



SUCCESS SUMMIT

2025

DAY 3 – AUGUST 28

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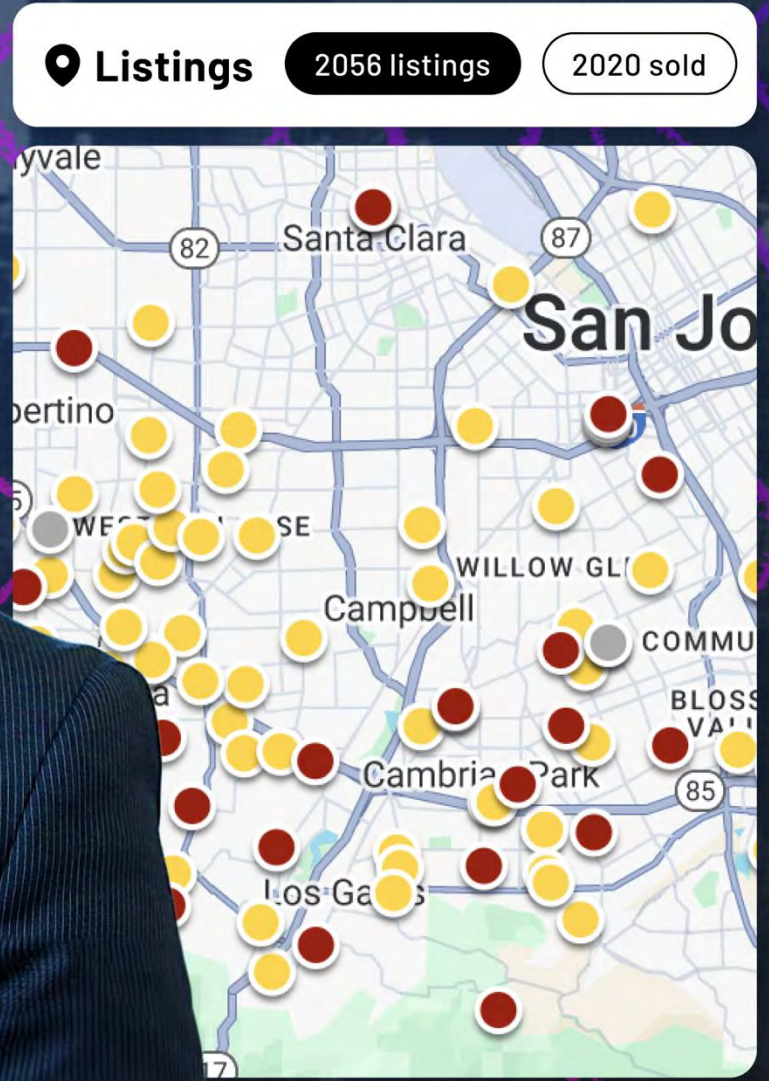
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ANDY TSE

The \$20mil GCI Open
House System

WINNING MARKETING
WINNING MINDSET





SUCCESS SUMMIT

Saratoga (City)

Single Family Homes	8/21/25-8/15/25		8/14/25-8/8/25		8/7/25-8/1/25		7/31/25-7/25/25		7/24/25-7/18/25		7/17/25-7/11/25		7/10/25-7/4/25		7/3/25-6/27/25		6/26/25-6/20/25		6/19/25-6/13/25		6/12/25-6/6/25		6/5/25-5/30/25	
Coming Soon	6	20%	5	0%	5	0%	5	25%	4	20%	5	0%	5	0%	5	25%	4	0%	4	33%	6	20%	5	29%
Active	20	0%	20	5%	19	14%	22	0%	22	21%	28	3%	29	0%	31	11%	35	13%	40	1%	39	3%	38	0%
Pending	14	7%	15	25%	12	0%	12	0%	12	8%	13	8%	12	8%	13	24%	17	6%	16	11%	18	13%	16	20%
Months of Inventory	1.4	7%	1.3	16%	1.6	14%	1.8	0%	1.8	18%	2.2	11%	2.4	1%	2.4	18%	2.1	18%	2.5	19%	2.2	8%	2.4	36%
-2M	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
2M-3M	2.0		1.0		0.0		0.0		0.0		1.0	0%	1.0	0%	1.0	100%	0.5	75%	2.0	0%	2.0	33%	3.0	100%
3M-4M	0.3	33%	0.4	55%	0.8	44%	1.5	36%	2.3	17%	2.0	100%	1.0	50%	0.7	41%	1.1	38%	1.8	28%	2.5	79%	1.4	20%
4M-5M	1.2	20%	1.5	10%	1.7	29%	2.3	33%	1.8	13%	2.0	33%	3.0	75%	12.0	227%	3.7	76%	15.0	221%	4.7	56%	3.0	125%
5M-6M	2.0		2.0	0%	2.0	100%	1.0	0%	1.0	50%	2.0	80%	5.0	25%	4.0	33%	3.0	200%	1.0	75%	0.6	82%	1.5	14%
6M-7M	1.0		1.0		1.0		1.0		1.0		1.0		1.0		0.0		0.0		0.0		0.0		1.0	0%
+7M	7.0	100%	3.5	17%	3.0	50%	2.0	20%	1.7	44%	3.0	57%	7.0	13%	8.0	0%	8.0	11%	9.0	0%	9.0	0%	9.0	0%
New Listings	4	0%	4	100%	2	0%	2	100%	1	67%	3	50%	2	0%	2	50%	4	20%	5	17%	6	25%	8	14%
Went Into Contract	2	50%	4	33%	3	50%	2	50%	4	33%	3	0%	3	50%	2	50%	4	0%	4	33%	6	20%	5	0%
Sold	3	200%	1	75%	4	100%	2	33%	3	200%	1	75%	4	43%	7	40%	5	29%	7	133%	3	67%	9	50%
*Transactions Fell Through	0		0		0		0		0		1		0		0		0		0		1		0	
% List Price Increased	0.0%		0.0%		0.0%		2.8%	3%	2.7%	14%	2.4%	7%	2.2%		0.0%		0.0%		0.0%		0.0%		0.0%	
% List Price Decreased	25.7%	12%	29.2%	1%	29.5%	8%	27.8%	13%	31.8%	5%	33.3%	15%	28.9%	13%	25.5%	18%	21.5%	23%	17.5%	18%	20.8%	3%	20.3%	13%
Coming Soon	6	20%	5	0%	5	0%	5	25%	4	20%	5	0%	5	0%	5	25%	4	0%	4	33%	6	20%	5	29%
-2M	0		0		0		0		0		0		0		0		0		0		0		0	
2M-3M	1		0		0		0		0		0		0		0		0		0		0		0	
3M-4M	3	0%	3	0%	3	50%	2	10%	2	0%	2	0%	2	0%	2	100%	1	50%	2	0%	2	100%	1	50%
4M-5M	1		0		1	50%	2	100%	1	0%	1	0%	1	0%	1	0%	1		0		0		0	
5M-6M	0		0		0		0		0		0		0		0		0		1	50%	2	0%	2	0%
6M-7M	0		1		0		0		0		0		0		0		0		0		1	0%	1	0%
+7M	1	0%	1	0%	1	0%	1	10%	1	50%	2	0%	2	0%	2	0%	2	100%	1	0%	1	0%	1	0%
Median List Price	\$3,675,000	2%	\$3,750,000	0%	\$3,750,000	12%	\$4,250,000	3%	\$4,124,444	8%	\$4,498,888	0%	\$4,498,888	0%	\$4,498,888	45%	\$8,248,444	83%	\$4,499,000	18%	\$5,500,000	3%	\$5,650,000	3%
Average List Price	\$5,115,000	13%	\$5,898,000	5%	\$5,597,778	2%	\$5,697,778	6%	\$6,059,722	16%	\$7,247,378	8%	\$7,247,378	8%	\$7,247,378	11%	\$8,121,722	30%	\$6,247,000	1%	\$6,164,658	8%	\$6,727,990	12%
-2M																								
2M-3M	\$2,750,000																							
3M-4M	\$3,613,333	1%	\$3,663,333	0%	\$3,663,333	1%	\$3,620,000	0%	\$3,620,000	0%	\$3,620,000	0%	\$3,620,000	0%	\$3,620,000	4%	\$3,490,000	0%	\$3,494,000	0%	\$3,494,000	0%	\$3,490,000	1%
4M-5M	\$4,600,000				\$4,498,888	3%	\$4,374,444	2%	\$4,498,888	0%	\$4,498,888	0%	\$4,498,888	0%	\$4,498,888	0%	\$4,498,888							
5M-6M																			\$5,500,000	0%	\$5,500,000	1%	\$5,575,000	0%
6M-7M			\$6,000,000																		\$6,499,950	0%	\$6,499,950	0%
+7M	\$12,500,000	0%	\$12,500,000	0%	\$12,500,000	0%	\$12,500,000	0%	\$12,500,000	2%	\$12,249,000	0%	\$12,249,000	0%	\$12,249,000	0%	\$12,249,000	2%	\$12,500,000	0%	\$12,500,000	0%	\$12,500,000	0%
Median Price/Sqft	\$1,760	3%	\$1,817	14%	\$1,600	0%	\$1,600	17%	\$1,938	15%	\$2,277	0%	\$2,277	0%	\$2,277	3%	\$2,336	0%	\$2,336	13%	\$2,065	8%	\$2,277	34%
Average Price/Sqft	\$1,759	2%	\$1,790	2%	\$1,747	1%	\$1,736	8%	\$1,856	10%	\$2,070	0%	\$2,070	0%	\$2,070	10%	\$2,299	8%	\$2,459	18%	\$2,092	1%	\$2,109	10%





Santa Clara County - Weekly Sale Count

SFH - 95070

Toggle Filters

Approx. Month	January							March							May							July							September							November							December							Total	Year					
Month	February							April							June							August							October							December																				
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53			
2000	4	5	8	7	7	14	9	14	13	12	9	12	10	10	13	16	3	16	16	9	7	9	11	13	9	17	4	8	15	9	4	8	13	5	8	13	8	7	9	5	5	7	9	4	7	7	4	1	1	5	5	0	0	438	2000	
2001	0	1	4	8	3	3	6	5	6	9	2	4	7	4	2	4	5	6	5	5	6	5	7	8	8	6	3	6	7	5	10	3	0	7	2	6	3	3	7	3	5	7	10	5	3	7	5	10	6	6	6	3	0	265	2001	
2002	3	9	9	8	11	8	6	7	8	9	7	12	4	6	10	6	10	9	8	5	9	7	13	6	5	6	5	4	2	6	2	5	2	11	4	2	2	5	4	5	7	4	3	8	4	4	3	2	2	5	3	0	309	2002		
2003	6	1	6	4	8	2	10	8	6	4	7	3	7	8	3	10	5	10	6	4	9	14	6	6	6	9	9	8	18	7	7	8	11	13	4	7	9	3	14	9	5	6	12	11	8	11	8	5	6	5	3	1	0	377	2003	
2004	1	5	6	11	13	12	7	12	4	6	11	6	6	7	12	9	13	9	18	9	14	7	8	12	10	10	8	4	7	9	13	2	2	11	12	6	7	13	4	7	8	5	8	7	5	10	7	10	3	4	6	3	2	419	2004	
2005	8	6	5	6	7	8	10	13	11	12	9	17	6	11	12	8	8	7	10	10	10	9	12	14	8	18	9	7	2	7	9	4	10	5	12	6	5	14	3	5	4	7	3	6	4	5	4	2	3	6	1	4	0	390	2005	
2006	3	4	5	6	9	10	6	4	11	6	9	10	9	15	10	5	7	9	11	9	5	10	8	6	6	9	3	6	9	7	9	4	4	1	5	3	4	6	3	3	4	4	6	11	4	9	2	3	4	3	9	1	0	327	2006	
2007	1	2	4	4	11	9	8	8	11	8	8	10	6	7	12	12	12	8	5	14	9	3	4	5	9	12	3	2	8	7	8	10	5	4	6	7	8	2	3	5	5	7	6	11	11	2	3	4	4	4	3	0	346	2007		
2008	3	2	3	4	5	6	4	5	8	9	8	5	6	6	6	5	5	6	4	7	5	3	1	4	11	4	4	3	1	9	4	10	4	6	3	2	10	3	5	2	2	1	0	2	1	4	0	1	1	2	0	2	0	217	2008	
2009	0	1	2	0	2	2	1	3	1	4	4	2	3	4	3	5	7	8	6	11	3	3	8	5	6	8	6	9	4	8	3	8	10	5	3	5	8	5	3	5	4	3	4	10	3	2	4	1	1	3	3	2	2	236	2009	
2010	2	0	6	7	4	2	6	5	4	9	9	18	7	5	9	7	9	12	10	8	10	4	2	7	4	6	5	8	7	4	7	5	7	8	6	6	2	4	6	16	3	5	2	4	4	2	1	5	1	5	3	1	0	299	2010	
2011	6	2	9	4	2	4	2	5	6	5	7	4	10	8	5	5	9	8	8	8	7	5	7	10	10	3	3	6	11	5	6	5	3	4	8	3	3	6	4	6	4	4	3	2	5	7	3	5	5	3	4	2	0	280	2011	
2012	8	2	9	7	9	8	7	4	7	16	10	9	8	7	6	6	4	9	10	11	7	8	6	11	5	6	7	14	4	7	7	5	6	5	7	6	5	16	11	4	7	5	3	8	4	5	4	6	7	6	3	1	0	366	2012	
2013	1	2	13	6	2	9	6	10	6	6	12	9	7	5	7	10	10	6	9	11	11	3	11	6	6	11	8	6	6	10	6	8	4	4	4	0	8	4	5	7	5	9	4	7	5	3	4	4	2	5	2	3	0	328	2013	
2014	2	0	6	3	6	5	3	7	6	9	9	8	7	9	3	5	5	5	11	11	7	10	7	6	9	10	6	6	8	10	4	7	7	4	2	3	4	6	6	7	5	1	7	5	3	8	6	2	3	3	4	4	0	300	2014	
2015	0	3	3	3	5	7	4	9	6	4	6	7	1	7	8	7	7	19	14	8	12	7	10	15	4	4	6	4	9	7	18	12	3	4	7	5	7	6	8	9	5	6	1	5	1	5	6	3	5	3	1	0	324	2015		
2016	3	1	9	3	5	8	3	3	9	7	9	8	8	4	9	9	6	9	5	6	5	8	2	5	9	12	6	5	10	4	6	8	9	7	7	9	6	9	7	5	3	8	5	12	6	7	1	4	3	1	9	1	0	0	316	2016
2017	2	2	3	3	5	3	7	4	2	4	12	4	2	12	11	6	9	6	10	8	14	4	11	5	8	5	2	5	10	7	2	10	8	3	7	2	7	4	10	2	8	5	9	4	4	6	5	4	6	1	2	0	301	2017		
2018	0	1	6	4	4	2	7	8	5	8	5	8	5	5	2	4	11	8	12	5	6	6	1	7	8	7	4	4	7	1	6	8	6	6	7	4	6	8	8	5	2	1	7	5	4	5	4	0	2	4	1	1	0	257	2018	
2019	1	1	2	6	4	2	5	5	6	6	4	6	7	8	8	7	11	11	9	5	6	6	9	7	2	8	9	5	4	6	6	7	3	7	7	1	3	2	8	6	7	12	4	1	3	10	6	2	3	3	0	6	283	2019		
2020	1	3	4	3	4	3	4	6	3	7	6	2	1	1	1	0	2	3	5	8	4	9	9	5	14	5	13	4	3	7	5	7	10	4	5	5	7	4	9	6	6	7	11	7	7	3	4	3	12	2	12	2	0	279	2020	
2021	2	8	7	9	4	7	5	12	3	9	8	12	5	6	8	12	8	16	13	7	9	10	13	5	7	7	5	12	9	11	6	5	11	9	8	5	13	7	8	5	8	4	5	7	6	2	2	4	2	2	9	1	0	370	2021	
2022	2	3	3	5	5	4	6	7	3	13	10	8	7	7	4	3	3	4	4	12	8	3	1	6	2	3	5	4	5	7	8	3	6	2	3	6	5	1	2	1	3	3	2	2	1	5	1	1	4	3	2	1	0	222	2022	
2023	0	2	0	1	4	4	4	4	2	4	3	6	8	5	5	4	9	7	8	2	3	5	2	2	4	6	1	7	6	6	2	4	4	7	2	0	6	5	3	3	8	4	4	5	2	6	2	2	1	5	2	1	0	202	2023	
2024	1	3	0	2	3	3	6	6	3	6	8	3	4	4	5	10	8	8	5	9	8	5	10	7	8	5	4	4	4	7	8	2	5	6	6	6	2	7	4	3	5	6	8	5	6	4	8	7	2	7	1	1	0	264	2024	
2025	1	6	3	3	6	1	7	7	1	5	7	4	6	6	7	6	6	6	6	2	5	6	4	7	6	3	1	4	4	2	3	3	4	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	157	2025	
Total	56	75	135	127	148	146	149	181	153	199	199	196	157	177	181	182	195	227	221	206	204	169	185	192	177	195	135	156	178	175	177	162	155	153	147	118	145	146	150	133	133	128	144	149	112	133	100	84	85	109	86	42	5	7,872	Total	

*Sale count data collected from MSLListings has been deemed reliable but is intended for general informational purposes only. MSLListings data may contain errors or inaccuracies and the information provided may change over time. Different geographical areas use different MLS services, resulting in incomplete data for certain cities/zip codes. Sale count includes Sold, Pending, and Contingent listings and is subject to change as new information becomes available. Data may not fully reflect recent weeks or current market conditions. Dates for each week number look at Sale Date and include all days within that calendar year with the week starting on Monday and ending on Sunday. Heat map applied to each year and the totals row/column individually, using green to represent the lowest values and red to represent the highest values with the intensity of the color indicating how strong that value is in relation to the other data points in that set.



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JIMMY MACKIN

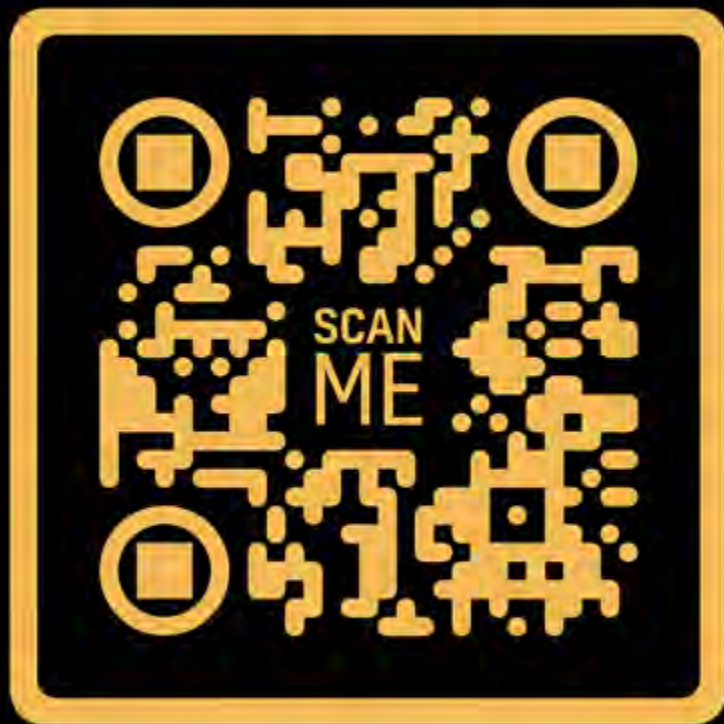
Listing Marketing Masterclass -
Part Two

WINNING SYSTEMS
WINNING MARKETING



We're giving you 7 days to try out ListingLeads.com, so you can leverage our:

- ✓ Award Winning Expired Playbook
- ✓ 90-Day Social Media Blueprint
- ✓ Top 25 Best Strategies
- ✓ ALSO includes a private training with Jimmy on how to use ListingLeads.com to get more listings.



So far we've learned:



**How to build an
Instagram Lead
Funnel**

So far we've learned:



**How to build an
Instagram Lead
Funnel**



**Why you should
add a new lead
pillar**

So far we've learned:



**How to build an
Instagram Lead
Funnel**



**Why you should
add a new lead
pillar**



**How to get more
listings through
email**

Here's what we'll cover today

1 **Best sales scripts**

Here's what we'll cover today

- 1 **Best sales scripts**
- 2 **Farming on a budget**

Here's what we'll cover today

- ① **Best sales scripts**
- ② **Farming on a budget**
- ③ **5 most important marketable moments**

3 most important things to remember

**The agent who has the
most conversations wins**

1



3 most important things to remember

**Better marketing creates
more conversations**

2















=



3 most important things to remember

**Results come from
repetition**

3



Can you buy a **Pumpkin
Spice Latte** year round?

I spilled my pumpkin spice latte on the ground and now a bunch of ants are making brunch plans and doing yoga.



**Great businesses don't
wait for demand.**

**Great businesses don't
wait for demand.
They create it.**

JAN

NEW YEAR

Trigger: "New Year, New You"
→ life changes, relocations,
tax planning.

FEB

MAR

APR

SPRING SELLING SEASON

Trigger: Warmer weather, school calendars, peak
buyer demand.

MAY

JUN

JUL

AUG

SUMMER MOVES

Trigger: Families relocating before school starts.

BACK TO SCHOOL

Trigger: Parents reset routines,
families who delayed over summer
now re-enter market.

SEP

OCT

NOV

DEC

FALL LISTINGS

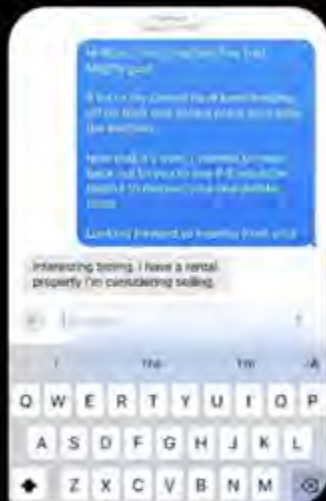
Trigger: Sellers list to close
before year-end. Buyers want
to lock in rates before winter.

END OF THE YEAR

Trigger: People pause but also plan next year. Big life
decisions surface (job transfers, family growth).



nathanpoerealtor >



Just used the script you dropped for post election activity. 75 text sent. 10 conversations started. 1 listing appt (with someone I haven't talked to in three years). 1 buyer appt! Let's go!

End of Summer Text

Consumer Sentiment

13:13



Hey Tom,

A lot of my clients took the summer off from thinking about real estate.

Now that we're nearing the end of August, I'm starting to have more conversations.

Any plans you think I should know about?

End of Summer Text

The Reason Why

13:13



Hey Tom,

A lot of my clients took the summer off from thinking about real estate.

Now that we're nearing the end of August, I'm starting to have more conversations.

Any plans you think I should know about?

End of Summer Text

Conversation Starter

13:13



Hey Tom,

A lot of my clients took the summer off from thinking about real estate.

Now that we're nearing the end of August, I'm starting to have more conversations.

Any plans you think I should know about?



Vanessa Van Edwards

3 Phrases to Become More Likeable

1

I was just thinking about you...



Vanessa Van Edwards

3 Phrases to Become More Likeable

1

I was just thinking about you...

2

You're always so [positive label]...



Vanessa Van Edwards

3 Phrases to Become More Likeable

1

I was just thinking about you...

2

You're always so [positive label]...

3

The last time we talked you mentioned...



nicolekodom



Has ghosted me since March until today
with a LL text

Shannon

Photo 12/23/21

108 Heritage Pt just came on the market AND 105 Cloister Dr is coming soon on Friday 8/22 and I immediately thought—Shannon would love this spot!

Hope you guys are doing well.

How's busy have you been following the market?

Tuesday 12/28/21

Hi! I did see both houses. I've been keeping a close eye on things. I think it would be great to look at both. So much has changed since we last connected. We've been considering buying a commercial property for the business so we've been going through those steps and trying to decide what to do first.

1 Reply



Do you know anything more about the cloister house?



The Ghost Text

Relevant Market Update

Likability

Conversation Starter

13:13



106 Hermitage Pl just came on the market, AND 105 Cloister Dr is coming soon on Friday 8/22

and I immediately thought—
Shannon would love this spot!

Hope you guys are doing well.

How closely have you been following the market?

3-Step Referral Framework

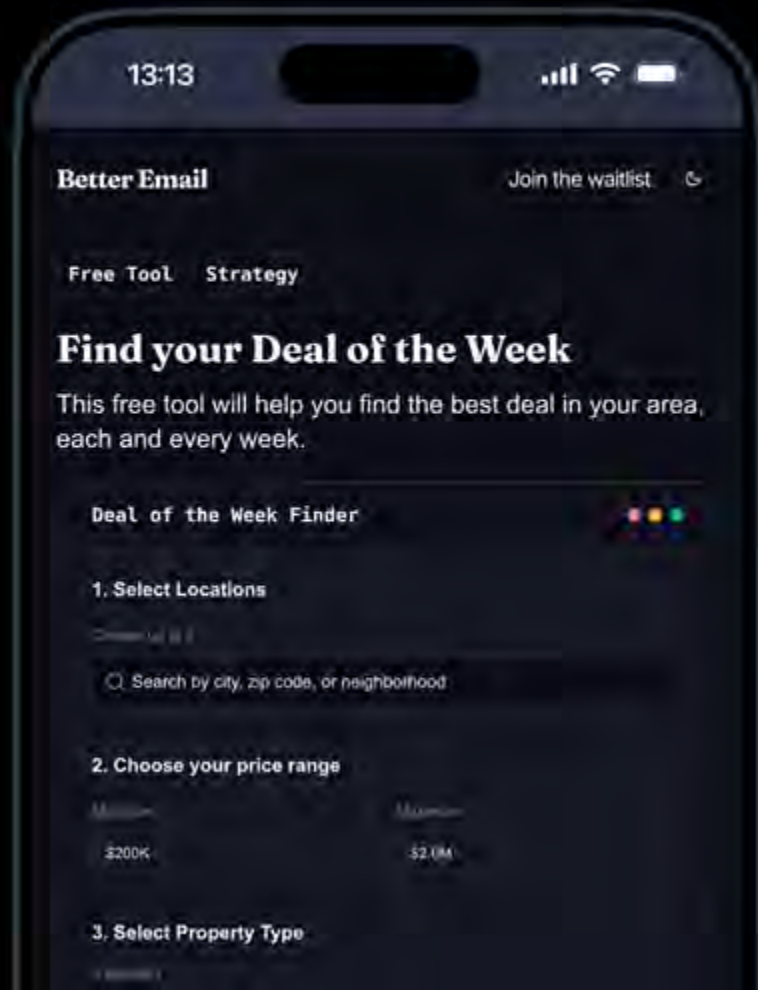
- 1 Create your “neglect list.” Sort your VIP clients by “Last Contacted” in your CRM.

3-Step Referral Framework

- 1 Create your “neglect list.” Sort your VIP clients by “Last Contacted” in your CRM.
- 2 Create an SOP for spotting the most interesting property in your market each week.

Find Your Deal of the Week

Scan QR code for
free access



3-Step Referral Framework

- 1 Create your “neglect list.” Sort your VIP clients by “Last Contacted” in your CRM.
- 2 Create an SOP for spotting the most interesting property in your market each week.
- 3 Send this text to 5–10 people →

Infinite Referral Script

Likability

13:13



Hey Tom,

I know you're not currently looking to move, but since you're so well-connected, I wanted to reach out.

I came across a new listing that just hit the market that I think will sell quickly.

Think it might be worth quietly sharing with someone you know?

Infinite Referral Script

Market Update

13:13



Hey Tom,

I know you're not currently looking to move, but since you're so well-connected, I wanted to reach out.

I came across a new listing that just hit the market that I think will sell quickly.

Think it might be worth quietly sharing with someone you know?

Infinite Referral Script

Conversation Starter

13:13



Hey Tom,

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I came across a new listing that just hit the market that I think will sell quickly.

Think it might be worth quietly sharing with someone you know?

A  cold database
is a  dead database

5

Farming 2.0

1

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TM

we love to see you smileTM



**Marketing
Message**



**Marketing
Message**

**Serial Killer
would say**

**Marketing
Message**



Avoid this

**Serial Killer
would say**

THE BEST LISTING ATTRACTION STRATEGY OF 2024

▲ SUCCESS SUMMIT

JIMMY MACKIN



NOTES

Market Update

- 500 Homes
- Accessible Door knock
- Turnover
- Events

Zillow Zestimate wrong

- Title list
- 20 a week
- List me

Magic Buyer Letter

Magic Buyer Letter



Tiffany Vasquez



\$161

Total Spend

118

Total Letters Sent

22

Total Responses

2

Sold

\$58,750

Commission

6 future listings \$9M

\$224K

in commission



Tiffany Vasquez

@tiffanyvasquezbendrealtor

Dear Awbrey Butte Homeowner,

I hope this message finds you well. I am Tiffany Vasquez, a real estate broker with Stellar Realty NW. I'm reaching out on behalf of my clients, **Dana and Livia**, who moved to Bend this past summer with their two kids and their Great Dane, Athena. They've fallen in love with Awbrey Butte for its peaceful setting and spacious lots.

They've explored the market but haven't found anything that fits their needs. They are currently renting and are eager to find a place where they can stretch out and truly call home. **I promised I would do everything I can to help them find their new home, and that's why I'm reaching out to you.**

Your property stood out as a potential fit for their needs. While I understand your home may not be on the market, I wanted to see if the timing might be right for you to consider selling. There's no pressure—just an invitation to have a conversation.

Dana and Livia are well-qualified, preapproved, and open to making updates if necessary. If you're open to a conversation, I'd love to connect! You can reach me at (541) 728-3668 by call or text.

If selling isn't on your mind right now, I'd appreciate a reply so I can keep Dana and Livia informed.

Thank you for your time, and I look forward to hearing from you!

Regards,



Tiffany Vasquez
Real Estate Broker
541.728.3668
tiffany@lifeinbend.com
lifeinbend.com



INTRODUCE YOURSELF

SHARE YOUR BUYER'S BACKSTORY

HIGHLIGHT THE CHALLENGE

MAKE IT PERSONAL

QUALIFY YOUR BUYERS

MAKE A CLEAR ASK



Katie Lucie

February 18 · 🌐

Doing a 7 week downsizing campaign, all from Listing Leads. Target demographic is 20+ year homeowners in my geo farm. Entire campaign is going to run me under \$2500 and the average price point in my farm is around \$1.8m. Letters will go to 300 doors and postcards to 1500 doors.

I think it's going to work, what do you think?

Week 1 - Just Listed letter

Week 2 - Downsizing postcard 1

Week 3 - Do you need to fix your house before you sell letter

Week 4 - Downsizing postcard 2

Week 5 - Downsizing letter

Week 6 - Downsizing postcard 3

Week 7 - Zillow Vs Agent letter





Katie Lucie

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Week 5 - Downsizing letter

Week 6 - Downsizing postcard 3

Week 7 - Zillow Vs Agent letter



TOTAL SPEND

\$4,575

ACTIVE/CLOSED:

\$5,700,000

PIPELINE:

\$8M

32X+ ROI

6% of homeowners aged
60 and older said they
were **planning to sell**
their home in 2025.



IF YOU'VE EVER SAID

"Most of these rooms just sit empty these days."

It might be time to downsize.

Call for more info



IF YOU'VE EVER SAID

"Keeping up with all the maintenance—it's just too much."

It might be time to downsize.

IF YOU'VE EVER SAID

"Our utility bills are way higher than they need to be."

It might be time to downsize.



You may have seen the sign: 123 Main Street is officially on the market.

And if you're like most homeowners, you're probably wondering: What does this mean for me?

Whenever a home sells in your area, it sets a new benchmark. Influences what buyers are willing to pay. And ultimately, impacts your home's value. That's why we wanted to reach out personally.

We've launched a full-scale marketing strategy: professional staging, photography, videography, Instagram, Facebook, email campaigns, it's outreach—you name it. And it's working.

We've already seen 8,876 views on social, received a ton of inquiries, and scheduled 7 private tours. This is good news for you.

A strong sale here would mean that when the time comes—whether it's months or



6% of homeowners over 60 years old are planning on selling this year.

But how do you know if you're ready? Here are five signs it is:

1. Your monthly costs feel unreasonably high.
2. You're tired of cleaning a big house.
3. Your spare rooms are being used for storage.
4. Your utility bills have increased significantly.
5. You'd rather spend time traveling than maintaining your home.

If you're debating whether or not to downsize, a professional can help.

This report includes a detailed comparison of your current versus potential costs in a smaller home, an estimate of your proceeds after a sale, and more insights to help you make a decision.

If you'd like me to prepare one for you (it's no cost), text or 555-555-5555.

I look forward to hearing from you.

THE GROVE GROUP

The "internet" valued your neighbor's home at less than \$750,000.



But I knew something the algorithms didn't. With the right marketing, staging, and promotion, we could attract the perfect buyer. And that's exactly what we did.

The result? We sold it for \$831,000.

That's an \$81,000 difference.

So at this point you're probably curious how much your home is actually worth but you're afraid if you reach out:



Do you need to fix your house before you sell?

68% of homeowners make at least one home improvement before listing their home. But before you commit to the hassle of turning your home into a construction zone, let's talk about what's actually worth your time and money.

Some updates can add value—others just drain your wallet. The key is knowing what truly makes a difference in your market, your neighborhood, and your price point. Based on market data, these projects tend to offer the highest return:

- Garage Door Replacement (ROI: 93.8% - 102.7%)
- HVAC Conversion to Electric Heat Pump (ROI: 93.8%)
- Minor Kitchen Remodel (ROI: 93.8%)

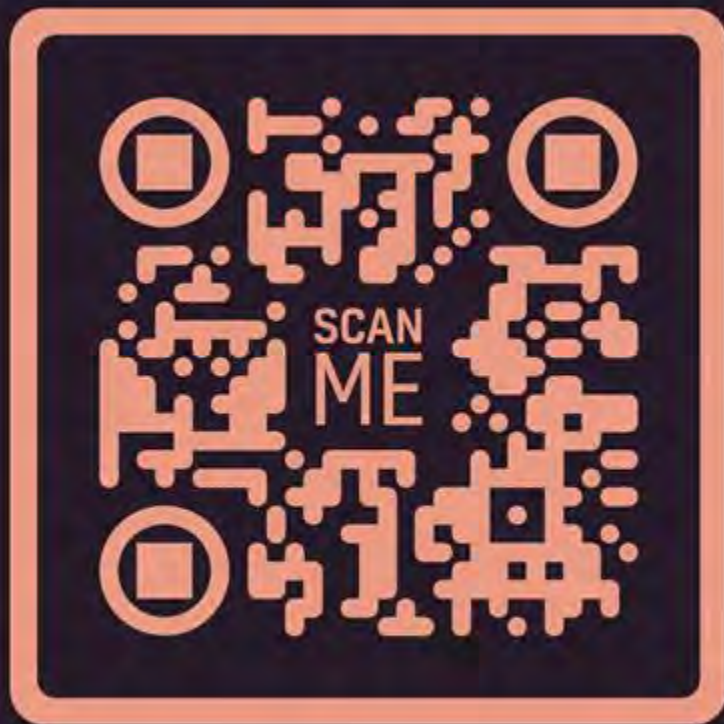
Let's develop a plan. Some solid advice.

Let's talk. Let's meet you with nothing you.



We're giving you 7 days to try out ListingLeads.com, so you can leverage our:

- ✓ 5 Proven Magic Buyer Letter Templates
- ✓ All 7 campaigns that Katie Lucie used
- ✓ ALSO includes a private training with Jimmy on how to use ListingLeads.com to get more listings.



6

Listings

1

2

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20

**I saved the most important
strategy for last.**

5 Most Marketable Moments



**Pre-Listing
Appointment**



**Post-Listing
Appointment**



**24 Hours
Before**



**First Open
House**



Just Sold

**If the first time you're
promoting your listings
is when it's on Zillow**

You're doing it wrong.

Pre-Listing Appointment

Send this email to
your entire database



Subject: I might get fined for sending you this

As Realtors, we're not allowed to publicly promote a listing until 24 hours before it goes live.

But...

This is not a listing.

It's an *appointment*.

I'm meeting with a seller today at 3pm ET who's been thinking about selling and what I can tell you is if they do decide to list, this home is going to go viral on Zillow.

I'll circle back with an update later today.

Wish me luck!

Post-Listing Appointment

Send this email to
everyone who opened
the first email



Subject: I was wrong

So here's the deal.

The house looks even better in person.

Forgot what I said about it going viral on Zillow.

It might break the internet.

We're targeting to have the home ready by Sept 15th.

Which means, I can officially share the details with you on Sept 14th.

Should I text you to ensure you don't miss the update?

24 Hours Before

Send this email to
your entire database

Subject: Forward To A Friend

In 24 hours, our newest listing is going to be blasted all across the internet. That means, right now, in this moment, you have something only a select few people have:

Early access to an extraordinary property.

It's the type of house that all the other houses talk about behind its back because they are jealous of how much attention it's getting.

I know it might be the wrong time for you to make a move, but I wanted to make sure you knew about it because you likely have a friend or family member who's been looking for this exact home.

Here's my personal cell: 555-555-5555.

They can call me directly and I can give them all the details before it hits the market.

p.s. If I don't pick up, be sure to leave a voicemail.



Saved Home

This home has been listed for sale at \$425,000.



♥ FOR SALE

\$425,000

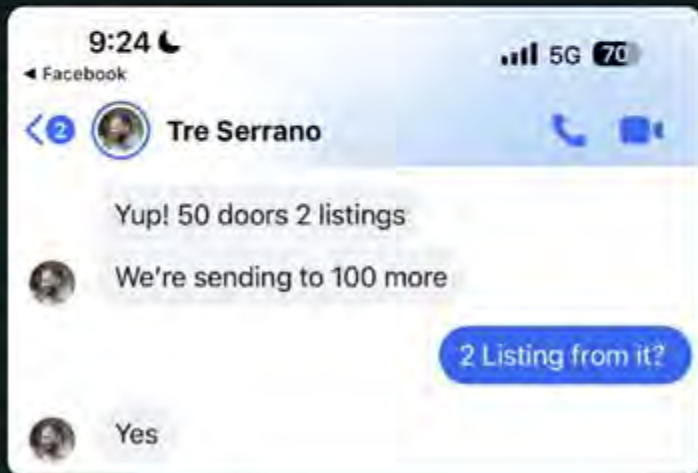
1 bd, 1.0 ba, 676 sqft

655 Crockett St APT A503,
Seattle, WA

View home

[See all](#) saved homes

Tre Serrano's Magic Buyer x Just Sold



Listing Leads

Dear [Homeowner's First Name],

I know we haven't met in person yet but I thought you should know this. This past weekend we held a couple of open houses that saw 7 people come through!

We are reviewing offers now, but my clients can only choose to move forward with one offer.

I promised the families that came through the open house that I would follow up with the neighbors to see if they are in their forever home, or considered moving out of the neighborhood.

These 7 other families that are currently looking at purchasing a home here as soon as one comes on the market.

If this is your forever home, throw this letter in the trash. Everyone is saying incredible things about this community. I don't blame you for staying.

Now, if it's something you've considered, I may have a buyer!

All I need is a quick text letting me know what you've updated in the home and I can whip up an updated value.

If you're interested in knowing what the 7 families are looking for, I'm happy to share!

Sincerely,



Tre Serrano

San Antonio, TX | Real Estate



COMMERCIAL • RESIDENTIAL • INVESTMENT

Dear Neighbor,

Guess who helped your neighbor at 3852 Foxford Dr. say goodbye to their home? That's right, it's me, Vanessa Reilly, at your service!

Here's the scoop you won't find online. The owners started preparing for the sale of their home almost 2 years in advance. We had been talking and consulting on where to spend and where to save money through an entire pool renovation, refinishing of floors, paint and all the other important details.

Our marketing campaign was a huge success and included:

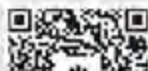
- A professional YouTube video that racked up over 77,000 local views.
- A 3-D floor plan that let folks explore without moving from their couch.
- A social media storm that caught everyone's attention.
- And a Zillow Showcase Listing Upgrade that double the eyes on the prize.

The result? A whopping 97 visitors through the open houses, 24 private tours, and not one, but two offers! The cherry on top? We just sold for over the asking price: \$705,000; no strings attached, and the buyer took it as is - no repair headaches for our seller.

Wondering what your castle might fetch in today's rollercoaster market? Shoot me an email or give me a ring. Let's chat.

Cheers to a fantastic day!

Vanessa Reilly
vanessa@domoREALTY.com
(404) 556-1733



I've tracked right under \$200k
GCI for letters sent this year of
closed and pending

Good Markets **Create** → **Bad Habits.**

Good Markets **Create** → **Bad Habits.**

Bad Markets **Create** → **Great Agents**

Stay connected with me



Follow me on Instagram

@jimmymackin



MATTHEW FERRY

Words That Convert

WINNING **SKILLS**



Words That Win

Turn Your Conversations Into Commission Checks



SUCCESS SUMMIT

Questions



SUCCESS SUMMIT

**You've been asking and the
answers have been coming**



SUCCESS SUMMIT

You Have Been Asking

How do I get more referrals?

How do I close more deals?

How do I make this business easy?



Would you be willing to open
your mind to the answers that
are all around you?



Everything could change
for the **better**



SUCCESS SUMMIT



**What can I say to convert more
of the leads I already have?**



SUCCESS SUMMIT

**Shilo.ai
analyzed 1.75
million sales
calls**

36% of agent's flagged for excessive filler language.

34% of agent's cite low confidence or hesitation.

77% of agent's failure to set clear next steps.



Logic loses deals





Brain activity could predict a person's choice 7 seconds before they consciously decided.

— Max Planck Institute



SUCCESS SUMMIT

The unconscious mind initiates decision processes ahead of awareness and logic.





**95% of purchasing decisions
happen in the subconscious.**

— Harvard Business School



SUCCESS SUMMIT

Features, benefits, and logical explanations play far less of a role in **decision making**



Neuro- Linguistic Programming



SUCCESS SUMMIT

Habitual language loses listings and buyers



SUCCESS SUMMIT

**Drive your prospects'
unconscious mind to say yes**



SUCCESS SUMMIT



Greg Harrelson
Top 1% nationwide
#1 team in Myrtle Beach
Top C21 Broker



SUCCESS SUMMIT

Language filled with old habits,
family style and weird language
patterns that had no proof of
being effective.



Just habits he had **picked
up along the way.**



SUCCESS SUMMIT

Your **personality** is luck



SUCCESS SUMMIT

The Impact of your personality

Shilo.ai Stats

36% of agent's flagged for excessive filler language.

34% of agent's cite low confidence or hesitation.

77% of agent's failure to set clear next steps.



Persuasive Language Patterns

- ✓ Adverbs
- ✓ Tie downs
- ✓ Military
- ✓ Yes but
- ✓ Awareness
- ✓ Temporal
- ✓ Automatic

- ✓ Direct C&E
- ✓ Implied C&E
- ✓ Single Bind
- ✓ Conditional
- ✓ Double Bind
- ✓ C&E +DB
- ✓ Commands

- ✓ Objective
- ✓ Pace / Lead
- ✓ Verbal P&E
- ✓ Has there
- ✓ What spec
- ✓ I'm not gonna
- ✓ Level shift
- ✓ Level CE+DB



Beliefs That Kept Greg Frozen

- ✓ I don't like selling
- ✓ I don't want to pressure people
- ✓ I hate pushy salespeople
- ✓ I don't want to close people
- ✓ I want people who just say yes



You already have **the marketing,
the leads, the systems.**

Now you need to learn to convert



SUCCESS SUMMIT



Greg Harrelson

You just need **one more deal a quarter or one a month**, right?



SUCCESS SUMMIT

Persuasive Language Patterns

✓ Adverbs

✓ Tie downs

✓ Military

✓ Yes but

✓ Awareness

✓ Temporal

✓ Automatic

✓ Direct C&E

✓ Implied C&E

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✓ Objective

✓ Pace / Lead

✓ Verbal P&E

✓ Has there

✓ What spec

✓ I'm not gonna

✓ Level shift

✓ Level CE+DB



Presuppositions are hidden assumptions built into the structure of every sentence.



How agents lose listings

Unfortunately, the market has dropped, and your home is worth less.



How agents lose listings

Makes them forecast
the negative

Unfortunately, the market has
dropped, and your home is
worth less.



How agents lose listings

Makes them forecast
the negative

Unfortunately, the market has
dropped, and your home is
worth less.

Doesn't trigger
their motivation



SUCCESS SUMMIT

Adverb Presuppositions

- | | | |
|-------------|----------------------|--------------|
| ✓ Luckily | ✓ Certainly | ✓ Frankly |
| ✓ Happily | ✓ Supposedly | ✓ Easily |
| ✓ Simply | ✓ <u>Fortunately</u> | ✓ Definitely |
| ✓ Obviously | ✓ Undoubtedly | ✓ Naturally |
| ✓ Surely | ✓ Consequently | ✓ Quickly |



Fortunately, you are sitting with
someone who is going to
aggressively market your home and
get you the best possible price.

Aren't you glad you invited me over?



Adverb



Fortunately, you are sitting with
someone who is going to
aggressively market your home and
get you the best possible price.

Aren't you glad you invited me over?



Adverb

Fortunately, you are sitting with
someone who is going to
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get you the best possible price.

Aren't you glad you invited me over?



Adverb

Fortunately, you are sitting with
someone who is going to
aggressively market your home and
get you the best possible price.

Motivation

Aren't you glad you invited me over?



Adverb

Fortunately, you are sitting with
someone who is going to
aggressively market your home and
get you the best possible price.

Motivation

Aren't you glad you invited me over?

Assumptive close



SUCCESS SUMMIT

Shilo.ai Stats

Confidence



36% of agent's flagged for excessive filler language.

34% of agent's cite low confidence or hesitation.

77% of agent's failure to set clear next steps.



SUCCESS SUMMIT

**Aren't you glad you
invited me **over**?**



SUCCESS SUMMIT

**They don't want your doubt,
uncertainty and maybes.**



SUCCESS SUMMIT

Intuitive Influence

Who you **are being**.
What **you** are saying.
How they **perceive** you.



Adverb



Obviously, you need an agent,
like me to make sure you get to
Dallas on time for your new job,
does that make sense?

Motivation



SUCCESS SUMMIT

Adverb



Clear next steps



Luckily, I called today! Let's set up some time to talk and make sure your parents have a place to stay once your new baby arrives.

Motivation



SUCCESS SUMMIT

Clear next steps

Adverb

Let's simply make the best possible offer to win the home and achieve your goal.

Motivation



SUCCESS SUMMIT

Adverb Presuppositions

- | | | |
|-------------|----------------|--------------|
| ✓ Luckily | ✓ Certainly | ✓ Frankly |
| ✓ Happily | ✓ Supposedly | ✓ Easily |
| ✓ Simply | ✓ Fortunately | ✓ Definitely |
| ✓ Surely | ✓ Undoubtedly | ✓ Naturally |
| ✓ Obviously | ✓ Consequently | ✓ Quickly |



Call, text or email your client on the break and see how they respond.



SUCCESS SUMMIT

How agents lose buyers

“Do you **want** to make an offer?”



SUCCESS SUMMIT

How agents lose buyers

No leadership or guidance



“Do you **want** to make an offer?”



How agents lose buyers

No leadership or guidance



“Do you **want** to make an offer?”



Doesn't create a future

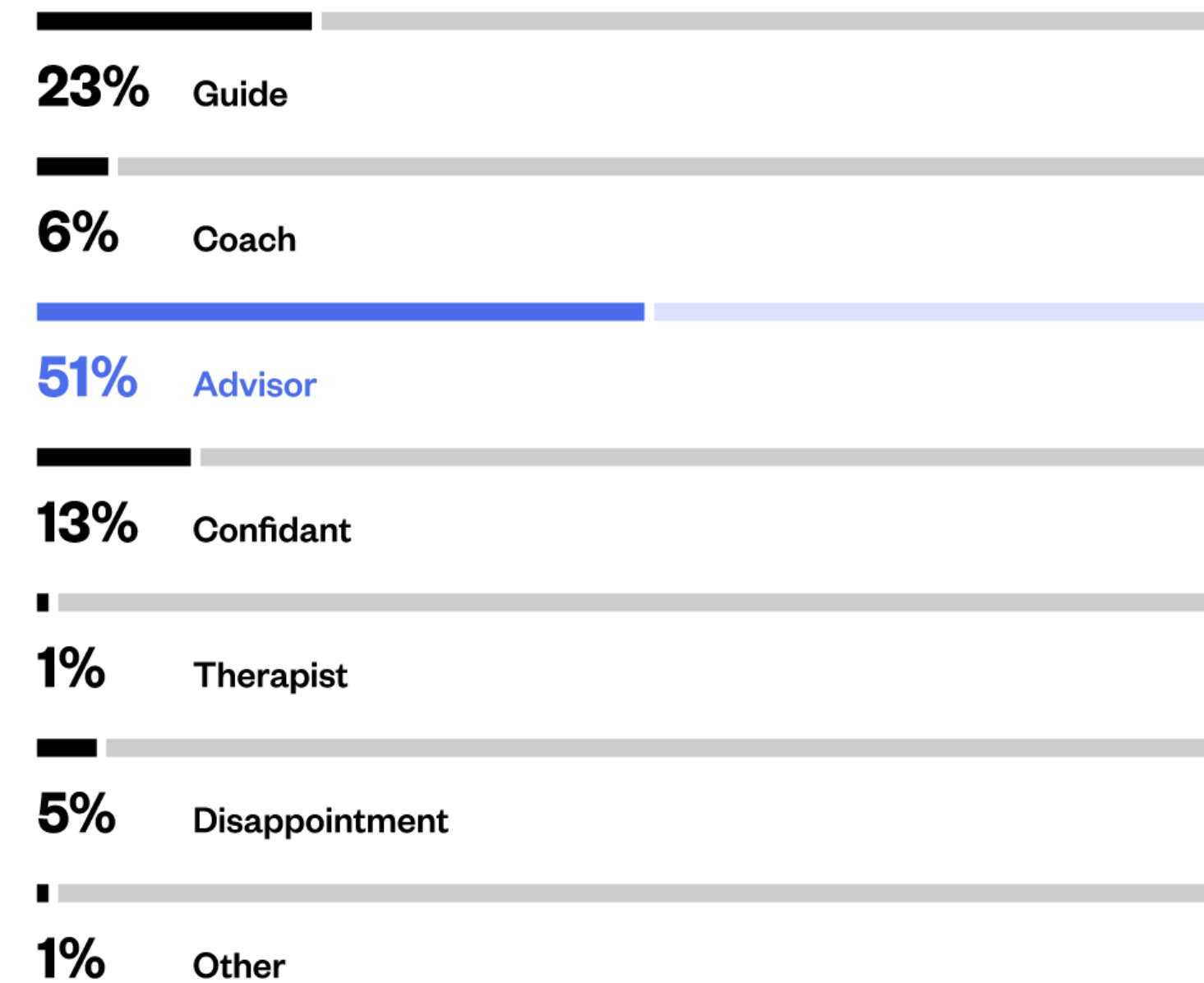


SUCCESS SUMMIT

Agent is the job.
Advisor is the value.

← Return to Navigation

Which word best describes the real estate agent who helped you in your last home sale?



Represents 93% of respondents who used a real estate agent the last time they sold a home

ORIGINAL RESEARCH JUNE 2025
The Emotional Landscape of Homeselling

1000WATT



Once you submit an offer, I will get it accepted so you can sleep easy at night knowing the kids will start school on time. Won't that feel good?



Temporal
Presupposition



Once you submit a clean offer,
you can rest assured that I will
fight to get it accepted... so you
can sleep easy at night...
knowing (Fill in motivation).
Won't that feel good?



Temporal
Presupposition



Shows
Confidence



Once you submit an offer, I will get it accepted so you can sleep easy at night knowing the kids will start school on time. Won't that feel good?



Temporal
Presupposition



Shows
Confidence



Once you submit an offer, I will
get it accepted so you can sleep
easy at night knowing the kids
will start school on time. Won't
that feel good?

Envisioning
the future



SUCCESS SUMMIT

**Temporal
Presupposition**



Once you submit an offer, I will get it accepted so you can sleep easy at night knowing the kids will start school on time. Won't that feel good?

**Envisioning
the future**



**Tie-down
the emotion**



SUCCESS SUMMIT

Buyers are **not logical**



SUCCESS SUMMIT

Logic loses deals!



SUCCESS SUMMIT

How agents lose appointments

I'd be happy to help you get
your home sold.



How agents lose appointments

Self centered



I'd be happy to help you get
your home sold.



SUCCESS SUMMIT

How agents lose appointments

Self centered



**Implies its a
team effort**



I'd be happy to help you get
your home sold.



SUCCESS SUMMIT

How agents lose appointments

Self centered

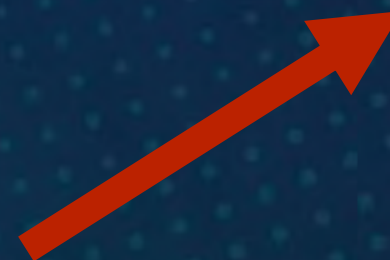


**Implies its a
team effort**



I'd be happy to help you get
your home sold.

**Doesn't trigger
their motivation**



You accidentally create
objections without even
realizing it.



Are you starting to realize that you need to work with someone, like me, who can make sure your kids start school on time?

Let's set an appointment and make sure they are ready, sound good?



Awareness Presuppositions

Are you starting to realize that you need to work with someone, like me, who can make sure your kids start school on time?

Let's set an appointment and make sure they are ready, sound good?



Awareness Presuppositions

Are you starting to realize that you need to work with someone, like me, who can make sure your kids start school on time?

Let's set an appointment and make sure they are ready, sound good?



**Awareness
Presuppositions**

Are you starting to realize that you
need to work with someone, like me,
who can make sure your kids start
school on time?

Motivation

*Let's set an appointment and make
sure they are ready, sound good?*



SUCCESS SUMMIT

**Awareness
Presuppositions**

Are you starting to realize that you
need to work with someone, like me,
who can make sure your kids start
school on time?

Motivation

*Let's set an appointment and make
sure they are ready, sound good?*

Clear next steps



SUCCESS SUMMIT

**Awareness
Presuppositions**

Are you starting to realize that you
need to work with someone, like me,
who can make sure your kids start
school on time?

Motivation

*Let's set an appointment and make
sure they are ready, sound good?*

Clear next steps

Tie Down



SUCCESS SUMMIT

What do you want them to become aware of?

- ✓ You can sell their home
- ✓ You're the best agent for the job
- ✓ Other agents don't sell homes in their neighborhood
- ✓ They feel comfortable with you
- ✓ You will get them the best deal



What is the clear next step that you want them to take?

- ✓ Set an appointment
- ✓ Get prequalified
- ✓ Price it right
- ✓ Make an offer
- ✓ Accept the offer



Awareness
Presuppositions



I think you are noticing... that I
can get the job done... go ahead
and sign here... and let's get this
↑ process started, sound good?

Clear next steps

↑
Tie Down



SUCCESS SUMMIT

Awareness
Presuppositions

After seeing all the homes I've
sold in your area... you are
beginning to understand that I'm
the best agent for the job...let's
get this home sold...shall we?

Confidence
Leadership

Tie Down



SUCCESS SUMMIT

Now that we've looked at the
comps for a 3rd time... Are you
starting to realize that your
home will sell for \$795k?

 Awareness
Presuppositions



SUCCESS SUMMIT

Awareness
Presuppositions



You are beginning to feel the
power of these language
pattern, aren't you?



Tie Down



SUCCESS SUMMIT

Awareness Presuppositions

- ✓ Start(ing)
- ✓ Begin(ing)
- ✓ Realize(ing)
- ✓ Understand(ing)
- ✓ Become(ing)
- ✓ Discover(ing)
- ✓ Notice(ing)
- ✓ Hear(ing)
- ✓ Believe(ing)
- ✓ Continue(ing)
- ✓ Achieve(ing)
- ✓ Perceive(ing)
- ✓ Consider(ing)
- ✓ Think(ing)



Call, text or email your client on the break and see how they respond.



SUCCESS SUMMIT

Providence



SUCCESS SUMMIT

PANEL

JAMIE McMARTIN
JULIE WOODS
TIFFANY VASQUEZ

How to Get Into Action

WINNING STRUCTURE



4DX TO EXECUTION

SUMMIT IMPLEMENTATION WORKSHEET

1. Focus on the Wildly Important Goals (WIGs)

Prompt: *What are the most important goals that will make a real difference after Summit?*

Brainstorming WIGs

- Review all your notes and highlight common themes or breakthrough ideas.
- **Ask:** What **ONE** or **TWO** initiatives would make the biggest difference in my business if fully implemented?

2. Act on Lead Measures

Prompt: *What are the key actions I can take to drive progress toward my WIGs?*

Identifying Lead Measures

- For each WIG, identify 2–3 daily/weekly activities (lead measures) that would drive progress.
- List the actions that will directly impact your WIGs. Focus on activities you can control and measure regularly.

3. Keep a Compelling Scoreboard

Prompt: *How can I create a simple, visual scoreboard to track our progress on lead and lag measures?*

Design Your Scoreboard

- Visualize & design how you will track progress. Include both lead and lag measures for a comprehensive view.
- Make it easy for yourself (or team) to see progress at a glance.

4. Create a Cadence of Accountability

Prompt: *How will I regularly review my (our) progress, celebrate successes, and make course corrections?*

- Schedule a recurring weekly meeting or self-check-in to review progress toward the WIG.
- Each week, **Ask:** What did I commit to last week? Did I do it? What will I do this week?
- Use this time to celebrate wins, solve roadblocks, and make new commitments.

Planning Accountability Cadence

Revii Prompt

Create a detailed execution plan using the 4 Disciplines of Execution framework to accomplish the goal of [insert your WIG] by [insert your deadline]. Break down the goal into:

- *Wildly Important Goal(s)*
- *Lead Measures that can be tracked weekly*
- *Ideas for a simple and visible Scoreboard*
- *A weekly cadence of Accountability with clear commitments*

Make sure to include specific daily or weekly tasks to help me execute at the highest level while maintaining momentum and focus."

Next Steps & Post Summit Planning

- Review your notes, finalize your WIGs and Lead Measures using the Ai Prompt.
- Implement a Scoreboard and Accountability Cadence.
- Assign responsibilities and set deadlines.
- Continuously monitor progress and adapt as needed.

JMG THE
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Beyond the Magic Buyer Letter

Tiffany Vasquez | Bend, Oregon

Below is the process I created to elevate the Magic Buyer Letter—designed to uncover more off-market opportunities for my buyers, and my proven strategy to turn homes that aren't a fit into future listings through authentic connection and follow-up.



@TIFFANYVASQUEZBENDREALTOR

Join me for a deeper dive on my Tom Ferry Webinar on Nov. 13th

- 1
- ### Have an Acutal Buyer & Don't Over Use It

Authenticity is key. It's your reputation.

 - Sellers can tell if you are making up a fake client.
 - This is your reputation. Don't lie.
 - Don't use this strategy all the time. It will lose validity and impact.

- 2
- ### Permission. Privacy & Extra Efforts

Share with your buyers. Get approval

 - Review what you will share and get approval of a draft copy.
 - Everyone has different comforts sharing their personal information.
 - Make sure what you are sharing aligns with your Buyer's comfort level.
 - Showing the letter to them let's them know all you are doing for them.

- 3
- ### The Letter

Create connection. Be sincere. Establish trust.

 - Share a little bit about your clients. Something unique.
 - Note why this neighborhood is important.
 - Share their why and include your promise to your client.
 - No pressure. Let Sellers know, it is ok if they don't have set plans.
 - Include your photo and info. As well as a solicitation disclaimer.



- 4
- ### Targeting & Address List

Select specific paramters. Don't blanket farm.

 - Clearly define your buyer's needs.
 - ie. beds, baths, schools, location etc.
 - Don't blanket farm. It will lose all credibility and limit future options.
 - Search and create the list on a farming site or ask your title rep.
 - Export and print your mailer list in a good size font with room for notes.

- 5
- ### Make your envelope standout

Be Professional & eye catching. Not incognito

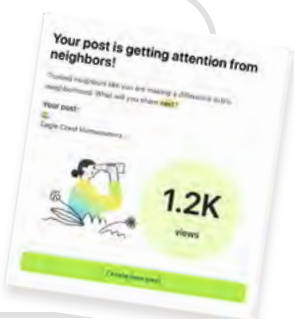
 - Get peel and stick envelopes
 - Colorful pen ink & Good penmanship
 - Fun & festive stamps
 - Your logo/return address printed on envelope.
 - Don't try and be incognito. You are an agent helping your clients.



- 6
- ### Nextdoor Post

Create a post targeting the neighborhood.

 - Check out my webinar for more on this. It works!



- 7
- ### The Potential Seller Responds

What to say. How to say it.

 - Respond in the same format they reached out to you in.
 - Call, Text, DM or email? Respond promptly.
 - See my reply templates with Phil Jones phrasing.
 - Set a time for a brief call.

- 8
- ### Call Dialogue & Getting the Preview Appt.

Building trust. Listen to their vibe.

 - Thank them for taking the time to reach out.
 - Confirm their address if they haven't shared it.
 - Build connection and gather light info.
 - Request to preview the home in advance to cause less disruption:



- 9
- ### Preparing for the Preview

What happens before I walk through the door.

 - Update your Buyers on a potential match.
 - Do some recon on the Seller and the home. Educate yourself.
 - Pick a small local gift with a handwritten note and your card.
 - Confirm appointment via text and email 24 hours before.

- 10
- ### The Preview Tour

Build trust. Gather insight. Evaluate for Buyer.

 - Build trust, gather insight, and assess the home's fit.
 - Present your gift with a genuine thank-you.
 - Let the owners lead the tour; ask thoughtful questions.
 - Highlight thoughtful features and mention your buyers by name.
 - Connect authentically—pets, garden, shared interests.
 - After the tour, chat briefly about their timing, needs, and plans.

- 11
- ### Home is a Possible Match!

 - Tell the sellers you would love to have your client's come see their home and schedule a showing.

- 12
- ### Converting the “Not a Match” to a Listing

This is where the ground work starts and pays off.

 - Give a hint if you think it may not work for your client's but don't rule it out.

“Your home has is the ideal size and location for my client's but they really were hoping for an office space but I want to share it with them as it has so many features they like.”

 - Then set up a follow up.
 - Call back and let them know it isn't a fit. Offer a CMA.

- “However, since I have already previewed your home I would be more than happy to prepare a market analysis for you.”*
- Present it in person and share how you could help them.
 - No pressure is the key.

- 13
- ### Tracking + Long-Term Follow-Up

My Magic Buyer Spreadsheet

 - Keep track of responses including:
 - Stage you are in with them.
 - Their timing and neighborhood.

TIFFANY VAZQUEZ

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Dominate Google Reviews & Generate \$100k in 100 Days

Smart Systems for Massive Impact in Your Real Estate Business



Julie Woods
Serving Longview and Kilgore, Texas



Google 5-Star Reviews: Plan, System, Results

1 Set the Goal

- Define how many reviews you want and by when (Ex: 50 → 500 in 1 year)

2 Craft the Message

- Use your name
- Use "best realtor," "helped me sell," etc.
- Mention your city (Ex: Longview)

3 Give Clear Instructions

- Where to leave the review
- What to write (example included)

4 Creative Ways to Get Reviews

- Email your database
- Ask fellow agents (offer to swap reviews!)
- Leverage friends & family (kids too!)
- Create a contest for your office (ex: 10 reviews = Summit ticket)
- Add review requests into your CRM process

5 Non-Negotiable Onboarding

- 20 reviews required for all agents & staff

6 Next-Level Leverage

- Use reviews to boost Google Local Service Ads
- Get bottom-of-funnel leads
- Strengthen recruiting

7 Don't Forget to Respond

- Repeat and highlight the praise in your replies to double your impact!

\$100k in 100 Days: Build It Before You Need It

1 Identify the Roadblocks

- Know what might stop you (procrastination, time, tech)
- Solve those up front

2 Prep Work That Pays Off

- Pre-write all 12 weeks of emails and texts
- Schedule & automate everything inside your CRM (Follow Up Boss)
- Sort your database by "most likely to transact or refer"

3 Segment Your Outreach

- Weekly call/text lists
- Weekly ZMA lists (Zestimate Market Analyses)
- Assign screenshot & prep work to your assistant

4 Expand Your Reach with Skiptracing

- Hire via Fiverr
- Target households with \$100k+ income
- Send emails + drop SlyBroadcast voicemails (x2)

5 Pro Tips for Execution

- Stay consistent
- Track your progress
- Be intentional about your follow-up

Want a Deeper Dive?

Join me for a live webinar on October 16 where I'll break down both systems in detail, share real-world examples, and answer your questions live.