



#1 COACH

In Real Estate Training

9 Consecutive Years

2014

2015

2016

2017

2018

2019

2020

2021

2022



Follow Tom on Social



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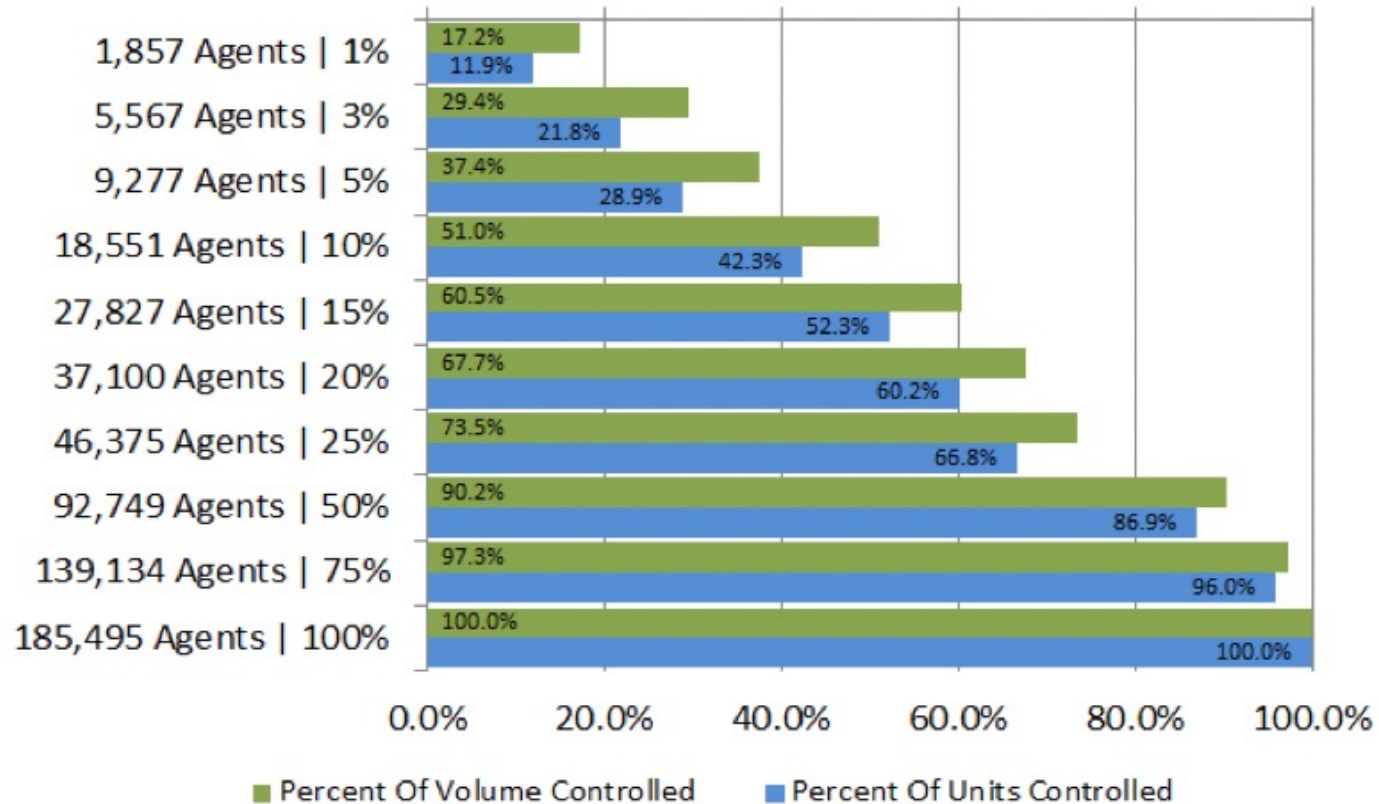
@therealtomferry



Q2: Where do you rank
in your MLS?

The top 5 MLSs and the data...

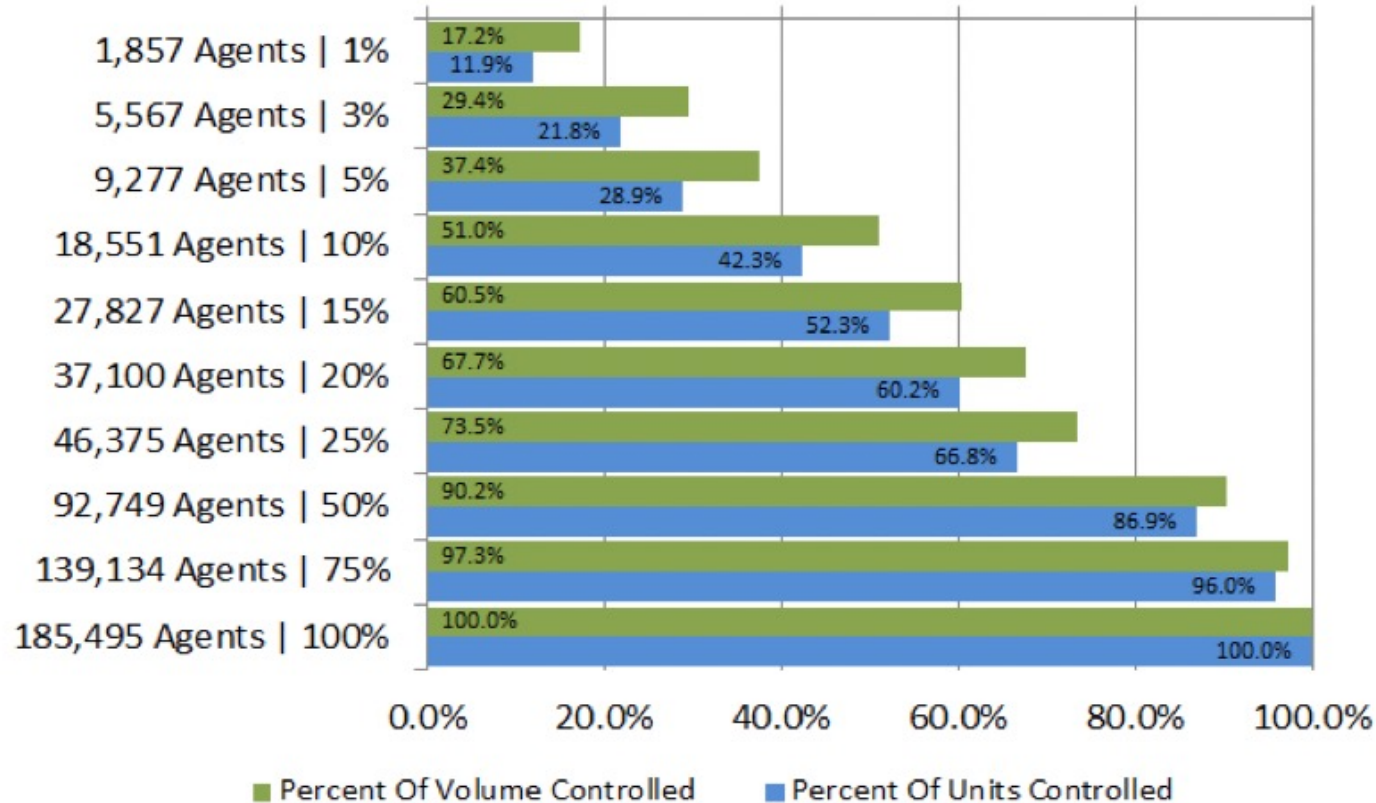
Cumulative Percentile Share of Closed Residential Volume and Units Controlled by Member Agents of Selected US MLS Systems



REAL DATA
STRATEGIES

The top 5 MLSs and the data...

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%

25% 73.5%

REAL DATA
STRATEGIES

4 Questions...

1. Where do I rank today?
2. Do I see this trend changing?
3. Where do I want to rank?
4. What decisions do I need to make?



Whatever I'm
thinking
Think BIGGER

**“Clearly, what got
My business here,
will get me less
In the 2022 Market”**

**“Does Success
Leave Clues?”**



LA JOLLA CA

*Maxine & Marti Gellens

2021 Results

\$290,000,000 Volume

101 Closed Sides

\$6,600,000 GCI



NEWPORT BEACH

Tim Smith

2021 Results

\$803,000,000 in

Volume

260 Closed Sides

Pacing \$1,2 billion in 2022



JACKSONVILLE & ST AUGUSTINE

DJ & Lindsey

Grew their business
from 65 to 2,900
closed sides in 6
years!

What Do They Have in Common (Aka Clues)?

1. They're UBER Competitive.
2. They Value Innovation = Every 12/18 months, they add something new, Something iconic.
3. They know their market & study the trends and seek out & the market correlations.
4. They create a LOT of content, building a trustworthy brand.
5. They have Brilliant Marketing = Demand, Brand + Referrals (Creating the fly wheel that doesn't slow down)
6. They Trade Money for Time = Habu, Empowered People, Best in Class Software/Systems

**7. They make
their calls!**

**8. They choose
their hard!**

**“What got us here,
will get us less
in 2022.”**

(All business is innovation & marketing)

How's MY Real Estate Market?

**“Buck the Recession!
It’s time to double our
business. Starting w/ more
listings”**

Listing Attraction

Top (most Common) Lead Sources

Buy Side

1. PC/SOI direct + Referrals
2. Arbitrages: OJO, Zillow, RDC, Homelight etc
3. Open Houses
4. Google PPC, Local Search ads, SBP's
5. Home buying seminars

Seller Sources

1. PC/SOI direct + referrals
2. Geo Farming/direct mail
3. Seller Seminars
4. GBP's, Google, Youtube, Social Marketing (boosted)
5. Circle dialing, FSBO's, Expireds, Non owner occupieds.

“Run Plays
That’s Work!”



Michael Field

58 responses from 3,000 and 2 listing appointments in the first fucking hour it hit! 9,000 more going out this week.

Copied super bowl ad

Mike Field -Saratoga

Yep. Run with it

This is not intended to reflect property currently listed for sale.

Are you someone who always likes to know your home value?

Use this QR code to sign up for a free, monthly email that will give you data specific to your home.



Simply use your cell phone camera by holding it over the QR code then watch for the notice on your phone to open and follow the instructions.

Drawing on 25 years of successful experience as a top producer in the healthcare field, Jeanie has established a reputation as a focused, energetic area specialist who is highly responsive to her clients' needs and concerns. With her combination of people skills, negotiating talent and creative marketing ability, she's been the guiding force behind scores of successful transactions. **For Sure Success in Real Estate**, don't waste another minute. Give Jeanie Shea a call today.



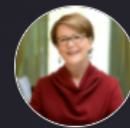
WHO YOU WORK WITH MATTERS - Jeanie Shea

Cell: 205.249.0097

Email: Jeanie@JeanieShea.com

Website: JeanieShea.com

YouTube: "Meet Your Hoover Neighbors"



Hi Jeanie! Here's your current home report and tips on how to save money. Call or email with questions!

Jeanie Shea • Jeanie Shea LLC

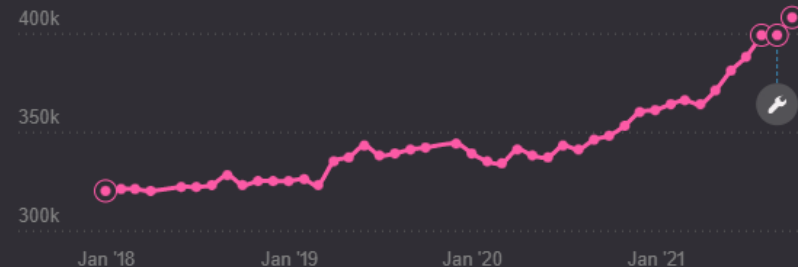
205-249-0097 • Jeanie@JeanieShea.com

The estimated value of your home is

\$408,000

Tuned by you Sep. 2021

Tune value



35244 is in high demand but cooling down a bit
[Take a look](#)

That means the net worth of the home to you is

Zillows WRONG!

IT'S THE
RIGHT TIME
AND WE'RE THE
RIGHT TEAM!

We represent every home... That includes exposure on all our social media and... Real Estate.

We live and work in neigh... and Captiva to Fort Myers, ... the area better!

Each of us brings unique hopes and dreams.

McMURRAY & Members of **ROYAL SHELL** Real Estate

\$200 MILLION IN SALES FOR 2021!

McMurrayandMembers.com
Mike@McMurrayandMembers.com • Mike: 239.850.7888

Tom Kiddy
7290 College Pkwy, Suite 101
Fort Myers, FL 33907

Vincent Valeri
2678 McGregor Blvd
Fort Myers, FL 33901

FIRST-CLASS
US POSTAGE
\$0.1386
NO POSTAGE
NECESSARY
IF MAILED
IN THE UNITED STATES

MIKE McMURRAY
Realtor®

Sarasota Office
95 S Parklink Way
Sarasota, FL 34237

Fort Myers Office
7290 College Pkwy, Suite 101
Fort Myers, FL 33907
Call: 239.850.7888
Email: Mike@McMurrayandMembers.com
McMurrayandMembers.com

Zillow

4 bd 3 ba 2,913 sqft
2678 McGregor Blvd, Fort Myers, FL 33901

Off market Zestimate: **\$826,400** Rent Zestimate: **\$5,193**
Est. refi payment: \$3.987/mo Refinance your loan

Home value Owner tools Home details Neighborhood details

Home value

Zestimate
\$826,400

Zestimate range
\$719,000 - \$950,000

Last 30-day change
+ \$25,607 (+3.2%)

Zestimate per sqft
\$284

WRONG!!
Call Us Today
to Understand
Why....

Lets Do the Math... to take 26 listings

- 40 conversations to an listing appointment or 2,600 conversations = 65 listing appointments set
- 20% of appointments cancel
- 50% conversion
- 90% sell rate

- 65 listing appointments set
- 52 attended, convert 50%
- 26 listings taken
- 23 listings sold

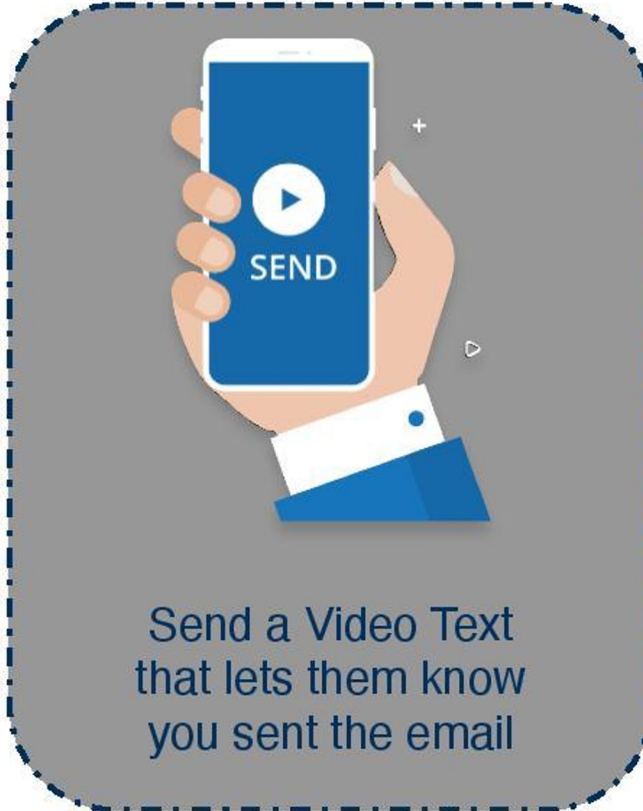
2,600 conversations / 12 m/
20 days/ 12 daily
6 past clients daily
6 new conversations daily

16.5 =

Immediate
Listing
Presentation

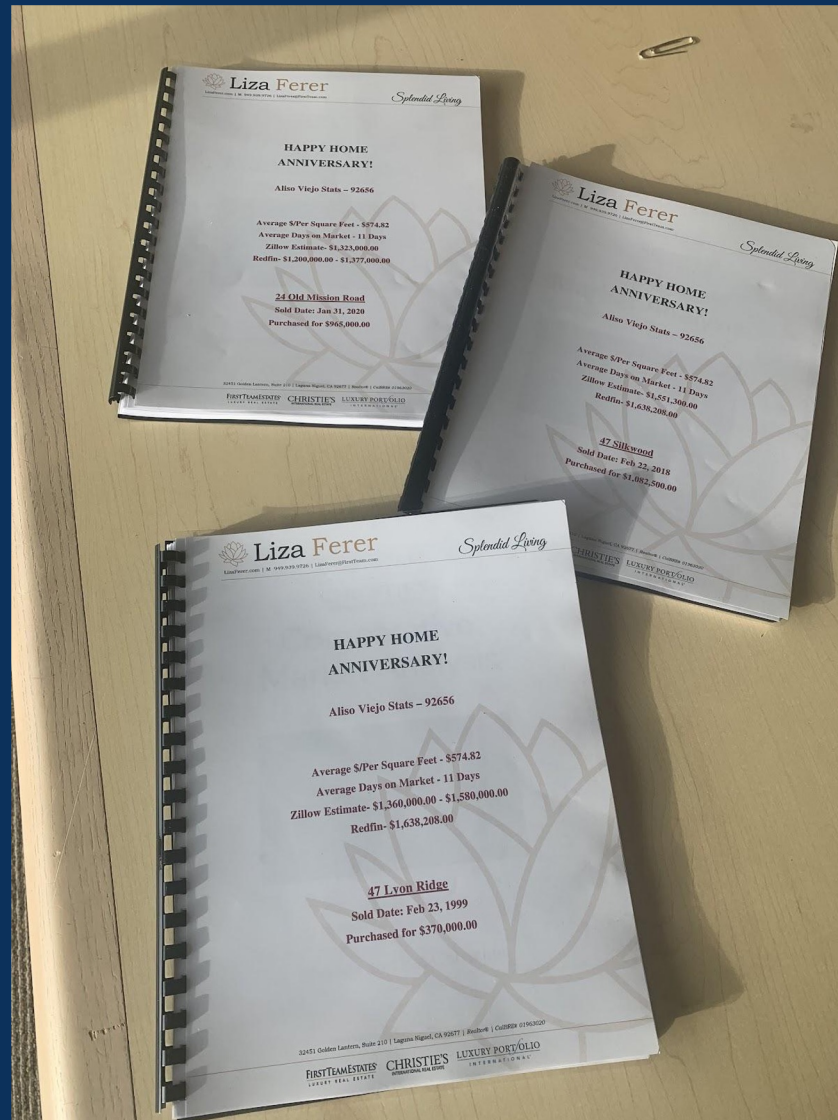


Equity Check Up



Be the Real Estate Advisor!

CMA a Day



"Name", You've done well, curious, have you had any thoughts of trading up ... or down?
Let's discuss, talk soon.

867-5309

Past Clients

From 2 - 5 Years Ago

Prepare a CMA • Put a Sticky on it
Follow-Up (Phone or Text) • Sly Broadcast



**Think Service Call
Not Sales Call**

**Get Together
Face to Face**

Home Equity Review

Step One – Educate on local vs national market

1. Has anyone taken the time to show you the difference between these national real estate stories vs what's actually happening in our market?
 - Show the national news
 - Show local data
2. Show them the KCM slides...
3. Questions about the market?
4. Show them a CMA... and their equity...

National and Local Headlines:

FINANCE • HOUSING

The cooling housing market enters into the Great Deceleration

BY LANCE LAMBERT
May 26, 2022 4:05 AM EDT

Home prices decelerate, as the housing market downshifts

by Liz Hughes June 02, 2022

REAL ESTATE

Buying a home at the wrong time can backfire big time. Here's why it may pay to wait.

Maurie Backman The Motley Fool

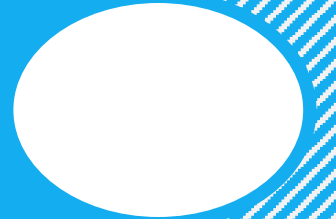
Published 6:00 a.m. ET June 18, 2022



Decelerating home prices

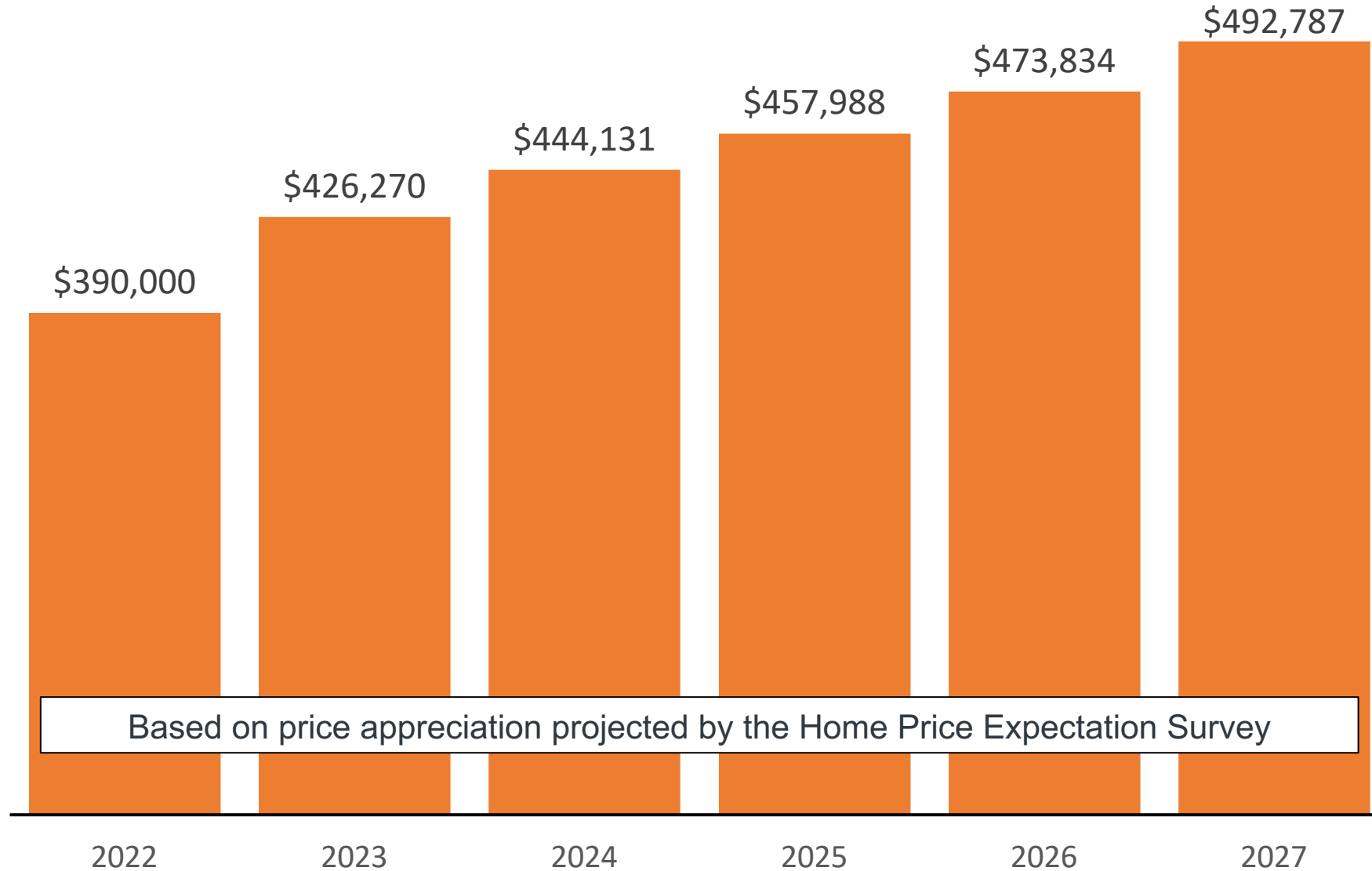
Do not mean

Depreciating home prices



\$102,787

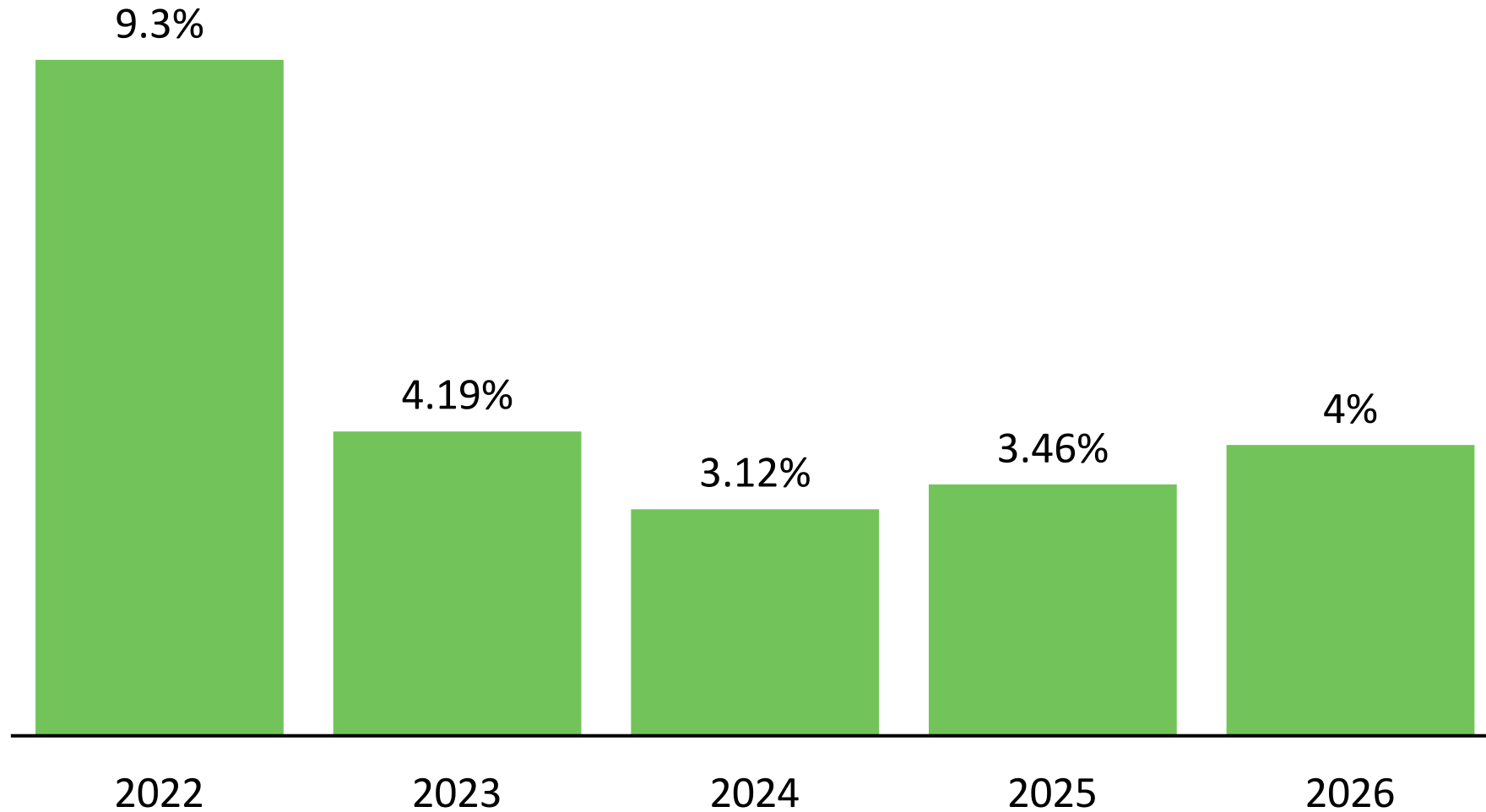
Potential growth in household wealth over the next 5 years based solely on increased home equity if you purchase a \$390K home in January 2022



Based on price appreciation projected by the Home Price Expectation Survey

Estimated Home Price Performance

December to December, as Forecasted in Q2 2022



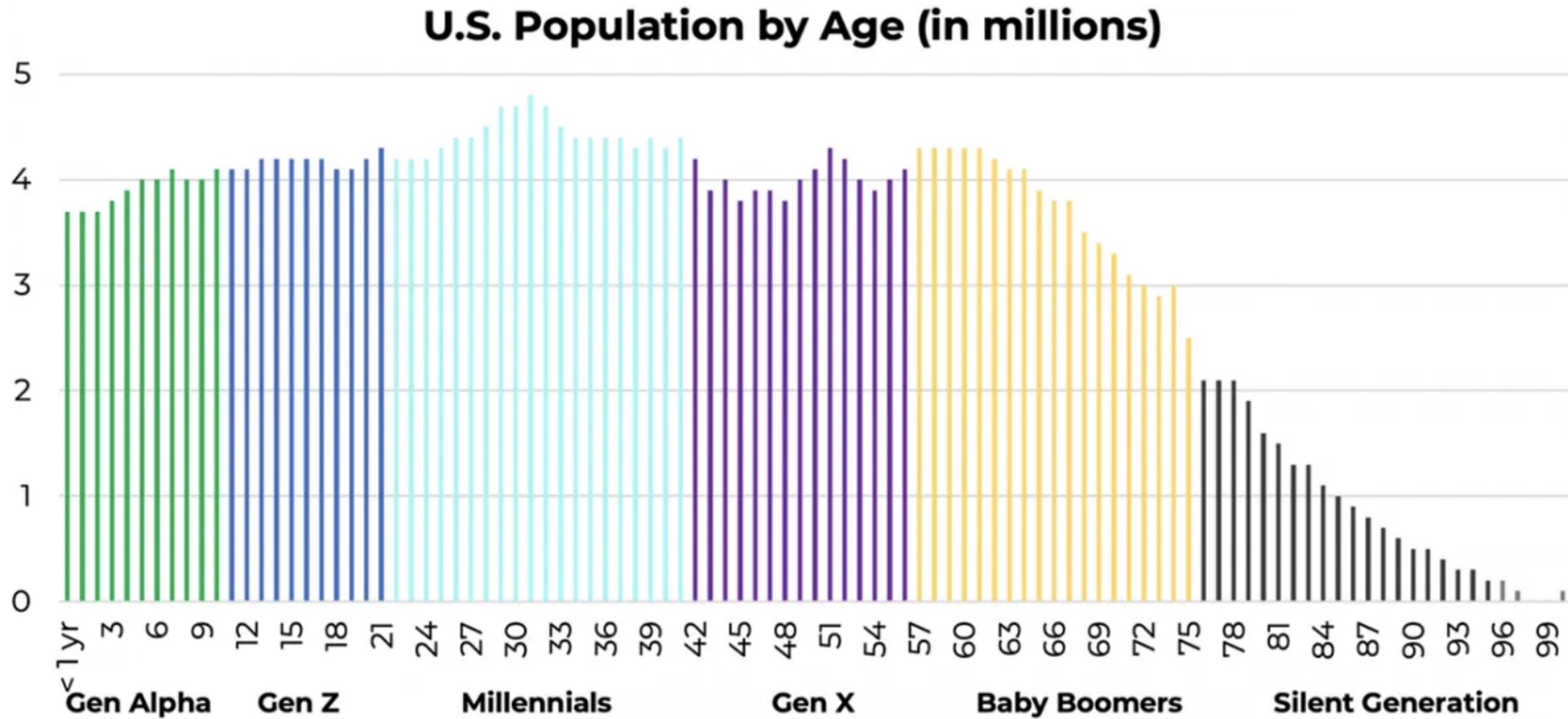


All of this suggests that you can't time the market or the future of interest rates. If you are waiting for rates to fall, you may be waiting for a long time.

- The Washington Post

Stop! Are you still bullish
on the future of home
ownership?

Generational Cohorts - at a glance



Source: U.S. Census

Home Equity Review

Step Two – the questions post market update

1. Do you foresee any life changes that would make you a home seller in the next 3 to 5 years?
2. When was the last time you refinanced? And at what rate?
3. Do you foresee any major updates or repairs in the near future?
4. If you made a change, what would your next home look like?
5. (Name) do you know anyone considering buying or seller in 2022/23 that would benefit from kind of consultation?

Run Plays
That's Work!

5 / 5 / 4 / 2

Texting Script!



Results

- 181 Text messages (**4-week period**)
- 144 Responses
 - 44 People raised their hand
 - 38 CMAs created
 - 12 Research Phase Sellers to nurture 1-2 years out or less
 - 3 Listings taken (**2 need to buy**)
 - 4 Clients referred to lender
 - 2 Clients got pre-approved to buy investment property

**“Clearly, what got
My business here,
will get me less
In the 2022 Market”**

Buck the Recession & Double Your Business

- Double your lead flow?
- Double your referrals?
- Double your conversion?
- Double your appointments?
- Double your listings?



August 23-25, 2022 - Dallas, TX

[Tomferry.com/summit](https://tomferry.com/summit) for details.

Email or Call Ruby Brower – for OJO pricing

(949) 299-3744

rbrower@tomferry.com