothengroup

**THE LISTING
PRESENTATION THAT
WINS EVERY TIME**

The listing presentation that wins every time

Jacque Othen




Every opportunity to present in front of a seller is an opportunity for a sale, a purchase and referrals.

The Door





Know Your Client

- 
- How long do I have?
 - What am I there for?
 - What do they want?
 - Research, research, research

The Table



The Slide Deck

- ✓ Organized in chronological order
- ✓ Visually walk through each service
- ✓ Tablet to show live pages and marketing
- ✓ Pass around tactile marketing
- ✓ Laying it all out...and taking it away



The Close



Rehearse & Perfect

- ✓ Deliver value with every slide
- ✓ Watch for verbal & non-verbal queues
- ✓ Practice & roleplay is everything!
- ✓ Educate, advise, elevate
- ✓ Defend your commission!



One happy client plus one happy client equals eleven



David **CALDWELL**

Portland, OR
@davidccaldwell

**BOOK 100 APPOINTMENTS
IN THE NEXT 12 MONTHS...
FROM ONE SIMPLE TACTIC**

Annual Equity Review Blueprint

Operationalizing 100 appointments (or more!) over the next 12 months.

David Caldwell

Principal Real Estate Broker
Tom Ferry Coach
Oregon

 [instagram.com/davidccaldwell](https://www.instagram.com/davidccaldwell)

 [youtube.com/hillshirerealtygroup](https://www.youtube.com/hillshirerealtygroup)



**Every business should be
focused on client acquisition
and client retention at all times.**

Why You Wont Prioritize It.

“There’s no shortage of remarkable ideas, what’s missing is the will to execute them.”

– Seth Godin

Why You Must.

According to NAR, 68% of sellers work with someone they know or were referred to via a personal connection.

-
- **Creating your list** (Without the list we will never start)
 - **Setting the appointment** (One on One vs. One to Many)
 - **During the review**
 - **Ask for the referral**
 - **Following up**

Creating Your List

Creating Your List

- Start with **100 people or more** that you know that own a home in your market.
- Schedule a cadence of how many you will complete annually, quarterly, weekly and monthly.
- Offer to everyone from online leads to your open house guests

Setting the Appointment

Setting the Appointment

- Pick up the **Phone and Call** – **Set the Appointment**
- Send out an **Email** USE VIDEO
- Send out a **Text** USE VIDEO
- Send out a **Letter**
- Send out a **Postcard** to Your Farm
- Record a **VIDEO** and **POST IT** on **Social**

During the Review

My Favorite Data to Present

- 12 Month, 24 Month, and 36 Month Rates
- Neighborhood CMA
- Do not provide the price (value range) of their home with a voice-to-voice conversation. Only provide this information after you've seen the property.
- What's the market outlook for their area, positive or negative. Support your opinion with data.

My Favorite Questions

- Can you for-see any life changes in the next 3-5 years that would make you a home seller?
- What does your dream home look like?
- Do you have any repairs or updates in the near future and do you have any questions about how they could impact the value of your home?
- What do you believe your home is worth?
- What is your current mortgage rate or have you refinanced recently?

During the Review

- Make good on your promised offer
- Know your numbers
- Ask questions and create a dialogue
- Build trust
- Ask for the referral

Ask for the Referral



“Do you know anyone who's been considering buying or selling real estate in 2022 and would benefit from this type of consultation?”

Follow Up

According to the Wharton School of Business, a referred customer costs less to acquire and has a higher potential for retention and loyalty.

A referred customer has a lifetime value twice as high as a non-referred customer.

Share This Strategy



David Caldwell

Principal Real Estate Broker
Tom Ferry Coach
Oregon

 [instagram.com/davidccaldwell](https://www.instagram.com/davidccaldwell)

 [youtube.com/hillshirerealtygroup](https://www.youtube.com/hillshirerealtygroup)





Alyssia **ESSIG**

Baltimore, MD
@alyssiaessig

**BREAKDOWN TO
BREAKTHROUGH:
ITS TIME TO GET REAL!**

Alyssia Essig

Getting REAL to get REAL Success!!



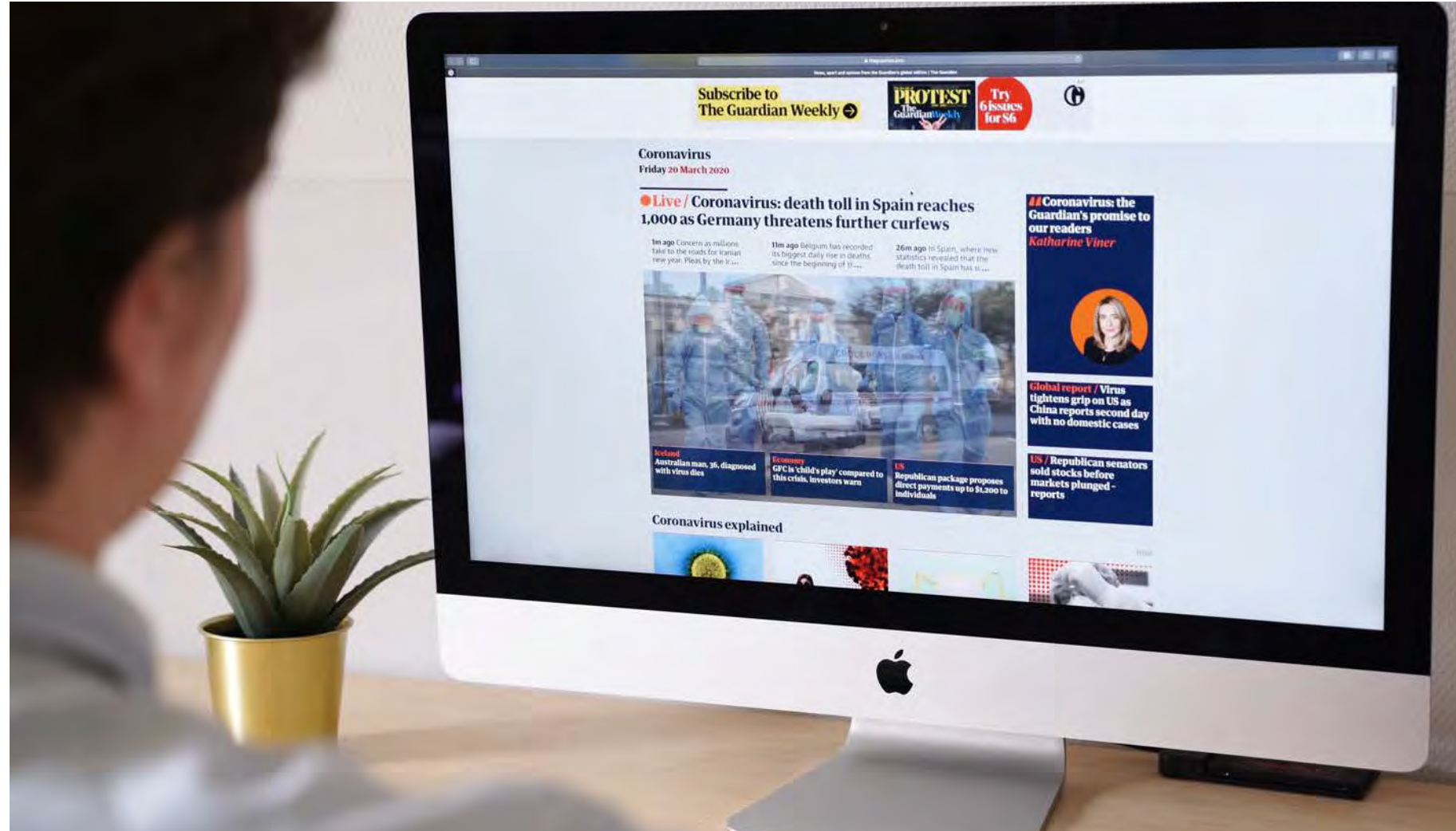




Essig Team

2019 Holiday
Gathering

COVID-19



Let's Pivot!!





PIVOT!



130







Vulnerability

"Vulnerability is the birth place of growth and creativity"

Brene Brown

A photograph of a person lying down, covering their face with their hands. The person's hair is dark and messy. They are wearing a dark-colored top. The background is a light-colored, textured surface, possibly a bed or a couch. The overall mood is one of sadness or despair. A semi-transparent blue banner is overlaid across the middle of the image, containing the text 'Getting REAL'.

Getting REAL





Clear The Clutter



Everything we consume



Find the Right People



“Everyone has
the birthright to
JOY”

Dagmaar Bohlmann



Robert **MACK**

Newport Beach, CA
@whyrobertmack

JOURNAL THE JOURNEY:
How Case Studies Are The New “Just Sold”

Case Studies are the New Just Sold

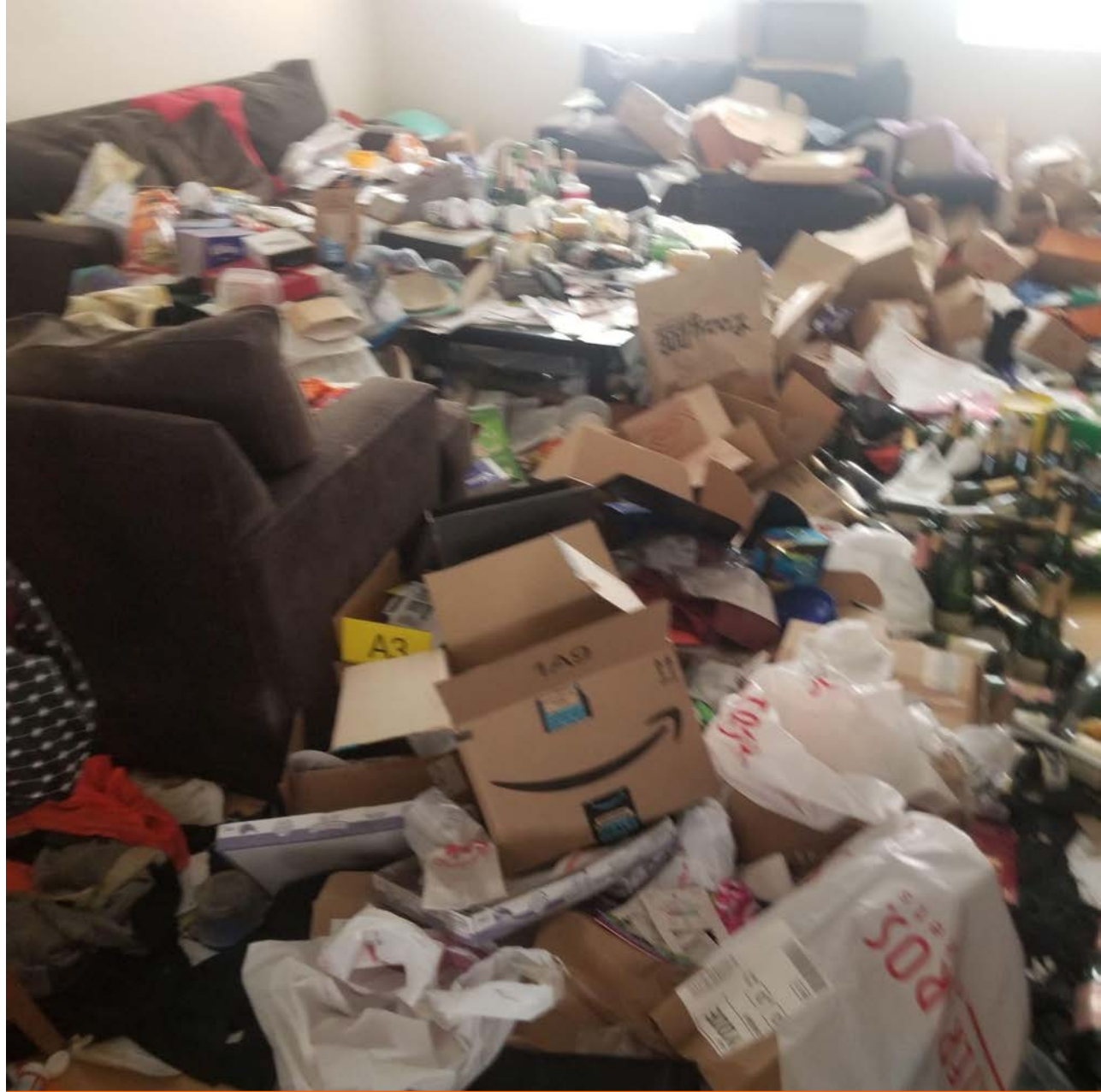
robert mack | fiv realty | @whyrobertmack

casestudy@robertmackgroup.com

Raise Your Hand If You Want More Listings



Let Me Take You On A Sellers Journey

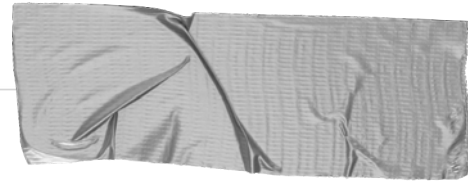








- a. Less than \$10k**
- b. \$10k - \$15k**
- c. \$15k - \$20k**
- d. More than \$20k**



- **Junk haul - \$2k**
- **Carpet replacement \$1,986**
- **Paint - \$1,750**
- **Misc. repairs - \$230**
- **Design - \$2,931**
- **Deep clean - \$450**

out the door: - \$9,347

(concierge service) | 2 week process

Most Sellers We Speak With:

- Assume home prep costs way more than it does.
- Assume it will take longer than it takes.
- Assume they will have to do the “heavy lifting.”
- Don’t think “renting furniture” will make a difference.
- Think that most homes that “show amazing” - the sellers actually live like that.

Trust grows:

- **Transparency**
- **Relatability**
- **Certainty**

Living Room - Before Junk Removal



Living Room - After Junk Removal



Living Room - After RMG Transformation



PRE-SORTED
STANDARD
U.S. POSTAGE
PAID
CORONA, CA
PERMIT NO. 799

Let RMG put more \$\$\$ in your pocket...Call us today for a FREE transformation consultation!

**Let the Robert Mack Group help you
with your next BIG lifestyle change...**



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.



How we turned \$9,347 into over \$100,000

Prep & Marketing - 4 Weeks

- Miscellaneous repairs throughout the home and junk removal
- Home staged to show like a perfect model home
- Carpet replacement
- Interior of home painted
- 22 Point RMG Modern Marketing Plan
- Maximize home accessibility
- On Demand private showings
- Open houses
- Aggressive pricing strategy to maximize home exposure

THE RESULTS

- Over 100 people at the open houses opening weekend
- Sold for \$27,000 above asking and a record price in the community in 6 days
- 5,000 views on Zillow/Trulia/Realtor.com
- Listed \$888,000
- **Sold \$915,000 (Record Price)**

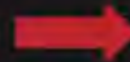
What the seller of 15213 Lafayette Way is saying about the Robert Mack Group...

"Christian Darnas and the team at Robert Mack Group were so helpful in the sale of my townhouse. It was my first time selling a home so I didn't know what to expect. Christian helped me decide what improvements were needed to maximize my sale price. Kristy coordinated any work needed on my townhouse and Anne managed the closing process. Christian was a great advisor through the whole process and I wouldn't hesitate to have him represent me in a future sale or purchase of a home."

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!**

Who you work with matters!

Request your **FREE** home evaluation with **NO STRINGS ATTACHED**



RMG
ROBERT MACK GROUP

fiv POWERED BY realty
Newport Beach, CA

Our Results?

- **1.8 homeowners “raise their hands” (200-300 pieces)**
- **3.3 homeowners “raise their hands” on round 2**

- **Trust & visibility**
 - a. **Transparency - show the bts**
 - b. **Relatability - not every home is “ready to go”**
 - c. **Certainty - proof in success - this is what we did**

- **Room for growth - open house | door knocking | circle dial | direct mail | social media**



Connect with me

[@whyrobertmack](#)

youtube.com/robertmackgroup

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Lori **McGUIRE**

Laguna Niguel, CA
@mcguireteamrealestate

AGENT TO INVESTOR:
Own 100 Doors in the Next Four Years



Lori McGuire

The McGuire Team

Serving Orange County, California



949.248.8401



@LoriMcGuireTeam



@McGuireTeamRealEstate



Inquire@McGuireTeam.com



MT MCGUIRE TEAM
Real Estate at a Higher Level

**Own Over 100 Doors In
Less Than 4 Years**



You will make more money investing in real estate than you ever will by selling it to your clients.

- Lori McGuire

Laguna Niguel

6700 Sqft

5 Beds

7 Bathrooms



Laguna Niguel

Townhome

3 Beds

2.5 Bathrooms

1630 sqft





Rock bottom became the solid foundation
in which I rebuilt my life.

- J.K. Rowling



I Began Tom Ferry Coaching On March 17, 2017

2016 GCI: \$873,695

2022 GCI: \$4,258,308



Bigger Pockets



Big Bear, CA

Townhome
With Studio
Used As A
VRBO



Hamilton County Chattanooga, Tennessee

16- Plex

Redbank Chattanooga, Tennessee

4-Plex





Hamilton County Chattanooga, Tennessee

23- Plex

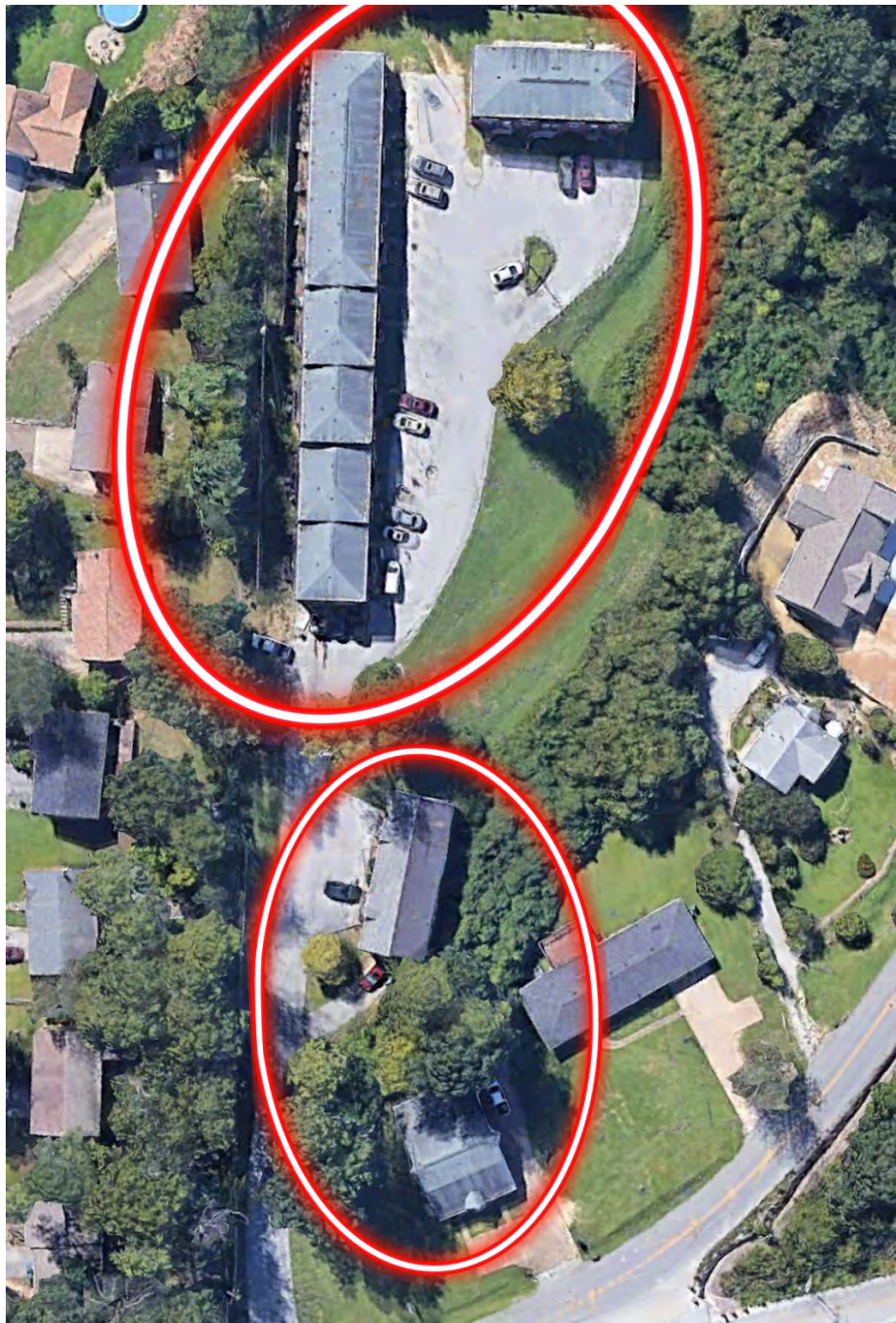
Hamilton County Chattanooga, Tennessee

6- Plex



Chattanooga, Tennessee

27- Plex





Hamilton County Chattanooga, Tennessee

20- Plex

Fort Oglethorpe, Atlanta

16- Plex



Laguna Niguel

Townhome

3 Beds

2.5 Bathrooms

1630 sqft



Eastridge, Chattanooga

5 Duplexes
1 Triplex

Purchased in a
Package





Laguna Niguel


My New Home!



WHAT IS YOUR WHY???



Investors Buy For Either...

- 
1. Cash Flow
 2. Appreciation
 3. Benefits From Depreciation
 4. Combination Of The Above



House Hacking



Have a Separate Investment Savings Account in a Different Bank Than Your Other Accounts



What is Your Buy Box?



1. Asset Class

2. Location

3. Class of Property


4. Long - Term Goals



Does Your Asset Class Fit Your Personality?



Out Of State Properties Differ:

- 
1. ROI
 2. Closing Processes
 3. Taxes (Create LLC's)
 4. Type of Tenants



Boots On The Ground!






GET OBSESSED WITH INVESTING!!!



Diversify



BRRRR Technique


- 
- 1. Buy**
 - 2. Renovate**
 - 3. Rent**
 - 4. Refinance**
 - 5. Repeat (Scale)**



Cost Segregation Studies



Do Monthly:

- 
1. Review P&L's
 2. Review PM Spreadsheets
 3. What Leases are Coming Due?
 4. Strategize with PM Company



3 Takeaways:



1. Earn Money While You Sleep!

2. Begin With A Plan!

3. Don't Ever, Ever, Ever Give Up!



Lori McGuire

The McGuire Team

Serving Orange County, California



949.248.8401



@LoriMcGuireTeam



@McGuireTeamRealEstate



Inquire@McGuireTeam.com



MT MCGUIRE TEAM
Real Estate at a Higher Level



Krys **BENYAMEIN**

Orange County, CA
[@krysbenyamein](#)

MENTAL FORTITUDE:

Business Lessons From
Conquering Everest





Nepal.
May, 2012



















● ● ● ○
REDMI NOTE 101 (DAWA TENZING) 19/05/2024 00:34



Instagram

Lets stay
connected!
Follow me
@krysbenyamein



Becky **BARRICK**

Tacoma, WA
[@beckybarrickrealty](#)

BROKE NO MORE:
From NEGATIVE Net Worth to
Multimillionaire

A woman with long blonde hair, wearing sunglasses, a black floral dress, and high heels, is walking on a city sidewalk. She is smiling and looking to her right. The background shows a city street with buildings, trees, and cars. A blue and red highway sign for I-5 is visible on the right. An orange horizontal bar is positioned above the main text.

DON'T BE A BROKE AGENT

BECKY'S TOOLS TO HELP YOU BUILD YOUR WEALTH AND STAY OUT OF THE RED



3 SIMPLE STEPS TO NOT BE BROKE AGAIN

FINANCIAL AUDIT

Have an honest conversation with yourself about where your finances are out currently.

WEALTH PLAN

Make a plan for your money, for NOW and in the FUTURE.

EXECUTE

Plan is nothing but a dream unless you execute your plan!



Step 1: Financial Audit

Financial Audit

- ✓ Be honest with yourself
- ✓ Starting Point
- ✓ Net Worth
- ✓ Business
- ✓ Personal





Step 2: Wealth Plan

Create Your Wealth Plan / 1 - 3 - 5

1 Year from Now

Come August 2023, what do you envision your life and your finances will look like and what will it take to get there?

3 Year from Now

Come August 2025, what do you envision your life and your finances will look like and what will it take to get there?

5 Year from Now

Come August 2027, what do you envision your life and your finances will look like and what will it take to get there?



Step 3: EXECUTE!

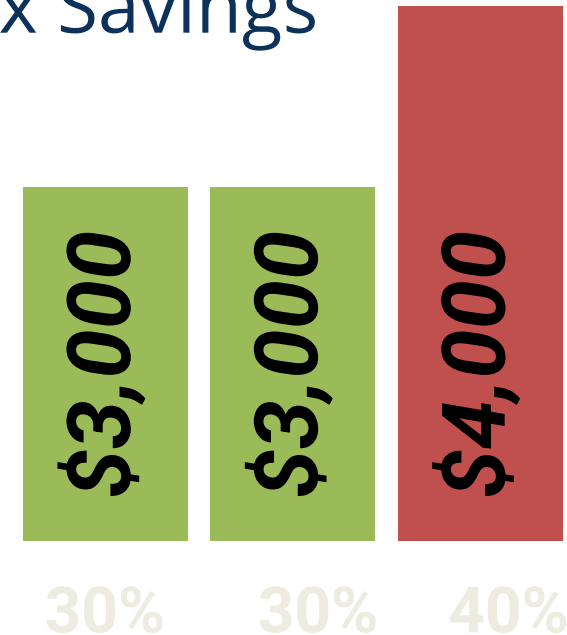
The 40-30-30 Rule

EXAMPLE:

\$10,000

Commission Check

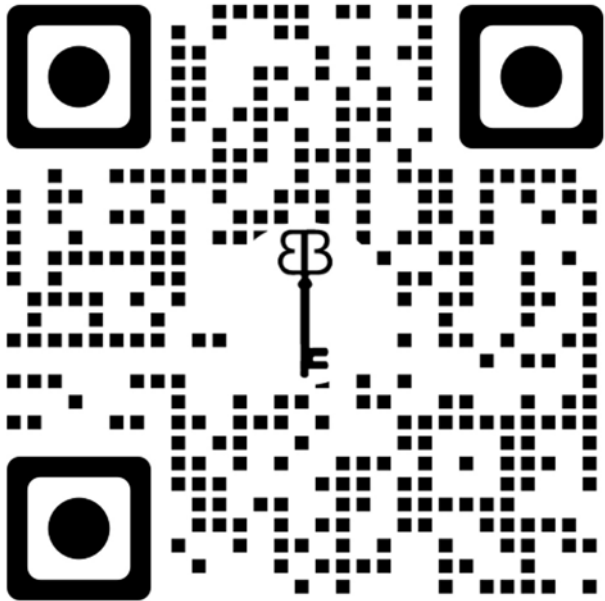
40% - Take Home Pay
30% - Stays in Business Account
30% - Tax Savings



Connect with Becky

253.209.9641

becky@beckybarrick.com



@BECKYBARRICK /
@BECKYBARRICKREALTY





Gia **SILVA**

Long Beach, CA
[@giasilva.lb](#)

THE ULTIMATE LISTING LAUNCH



The Ultimate Listing Launch

Gia Silva
Long Beach, CA

 INTI REALTY

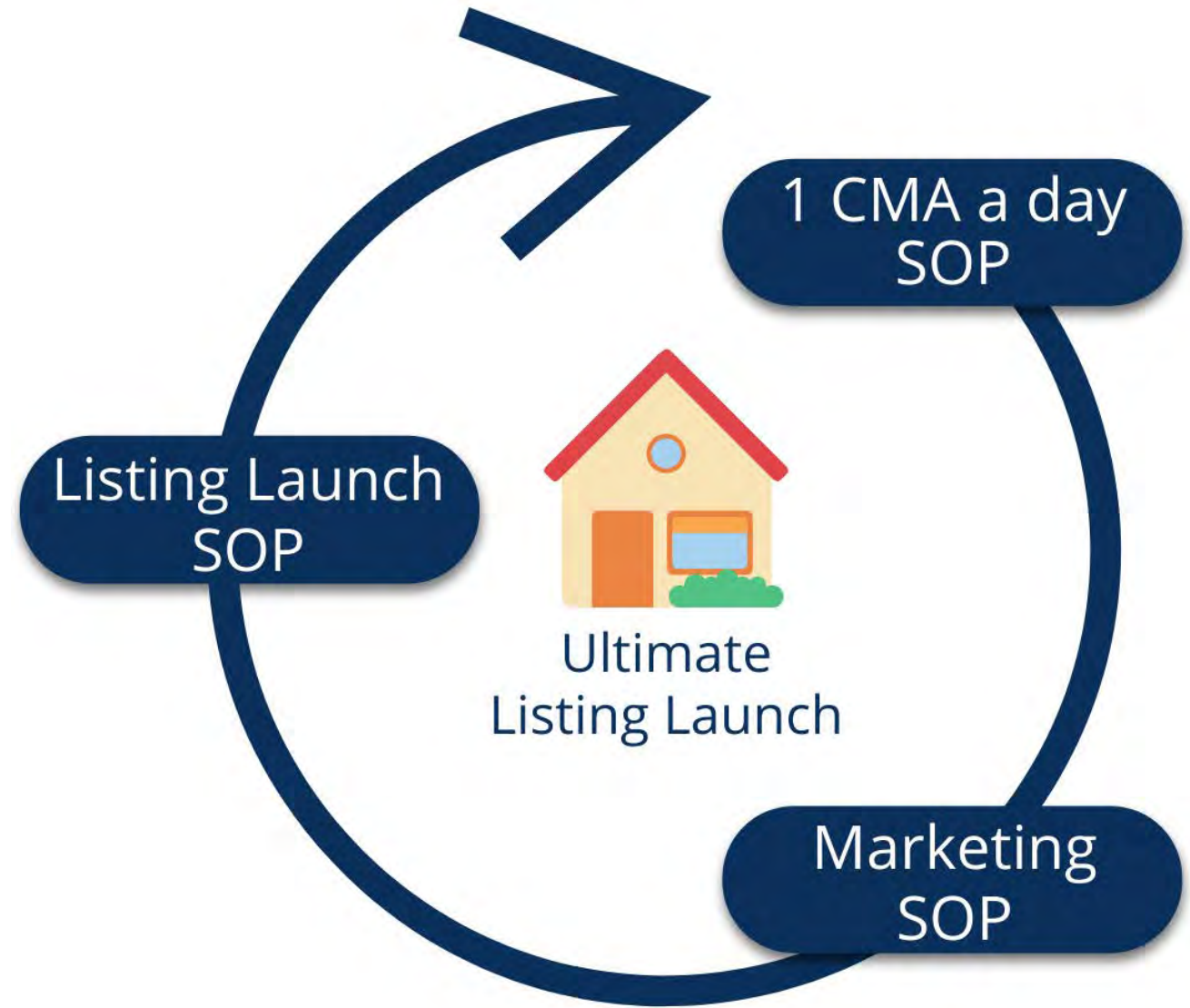
 TomFerry.
SUCCESS SUMMIT



**Moving forward sometimes
requires you to take a step back...
or a few...**



Standard Operating Procedures (SOPs)



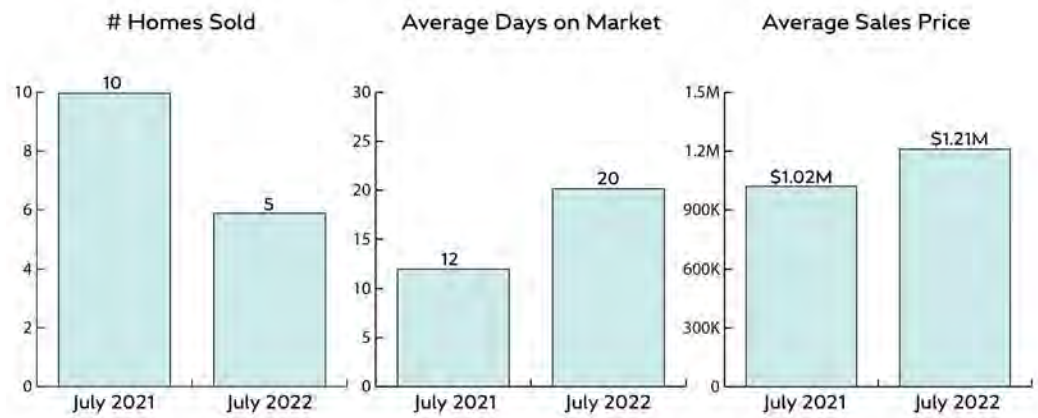
DID YOU KNOW YOUR PROPERTY, ON AVERAGE,
HAS INCREASED \$190,000 IN VALUE IN THE
LAST 12 MONTHS?

One CMA a Day (SOP)

- ✓ Send one CMA a day
 - ✓ Follow up with call within 24 hours
 - ✓ Send one value piece (preferably video) every week until...
 - ✓ You set a live or zoom appointment
- OR**
- ✓ They sign up for monthly equity reviews
 - ✓ Sign listing!



I've Prepared a Comparative Market Analysis for Your Property At:
6717 E Belice St. Long Beach, CA 90815



**YOUR ESTIMATED VALUE AS OF AUGUST 2022 IS
\$1,150,000 - \$1,200,000**

Marketing (SOP)

7 days before listing launch

- Send e-newsletter to database with open house date & time
- Mail minimum of 200 invites to neighbors for mega open house

2 days before listing launch

- Post video and photos on social media
- Run ads on social media
- Sign up listing for the local broker tour



Listing Launch (SOP)

2 days before listing launch

- ✓ Circle dial the neighborhood
- ✓ Door knock with the open house invite

Mega open house!

1-2 days after the open house

- ✓ Send thank you cards to neighbor attendees
- ✓ Send listing activity sheet to seller with open house activity and feedback

Send weekly seller updates!



6717 E Belice St. July 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21	22 • Circle dialing	23 • Photos & Video @ 3:30pm	24	1 • Coming soon campaign	1	2
3	4 • Door knocking	5	6 • Live on the market	7	8	9 • Mega Open House 11am-2pm
10 • Showings	11	12 • Review offers	13	14	15	16
17	18	19	20	21	22	23

Ultimate Listing Launch Playbook



Client Experience



✓ More referrals

✓ Better reviews

✓ Trusted Advisor

✓ INTI Family





Gia Silva

562-572-4978

gia@intihomes.com

 [@giasilva.lb](https://www.instagram.com/giasilva.lb)

Long Beach, CA





Tom **TOOLE**

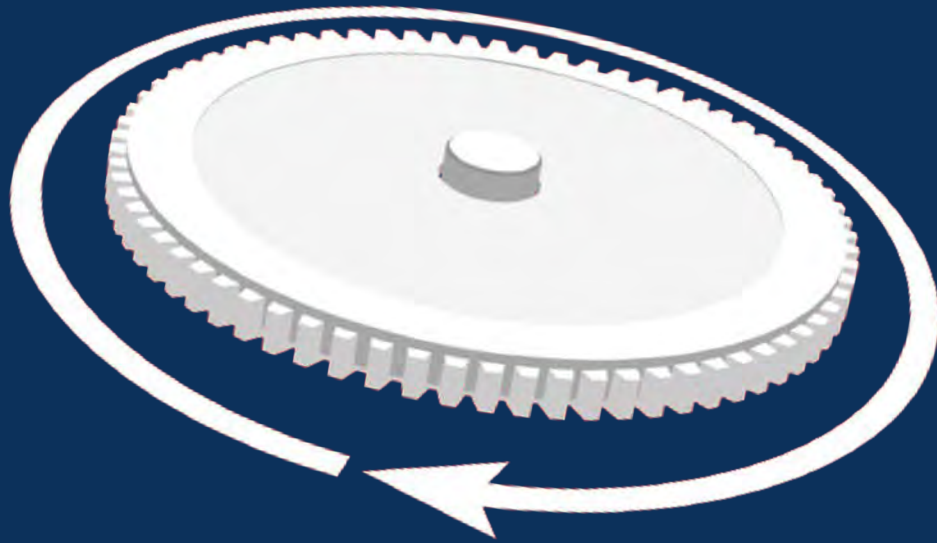
Greater Philadelphia, PA
[@tomtoole3rd](#)

MAXIMIZING MOMENTUM:
How to initiate the
flywheel effect

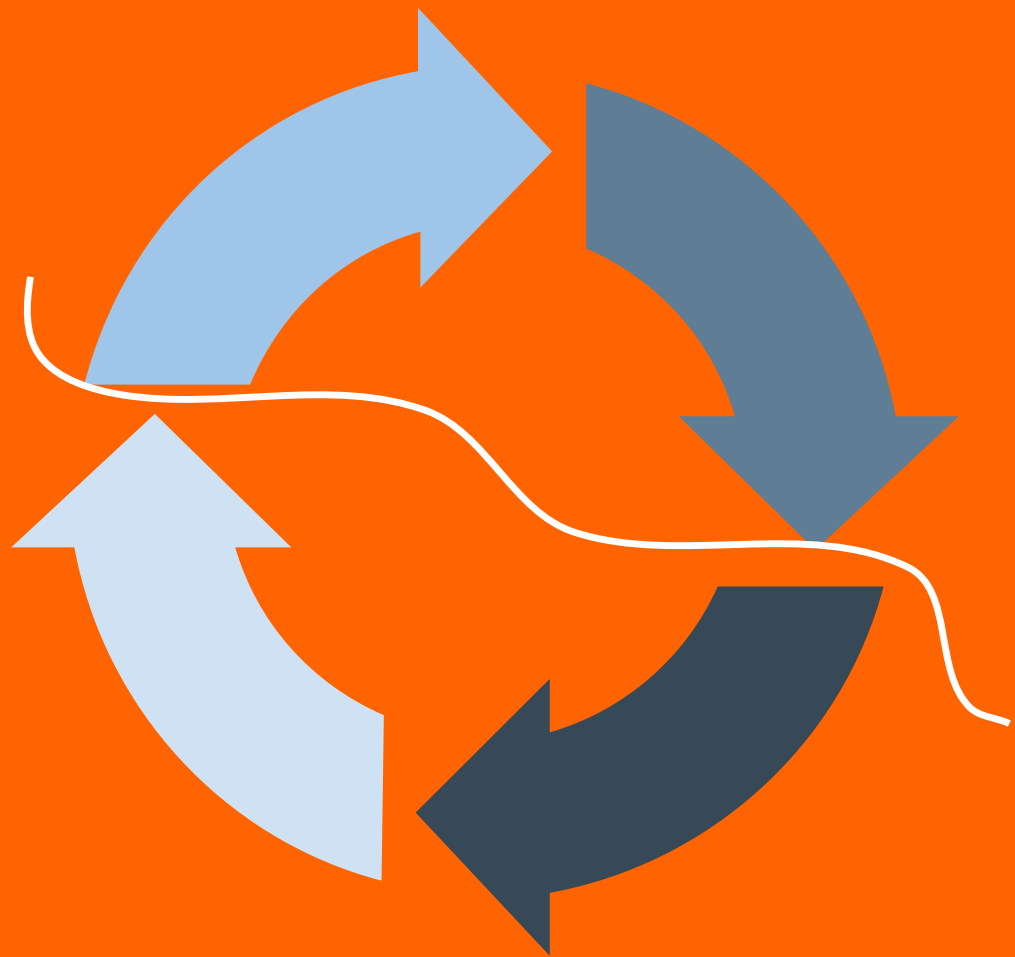
SLOW DOWN TO SPEED UP THE FLYWHEEL

With Tom Toole
The Tom Toole Sales Group at RE/MAX Main Line





THE FLYWHEEL



DOOM LOOP

RIGHT PEOPLE **RIGHT SEATS**

- Cross department cohesion
- Confront the brutal facts
- Keep things simple

WHEN YOU...

SCALE, RECRUIT, CHANGE ROLES

THINGS HAPPEN

THE LAST 36 MONTHS

2020 START

348 sales
12 agents

2021 START

6 agents

2021 END

446 sales
25 agents

2022 YTD

700 sales pace
36 agents

ACCOUNTABILITY YOUR BEST FRIEND

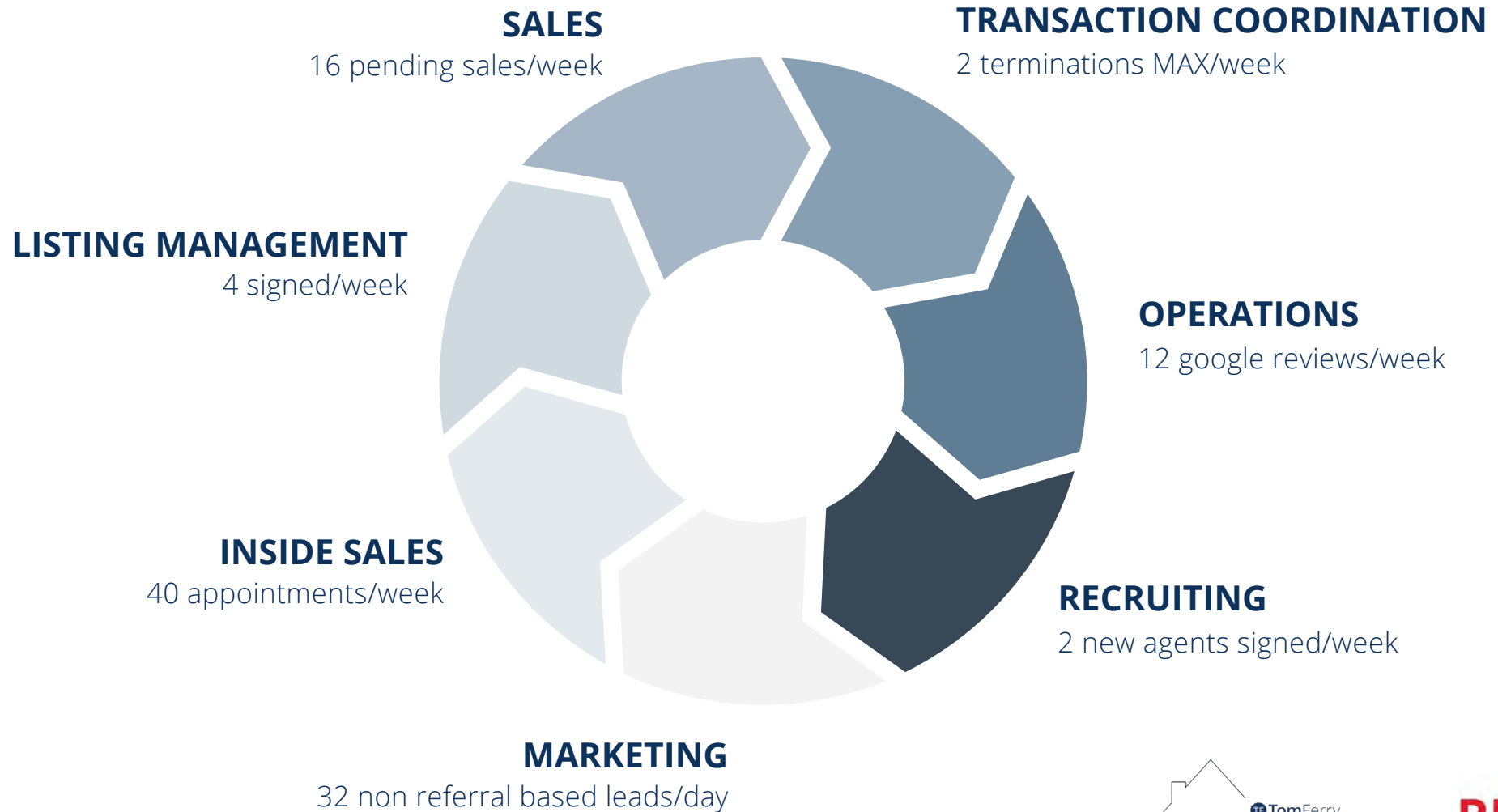
- Specific and measurable goals
- SINGULAR FOCUS
- Keep it simple
- Data tells the story

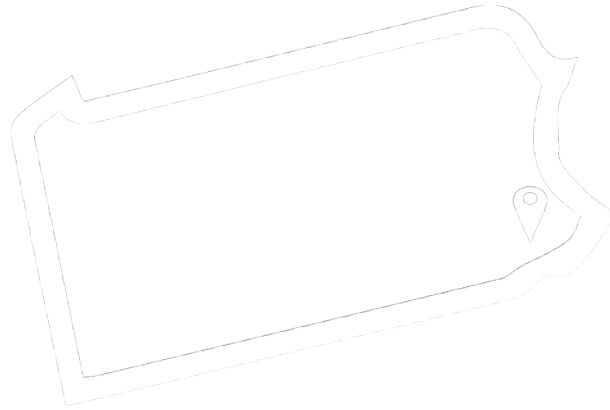


OUR TRAINING

- Offer writing and inspection negotiation clinic - Tuesdays
- Listing training: Basic / Advanced - Wednesdays
- Small Group Coaching
- Mastermind Meeting - every other Thursday
- Objection handling weekend prep - Friday

OUR FLYWHEEL





CONNECT WITH US

www.TomToole.com



@TomTooleSalesGroup
@TomToole3rd

youtube.com/tomtoole3rd

FLYWHEEL@TOMTOOLE.COM

Welcome to Summit!



TF TomFerry™

SUCCESS SUMMIT



TF TomFerry™

SUCCESS SUMMIT

WELCOME
TO SUMMIT!





#1 COACH

In Real Estate Training

9 Consecutive Years

2014

2015

2016

2017

2018

2019

2020

2021

2022



Follow Tom on Social



@TomFerry



@TomFerry



@TomFerry



@CoachTomFerry



@TomFerry



@therealtomferry



Whats the market revealed?



Why are we
here?

We Believe

**In times of crisis &
conflict, this is our
opportunity to **build!****

We Believe

It doesn't matter how many homes are bought and sold nationally.

We Believe

It doesn't matter how many homes are bought and sold nationally.

Just how many clients I help!

We Believe



**The consumer flight to
quality and certainty is
very real.**

We Believe



The consumer deserves a better experience.

And we know the impact of delivering!

We Believe



DO GREAT BY CLIENTS

We Believe



DO GREAT BY CLIENTS



EARN REFERRALS & REVIEWS

We Believe



DO GREAT BY CLIENTS

EARN REFERRALS & REVIEWS

REFERRALS & REVIEWS DRIVE TRUST

We Believe



DO GREAT BY CLIENTS

TRUST WINS BUSINESS

EARN REFERRALS & REVIEWS

REFERRALS & REVIEWS DRIVE TRUST

We Believe



```
graph TD; A[DO GREAT BY CLIENTS] --> B[EARN REFERRALS & REVIEWS]; B --> C[REFERRALS & REVIEWS DRIVE TRUST]; C --> D[TRUST WINS BUSINESS]; D --> A;
```

DO GREAT BY CLIENTS

TRUST WINS BUSINESS

EARN REFERRALS & REVIEWS

**REFERRALS &
REVIEWS DRIVE TRUST**

We Believe



Reminder to ask for more of both 😊

So why am
I here?

We Know



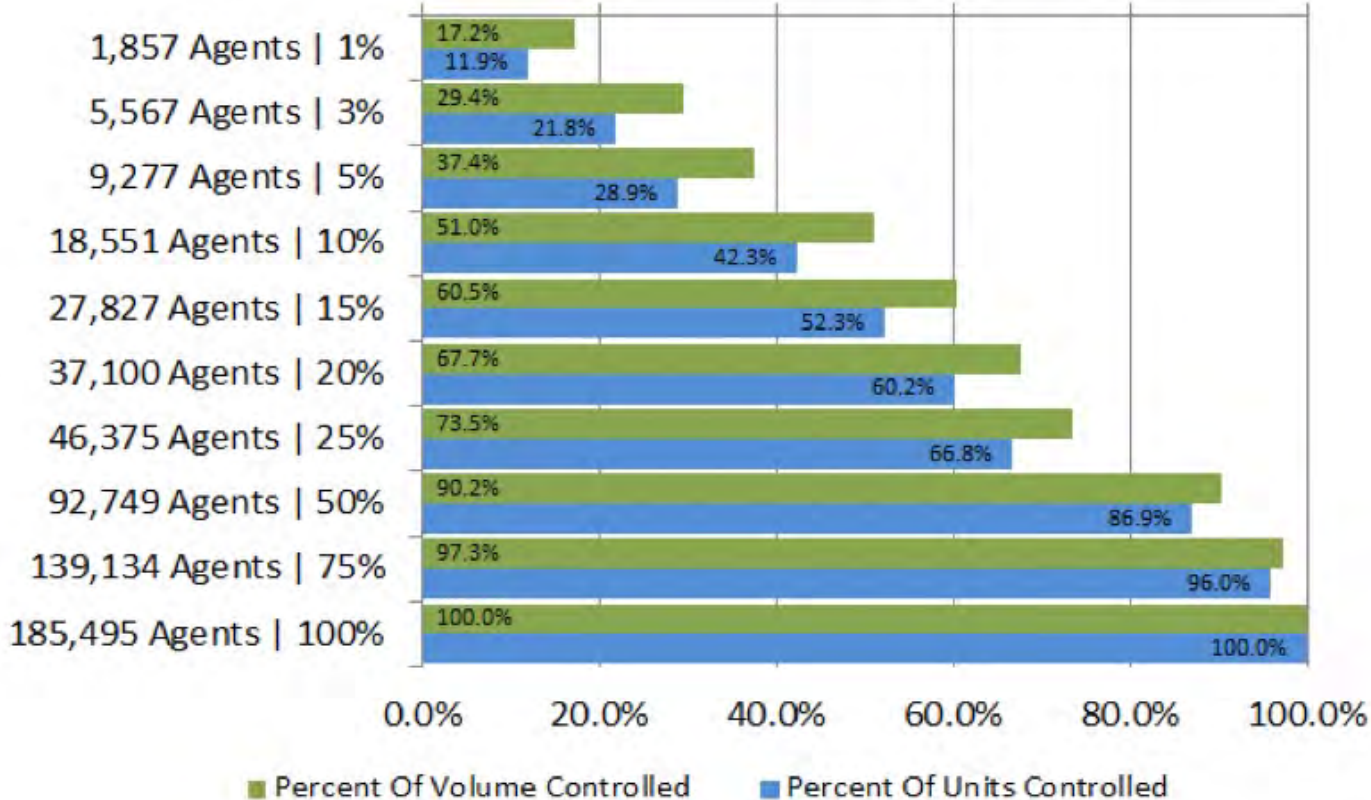
**We've all figured out how to
generate buyer opportunities
at scale!**

Let's look at **MLS Data from 2020/21**

5 MLS 2021 Data all Sides

REAL DATA
STRATEGIES

Cumulative Percentile Share of Closed Residential Volume and Units Controlled by Member Agents of Selected US MLS Systems



1% 17.2%

5% 37.4%

10% 51.0%

25% 73.5%

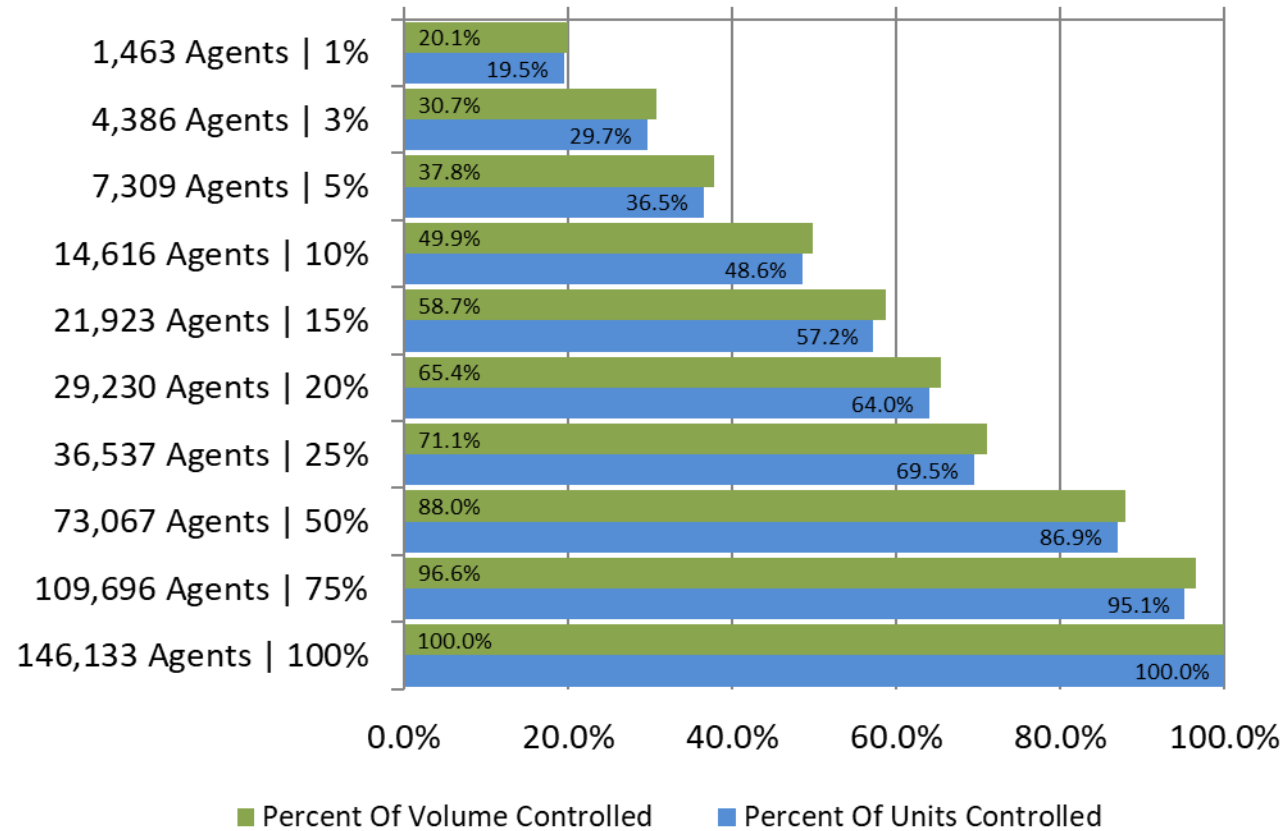
My Argument...

**Is that Companies, Teams
and Individuals who take the
Most Listings, Controls the
Market!**

Let's look at **Listing Sold** Data from RDS

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, 2021 Through June 30, 2022



1% 20.1%

5% 37.8%

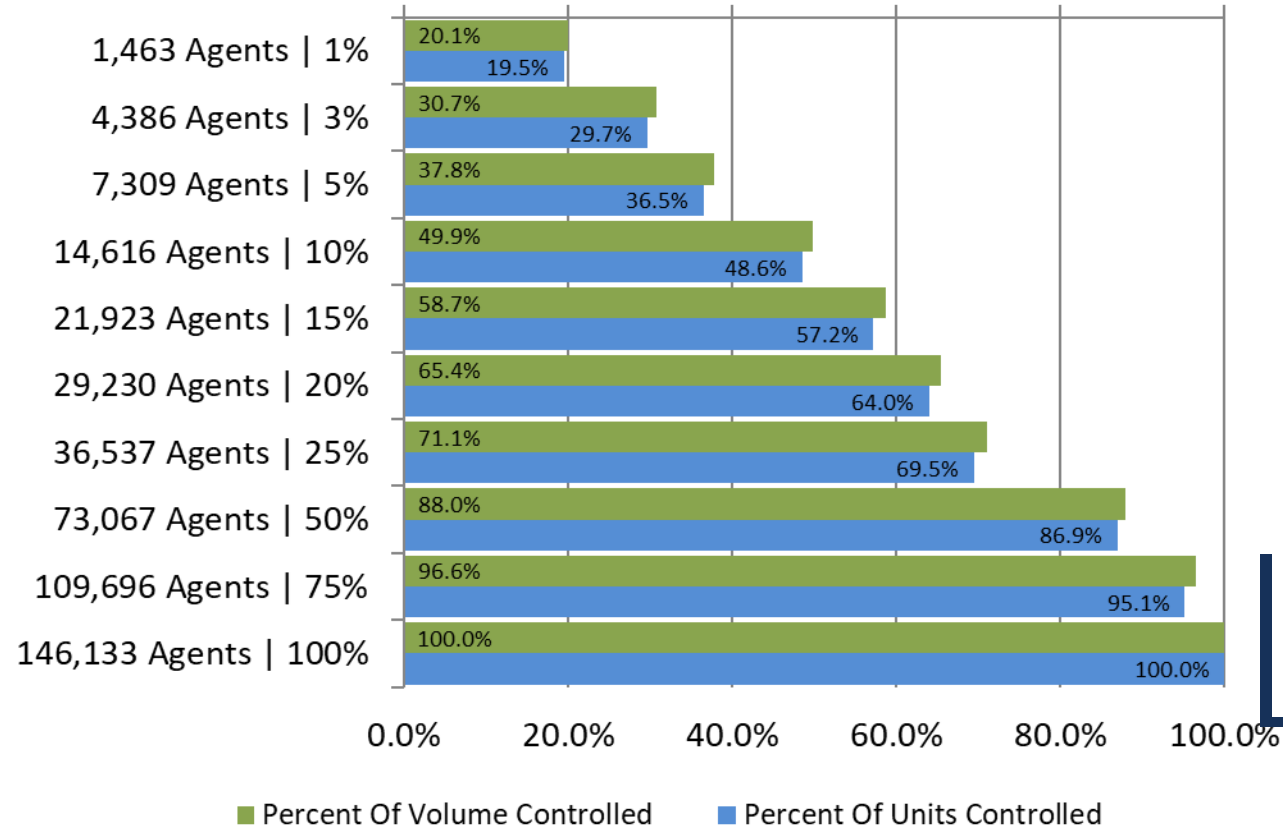
10% 49.9%

25% 71.1%

REAL DATA
STRATEGIES

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, 2021 Through June 30, 2022



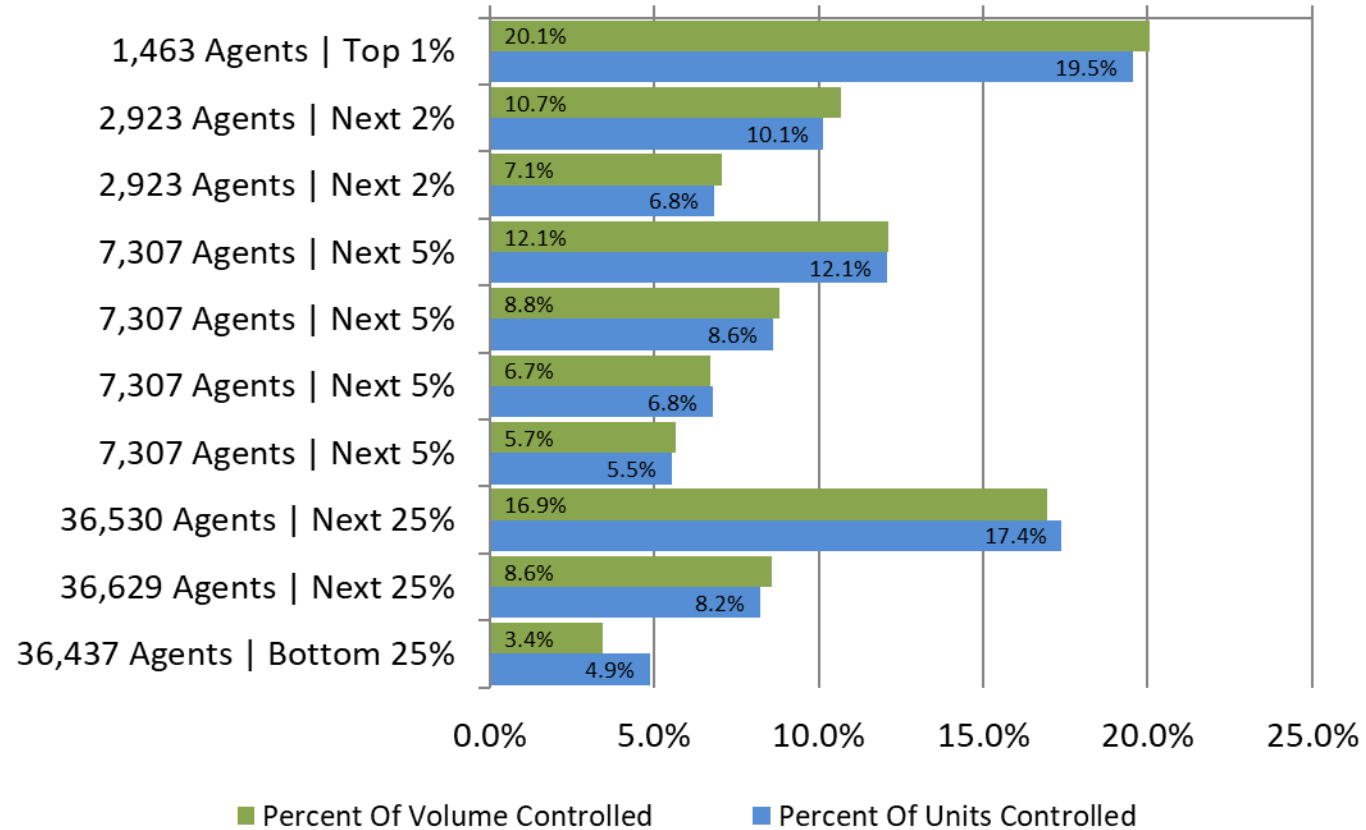
Bottom
26% to 100%

29%

REAL DATA
STRATEGIES

5 MLS's broken down by % of Listings Sold

**Tier Percentile Share of Closed Listings Closed Residential Volume and Units Controlled by Producing Member Agents of Selected US MLS Systems
Production: July 1, 2021 Through June 30, 2022**



TOP 1%	100 L.S. AVG
Next 2%	26 L.S. AVG
Next 2%	17.5 L.S. AVG
Next 5%	8.8 L.S. AVG

**REAL DATA
STRATEGIES**



Conclusions

The agents in the bottom 50% of MLS's... are averaging 2.7 listings sold annually.

That's 785k agents potentially mishandling 2,119,500 sellers.
You can solve this!

What if...

I added an additional
3 listings sold annually?

What if I added 3
a month?



Conclusions

1. You're either ascending or your on your way out.
2. You really can't make a living if you're in the bottom 50%
3. Teams are dominating buyside. And most are now focused on controlling the listing side.
4. The top 25% should be servicing ALL of the consumers, period!



We Believe

The consumer deserves a better experience.

And we know the impact of delivering!

4 Questions...

1. Do I see this trend changing?
2. Where do I rank today?
3. Where do I want to rank?
4. Where do I need help, assistance, guidance?



**Why am
I Really Here?**



**TO B*CK
THE
RECESSION!
& CONTINUE
TO ASCEND!**

**Why am
I Really, Really
Here?**

GREATNESS!



WELLNESS



DIS-EASE

How Do I Define Greatness?

**A person who's earned fame
or respect in a particular
Profession"**

"Achieving My Goals"

"Being #1"

Greatness

You **vs** You!

Closing The Gap on Greatness!



Modeling Greatness

We are a Community of R&D'ers!

JACKSONVILLE & ST AUGUSTINE

DJ & Lindsey

2021 Results

3,019 Closed Sales

\$1,023,054,624 Volume

\$18,038,314* (after Flex)

2022 C/P YTD

1,440 C/P Sales

\$568mil in Volume

\$14.6mil in GCI

VIRGINIA

Alicia Soekawa

2021 Results

89 Sales

\$36 Million Volume

\$1 mil GCI

2022 YTD Closed Results

72 Sides

\$31,610,158 Volume

\$735,109 GCI





NEWPORT BEACH

Tim Smith

Team

2021 Results
260 Closed Sides

\$803mil in Volume

\$14.9mil in GCI

2022 YTD Results

101 Closed Sales

\$572mil in Volume

\$13.1mil in GCI

OKLAHOMA

Edna Kimble

2021 Results

271 closed sides
\$49,984,861 volume
\$1,249,861 GCI

2022 YTD Results Closed

182 Closed Sides
\$39,251,570 Volume
\$906,289 GCI





LA JOLLA CA

Maxine & Marti Gellens

2021 Results

101 Closed Sales

\$290mil Volume

\$6,600,000 GCI

2022 YTD Results

42 Closed Sales

\$118mil Closed Volume

\$2,983mil Closed GCI

CALIFORNIA

Andy Tse

2021 Results

435 Sides

\$941,984,552

Andy GCI \$11,933,836

Rest of Team \$ 10,054,409

Total GCI \$21,988,245

2022 YTD Results

216 sides

Volume \$521,428,110

Andy GCI \$7,083,298

Rest of team GCI \$5,444,046

Total GCI \$12,527,345



HOBOKEN NEW JERSEY

Jill Biggs Group

2021 Results

439 Sales Closed

\$425mil in Volume

\$9.8mil in GCI

2022 YTD Closed Results

440 C/P Sales

\$351 mil C/P volume

\$8.2mil in C/P GCI

WASHINGTON

Kennon Maurer

Time in real estate: 3 full years

2021 Results

15 Sales Closed

\$6,370,000 Volume

\$160,000 in GCI

YTD Results

19 C/P Sales

\$9mil C/P Volume

\$206,250 C/P GCI



Does success leave clues?

We are a Community of R&D'ers!

WHAT DO THEY HAVE IN COMMON (Aka the Clues)?

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1. They're UBER Competitive & Share a Growth Mindset

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3. **They Know the Market, they study trends, seek correlations & Share it on Video/Social (the educator)!**

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- 4. They Trade Money for Time = they all have a team, committed to doing their Habu. And allowing others to do theirs!**

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4. They Trade Money for Time = they all have a team, committed to doing their Habu. And allowing others to do theirs!
5. **Yes, They Belong to a Community & Have a Coach 😊**

6. Brilliant Marketers Utilizing the Trifecta of Consistent Brand Messaging, Demand Generation + a Heavy Dose of Referral Business!





7. They make their calls!

WAY more than you think!





5/5/4/2

Prospecting daily
and scheduling
appointments!



8. They choose their hard!



Why am
I Really, Really,
Really Here?

I'm here to lay some bricks



What if...



I Decided to **Double** My
Business Over the Next
16 Months?



What would **DOUBLE** look like?

It's December 31st 2023...

We successfully closed _____ transactions,
with \$ _____ volume &
\$ _____ commissions.

We earned _____ 4.5+ star reviews,
& \$ _____ in profits/savings!

Why is it a MUST?

1. _____
2. _____
3. _____
4. _____
5. _____



Choose Your
Hard!



What's My Greatness Gap?



Assuming...

**I've Decided to
Double My Business
Over the Next 16
Months!**



Concentration

Where Do I need to put my concentration?

- If I Double My Leads?
- If I Double the Quantity of Referrals?
- If I Double My Conversion Percentage?
- If I Just Double the Number of Appointments?
- If I Once and For all Double my Execution?

“Where do I need to improve, add, become more consistent, in order to double of my business?”

Does success leave clues?

We are a Community of R&D'ers!

Top Lead Sources

1. Past Clients & Sphere
2. Social Content Paid & Organic
3. Geographic Farming
4. Mega & Open Houses
5. Educational Video Content
6. Direct Mail/Just Solds/Yikes
7. Circle Dialing/Door Knocking Around Recent Sales
8. Niche Farming (Dogs, Chambers, Schools)
9. Agent to Agent Referrals
10. Google PPC/GLSA
11. NOO/Investors
12. Helping Expireds/FSBOs
13. Arbitraging the Portals



STOP

**What
are you
thinking?**



“You’ve got to work
like someone is
trying to steal your
business.”

– Mark Cuban



Why am
I Really, Really Really,
Really Here?


Doubling (or scaling) My Business w/ Playbooks!

1. Creating more repeatable /reliable **Demand** Generation, listing and buy side (today)
2. Building a recognizable **Brand** (tomorrow)
3. Generating even more **Referrals** (day three)

LEAD GENERATION PLAYBOOKS



Realtor.com
Nikki WEISS



Open House
Stephanie Younger




Non-Owner Occupied
Avi Becker



Expires
Tim Dominick




Direct Mail
John Collins



Weekly Email
Jesse Ebner



Google Business Profile
Ashley Pederson



YouTube
Shannon Gillette




Instagram Reels
Jeffrey Sabel




Geo Farming
Shelley Sakala



Database
Matt Farnham



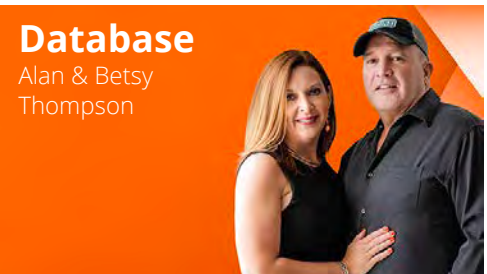
Annual Equity Reviews
John Ely



CMA-a-Day
Alexandra Rojas



Agent-to-Agent Referrals
Kari Cross



Database
Alan & Betsy Thompson



THE PLAYBOOK TOTALS

\$1 Billion in Sales Volume

\$24 Million Gross Commission Income

1,505 Sides

Run plays that work!

Download all
15 Lead
Generation
Playbooks!



Outcomes

- 1 Select the lead pillar(s) that will assist me in doubling.
- 2 Listen through the filter of “would this be more natural, automatic or a grind?”
- 3 Listen to the details, the subtle insights that have allowed these peers to win. These are their playbooks



Lead Generation – Demand Gen



Demand generation is a data-driven marketing strategy focused on lead capture, lead nurturing, pipeline acceleration & conversion



Lead Generation Playbook:

DEMAND GENERATION

Stephanie Younger OPEN HOUSE

2021 Results

- ❖ Transactions: 301
- ❖ Volume: \$424,200,000
- ❖ GCI: \$9,850,000

Jan to July (C&P)

- ❖ Transactions: 168
- ❖ Volume: \$310,955,084
- ❖ GCI: \$6,602,000


QUESTIONS

1. How much commission income did I generate from Open Houses in the last 12 months?
2. How many open houses do I hold annually?
3. What's my marketing plan to drive traffic?
4. What's my Playbook before, during and after?
5. How many leads/contacts did I add to my database from Open Houses?

BY THE NUMBERS



Agents on team:	24
Open houses 2021:	480
% of business attributable to open house:	19%
Contacts obtained from open houses in 2021:	19,200
Percent of leads per contact obtained:	5%
Conversion rate of viable open house leads:	20%
Average lead generation time to close:	4-5 months
Normal length of open houses:	3 hours
Hours spent per open house (setup, breakdown and public time):	4.5 hours



WHY 480 OPEN HOUSES IN 2021?

Open houses are like merchandise displays. Every open house means your store is open for business. And the more your store is open, the more leads you get.

BACK STORY



When Stephanie did research to assess the efficacy of open houses, specifically holding the same property open multiple times, it provoked an interesting set of questions.

THE CONCERN



Would the open houses feel less attended?

Would this undermine the "perception of demand" and decrease the buyer's sense of urgency?

Would a second day simply dilute the visitors from one day and divert them to the other?

THE TEST



Do a number of two-day open house weekends and track the responses.

THE RESULT



The *attendance was even better for both days*. The two days allowed more potential buyers to attend in the initial launch weekend, and *buyers who were really interested had an opportunity to visit the home multiple times, thereby increasing their certainty and decreasing escrow cancellations.*

THE DECISION



Do multiple open houses during the initial launch weekends for a single house.

PHILOSOPHY



The more names you leave with, the better. *Get everyone to sign in.* And, of course, make the experience as pleasant as possible.

“The Playbook”

STEPHANIE'S TEAM APPROACH




MARKETING – Driving Traffic



- ❖ Use the standard digital platforms for announcing the open house.
- ❖ Also, advertise in the local print publications that have real estate news. Because of the size of Stephanie's team, she's able to take out a full-page ad each week.
- ❖ Incentivize with something special - such as ice cream.
- ❖ Reach out to the **neighbors through door knocking**. They, like all those you are reaching through print and digital publications, need to learn and be reminded of your name and brand.

MARKETING – At the Open



- ❖ Have marketing materials available during the open house that show what differentiates your service.
 - ❖ Include a list that shares information about the local schools, market data, distinctive features regarding the neighborhood. The more visuals, graphs and pictures, the better.
 - ❖ Post on Instagram and other social media.
- 

PROCESS



- ❖ Agents arrive **one hour early** to prepare the house.
- ❖ A set playlist is used uniformly in all houses for all showings. It is a subconscious way of branding the experience and differentiating a Stephanie Younger Group open house from any other.
- ❖ Stephanie's team lays out a map of the area with specific communities and neighborhoods outlined and color-coded. It's a curiosity piece more than anything, but the goal is to get people to linger and have a positive, unique experience.
- ❖ Don't have people sign in electronically. It takes more time for people to type than write their names, yes, and it also gives some people the impression that you'll be putting their names into an automated database. **If you have people sign in by writing, their defenses go down**, and you are more likely to get accurate information, and more able to refer back to that information in your conversation with the guest.

PROCESS



- ❖ Fill in the first line of the sign-in sheet yourself. Fill it in completely and legibly. This is a prompt. No one wants to be the first on a list, but if they see that someone else has signed in, completely and legibly, they'll do the same.
- ❖ If someone says they have an agent, ask who it is. People can't come up with names on the fly. If they do indeed have someone they're starting to work with, ask if they've done a "strategic consultation." Chances are they haven't, which is your opportunity to schedule a meeting. So the goal is to have consultations with as many people as possible.
- ❖ Take notes on visitors - their comments, interests and anything else that can help you personalize the follow-up.
- ❖ Buyer leads go to the buyer agent holding the open house.

FOLLOW-UP



- ❖ On the same day, follow up with a call, text, or video. Let them know if you have off-market properties. (Know your regional rules on discussing off-market properties.)
- ❖ Based on what you've learned about them, segment them and put them into your lead management system which should then automate the cadence and manner of your future follow-up.

“The Playbook”

STEPHANIE'S TOOLKIT





Open House Kit (Supply List)

General

- Portable Speaker System with Phone/iPod with [approved SYG playlist](#) of the season. Approved playlists are curated seasonally by Geoff Taylor on Spotify.
- Charger or Battery for Speakers and/or Digital Music Player.
- Sign-In Sheets (Recommend 20 copies on hand)
- 2 Clipboards
- 1 or 2 Brochure Stands
- SYG Pens
- Your (Open House Agent) Business Cards
- Lender Business Card/Contact Info

Handouts

- Property Open House Flyer
- List of Other Open Houses
- Flyer of Other SYG Listings + Compass Concierge
- Map of the Neighborhood
- List of Schools
- Financial Flyers

Marketing Items

- SYG Bottled Water
- Notepads
- Mints or other "Swag" Items

Emergency Items

- Air Freshener Spray
- Candles
- Lighter
- Door Stops (Several, small and large)
- Tape
- Markers/Pens
- Binder Clips
- Hand Sanitizer
- Antibacterial Wipes
- First Aid Kit

Provided by SYG

- Hand Sanitizer Station
- Shoe Covers (as applicable)
- SYG Door Mat
- Masks (as needed)

Rainy Day Items

- SYG Umbrellas
- Extra SYG Door Mats
- Paper Towels and White Towels
- Booties

Updated / June 12, 2022



Open House
Flyer

STEPHANIE'S TOOLKIT



Open House Scripts

The Greeting

Approach with a smile, shake their hand, ask their names, and use them.

"Welcome, I'm (Agent Name) with The Stephanie Younger Group @ COMPASS. Thank you for coming today!"

"What is your name? (Buyer's Name) it's so great to meet you! Come on in!"

Leading them to the sign in sheet.

"Do you mind signing in for me? Thank you so much."

Stand there and watch them sign in, and ask open ended questions.

While they are signing in.

"How did you hear about the open house today?"

"We saw the sign"

"Ahhh, perfect! I'm glad they worked!

"So, it sounds like you live in the area? Where do you live? I love that street. How long have you lived there? Amazing"

"Great... thank you! Looks like your phone number is XXX-XXX-XXXX."

"Oh, actually that's an 8 not a 3"

"OK, got it. Glad I asked. And WHO is your agent?" (Ask this question exactly like this. It tells you whether they really have an agent, or if they are just trying to bluff and push you away.)

"We are working with Agent Annie"

"Agent Annie is awesome!"

Or

"We don't know their name or We don't have one yet."

"Sounds like you've been looking for a long time?"

"Actually no... just getting started."

"Well you came to the right place to get started! Let's get you looking at the house!"

"This (positive adjective) home has # bed, # bath home and is offered at (\$ price)."
"Here is a flier with all of the details."

Give direction for their Tour, but at a busy open house, don't accompany them - it's your job to stay at the front and greet the next guest. Determine the route that would best reveal the home and give them something to notice or not to miss.

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"If you walk through (the kitchen) you will find (the living room) next, then proceed upstairs. Be sure to notice (SPECIAL HOME FEATURE). When you are finished, please come find me, have a cookie and let me know what you think!"

After their tour.

Attempt to close!

"So, (BUYER NAME) you are probably ready to buy this one!" (Smile while you say this, pause for laugh)

"What are your thoughts on this home?"

"So, do you want to buy this home? Is this the one?!" (Insert a playful comment or easy joke)

If they want to buy, make a plan to write the offer.

Confirm their information and make a plan to follow up. If they haven't fully filled out the register, pick up the clipboard and take charge here with a smile!

"What is your best phone number?" 310... *Pen to paper and start writing assumptively. Read email address back to them and clarify spelling.*

"And your agent is? Oh, you don't have one at this time?"

Other Rapport Building and Impact Questions

- Where do you live?
- How long have you lived there?
- Where did you live before that?
- How did you happen to choose this neighborhood?
- If you were to move in the future, where would you move next? Why there?
- Are you familiar with (this area)?
- Is it time to sell and buy something else?
- How many homes have you seen today?
- Do you want to buy one of them?
- How long have you been looking for a home?
- Does your agent have a strategy for helping you win in a competitive market?
- Have you seen any homes that you would buy?
- What are you looking for?
- What are you looking for in your next home?
- What is your price range?

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- How did you determine that price range?
- Will you be paying cash or financing?
- Would you like a lender referral?
- I have a list of open houses for you and can direct you to another home which may be a great option for you. Do you have time to see another open house? "

Sending Them to Another Property & Setting the Callback Appointment:

"What are you looking for that this home didn't offer?"

"What did you like about this home?"

"There is another home open on (STREET NAME) with # beds, # baths and has (SPECIAL FEATURE) that you are looking for. The address is (ADDRESS). Can you go by now?"

Use Map of Area and Open House List to illustrate the Conversation.

"We are here and this home is here. It is open until (TIME)"

"Here is a list of a few other houses that will help to give you more perspective on the neighborhood. If you have some time, I'd encourage you to go by."

"Here is my card. Please sign in with my name and let them know that I sent you!"

"I'd like to hear what you think about the home. I can call this evening between (TIME and TIME). Does work for you? Great."

A Memorable Good-Bye.

Check that they have everything they need.

"Looks like you have plenty of information for now! Do you have any other questions at the moment?"

"Did you get a cookie? Do you need some water for the road?"

Say something unique so they remember the good-bye!

"Are you in town on the 4th of July? If so, will you be at the parade? It's so fun, I hope to see you there! (For Example)
(NAME, NAME) I so enjoyed meeting you! Go see those additional homes, and I'll call you at (TIME)!"

Updated / June 12, 2022

Open House Script

STEPHANIE'S TOOLKIT



Open House Setup & Expectations

General

- Open House Hours
 - Saturday and Sunday 1:00-4:00pm Pacific STANDARD Time (2:00-5:00pm during Daylight Savings/PDT)
 - Brokers Open: Tuesday 11:30-2pm
- Open House Agents (OHA) should arrive one hour prior to the start time to set up the house, place signs and flags, post social and be ready to welcome guests promptly at start time.
- Open House assignments will be announced by Wednesday prior to the Sunday Open House based on the Source Agent or Monthly Lead Schedule
- Open House Setup & Expectations also apply to the hosting of Tuesday Brokers Open, or any Twilight or Special Event Open House
- Directional Signs are placed each morning by the SYG Sign vendor – YOU don't have to do the signs!!!
- OHA will be assigned 6 Flags for the yard and must bring them to each open house and collect them afterward.

Prior to Open House

- Contact SYG Marketing to order/confirm property flyers, door knocking flyer, and verify information
- Replenish all supplies as applicable: open house registers, area maps, school lists, open house list, other SYG branded materials (water, mints, notepads, napkins, pens)
- Prepare digital copies of Area Maps, Schools List, Open House List, or any other information to be distributed at open house and replenish printed supplies as necessary.
- Review and practice your scripts and dialogues
- Prepare a list and study all homes for sale in the area, recent sales, and Market Analysis to reference, and study the house you are holding open
- Respond to the Listing Manager's email to the Seller and introduce yourself
- Door Knock around the open house, 2-3 blocks (about 150 doors) immediately adjacent to the property, announcing the listing and inviting the neighbors to attend (This should occur between Thursday and Sunday)

Updated / June 12, 2022



Day of The Open House

- Allow yourself plenty of time to prepare for open house.
- Block out the whole day for Open House. This is a full workday! Do your homework, prepare yourself, be present at Open House follow up after!
- Dress professionally, **REMEMBER: EVERY OPEN HOUSE IS A JOB INTERVIEW!**
- Prepare the proper mindset for the open house. HOW you show up will determine the success of the day!
- Create a Public Collection of Open Houses and/or Comparable Sales so that you can share it with open house attendees (Hint: you'll get their REAL contact info!)

What to Bring to The Open House

- Open House Kit, perfectly stocked and ready to use! (See Open House Kit Supply List)
- Music (the SYG Spotify Playlist) and speakers FULLY CHARGED to play at the open house.
- Rain Gear (as necessary)
- SYG Bottled Water
- Individually-wrapped Cookies and display platter.

Upon Arrival at the Property:

- Arrive one hour prior to start to set up. The seller has been informed that you will arrive one hour early! If you are not there one hour early, they will consider you late.
- Do not park in front of the property or in the driveway (park 4 or more houses away) to leave available parking for guests.
- Turn on all lights throughout the house (interior and exterior)
- Open all window blinds/curtains. Assess the view from the window and partially open/close if applicable (Ugly neighbor? Trash can view?)
- Make sure that all toilet seats are closed, and the folded towel is in place.
- The toilet paper should be "over like a waterfall!"
- Make sure that all trashcans are not visible, empty and/or closed.
- Tidy up as needed so the property looks as neat and presentable as possible.
- Hide ALL YOUR personal belongings (including any purses, cellphones, notebooks, computers, drinks, etc.) so that they are not visible at any time to any visitors. Or just don't bring them!
- Have your phone but DON'T be ON your phone. Bring a phone charger. Try to keep this out of sight.
- Make sure all doors to backyard and/or doors to balconies are unlocked.
- Set up Sign-in area and turn on the music.
- Open backdoor to create air flow

Updated / June 12, 2022



20 Minutes Before Start-time

- Place Flags (6) outside of the property across the front property line in a neat row, evenly spaced
- If the property is a CONDO: Hang up the Complex Call Box Access Sign on the Call Box.
- If the property is a CONDO: Put out ARROWS (stored inside the unit) to direct visitors from the complex's main entrance to the unit.
- Prop-open the front door (use door stop if necessary).
- Social Media: Record and post a friendly, casual video with you announcing the open house and inviting your followers to visit! Tag us @stephanieyoungergroup @compass

During the Open House

- Consider yourself a host in the home.
- Always remain standing and in view of the front door so that anyone entering will see you and be welcomed inside. Maintain a professional posture at all times.
- Actively greet (walk toward them) all entering guests with a smile, a handshake, and a professional greeting.
- Describe the house as you lead the guest to the sign in sheet and ask them to sign in.
- Hand them a Flyer and allow them to scan the QR code for details about the home.
- Direct them to tour the house, point out a highlight, and ask them to connect with you when they are finished (accompany them when possible).
- Treat every visitor as though they are a prospective buyer or seller.
- LOVE THE LOOKY-LOOS!
- Please don't:
 - Sit down or lean on furniture.
 - Talk on your phone.
 - Use this time for other work, i.e., use your computer or phone, read magazines, etc.
 - Eat, drink (except for water or coffee) or chew gum.

After the Open House Ends

- Take down the flags and bring them with you, close the door and then go back inside to clean up.
- Pack up your open house registry and all other items.
- Wipe counters/tables and doorknobs with antibacterial wipes
- Close the window blinds/curtains.
- Remove all trash from the kitchen. (VACANT HOMES: please take the garbage cans out to the street – Trash Day is Monday in Westchester).
- Turn off all the lights.
- Lock all the doors and windows (please double check).
- Return the key to the lockbox or coordinate returning it to the office.
- Call the Seller as applicable to leave a summary of the GENERAL feedback and attendance. Keep it neutral to positive!

Updated / June 12, 2022



- Take a picture of all pages of your open house registry and upload to SYG OH Report Form. Fill out the entire report with the open house visitor count and detailed visitor feedback by 9:00pm Sunday evening.
- Call/Text EVERY visitor to follow up ASAP – ideally Sunday night!
- Take a video of you at the house thanking them for coming and send it via text.
- If the house is vacant, stay there and take the time to follow-up before leaving!

Safety Tips

- Be alert and always have an exit
- Use a buddy system
- If a situation feels weird, just walk out the front door, and call the police
- Remember our code phrase: "Put the coffee on"
- Do not enter the house if you feel it has been broken into

Updated / June 12, 2022

Open House Setup & Expectations

3 THINGS YOU CAN DO NOW



1

Start scheduling open houses on Saturdays and Sundays – at a minimum.

2

Get the names, emails and phone numbers of as many people as you can.

3

Follow up. A house is a big ticket item, so be patient.

6 THINGS STEPHANIE WILL DO GOING FORWARD

To increase the effectiveness of open houses in a shifting market, we will add the following 5 steps into our existing open house strategy:

1. Open House Agent will doorknock at least 100 homes in the immediate neighborhood prior to the open house.
2. Reintroduce "mega open house" on a strategic basis and use the power of targeted mail and email lists to invite the community.
3. Open house agents will post video content to social from open house to invite their followers and, at the end, will record a video to text open house attendees at the end to thank them for coming.
4. Open house agents will leverage the power of our virtual assistants to enter visitor contact information into CRM and apply auto-action plans, and into Ylopo for same day digital retargeting.
5. Use a case study model to market to the farm after the open house via mail and door knocking. The case study will outline the success of our process and show that an excellent listing strategy can yield a successful outcome in any real estate market.
6. Work with our Tom Ferry coach to help us implement and hold us accountable!



The network of other team leaders with relevant knowledge and experience has helped me to be better aware of our strengths as a team, and to identify the areas where we can level ourselves up to be better leaders. *My coach's personal experience and engaged approach, along with Tom's deep knowledge and insightful strategies, is helping us build into an even stronger, more profitable, and more productive team.*

STEPHANIE ON COACHING





Lead Generation Playbook:

DEMAND GENERATION

Stephanie Younger OPEN HOUSE

2021 Results

- ❖ Transactions: 301
- ❖ Volume: \$424,200,000
- ❖ GCI: \$9,850,000

Jan to July (C&P)

- ❖ Transactions: 168
- ❖ Volume: \$310,955,084
- ❖ GCI: \$6,602,000

Can I model Greatness?

We are a Community of R&D'ers!



STOP

**What did
I learn?**



Lead Generation Playbook:

DEMAND GENERATION

Nikki Weiss

REALTOR.COM

2021 Results

- ❖ Transactions: 182
- ❖ Volume: \$83,558,872
- ❖ GCI: \$2,300,832

Jan to July (C&P)

- ❖ Transactions: 12
- ❖ Volume: \$86,851,042
- ❖ GCI: \$2,166,042

QUESTIONS



1. How much commission income did I generate from online leads in the last 12 months?
2. How many leads do I receive monthly?
3. What's my Playbook for high quality consumer experience and conversion?
4. What's my long term follow up Playbook?

BY THE NUMBERS

Return on investment
 % Of business attributable to realtor.com
 New agent conversion rate*
 Experienced agent conversion rate
 Roughly
 Average monthly investment
 Team agent size
 Average leads to agents per month

500% (5X)

47%

1%-2%

4%-6%

100 buyer conversations = 1-2 sales in next 90 days

\$14,000 per month

15

25**

*So a 2% conversion rate means that, for every 100 leads the agent receives, they end up with 2 closed transactions.

**Not all agents take leads.

Breakdown of conversion time
 from leads received to when
 leads closed

MONTH DURATION	2020	2021	YTD 2022 (6/12/22)
0-3 MONTHS	45	31	18
3-6 MONTHS	14	21	6
6-12 MONTHS	18	24	10
12+ MONTHS	28	19	16

“The Playbook”

NIKKI'S APPROACH



PHILOSOPHY

Plan, measure and operationalize everything.
This business is a math equation.



BUDGET



- ❖ Calculate **how many leads your team can handle each month.** (25)
- ❖ Calculate how many ZIP codes you need to buy into to get that many leads.
- ❖ Based on conservative assumptions about conversion ratios, calculate how many leads you will need to purchase for one conversion. (100/2)
- ❖ Make sure you **have enough cash on hand to keep consistently buying leads.**

STRATEGY



- ❖ Purchase your leads around your team. In other words, if some agents are well positioned to sell in specific ZIP codes, you need to work to market knowledge & the strengths of those agents.
- ❖ Make sure whatever areas you buy into, either you or one of your agents is an expert in that area. It's critical that you have meaningful conversations about neighborhoods.
- ❖ The key is to speak to the lead and have a qualifying conversation.
- ❖ Qualify by using LPMAMA. **watch Doug Edrington's podcast*

LEAD DISTRIBUTION



- ❖ Nikki uses BoomTowns “shark tank” where leads are placed in a pool available to all agents. The first to claim the lead is the one who gets it. (this creates SPEED to Lead)
- ❖ There is an unwritten rule that if you can’t answer a lead and actually have a valid qualifying conversation with them, don’t claim it. Likewise, if you don’t know the area related to the lead or you’re not willing to drive to that area, then don’t take the lead – let somebody else claim it.
- ❖ **Don’t add unnecessary filters to your lead distribution system** that can slow down response rates. For example, you could specify that a good closer in a certain area has first dibs on any lead from that area. However, if that agent doesn’t respond it needs to go to someone else – fast. Time is of the essence.

LEAD DISTRIBUTION



- ❖ Know the lead capacity of agents
- ❖ Newer agents who are building their book should receive between 20–25 leads per month.
- ❖ More experienced agents who already have leads in their pipeline whom they are nurturing, should be getting 15–20 leads per month.
- ❖ Agents with large client databases they are working besides new leads should receive between 10–15.
- ❖ Nikki uses Boomtown for lead distribution.

RULES OF THE GAME



- ❖ Every agent must follow the team's process.
- ❖ Every call needs to be entered into the CRM. If it's not, it doesn't exist. If you're not doing your job, your leads get turned off.
- ❖ Once an agent has had a conversation, they need to log their call and set it for the proper alerts according to a lead flow chart.
- ❖ Leads who have not been followed up with in over a month must be returned to the pond. If the agent doesn't do so within 3 days, their lead supply is stopped.

“The Playbook”

NIKKI'S TOOLKIT



NIKKI'S TECH STACK

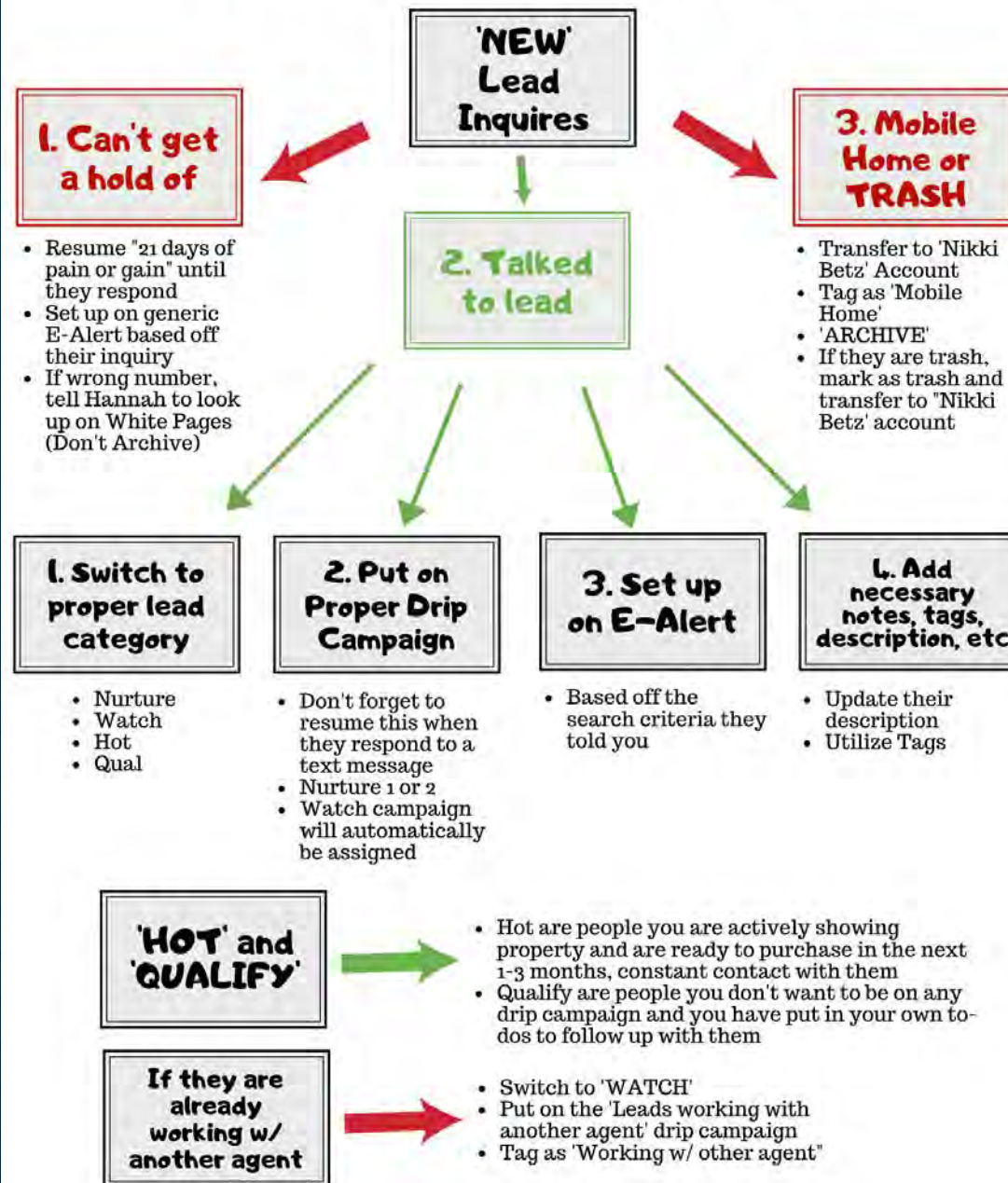


CRM = Boomtown *the key is Boomtown's sharktank matches with autodrips that sends a text right away to the buyer from the agent who claimed it

Bombbomb – every single drip email has a video!

Realtor.com's dashboard that alerts the client that my team is reaching out right away.

LEAD FLOW CHART



LEAD MANAGEMENT CHECKLISTS



Nikki has drip campaigns with detailed templates and checklists to assure all leads are properly nurtured. All leads get assigned to a nurture plan as long as there is a valid email associated with them.

- ❖ **“21 Day Pain or Gain” Nurture** – This campaign is for all new leads. Leads stay here until contact is made and another filter can be applied. If no contact is made within the 21 days, they are moved to Nurture 3.
- ❖ **Nurture 1** – This campaign is for leads likely to do business in 3 to 6 months.

NIKKI'S TOOLKIT



'NEW' BUYER LEADS
21 DAYS OF PAIN OR GAIN

DAY 1
Call immediately.
Automated Email: BombBomb video introducing yourself (putting a name to the face), saying you'd be happy to answer any questions they may have about the property they inquired on or others, etc!
Automated Text: "Hello, Nikki Betz here with Keller Williams Realty. Just received a notification that you are interested in a property, would you like to set up a showing?"

DAY 2
Automated Text: "Hi! I tried to call, text, and email yesterday...is today a better day to reach you?"

DAY 3
Try Calling Again.
Automated Text: "Hi {VisitorFirstName}! Just checking in again to see what your time frame for purchasing is. Would be happy to assist you in your home search. Choose a letter below: A) within 3 months B) 6 months C) not sure just browsing I thank you! Nikki Betz Keller Williams"
→ Set them up on an E-Alert

DAY 4
Try Calling Again.
Automated Text: "Are you wanting to schedule a time to look at properties? If so, which properties are you interested in?"

DAY 5
Automated Email: BombBomb video checking in to see if they are still interested in the property or if there are any questions they can answer
Automated Text: "Are you available this week to meet at my office or we could meet for coffee to discuss your home search? - Nikki"
DAY 6
Try Calling Again.
Automated Email: "It's me again...I want to learn how I can help with your home buying process? Do you need a lender recommendation and are just not sure what you might be approved for? If you would like, I have time this week. We could meet at my office to go over a plan or simply see what we can do to help? Check out my calendar to schedule a time to meet with me: calendly.com/sarasotahomespecialists {AgentSignature}"
Automated Text: "Are you currently out of town? If so, when will you be available to talk?"

DAY 7
Automated Email: "Hello {VisitorFirstName}, A few days ago you inquired on a property/listing and I have tried to reach out to you multiple times via phone, text, of course, email. I'm sure you have questions, or possibly getting close to wanting to look at properties currently on the market to compare to the one you inquired on. To make your search easier use my website nikki.SarasotaHomeSpecialists.com Look forward to hearing from you. {AgentSignature}"



DAY 8
Check in call.
Automated Text: "Nikki Betz here with Keller Williams Realty. It's important to me to know how I can help. Are you interested in New Construction opportunities here in the area? Feel free to check out my website [Nikki.SarasotaHomeSpecialists.com](https://nikki.SarasotaHomeSpecialists.com)"

DAY 9
Automated Text: "I don't want to keep bothering you so please let me know how I can assist or if you've decided to hold your search, if you don't think you will be ready for a year or two that's fine... it's not too early to learn the market and market trends."

DAY 10
Try Calling Again.
Automated Email: "As you can see I'm persistent... What can I do to help? Are you interested in learning about the team my husband and I have and how we can help you make the one of the biggest purchases you will make in your life as easy, painless, & smooth for you as possible? If YES? Then let me know when the best time is to connect with you?"

Automated Text: "Do you need to sell your home first? We can help with that!"

DAY 11
Try Calling Again.
Automated Text: "By now I'm guessing I have the wrong number? If you forgot who I am... This is Nikki Betz with Sarasota Home Specialists-Keller Williams"

DAY 12
Automated Email: "I just wanted to send a quick note to see if you were receiving my listing email updates. I know that sometimes they get sent straight to spam so I wanted to make sure they were being delivered to your inbox. Please let me know if I need to make any adjustments in the properties I'm sending to you. I look forward to hearing from you soon!"

Automated Text: "I don't like to give up, so in a last effort to connect with you...would you be interested in speaking to my husband or assistant Hannah?"

DAY 13
Try Calling Again.
Automated Email: "Hello, it's Nikki again... My husband and I take pride in providing the best customer service, the best customer experience, and the best home buying or selling experience possible! I know you might be busy or you just started to check out the area, but every opportunity/client is very important to us and our success. It's important that I connect with you at some time, whether it's today, 6 months from now, a year from now... that's fine. Just let me know. In the mean time PLEASE use our website as it is the best tool for you to get the most accurate information in real time."

DAY 14
Try Calling Again.
Automated Email: BombBomb video seeing if there's a better number you can reach them at?
If still no response, Switch them to a different drip campaign.

NIKKI'S TOOLKIT



DAY 1

Call Immediately.

Automated Email: BombBomb video introducing yourself (putting a name to the face), saying you'd be happy to answer any questions they may have about the property they inquired on or others, etc!

Automated Text: *Hello, Nikki Betz here with Keller Williams Realty. Just received a notification that you are interested in a property, would you like to set up a showing?*

DAY 3

Try Calling Again.

Automated Text: *Hi {VisitorFirstName}. Just checking in again to see what your time frame for purchasing is. Would be happy to assist you in your home search. Choose a letter below. A) within 3 months B) 6 months C) not sure just browsing Thank you! Nikki Betz Keller Williams*

*Set them up on an E-Alert

DAY 4

Try Calling Again.

Automated Text: *Are you wanting to schedule a time to look at properties? If so, which properties are you interested in?*

Bomb video
are still interested
are any questions

I available this
or we could meet
home search? -

again...I want to
your home buying
lender
I just not sure what
or? if you would

like, I have time this week. We could meet at my office to go over a plan or simply see what we can do to help? Check out my calendar to schedule a time to meet with me: calendly.com/sarasotahomespecialists {AgentSignature}

Automated Text: *Are you currently out of town? If so, when will you be available to talk?*

Automated Email: *Hello {VisitorFirstName}, A few days ago you inquired on a property/Listing and I have tried to reach out to you multiple times via phone, text, of course, email. I'm sure you have questions, or possibly getting close to wanting to look at properties currently on the market to compare to the one you inquired on. To make your search easier use my website nikki.sarasotahomespecialists.com. I look forward to hearing from you. {AgentSignature}!



DAY 8

Check in call.

Automated Text: *Nikki Betz here with Keller Williams Realty. It's important to me to know how I can help. Are you interested in New Construction opportunities here in the area? Feel free to check out my website nikki.sarasotahomespecialists.com!

DAY 9

Automated Text: *I don't want to keep bothering you so please let me know how I can assist or if you've decided to hold your search, if you don't think you will be ready for a year or two that's fine... it's not too early to learn the market and market trends.*

DAY 10

Try Calling Again.

Automated Email: *As you can see I'm persistent... What can I do to help? Are you interested in learning about the team my husband and I have and how we can help you make the one of the biggest purchases you will make in your life as easy, painless, & smooth for you as possible? If YES? Then let me know when the best time is to connect with you?*

Automated Text: *Do you need to sell your home first? We can help with that!*

DAY 11

Try Calling Again.

Automated Text: *By now I'm guessing I have the wrong number? If you forgot who I am... This is Nikki Betz with Sarasota Home Specialists-Keller Williams*

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DAY 14

Try Calling Again.

Automated Email: BombBomb video seeing if there's a better number you can reach them at?

If still no response, Switch them to a different drip campaign.

NIKKI'S TOOLKIT



**'NEW' BUYER LEADS
21 DAYS OF PAIN OR GAIN**

DAY 1
Call Immediately.
Automated Email: BombBomb video introducing yourself (putting a name to the face), saying you'd be happy to answer any questions they may have about the property they inquired on or others, etc!

DAY 2
Automated Text: "Hi! I tried to call, text, and email yesterday...is today a better day to reach you?"

DAY 3
Try Calling Again.
Automated Text: "Hi {VisitorFirstName}! Just checking in again to see what your time frame for purchasing is. Would be happy to assist you in your home search. Choose a letter below: A) within 3 months B) 6 months C) not sure just browsing Thank you! Nikki Betz Keller Williams"
*Set them up on an E-Alert

DAY 4
Try Calling Again.
Automated Text: "Are you wanting to schedule a time to look at properties? If so, which properties are you interested in?"

DAY 5
Automated Email: BombBomb video checking in to see if they are still interested in the property or if there are any questions they can answer
Automated Text: "Are you available this week to meet at my office or we could meet for coffee to discuss your home search?"

DAY 6
Try Calling Again.
Automated Text: "Hi {VisitorFirstName}! I want to see if you are still interested in buying the property you inquired on. Let me know what you think. I would love to meet with you to discuss your home search." **DAY 7**
Automated Email: "Hello {VisitorFirstName}, A few days ago you inquired on a property/listing and I have tried to reach out to you multiple times via phone, text, of course, email. I'm sure you have questions, or possibly getting close to wanting to look at properties currently on the market to compare to the one you inquired on. To make your search easier use my website nikki.SarasotaHomeSpecialists.com I look forward to hearing from you. {AgentSignature}"



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Check in call.
Automated Text: "Nikki Betz here with Keller Williams Realty. It's important to me to know how I can help. Are you interested in New Construction opportunities here in the area? Feel free to check out my website Nikki.SarasotaHomeSpecialists.com"

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NIKKI'S TOOLKIT



'NEW' BUYER LEADS 21 DAYS OF PAIN OR GAIN

DAY 1

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DAY 5

Automated Email: BombBomb video checking in to see if they are still interested in the property or if there are any questions they can answer

Automated Text: "Are you available this week to meet at my office or we could meet for coffee to discuss your home search?"

DAY 6

Try Calling Again.

DAY 3

Try Calling Again.

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Automated Text: "Are you wanting to schedule a time to look at properties? If so, which properties are you interested in?"

me again...I want to with your home buying ed a lender are just not sure what ed for? if you would week. We could meet at a plan or simply see elp? car to schedule a time tahomespecialists

are you currently out of ll you be available to

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DAY 8

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DAY 9

Automated Text: "I don't want to keep bothering you so please let me know how I can assist or if you've decided to hold your search, if you don't think you will be ready for a year or two that's fine... it's not too early to learn the market and market trends."

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DAY 14

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Automated Email: BombBomb video seeing if there's a better number you can reach them at?

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Can I model Greatness?

We are a Community of R&D'ers!

NIKKI'S TOOLKIT



'NEW' BUYER LEADS 21 DAYS OF PAIN OR GAIN

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Automated Text: "Hi! I tried to call, text, and email yesterday...is today a better day to reach you?"

DAY 3

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Automated Text: "Hi {VisitorFirstName} Just checking in again to see what your time

DAY 5

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DAY 4

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Automated Text: "Are you wanting to schedule a time to look at properties? If so, which properties are you interested in?"

currently out of
available to

{VisitorFirstName},
on a
need to reach out
one, text, of

, or possibly
look at
market to
inquired on.
use my website
ists.com

I look forward to hearing from you.
{AgentSignature}"



DAY 8

Check in call.

Automated Text: "Nikki Betz here with Keller Williams Realty. It's important to me to know how I can help. Are you interested in New Construction opportunities here in the area? Feel free to check out my website Nikki.SarasotaHomeSpecialists.com"

DAY 9

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Automated Text: "Do you need to sell your home first? We can help with that!"

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DAY 14

Try Calling Again.

Automated Email: BombBomb video seeing if there's a better number you can reach them at?

If still no response, Switch them to a different drip campaign.

NIKKI'S TOOLKIT



'NEW' SELLER LEADS SELLER QUALIFY PLAN

DAY 1

Call immediately.

Automated Text: "Hi—this is Nikki Betz with Keller Williams— Is there anything you'd like to tell me about your property as I create this home valuation report? If not, I'll email it to you shortly. If you don't receive within a couple hours please text or call me so I can drop one to your door."

DAY 2

Automated Text: "{VisitorFirstName}, thank you for checking our website & pondering a sale! Looking to sell in the next 1, 3, or 6 months? Nikki @ Sarasota Home Specialists"

DAY 3

Automated Email: "This is Nikki Betz w/ Keller Williams I thank for stopping by our website to gain some insight into your home's value. We have an influx of people stopping by our site and want to make sure we respect your privacy, as well as your timing! Would you mind simply replying to this message and let us know if you are:

- A - You are ready to list and sell your home in the next 30 days?
 - B - You are actively formulating a plan and will be ready to list in the next 30 to 90 days?
 - C - You are seeing what the market looks like and will be looking to list in the next 90 to 180 days?
 - D - You are just curious and will not be listing your home in the foreseeable future?
- As a thank you for just stopping by we would like to give you a "free gift". Click this link to get some free tips!
"Adding Value to Your Home" Guide"

Check MLS to see if the home is currently listed and the Property appraiser to see how

DAY 4

Automated Email: "Thank you for requesting a valuation on your property. The automated valuation you were provided uses third party sold data in order to provide an instant valuation. I have created a custom valuation for your property using more recent sold data, my current market analysis and years of area experience that will provide you with a more accurate idea of the value of your property. May I bring it by, or would you prefer it in email form?"

Try calling again.

DAY 5

Automated Text: "Hi {VisitorFirstName}, thanks for registering with our website! Would you like a more detailed Valuation of your property? - Nikki Betz"

DAY 6

Automated Email: "I wanted to touch base with you and invite you to become one of our "Raving Fans". A raving fan is someone who has trusted us with their most important sale and we have really taken care to their needs, at a great price, while respecting the timing of our clients! Here are some of our "Raving Fans" reviews about us:
REALTOR.com Raving Fans Reviews!
Whether you are ready to move today or a year from now, we promise to deliver high quality services to your family with the goal of creating one more "Raving Fan"! Feel free to email or call at ANY time, with questions about ANY property! No cost or obligation! We simply want to earn your business!"



DAY 7

Check in call.

Automated Email: "Happy {DayOfWeek} {VisitorFirstName}! We have learned that communities with higher ranked schools have homes selling faster and often times, for more money than homes with lower school rankings! I have put together a link for the most recent rankings of schools in your area. I hope you find this information helpful in your search! <https://www.greatschools.org> Feel free to contact me with any questions or requests! As always, not cost or obligation!"

DAY 8

Automated Email: "You'll have noticed by now that I have set you up to receive listing updates for properties similar to yours. Many of my clients find these alerts helpful as it allows you to keep an up to date idea of properties like yours that are coming on the market. May I adjust these alerts for you in any way?
Looking forward to hearing from you, Nikki Betz"

Automated Text: "Been pondering a home sale for a while? The process can be tedious! We have a great history to ensure a smooth sale. How can I help @ this stage of the info gathering?"

DAY 9

Try Calling Again.

Automated Text: "What's your schedule like in the next few days? Would you like to set a time to discuss value & the "competition" in your area? I look forward to hearing from you soon, Nikki Betz w/ Keller Williams"

DAY 10

Automated Email: "As you are aware, selling a home is not as easy as just a sign in the yard! There are so many factors that impact the home sale, and one of the most important things is choosing the right contractor for staging and improvements before you list! With the right resources and actually "finishing on time", Contractors are a big part of the decision process. We have both good and bad experiences in working with Contractors, and have found experience is the best way to choose a key role in your sales process! Because you only sell a home every so often, we know it is difficult to choose the right partners. We however, close a lot of transactions every month and put together a free list on local contractors.

We have included the names of contractors and vendors, with a high level of confidence in these companies, (see attachment)! Feel free to reach out to any of them, and relevant answers should be provided to any questions you might have about what can be done to maximize your return on investment!

Would you like me to schedule any of these contractors personally, for a preliminary walk thru?
Feel free to contact us any time with ANY questions! As always, not cost or obligation! May The Best Hammer or Paint @ Ash Blvd!"

Make a check-in call.

Automated Text: "{VisitorFirstName}, thanks for registering on our website.. I tried to call & am curious how I can help w/ your home sale? -Nikki Betz"



DAY 12

Automated Email: "As you know, most business is done by word of mouth. When we have a good experience at a restaurant, we tell all our dine-out friends they need to try it! The same is true with Real Estate! As we provide great service to friends and clients, often times they will send us referrals! We hope the information provided to you over the last few emails has shown just a few of the things we do to create great value for our clients!

From time to time, when real estate comes up in conversations, we would appreciate it if you would let your friends know about us and the services we provide. Your business matters and your referrals will be well taken care of. "We guarantee it!" We look forward to serving you in the future!

If you can think of anyone right now, simply forward this email to them and copy me, so I can follow up and give them the same level of service you have come to expect!"

Automated Email: "Hi {VisitorFirstName}, I just wanted to make sure that I haven't dropped the ball in any way. I am here to assist you, even if you are not interested in listing at this time. Are there any questions that I may answer for you regarding your specific property or the state of the current market?"

Let me know how I may help!

DAY 14

To do: Check in again & verify timelines, email address, reason for site visit

Automated Text: "Quick text to remind you a Team is here for you, when "sell this home" time is NOW! Anything I can help w/ @ at this point?"

DAY 15

Automated Email: "HAVE I BEEN HELPFUL IN YOUR REAL ESTATE INFO GATHERING PROCESS?"

{VisitorFirstName},

Good {TimeOfDay} to you and yours!

I just want to know if the information sent via email has been helpful to you? Over the past several emails we have sent

- Free Gift in Home Selling Values!
- Some "Raving Fans" Reviews!
- Neighborhood Sales Information!
- School and Community Information!
- Home Improvement Professional Information!
- Market Referrals!

I wanted to touch base real quick and let you know that I will not be sending messages so frequently, going forward. From time to time, I will reach out to you with valuable information and keep in touch, until you get closer to making that move! This should get you started... Is there anything else you feel you need right now? I look forward to working with you and want you to know I am here, when and if ever needed! Feel free to call, email or text with ANY questions you have going forward! As always, no cost or obligation to talk!

To Our Combined Successes,
Nikki Betz"

LEAD MANAGEMENT CHECKLISTS

- ❖ **Nurture 2** – This campaign is for leads that are likely to do business within 6 to 12 months. In some situations, Nurture 2 may still be appropriate for leads who are likely to transact as far as 18 months out. This would be the case for people who have a clearly defined trigger event such as a set retirement date or a date when a child moves out.
- ❖ **Nurture 3** – This campaign is for leads with whom no connection is made during the 21 Day Pain or Gain. Leads that are not responding to follow-up calls but are still still viewing properties on their e-alerts are not assigned to this plan as the goal is to re-engage with them in every possible way possible.

It is worth noting that the majority of emails are BombBombs. Onboarding for every new agent entails being trained in sending BombBombs. It is a condition for receiving leads.

BY THE NUMBERS

Return on investment
% Of business attributable to realtor.com
New agent conversion rate*
Experienced agent conversion rate
Roughly
Average monthly investment
Team agent size
Average leads to agents per month

5X
47%
1%-2%
4%-6%
100 buyer conversations = 1-2 sales in next 90 days
\$14,000 per month
15
25**

Breakdown of conversion time (from leads received to when leads closed)

*So a 2% conversion rate means that, for every 100 leads the agent receives, they end up with 2 closed transactions.

**Not all agents take leads.

MONTH DURATION	2020	2021	YTD 2022 (6/12/22)
0-3 MONTHS	45	31	18
3-6 MONTHS	14	21	6
6-12 MONTHS	18	24	10
12+ MONTHS	28	19	16

ACCOUNTABILITY



- ❖ Nikki listens in on conversations at random to make sure agents are following scripts.
- ❖ Her ops manager makes sure agents enter notes into the CRM.
- ❖ Agents must track 3 numbers daily: leads obtained, conversations had, appointments set. Numbers are turned in daily on a Google Sheet
- ❖ Agents also must participate in specified team coaching calls.

WHY RDC?



“Realtor.com is the second most visited real estate listings website in the US, with over 100mil monthly active users. If you’re going to use paid leads, you need to consider which company has the greatest potential, not only for Return on investment (ROI), but for the method of acquisition and potential conversion.”

3 THINGS YOU CAN DO NOW



1

Use Nikki's ratios to establish a benchmarks for yourself. Calculate your average cost (ad \$'s per sale). Then create a budget and determine how much ad \$'s invested over time, before you see a positive cash flow return for your \$'s and time.

2

Work with your coach to establish your systems before you start. Know how you will handle leads, and if a team, how you will distribute them.

3

Have consistent follow-up processes in place.

6 THINGS NIKKI WILL DO GOING FORWARD

1. Revise all online lead buyer scripts and campaigns with changing market by end of this month and implement more direct video text, not just BombBomb.
2. Focus on memorization and role-play for new scripts with each agent using mass group, partners and self-recording.
3. Keep tracking where the realtor.com buyer leads are moving from (current high results are Canada, PA, MI, WA, IL top markets) and implement our focus to those areas for increased agent referrals.
4. Implement a similar Zillow Flex protocol for agents to be allowed to get leads from the shark tank.
5. Increase conversion rate to 3.6% + average for all agents year-over-year by end of 2022 and 4%+ for 2023.
6. Work with my Tom Ferry coach to help keep me accountable and to help me implement these ideas!



If there isn't someone holding you accountable and as a resource to assist you grow your own path in this industry, you can't expect to have it happen without coaching.

NIKKI ON COACHING





Lead Generation Playbook:

DEMAND GENERATION

Nikki Weiss

REALTOR.COM

2021 Results

- ❖ Transactions: 182
- ❖ Volume: \$83,558,872
- ❖ GCI: \$2,300,832

Jan to July (C&P)

- ❖ Transactions: 12
- ❖ Volume: \$86,851,042
- ❖ GCI: \$2,166,042



STOP

**What did
I learn?**



Lead Generation Playbook:

DEMAND GENERATION

Avi Becker NON-OWNER OCCUPIED

2021 Results

- ❖ Transactions: 14
- ❖ Volume: \$20,500,000
- ❖ GCI: \$550,000

Jan to July (C&P)

- ❖ Transactions: 14
- ❖ Volume: \$21,000,000
- ❖ GCI: \$525,000

QUESTIONS



1. How many investor owned properties are there in my marketplace?
2. How many transactions do I close annually from NNO/investor?



BY THE NUMBERS

Avi's hourly pay for Non-Owner Occupieds (NOOs)

216 hours per year or 1.5 hours a day, 3 days a week. 48 weeks a year

Number of NOOs Avi sold in 2021 = 6

Average GCI per NOO = \$25,000

If Avi's pay were summed up in prospecting time, he'd be earning **\$694** per hour

Avi's prospecting numbers

648 dials = 101 contacts = 14 leads = 1 sales = \$25,000 = \$38.58 per dial

46 dials = 7 contact = 1 lead

Can I model Greatness?

We are a Community of R&D'ers!

“The Playbook”

AVI'S APPROACH



FOCUS ON THE IDEAL CLIENT



- They own no more than **4 properties**. Why? Because it's unlikely they have a real estate advisor who is helping them navigate their investments.

They live out of town. Why? Because they don't know the local pulse of the real estate market, either in regard to what are market rates for rent nor whether they are in a unique position to buy or sell.

APPS TO USE



- ✦ **PropertyRadar** – Built on information from public records, Avi uses it to find, understand and connect with property owners directly. PropertyRadar can also help you learn how many properties an investor owns. Remember your ideal client.
- ✦ **Zillow** – Find homes that are for rent and identify the owners. Pay special attention to those that are priced under market. These owners would benefit from a discussion about going rates – your first opportunity to provide value. Also, without a renter, the owner is in a better position to sell than if they had to deal with terminating a rental agreement.



PROSPECTING APPROACHES AND PREPARATION

1. Cold call using information from PropertyRadar or Zillow.
2. Call to alert owners of recent, nearby new listings & sales. This is simply NOO-targeted circle prospecting.
3. Do 30 to 45 seconds of research before each call for a bit of backstory on the property, the most important being when it last sold and what it sold for.

FOLLOW-UP



1. Plug them into the database and drip on them twice a month.
2. Call as often as you would and with the same approach you would on any hot, warm or cold lead.
3. Contact them as often as relevant new information arises, such as a sale near or comparable to their property.

“The Playbook”
AVI'S SCRIPTS



Appointment-setting Script

Hey there... is this [NAME]? Ok great. Sorry for the random call, but I was wondering if you still own the home on 123 Banana Street? Okay. Great. Do you live there? Got it. Well, here's the thing... I just sold your neighbor's house down the road and I don't know if you saw that we sold 459 Banana Street for [PRICE]. I was wondering if you've had any thoughts of doing anything with that investment property [or second home] now that prices are where they are?

AVI'S SCRIPTS



Or...

I have [or, my team has] a buyer looking in the neighborhood... and I was wondering if you've ever considered selling or have you ever considered doing a 1031 exchange or making a move with that one.

Or...

You know the market and [AREA] right now is just white hot and there's no inventory, especially townhomes. Have you ever had any thoughts of selling or thoughts on what you could get?

Or, if you're an investor yourself...

I'm a real estate advisor and I have an investment property in [AREA] too, so I was just checking to see if there was anything I could do to help. I can be your local expert here on the ground.

3 THINGS YOU CAN DO NOW



1

Become as much an expert on the rental market as you are with the prices of retail transactions.

2

Identify a 1031 exchange company. Learn how 1031 exchanges work. Know all the major issues that can arise in doing them. Commercial property agents work a lot with 1031 exchanges, so if you know someone in that area, ask them. Make sure to do your due diligence once you've identified a company. Who you recommend affects your brand.

3

Be a resource (connected with all the vendors who can get jobs done) who can help an out of town owner sell successfully without ever even coming to the property until it's under contract.

6 THINGS AVI WILL DO GOING FORWARD

1. Switch my mindset from cold calls to service calls. How many people can I help instead of how many deals can I get?
2. Commit to this lead source knowing that some days, weeks, and even months I won't get perfect leads. But it only takes one and each call could be that one!
3. Find a role-play buddy or a calling partner to make it fun.
4. Don't get discouraged when random people tell me to f- off! It's their loss. I just need to move on to the next.
5. Stay consistent and don't forget to do the work even when I have a lot in the pipeline.
6. Work with my Tom Ferry coach to help keep me accountable and to help me implement these ideas!



Changed my life. Hadn't sold but a single home in my first year and had used up all my money. Now I'm on track to do \$30 million in volume this year.

AVI ON COACHING



Mailers Cost		
Supply	Cost	Per 100 Letters
Paper	\$35/500 Pages	\$7.00
Envelope	\$20/500 Envelopes	\$4.00
Print	\$.06/page	\$6.96
Stamps	\$.58/ stamp	\$58.00
Hourly Labor	\$13/hour	\$39.00
Total Cost	Approx \$1.15 per letter	\$114.96

Total Letters Sent Conversion Rate
6350 as of 9/21/2021 0.2%

Cost of total letter sent **Profit (loss)**
\$7,302.50 as of 9/21/2021 \$ 122,928.40

Total Listings Taken from letters
11 as of 8.27.2021

GCI from Listings Taken - Closed **Units Closed**
\$130,230.90 as of 9/21/2021 8

Sales Volume from Listings Taken - Closed
\$5,248,100.00 as of 9/21/2021

Current Active/Under Contract Listings 3
Potential Income from Active/UC Listings \$ 30,018.00
Gross Sales Volume from Active/UC Listing \$ 1,275,100.00

Potential Upcoming Listings 9

Total Combined Listings Taken/Potential 20

2194% return from cost



August 25, 2021

Dear «First_Name» «Last_Name»,

I hope this letter finds you and yours doing well. I have been searching for a home in «Neighborhood» for my client, they have been looking for a single-family home and when I showed them homes in «Neighborhood», and they just fell in love with the area and all it has to offer them.

I saw that you own the home on «Site_Address» as an investment property. I am curious, with prices peaking and interest rate so low, would you be against selling your property?

We can work with your tenants in finding a new home, and of course, because I work with lots of investors on this, it will be painless for you. If you have had thoughts about trading up, I could facilitate that through a 1031 exchange with no tax consequences, here in Arizona, or across the U.S.

Would you let me know? You can simply text saying “Yes” or “No” then I can let my client know your response. A response would be greatly appreciated.

I look forward to hearing from you. Contact me anytime at 520-288-0144 or Matt@TheTJKTeam.com.

Respectfully,

Matt Barre, REALTOR®
Keller Williams Southern Arizona
The Tom J Krieger Team

520.222.9611 | Admin@theTJKteam.com
1745 E River Rd #245 Tucson, AZ 85718





Lead Generation Playbook:

DEMAND GENERATION

Avi Becker NON-OWNER OCCUPIED

2021 Results

- ❖ Transactions: 14
- ❖ Volume: \$20,500,000
- ❖ GCI: \$550,000

Jan to July (C&P)

- ❖ Transactions: 14
- ❖ Volume: \$21,000,000
- ❖ GCI: \$525,000



STOP

**What did
I learn?**

Lead Generation Playbook:

DEMAND GENERATION

Tim Dominick EXPIREDS

2021 Results

- ❖ Transactions: 50
- ❖ Volume: \$7,013,842
- ❖ GCI: \$206,525

Jan to July (C&P)

- ❖ Transactions: 42
- ❖ Volume: \$7,400,000
- ❖ GCI: \$190,000



QUESTIONS



1. Have you noticed Expired Listings popping up in your MLS?
2. How many Expired Listings have you repackaged, repositioned and reintroduced into the market?



BY THE NUMBERS



% of business from expireds:	50%
Calls to a contact:	14.2
Calls an hour:	48 – 62 (around 50,000 calls per year!)
Contacts to an appointment:	9
Appointments set a day:	Between 1 & 3
Monthly investment:	\$449 (Vulcan7)
Total hours prospecting per week:	18 (that's 900 hours per year!)
Hourly earning:	About \$245 per prospecting hour

BACKSTORY



Tim discovered that in one of the hottest markets ever, agents were putting unrealistic prices on homes, not preparing for showings, and barely putting effort into marketing. The consequence? Lots of expired listings out there!



WHY EXPIREDS



Before real estate, Tim built bicycles. So, when he entered real estate with a limited sphere to call on, he took stock of his greatest virtue – his ability to work hard. In order to build from the ground up, **Tim dove into the challenge of calling expireds.** Today, he's built a great track record, expanded his network, and successfully rebranded himself as one of the most reliable, knowledgeable, and hard working agents in his market.

“The Playbook”

TIM'S APPROACH




LEAD DISTRIBUTION & FOLLOW-UP



Tim uses Vulcan 7 & Mojo

All leads immediately receive an automated email using a Vulcan 7 template.



He uses KvCore for his CRM and integrates it with FollowUpBoss.

He segments his leads as follows:

- Hot (looking to list within 30 days) – follow up daily
- Warm (may list within 30 days to 6 months) – follow up weekly
- Seller nurture (anything longer than 6 months) – notes in CRM trigger alerts at intervals depending on what the lead has said

LEAD DISTRIBUTION & FOLLOW-UP



KvCore automates Tim's DRIP emailing that includes

- A monthly market report
 - A monthly home evaluation
 - A weekly email which goes out to his entire database. Content includes homes he's recently listed, a restaurant of the week, and any relevant news.
- 

MINDSET



Tim is a former boxer, so he knows a thing or two about taking punches. One of the most important aspects of calling expireds is staying motivated, sharp, and fluid.

To stay on top of his game he goes to the gym five days a week. He also watches Tom's Mindset Monday. One of his favorite lines from Tom is, "No one cares if you're tired. No one cares if you're uncomfortable." Tim says, "I have four children to support, so it would be selfish for me to say I'm uncomfortable with something I have to do."

MINDSET



Tim says,

“I have four children to support, so it would be selfish for me to say I’m uncomfortable with something I have to do.”

WORK ETHIC



Tim blocks his time and never compromises his prospecting times:

- Prospecting from 8am-11am
- Call follow-ups from 11am-12pm

That's 4 hours on the phone every day – but Tim gets one appointment a day for his hard work.

“The Playbook”

TIM'S TOOLKIT



TIM'S SCRIPTS



Permission-based introduction

Hey, Bob? Bob, this is Tim Dominick with Samson Properties, thank you for taking my call. I'm sure this call is a total interruption to your day, Bob, would it be okay to steal 27 seconds from you to share with you why I'm calling, and from there you can decide if we should continue or not?

Direct introduction

Hey, Bob? This is Tim Dominick with Samson Properties, just giving you a quick call. I see that your home at 123 Main Street came off market. Did you sell that or do you still have it?

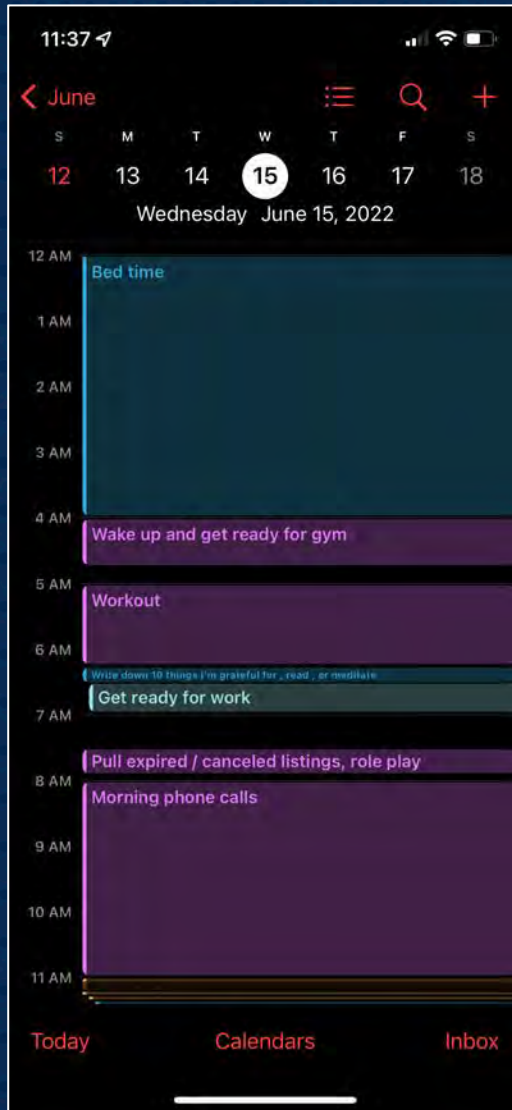
[RESPONSE]

Bob, the reason why I'm reaching out right now is to see what your plans are for interviewing the right agent for the job of actually getting the home sold?

Close

Bob, I specialize in selling properties other agents failed to sell and I'm just curious would it be okay for me to pop by the property one day this week and possibly share my thoughts with you on why I think the property did not sell, and also to potentially share a plan that will cause the property to sell. Does that sound fair to you?

TIM'S TOOLKIT



TIM'S DAILY CHECKLIST

DATE: _____

<input type="checkbox"/> EXERCISE This will keep your mind right and the blood flowing. Make sure to take vitamins and drink water as well.	<input type="checkbox"/> TEXT 2 COI/SOI AND OR PAST CLIENTS. This will help to keep me relevant and counts as a touch.
<input type="checkbox"/> LISTEN TO 20 MINUTES OF A REAL ESTATE PODCAST. This will help inspire creativity and new ideas.	<input type="checkbox"/> ORGANIZE LEADS. This will help with efficiency and to keep the momentum going.
<input type="checkbox"/> PUT A PROPERTY ON FB MARKET PLACE/ CRAIGS LIST This will help drive new leads and conversations for contacts.	<input type="checkbox"/> MAKE A MINIMUM OF 20-30 NEW OUTBOUND CONTACTS. This is what will help me to ultimately reach my goals.
<input type="checkbox"/> POST A PROPERTY ON FB. Send a direct message to anyone that likes or shares the post.	<input type="checkbox"/> CALL ATLEAST 5 FSBOS. This will help drive more business.
<input type="checkbox"/> TEXT 20 OLD BUYER/SELLER LEADS. This will help bring new opportunities from old leads.	<input type="checkbox"/> ADD 5 PROSPECTS TO A MARKET REPORT, CRM OR LISTING ANNOUNCEMENT.
	<input type="checkbox"/> ADD ATLEAST 10 EMAILS TO MY CRM EVERYDAY. This will help grow my database and create new business in the future.

Tim's Weekly Checklist

DATE: _____

<input type="checkbox"/> SCHEDULE AN OPENHOUSE Make sure to make geo calls around the Open House.	<input type="checkbox"/> WORK ON LISTING PRESENTATION Spend at least 30 minutes tweaking the presentation to be more effective.
<input type="checkbox"/> CALL 10 RBOS I can call 2 of these each day or 10 all in one day to reach this goal. Calls meaning contacts not dials.	<input type="checkbox"/> TRACK NUMBERS. Listings taken, pendings, closings, conversations, appointments
<input type="checkbox"/> WRITE 5 HANDWRITTEN TO COI/SOI AND PAST CLIENTS. Thank you cards, etc.	<input type="checkbox"/> TRACK PROFITS AND LOSSES Take at least 30-60 minutes to look over what I'm profiting from commissions VS. expenses.
<input type="checkbox"/> CREATE TWO VIDEOS. Post to IG, FB, @ YouTube.	<input type="checkbox"/> CHECK OVER BANKSTATEMENTS AND ACCOUNTS Make sure all expenses coming out are accurate and that I'm not over paying or being charged for any unknown services.
<input type="checkbox"/> SPEND A MINIMUM OF 30 MINUTES THINKING ABOUT MY BUSINESS HOW I CAN TAKE MORE LISTINGS, HOW TO BECOME MORE EFFICIENT, CUT EXPENSES, ETC	<input type="checkbox"/> CHECK ON ALL LISTINGS, PENDINGS, & COMING SOONS. This includes all systems, including skyslope, pre-close, and Bright MLS.

3 THINGS YOU CAN DO NOW



1

Choose the most suitable technology and use automation features. Use email templates provided for you if they're suitable. Otherwise, craft your own. Make sure this content is going out on a regular basis.

2

Make sure you're taking care of yourself. Set a time to go to bed and, as one can never state it often enough, have a powerful morning routine.

3

Establish the schedule that works for you – and stick to it.



It comes down to one word: *Accountability*. My coach is almost like a second dad. He doesn't let me get away with anything, and that's the way I like it. *I feel like in this business, if you don't have someone watching you, you will steer clear of things that cause you pain, and that's why I have to have someone watching me."*

TIM ON COACHING



Lead Generation Playbook:

DEMAND GENERATION

Tim Dominick EXPIREDS

2021 Results

- ❖ Transactions: 50
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- ❖ GCI: \$206,525

Jan to July (C&P)

- ❖ Transactions: 42
- ❖ Volume: \$7,400,000
- ❖ GCI: \$190,000





STOP

**What am I
considering?**



Why am
I Really, Really Really,
Really Here?

...To Model Greatness

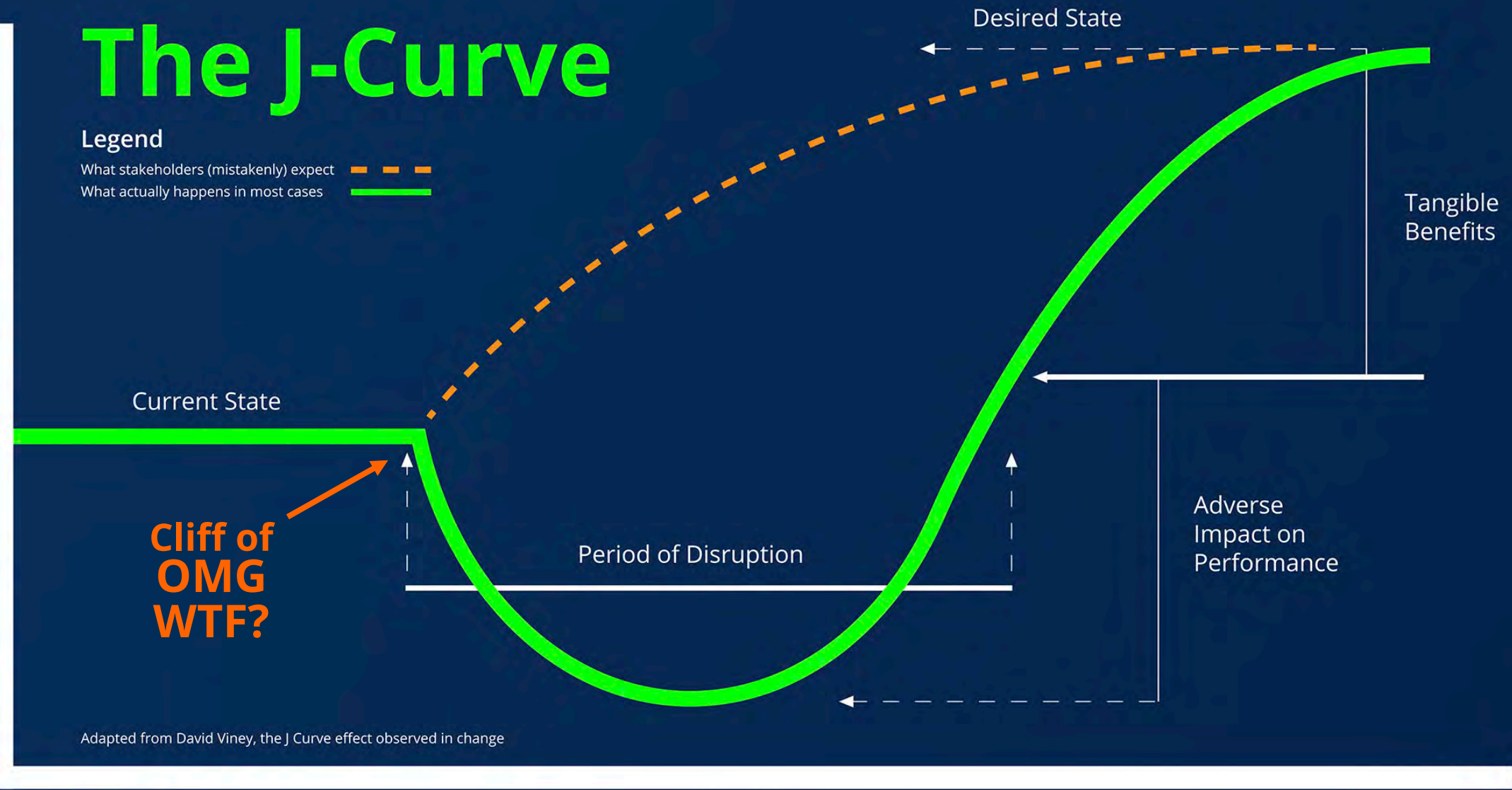
We are a Community of R&D'ers!

The J-Curve

Legend

What stakeholders (mistakenly) expect 
What actually happens in most cases 

Productivity & Performance

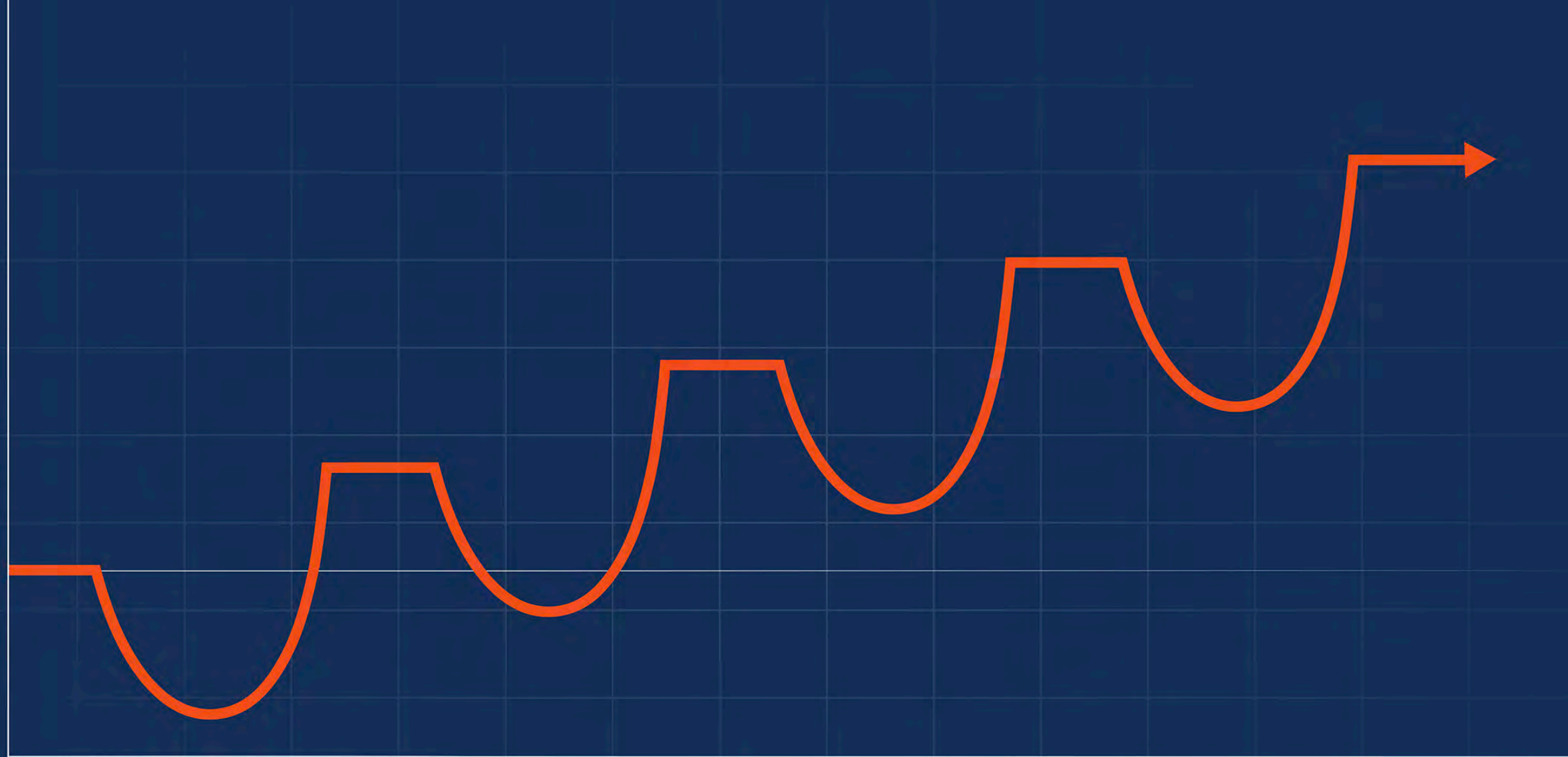


Adapted from David Viney, the J Curve effect observed in change

Time

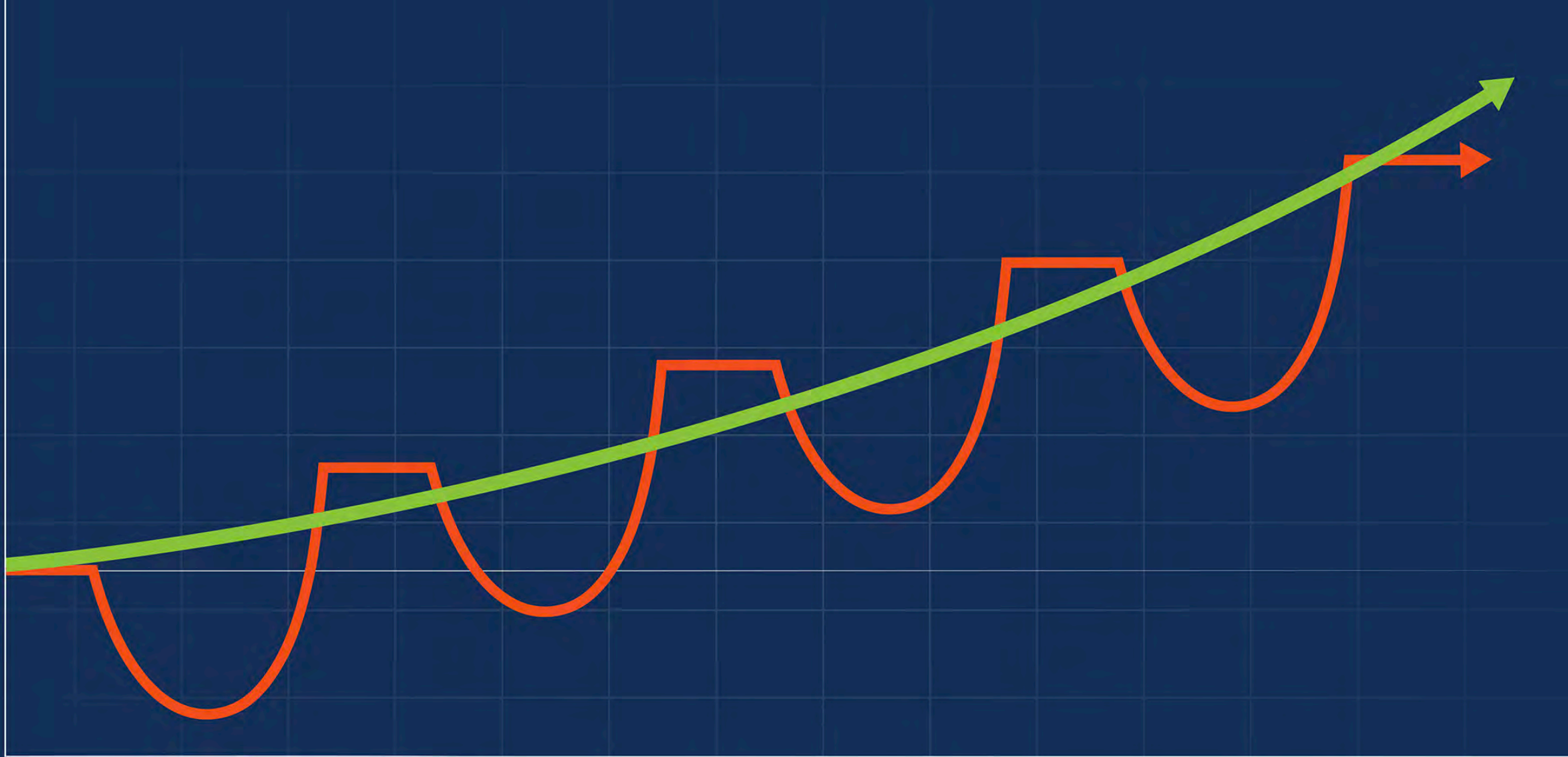
Productivity & Performance

Time



Productivity & Performance

Time



Multi Channel **Vs** Myopic Marketing



Multi Channel *Vs* Myopic Marketing



20+ Great
Postcards to
R&D



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](https://www.instagram.com/judymichaelisrealtor)

[@westportrealestatebyjudymichaelis](https://www.facebook.com/westportrealestatebyjudymichaelis)

[Westport Real Estate by Judy Michaelis](https://www.youtube.com/channel/UC...)

www.JudyMichaelis.com

SUBSCRIBE

to my newsletter for all the latest!



SCAN WITH CAMERA



JUDY MICHAELIS
GROUP

28 YEARS
OF PROVEN EXPERIENCE



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

PERMIT NO.
E-CRASS
UN POSTAGE
PAID
ROOM RETAIL

EVERY SALE HAS A STORY

THANK YOU WESTPORT FOR A RECORD SETTING 2021



231 GREEN FARMS RD, WESTPORT
IN-TOWN RENTERS
Listed: \$1,799,000
Sold: \$1,875,000



3 GREGG LN, WESTPORT
WESTCHESTER BUYERS
Listed: \$2,899,000
Sold: \$2,899,000



6 BRADLEY ST, WESTPORT
IN-TOWN BUYERS
Listed: \$1,599,000
Sold: \$1,500,000



5 JANSON DR, WESTPORT
NYC BUYERS
Listed: \$2,440,000
Sold: \$2,400,000



7 WAKENOR RD, WESTPORT
TRADE-UP BUYERS
Listed: \$1,799,000
Sold: \$1,799,000



4 BRUCE LN, WESTPORT
NYC BUYERS
Listed: \$995,000
Sold: \$995,000



37 BERMUDA PT, WESTPORT
INVESTOR
Listed: \$1,249,000
Sold: \$1,207,995



8 MURVON CT, WESTPORT
IN-TOWN TRADE-UP
Listed: \$2,599,000
Sold: \$2,599,000



119 HILLDALE RD, WESTPORT
NYC BUYERS
Listed: \$3,300,000
Sold: \$3,300,000



20 EVERGREEN PKWY, WESTPORT
NYC BUYERS
Listed: \$1,595,000
Sold: \$1,850,000



203-247-5000

judy@judymichaelis.com
www.JudyMichaelis.com



AT



47 MAPLE AVE N, WESTPORT
MD BUYERS
Listed: \$2,250,000
Sold: \$2,250,000



10 GUARD HILL RD, WESTPORT
WEEKEND UPSIZING
Listed: \$2,489,000
Sold: \$2,400,000



7 BRIGHTFIELD LN, WESTPORT
NYC BUYERS
Listed: \$1,799,000
Sold: \$1,799,000



6 STONEBOAT RD, WESTPORT
NYC BUYERS
Listed: \$958,000
Sold: \$900,000



22 APPLE TREE TRL, WESTPORT
DEVELOPER
Listed: \$1,500,000
Sold: \$1,600,000



11 VINEYARD LN, WESTPORT
NYC BUYERS
Listed: \$1,230,000
Sold: \$1,230,000



112 HILLSPOINT RD, WESTPORT
NEIGHBOR BUYING FOR PARENT
Listed: \$1,300,000
Sold: \$1,233,000



48 WOODSIDE RD, WESTPORT
INVESTOR
Listed: \$799,000
Sold: \$780,000



22 APPLE TREE TRAIL, WESTPORT
NY INVESTORS
Listed: \$1,500,000
Sold: \$1,600,000



8 TIFFANY LN, WESTPORT
NYC BUYERS
List Price: 3,049,000
Sold Price: 3,100,000



22 HILLS LN, WESTPORT
IN-TOWN DOWNSIZERS
Listed: \$389,000
Sold: \$400,000



9 HEN HAWK LN, WESTPORT
IN-TOWN LONG TERM RENTALS
Price: \$13,000
Rented: \$13,500



64 OLD HILL RD, WESTPORT
IN-TOWN BUYERS
Listed: \$2,200,000
Sold: \$2,200,000



58 WEST PARISH, WESTPORT
NYC BUYERS
Listed: \$3,000,000
Sold: \$3,000,000

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

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NO MATTER THE MARKET, WHO YOU WORK WITH MATTERS.



3 CHARBETH, WESTPORT

NYC BUYERS

Listed: \$1,500,000
 Sold: \$1,370,000



31 COLEYTOWN, WESTPORT

CALIFORNIA BUYERS

Listed: \$3,500,000
 Sold: \$3,600,000



18 JOANNE CIRCLE, WESTPORT

NEW JERSEY BUYERS

Listed: \$1,050,000
 Sold: \$1,025,000



64 OLD HILL, WESTPORT

IN-TOWN BUYERS

Listed: \$2,200,00
 Sold: \$2,200,00



15 BEECHWOOD, WESTPORT

NYC BUYERS

Listed: \$2,599,000
 Sold: \$2,700,000



17 COB, WESTPORT

NYC BUYERS

Listed: \$1,600,000
 Sold: \$1,850,000



30 FAIRFIELD AVENUE, WESTPORT

IN-TOWN BUYERS

Listed: \$3,000,000
 Sold: \$3,500,000



36 OAK STREET, WESTPORT

IN-TOWN RENTER

Listed: \$8,900 /mo
 Rented: \$9,000 /mo



PENDING

39 SPICER ROAD, WESTPORT

NYC BUYERS

Listed: \$2,699,000



PENDING

23 WESTFAIR, WESTPORT

IN-TOWN BUYERS

Listed: \$2,200,000



PENDING

502 BRADLEY, WESTPORT

IN-TOWN BUYERS

Listed: \$856,000



PENDING

41 STURGES COMMONS, WESTPORT

CALIFORNIA BUYERS

Listed: \$2,300,000



PENDING

36 WOODSIDE, WESTPORT

TEXAS BUYERS

Listed: \$1,930,000



PENDING

64 WOODSIDE, WESTPORT

NYC BUYERS

Listed: \$3,800,000



PENDING

37 BERMUDA, WESTPORT

NORTHERN CT BUYER

Listed: \$3,999,999



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132 Contacts

9 Appointments

7 Listings

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265 Responses

92 Contacts

6 Appointments

3 Listings

Generated 10 listings and 2 buyer deals.

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- Ways to succeed in this changing market
- Where the market is heading in the next 6 to 12 months
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Selling in Annandale



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NEW home value

Recent Homes Sold in Annandale

Neighborhood	Style	Address	BB	BA	LVL	List Price	Sold Price	Sold Date
AMERICANA FAIRFAX	TH - Interior	4929 Sauquoit Ln	3	3.5	3	\$529,900	\$536,000	7/26/22
ANNANDALE ACRES	Colonial	7321 Auburn St	7	5.5	3	\$960,000	\$930,000	7/20/22
ANNANDALE ACRES	Contemporary	7302 Bynselly Ln	5	5	3	\$1,349,000	\$1,350,000	7/7/22
ANNANDALE ACRES	Rambler	7314 Auburn St	4	4	2.5	\$625,000	\$680,000	7/8/22
BROOK HILLS ESTATE	Colonial	5113 Philip 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	1	\$499,000	\$522,500	7/8/22
CAVALCADE	TH - Interior	4473 Egan Mae Ct	3	2.5	2	\$520,000	\$532,000	7/10/22
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	7196 Condy 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	\$382,000	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	\$880,000	7/13/22
LONG BRANCH	Colonial	4829 Tabard Pl	4	3.5	3	\$837,000	\$830,899	7/22/22
OAK HILL	Rambler	4718 King Carter Ct	4	2.5	2	\$825,000	\$820,000	7/29/22
PLEASANT RIDGE	Cape Cod	3728 Hummer Rd	4	2	3	\$789,000	\$800,000	7/20/22
PLEASANT RIDGE	Contemporary	3728 Lindla 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	\$708,900	\$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	7/12/22
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 Maastricht Ct	3	2.5	3	\$515,900	\$515,900	7/28/22
TERRACE TOWNHOUSES	TH - Interior	4664 Cornwell 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	7/20/22
WILBURDALE	Colonial	7131 Wilburdaire 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	8611 Billings Dr	5	3	2	\$789,500	\$789,500	7/29/22
WILLOW WOODS	Split Foyer	4555 Shawford Rd	5	3	2	\$653,000	\$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 Corbell St	5	3	4	\$799,900	\$820,000	7/29/22

BigHMLS 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.

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Look What We Are Selling in Burke!



6212 Winnepeg Dr
List price: \$925,000



5563 Peppercorn Dr
Sold price: \$484,888

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5508 Beaconsfield Ct
Sold price: \$682,890



5809 Boothe Dr
Sold price: \$853,000

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Recent Homes Sold in Burke

Neighborhood	Style	Address	BR	BA	LVL	List Price	Sold Price	Sold Date
BURKE CENTRE	Colonial	10714 Dundas Oak Ct	4	3.5	3	\$899,000	\$982,000	6/17/22
BURKE CENTRE	Colonial	6212 Wilmington Dr	4	3.5	3	\$874,900	\$885,000	6/17/22
BURKE CENTRE	Colonial	5920 Oak Ridge Ct	4	3.5	3	\$825,000	\$815,000	6/7/22
BURKE CENTRE	Colonial	10031 Park Woods Ln	4	3.5	3	\$546,250	\$690,000	6/21/22
BURKE CENTRE	Duplex	9910 Hemlock Woods Ln	4	2	2.5	\$839,000	\$580,000	6/15/22
BURKE CENTRE	Duplex	10546 Reeds Landing Cir	3	2.5	3	\$499,900	\$520,000	6/10/22
BURKE CENTRE	Split Level	10161 Marshall Pond Rd	3	2.5	4	\$675,000	\$738,000	6/10/22
BURKE CENTRE	TH - End	5633 Summer Oak Way	4	2.5	2	\$900,000	\$490,000	6/24/22
BURKE CENTRE	TH - Interior	5737 Walnut Wood Ln	4	3.5	3	\$529,000	\$375,000	6/8/22
BURKE CENTRE	TH - Interior	5831 Wood Flower Ct	3	2.5	3	\$519,900	\$534,900	6/22/22
BURKE CENTRE	TH - Interior	6035 Meyers Landing Ct	4	3.5	3	\$519,000	\$525,000	6/10/22
BURKE CENTRE	TH - Interior	10326 Mockingbird Pond Ct	3	2.5	2	\$520,000	\$530,000	6/8/22
BURKE CENTRE	TH - Interior	10228 Robert's Common Ln	3	2.5	3	\$499,900	\$515,000	6/10/22
BURKE CENTRE STATION COMMONS	Condo	10310 Rain Commons Ct #27	3	1	1	\$195,000	\$195,000	6/21/22
BURKE STATION SQUARE	TH - Interior	5855 Banning Pl	3	2.5	3	\$549,900	\$549,000	6/21/22
BURKE VILLAGE	TH - End	5749 Devon Ln	3	2.5	3	\$549,888	\$595,000	6/22/22
CARDINAL GLEN	Colonial	9504 Burning Branch Rd	4	2.5	2	\$749,900	\$750,000	6/22/22
CAROLINE OAKS	TH - Interior	9363 Peter Roy Ct	2	2.5	4	\$575,000	\$625,000	6/11/22
CHERRY RUN	Colonial	8626 Villagesmith Way	4	3.5	3	\$865,000	\$900,000	6/24/22
HOMEWOOD	Split Foyer	5809 Boothe Dr	5	3	2	\$853,000	\$853,000	6/30/22
KEENE MILL WOODS	Condo	6409 Fenestra Ct #57A	2	2	1	\$300,000	\$312,000	6/21/22
KEENE MILL WOODS	TH - End	6451 Fenestra Ct #53C	3	2.5	3	\$442,500	\$420,000	6/23/22
LAKE BRADDOCK	Contemporary	5508 Burling Ct	4	2.5	2	\$769,900	\$785,000	6/21/22
LAKE BRADDOCK	Split Foyer	9518 Blackburn Dr	4	3	2	\$699,000	\$750,000	6/21/22
LAKE BRADDOCK	Split Level	5306 Greenough Pl	3	2	3	\$695,000	\$746,000	6/17/22
LAKE BRADDOCK	Split Level	9517 Kirkfield Rd	4	3	3	\$750,000	\$735,000	6/29/22
LAKE BRADDOCK	TH - End	5508 Beaconsfield Ct	4	2.5	5	\$655,888	\$682,890	6/17/22
LAKE BRADDOCK	TH - Interior	5050 Tibbett Ln	3	1.5	2	\$429,900	\$477,000	6/10/22
LEE CHAPEL FOREST	Colonial	6745 Steamcutter Dr	5	3.5	3	\$1,099,000	\$1,049,000	6/8/22
OAKWOOD COMMONS	TH - Interior	5980 Bridgetown Ct	5	2.5	2	\$419,900	\$425,000	6/22/22
OLD MILL COMMUNITY	TH - End	6325 Bullfinch Ct	3	3.5	3	\$489,888	\$540,000	6/15/22
OLD MILL COMMUNITY	TH - End	6330 Teakwood Ct	3	2.5	3	\$510,000	\$535,000	6/17/22
ORANGE HUNT ESTATES WEST	Colonial	6616 Saddlehorn Ct	5	3.5	2	\$899,000	\$940,000	6/24/22
ORANGE HUNT ESTATES WEST	Colonial	9513 Tinker Ct	4	2.5	3	\$675,000	\$684,000	6/17/22
SIGNAL HILL	Contemporary	9107 Lyon Park Ct	4	3.5	3	\$945,000	\$1,010,000	6/15/22
SIGNAL HILL	Contemporary	9106 Lyon Park Ct	4	3	2	\$819,900	\$820,000	6/23/22
SIGNAL HILL CARRS	Colonial	5247 Signal Hill Dr	4	3.5	3	\$900,000	\$925,000	6/13/22
WOODWALK	TH - End	6002 Old Landing Way	3	2.5	2	\$399,900	\$425,000	6/27/22
WOODWALK	TH - Interior	6102 Old Landing Way	3	2.5	3	\$415,000	\$407,000	6/28/22
WOODWALK	TH - Interior	5814 First Landing Way	2	1	1	\$344,900	\$344,900	6/7/22

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3503 Redwood Ct
List price: \$849,888



10120 Cornwall Rd
List price: \$749,888

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11457 Rothbury Sq
List price: \$694,888



4890 Oakcrest Dr
Sold price: \$1,155,000

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Recent Homes Sold in Fairfax 22030

Neighborhood	Style	Address	BR	BA	LVL	List Price	Sold Price	Sold Date
BRECONY RIDGE WOODS	Split Level	4814 Bentonbrook Dr	4	5	5	\$970,000	\$970,000	5/31/22
CAMBRIDGE STATION	TH - Interior	3248 Cambridge Ct	3	2.5	3	\$569,000	\$580,000	5/25/22
CARRIAGE PARK	TH - Interior	4317 Hackney Coach Ln #138	3	2.5	3	\$520,000	\$520,000	6/1/22
CHANCEY PARK	Colonial	4317 Amenity Pl	6	4.5	4	\$1,155,000	\$1,100,000	5/31/22
CHANCEY PARK	TH - End	4323 Excellence Pl	3	3.5	3	\$685,000	\$787,377	6/1/22
CHANCEY PARK	TH - End	4319 Excellence Pl	3	3.5	3	\$724,990	\$750,000	5/24/22
COBBSDALE	Cape Cod	3710 Burroes Ave	3	3	3	\$650,000	\$715,000	5/23/22
COBBSDALE	Colonial	10600 Howerton Ave	4	3	1	\$899,000	\$899,000	5/26/22
COBBSDALE	Rambler	3509 Perry St	4	2	1	\$675,000	\$710,000	5/26/22
COMSTOCK	TH - Interior	3003 Wilcoxon Dr	3	2.5	3	\$515,000	\$505,000	5/20/22
COUNTRY CLUB HILLS	Rambler	3501 Spring Lake Ter	4	2	2	\$719,000	\$720,000	6/1/22
COUNTRY CLUB HILLS	Rambler	3418 Park Hill Pl	4	2	2	\$718,000	\$715,000	5/27/22
CRESTMONT	Colonial	10505 Trowbridge Ct	4	3.5	3	\$1,125,000	\$1,180,000	5/23/22
FAIR CHASE	TH - Interior	4523 Monmouth St	3	3.5	3.5	\$709,000	\$745,000	5/31/22
FAIRCRESTEN	Rambler	3065 Egan Dr	4	3	2	\$625,000	\$640,000	6/3/22
FAIRFAX	TH - Interior	3741 Mayors Way	3	3.5	3	\$887,136	\$887,136	5/20/22
FAIRFAX ACRES	Colonial	10700 Spruce St	6	5.5	3	\$1,849,900	\$1,275,000	3/20/22
FAIRFAX RIDGE	Condo	11317 Aristotie Dr #3-408	2	2	2	\$434,000	\$450,000	5/23/22
FAIRFAX RIDGE	Condo	3851 Aristotie Ct #1-219	2	2	1	\$425,000	\$420,000	5/22/22
FAIRFAX VILLA	Rambler	4436 Naoma Ct	4	3	2	\$730,500	\$780,000	5/24/22
FAIRFAX WOODS	Rambler	3719 Hill St	3	1.5	2	\$549,888	\$530,000	5/27/22
FAIRCROFT	Colonial	10086 Daniels Run Way	5	4.5	3	\$1,225,000	\$1,250,000	5/20/22
FAIRCROFT	Colonial	3816 Daniel S Run Ct	4	4.5	3	\$1,280,000	\$1,240,000	5/31/22
FAIRCROFT	Colonial	10101 Daniels Run Way	4	4.5	3	\$1,150,000	\$1,150,000	6/1/22
FAIRCROFT	Colonial	10090 McCarty Crest Ct	4	3.5	3	\$1,000,000	\$1,100,000	5/20/22
FOY CHAPEL ESTATES	Colonial	12157 Deer Creek Ct	5	5.5	3	\$1,800,000	\$1,950,000	5/27/22
GLEN ALDEN	Craftsman	4629 Holly Ave	5	5.5	3	\$1,575,000	\$1,731,400	5/31/22
GLEN ALDEN	TH - End	11906 Artery Dr	3	2.5	3	\$569,000	\$592,000	5/27/22
GREAT OAKS	Duplex	3407 White Oak Ct	3	2.5	3	\$752,500	\$806,011	5/22/22
LIMEWOOD MEWS	TH - Interior	3721 Jenny Lynde Ln	4	2.5	4	\$670,000	\$670,000	5/23/22
LINCOLN PARK	Craftsman	5129 1st Rd	5	4.5	4	\$1,199,000	\$1,513,000	5/31/22
MOSBY WOODS	Split Level	10113 Cavalry Dr	4	2.5	3	\$749,900	\$765,000	5/30/22
NETHERDALE	Rambler	10804 Carol St	4	2	2	\$749,900	\$765,000	5/27/22
PARKSIDE AT FAIRFAX	TH - Interior	4187 Lower Park Dr	3	3.5	3	\$785,900	\$820,000	5/26/22
PARKSIDE AT FAIRFAX	TH - Interior	4252 Park Green Ct	3	3.5	3	\$699,500	\$695,000	6/3/22
RANDOM HILLS	Condo	4127 Townsman Ln #1101	3	2	1	\$399,000	\$445,000	6/1/22
RANDOM HILLS	TH - End	4111 Kentmere Sq	3	3.5	3	\$675,000	\$729,250	6/1/22
RANDOM HILLS LAND BAY	TH - End	4060 Glastonbury Way	3	2.5	3	\$860,900	\$680,000	5/26/22
RIDGES OF GLENDOUGH	Colonial	5264 Dfaly Rd	4	2.5	4	\$799,900	\$810,000	3/25/22
THE CROSSINGS	Condo	10337 Saper Ave #301	2	2.5	2	\$369,500	\$369,500	6/2/22
WARREN WOODS	Split Level	10816 Maple St	3	2.5	4	\$699,888	\$770,000	5/23/22
WESTBROOK COURT	Condo	11338 Westbrook Mill Ln #204	2	2	1	\$399,900	\$400,000	5/20/22
WILLOW PONDS	Contemporary	5110 Whisper Willow Dr	4	3.5	3	\$950,000	\$1,060,000	5/31/22

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7414 Erska Woods Ct
List price: \$524,888



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7538 Red Hill Dr
Sold price: \$1,450,500

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SOLD!
Record Price for Model!

7507 Cervantes Ct
Sold price: \$875,000



SOLD!
No Appraisal,
No Home Inspection!

5208 Montgomery St
Sold price: \$650,000



How Much Is My Home Worth?
Scan This QR Code to Find Out or Visit
teamdda.com/sellers

703-952-3425
info@teamdda.com

Recent Homes Sold in Springfield 22150

Neighborhood	Style	Address	BR	BA	LV	List Price	Sold Price	Sold Date
BEN FRANKLIN PARK	Colonial	6807 Ben Franklin Rd	4	2.5	2	\$625,000	\$655,000	4/29/22
BEN FRANKLIN PARK	Split Level	6828 Via Fajer Ct	3	2.5	3	\$550,000	\$550,000	3/25/22
BEVERLY FOREST	Rambler	7120 Conantime Ave	3	2	2	\$525,000	\$575,000	3/17/22
BEVERLY PARK	Split Level	7807 Beverly Park Dr	4	3	2	\$830,000	\$560,000	1/17/23
DEVERS PROPERTY	Colonial	6498 Cory Pl	4	4.5	3	\$995,000	\$995,000	4/11/22
JAPONICA	TH - Interior	6344 Demaris Pl	3	2.55	3	\$549,634	\$579,000	4/22/22
JAPONICA	TH - Interior	6378 Michael Robert Dr	2	3.5	3	\$499,900	\$550,000	3/31/22
LOISDALE ESTATES	Rambler	7148 Layton Dr	3	3	2	\$595,000	\$610,000	4/11/22
LOISDALE ESTATES	Split Level	7133 Layton Dr	2	2.5	3	\$450,000	\$480,000	4/29/22
LYNRIDGE	Split Level	5929 Camberly Ave	4	2.5	3	\$830,000	\$840,000	4/21/22
MONTICELLO FOREST	Rambler	7321 Monticello Blvd	3	2.5	3	\$550,000	\$565,000	4/22/22
MONTICELLO FOREST	Split Level	6013 Hubbing Ave	4	3	2	\$565,000	\$565,000	3/17/22
MONTICELLO WOODS	Colonial	6125 Rivanna Dr	4	3.5	3	\$735,000	\$791,000	4/15/22
MONTICELLO WOODS	Colonial	6007 Merlaether Ln	4	3.5	3	\$749,900	\$775,000	4/6/22
MONTICELLO WOODS	Colonial	6436 Burwell St	5	2.5	2	\$715,000	\$715,000	4/12/22
MONTICELLO WOODS	Split Foyer	6117 Thomas Dr	5	3.5	2	\$875,000	\$860,000	3/18/22
MONTICELLO WOODS	Split Level	6535 Ashlan Ct	4	2.5	2	\$625,000	\$670,000	4/11/22
NEW CHARLESTON	Colonial	6512 Summerston Way	3	3.5	3	\$815,000	\$825,000	5/6/22
NONE AVAILABLE	Rambler	7215 Callano St	4	3	2	\$650,000	\$680,000	3/28/22
SPRINGFIELD	Bi-Level	7612 Mendick Pl	3	2.5	3	\$615,000	\$630,000	4/15/22
SPRINGFIELD	Rambler	7403 Essex Ave	3	2	2	\$599,900	\$621,500	4/22/22
SPRINGFIELD	Rambler	7204 Highland St	3	1	1	\$530,000	\$530,000	3/25/22
SPRINGFIELD	Rambler	7302 Dickerson St	3	1	1	\$475,000	\$560,000	3/29/22
SPRINGFIELD	Split Level	7414 Gary St	3	3.5	3	\$695,000	\$615,000	3/17/22
SPRINGFIELD ESTATES	Rambler	6401 Pioneer Dr	5	3	1	\$669,900	\$685,000	4/28/22
SPRINGFIELD ESTATES	Rambler	6622 Rowie Dr	5	3	2	\$599,888	\$636,000	4/11/22
SPRINGFIELD ESTATES	Rambler	6215 Ablene St	3	2	2	\$568,000	\$580,000	4/7/22
SPRINGFIELD SQUARE	TH - End	6480 Franconia Rd	3	2.5	2	\$445,000	\$445,000	4/3/22
SPRINGFIELD SQUARE	TH - Interior	6404 Thornhill Ct	3	2.5	3	\$500,000	\$522,000	4/25/22
TOWNS OF MANCHESTER WOODS	TH - End	7334 Hampton Manor Pl	3	3.5	3	\$664,900	\$720,000	4/20/22
TOWNS OF MANCHESTER WOODS	TH - Interior	7271 John Ryland Way	3	3.5	3	\$685,000	\$751,175	4/12/22
WESTHAVEN	TH - End	6900 Serenade Pl	3	2.55	3	\$530,000	\$610,000	4/20/22
WESTHAVEN	TH - Interior	7328 Westmore Dr	2	2.55	3	\$535,000	\$550,000	4/20/22
WILDCRACKS FAIR	Rambler	7064 Ben Franklin Rd	4	1	1	\$575,900	\$520,000	5/2/22
YATES VILLAGE	Split Level	6108 Dorchester St	4	2	4	\$600,000	\$660,000	4/8/22
YORK MANGR	Split Level	6403 Kroy Dr	4	2	3	\$649,900	\$705,000	3/17/22

Bright MLS data sold 3/17/2022-5/4/2022. 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.



FREE SELLER SEMINAR Home Selling SIMPLIFIED

YOU WILL LEARN:

- Why rising interest rates, low inventory and inflation impact your home equity and drive prices up ↑
- When it's best time to sell "as is"
- What steps to take when downsizing
- Where you can save money
- How to get started



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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138,000 distribution. 3918 Prosperity Ave. If your home is listed with another Realtor, this is not a solicitation of that listing.

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.
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WE SELL A HOME EVERY 5 DAYS!

WHY IS THIS IMPORTANT TO YOU? →

EVERY 5 DAYS WE:

- *Negotiate* the best price/terms
- *Navigate* complex home inspections
- *Help* our clients with escrow instructions & property disclosures
- *Create & Initiate* marketing and staging plans
- *Answer* financing questions



Client Testimonial

Scott and his team were unbelievably supportive, attentive and answered every bell! Super professional, timely responses, super knowledgeable about the landscape and very accommodating to our schedule. Certainly couldn't have pulled it off without them! Outstanding experience! They get a 15 out of 10 stars!

-Omar C | October 2021



SACKIN & STONE
TEAM

YOUR ORANGE COUNTY REAL ESTATE EXPERTS

Scott Sackin: 949-903-5345
Lane Stone: 714-488-9029
Philip Talbert: 714-717-8911

P DRE #01084957 | S DRE #01003802 | L DRE #01912264



SEVEN GABLES
REAL ESTATE

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PERMIT NO 608

19671 Beach Blvd., Suite 100 | Huntington Beach, CA 92648 | SG DRE #00745605
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**BUYING OR SELLING A HOME, JUST LIKE
PERFORMING COMPLEX SURGERY, REQUIRES
FULL-TIME PROFESSIONALS WHO HONE
THEIR SKILLS EVERY DAY. DON'T TAKE CHANCES.**

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"GOOD-BYE ZILLOW"!

Introducing:  homebot

THE FIRST CUSTOMIZABLE, INTERACTIVE AND ACCURATE HOME VALUATION TOOL.

TAKE CONTROL OF YOUR HOME EQUITY PATH TODAY!

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- RENT VS. SELL EQUITY CALCULATOR
- ACCELERATED MORTGAGE PAYOFF TOOL
- ACCESS ONLINE INSTANTLY ANYTIME

"It's like a Personal Financial Advisor for my home. Now more than ever, I need this tool. I'm obsessed!"

-Chris D.

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TEAM

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P.D.R.E. #01084957 | S.D.R.E. #01003803 | L.D.R.E. #01912264



**SEVEN
GABLES**
REAL ESTATE

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HUNTINGTON BEACH
PERMIT NO 608

19671 Beach Blvd., Suite 100 | Huntington Beach, CA 92648 | SG DRE #00715605
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IF YOU'RE THINKING OF SELLING YOUR HOME... CONTACT US TODAY!

2022 JANUARY TO JUNE SALES SNAPSHOT

HERE'S A SAMPLE OF THE 32 FAMILIES WE'VE HELPED SO FAR IN 2022

SOLD \$795,000  10 Windhaven Pl Aliso Viejo	SOLD \$1,020,000  10411 Patricia Dr Anaheim	SOLD \$1,550,000  2103 Tidewater Cir Costa Mesa	SOLD \$2,215,000  614 16th St Huntington Beach	SOLD \$1,800,000  17142 Englewood Cir Huntington Beach	SOLD \$675,000  5145 Tortuga Dr #212 Huntington Beach
SOLD \$835,000  1220 W La Habra Blvd #102 La Habra	SOLD \$1,415,000  21852 Drexel Way Lake Forest	SOLD \$1,300,000  25042 De Salle St Laguna Hills	SOLD 27951 Miss		

SACKIN STONE
TEAM

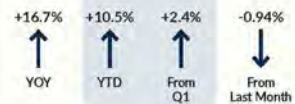
2022 IS HALFWAY OVER - HO

2022 ORANGE COUNTY MARKET

MEDIAN PRICE:

1 Year Ago: \$900,000
January 2022: \$950,000
March 2022: 1,025,000
Last Month: \$1,060,000

TODAY: \$1,050,000



MONTHS SUPPLY OF INVENTORY:

1 Year Ago: 1.3
January 2022: 0.8
March 2022: 1.0
Last Month: 1.2

TODAY: 1.5



Knowing what's already sold is great, but knowing where the market is heading will position you ahead of everyone else.

Stay in sync with us. We are determined to stay ahead of the information curve. We are pivoting every day to make sure you get the best and most accurate information.

FULL OC STATS BREAKDOWN: [SACKINSTONE.COM/MARKETUPDATE](https://sackinstone.com/marketupdate)



SACKIN STONE
TEAM

YOUR ORANGE COUNTY REAL ESTATE EXPERTS

Lane Stone: 714-488-9029
Scott Sackin: 949-903-5345
L DRE #01912264 | S DRE #01003803



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PERMIT NO 116

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Annual Fall Family Photo Invite

**YOU'RE INVITED
NOVEMBER 13TH**



**SACKIN STONE
TEAM**

REGISTER AT SackinStone.com/photoevent

Don't Miss Out

Get ready for your close-up! Our Annual Fall Family Photo Event is back and better than ever:

- New venue that's freeway close to everybody
- Multiple backdrop options
- Up to 5 photo variations are available per family
- One week earlier than last year with quick photo turnaround times. You'll have plenty of time to choose photos and get your holiday cards ready

Limited space available, RSVP today.



Scott Sackin DRE #01003803

**SACKIN STONE
TEAM**

Call 714.374.3535
Info@SackinStoneTeam.com

@SackinStoneTeam
www.SackinStoneTeam.com



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**MILE SQUARE PARK
NOVEMBER 13TH
10AM - 5PM**



RESERVE YOUR SPOT TODAY.

REGISTER AT SackinStone.com/photoevent

\$770,000
Bend's median home price.

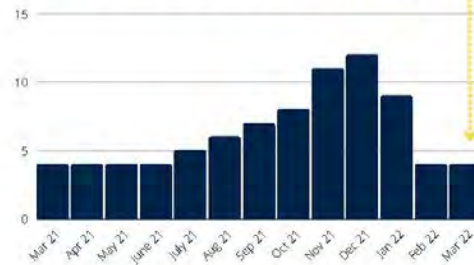


1 month of inventory available.

(MOI) = The number of months it would take for the current inventory of homes on the market to sell given the current sales pace.

4 Days on Market

The number of days between the day a house is listed on the market and the day it is sold.



How does this data affect you as a seller?



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Sotheby's
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541.633.4569 | BendPropertySource.com

650 SW Bond Street
 Suite 100
 Bend, OR 97702



Cascade
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With a flat median home price and increasing inventory, crafting a successful home selling strategy is more important than ever.

Let's talk about what the shifting conditions mean for you.

Text LADD35 to 88000



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Each office is independently owned and operated. Brian Ladd is a licensed Principal Broker in the State of Oregon. If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.



A man in a white shirt and jeans is smiling and holding a brown chicken. He is standing in front of a large, light-colored stone house. A white arrow points from the word 'SOLD' above the house to the man. The background shows a well-maintained lawn and trees.

SOLD

WANT TO SELL BUT CHICKEN ABOUT BUYING?
I have a perfect solution to allow you to buy with cash before selling. Let's Talk!

 Chase Cangelosi
Chasing Realty Group
@ All City Real Estate
512-666-8121
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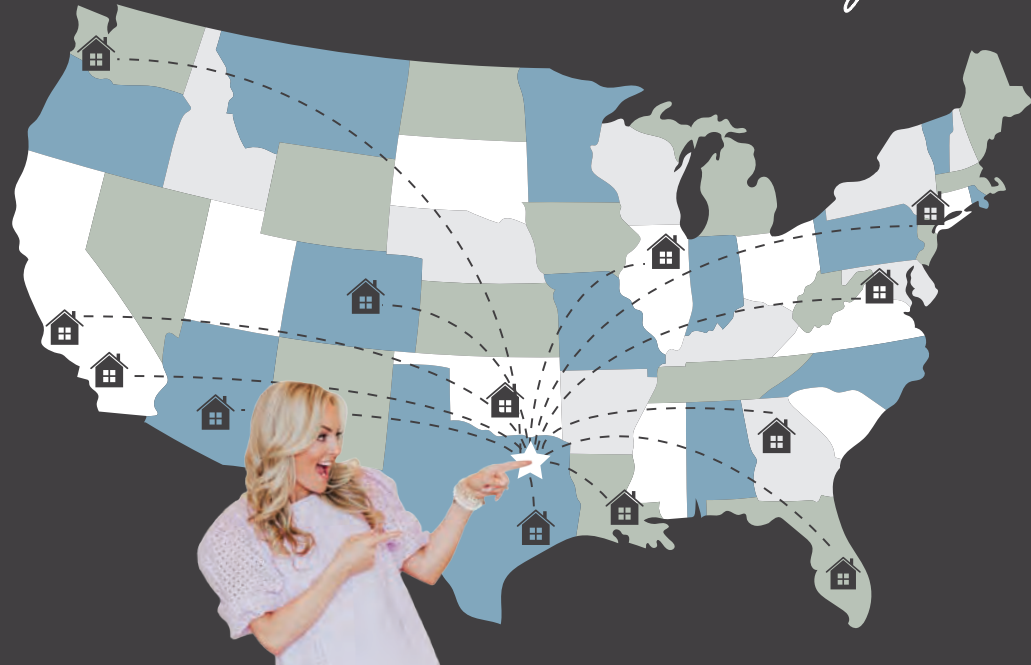


WE PUT IT ON THE MAP.

14 WHISTLING SWAN HIGHEST PRICED SALE ON HILTON HEAD ISLAND TO DATE!

THE
PRUD'HOMME
TEAM

I MAY BE LOCATED *here*. BUT I KNOW SOMEONE *everywhere*



I CAN HELP YOU FIND HOME *anywhere*

Whether you're moving across the Dallas/Fort Worth Metroplex or relocating somewhere in the United States, I know someone everywhere. You don't have to handle the buying & selling processes or coordinate with a relocation company by yourself. Let my team be your go-to real estate help desk with our global network of professionals. I can help you find home anywhere - give me a call today!

- 2022 Top 5 Property Spark Frisco Real Estate Agent on Social Media
- 5x D Magazine D Best REALTOR®
- 5x CENTURY 21 Judge Fite Company Multi-Million Producer
- 10+ Years of Serving Clients Across Dallas/Fort Worth

BEST
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2021



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HOME PREPARATION & MARKETING
with THE ROBERT MACK GROUP
Case Study - 24641 Devonport Circle, Laguna Hills

WEEK 1

- CONTRACTOR PROPOSALS**
- » Handy Man
 - » Design/Staging
 - » Paint - Interior
 - » Landscaping Quote
 - » Pre-listing home and termite inspection

WEEK 2

- SELLER PREPARATION**
- » Interior Painted Light & Bright
 - » Minor Repairs Made
 - » Landscaping Work Done
 - » Estate Sale and Junk Removal

WEEK 3

- DESIGN PROJECT**
- » Fully stage to show like a model home
 - » Per Designers recommendations- Updated faucets, door pulls, hinges and light fixtures.

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

Over 100 people at the open houses opening weekend

Over 8,000 views on Zillow, Realtor.com and Redfin

Redfin designated "HOT HOME"

Multiple offers received

Sold for \$40,000 above asking

Listed \$1,495,000

Sold \$1,535,000 (Record Price)

Sellers' Testimonial

When I first met Robert, I quickly concluded that he was the realtor I wanted to work with. It was clear that he wasn't after a quick flip but wanted to maximize the sell price of the home through smart planning and execution. This included taking the time to inspect the home and understand where investments should be made and where they shouldn't, investing in good marketing and working through the selling process to maximize the offer prices for the home. His team is also top notch and was also there for us every step of the way. I was so impressed with Robert and his team that I also used them for a home purchase and the first house we bid on we won in this crazy competitive market. We did not win the home by luck, we won it because Robert and his team were on top of the situation working it all the way through. Realtors are like mechanics or general contractors in a sense: Once you find a great one you keep them for life. Robert is now my Realtor.

Jason B, Seller

The Robert Mack Group | 949.209.7309

Let the Robert Mack Group help you with your next BIG lifestyle change...



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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



20+ Great
Postcards to
R&D





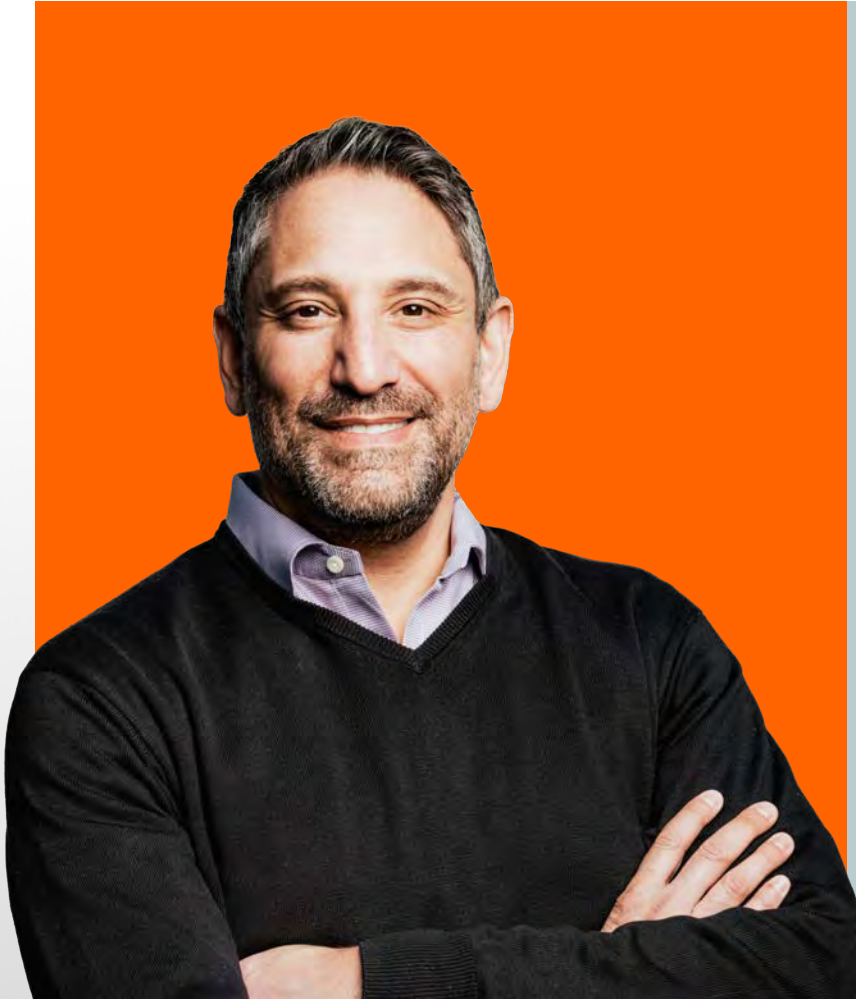
STOP

**What's
your next
iconic
move?**

Three industry icons...



David Doctorow
CEO of Realtor.com



Grier Allen
CEO of BoomTown



Greg Schwartz
CEO of Tomo



What's Next?

8am – Coach Yvonne on (x)

8:30 – AMA, w/ TF + DJ & Lindsey + _____!

9am – Sneak Peak

9:10 – David Childers of KCM

