

Las Vegas
AGENT FORMULA

The Formula for Las Vegas Agent Success on the Internet



Be The CEO Of *Your* Life

And Success Will Follow
CE.6654000-RE

This Course is Approved by the NV RE Commission
For 3 Classroom General Credits



Las Vegas
AGENT FORMULA

The Formula for Las Vegas Agent Success on the Internet



Learning Objectives –

- 1) Students will complete a “Business Plan” worksheet identifying – a) Income Goal & b) Strategies to hit that Goal.

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Learning Objectives –

2) Students will *Reverse Engineer* an actual Plan to hit their Financial Targets

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Learning Objectives –
3) Students will build a
‘Calendar’ – Monthly,
Weekly & Daily – Activity
driven

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Question: If you showed someone your business plan – would they be impressed?

A 'Business Plan', is written, has Clear Targets, a Mission Statement, K.P.I. *and* a Quarterly Report!



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**The THREE Parts to the
Course...**

Part I

Why Goals – Mindset

A look back – and a look ahead

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Perspective?



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The Formula for Las Vegas Agent Success on the Internet



**The THREE Parts to the
Course...**

Part II

**Strategies & Specific
Systems**

You Didn't Come This
Far

To Only Come This Far



LEGAL STRUCTURE - LLC/SubChapter S

INCOME & EXPENSE ALLOCATION

BUSINESS - TARGET AND GOALS

10 Days/30 Days / 90 days /1 Year / 5 Years /10 Years

STRATEGIES AND TACTICS

SCHEDULING



LEGAL STRUCTURE - LLC/SubChapter S

INCOME & EXPENSE ALLOCATION

BUSINESS - TARGET AND GOALS

10 Days/30 Days / 90 days / **1 Year** / 5 Years / **10 Years**

We have a tendency to overestimate what we can accomplish in **1 Year** and dramatically underestimate what we can do in a **Decade**.

STRATEGIES AND TACTICS TO ACCOMPLISH GOALS

SCHEDULING



LEGAL STRUCTURE - LLC/SubChapter S

INCOME & EXPENSE ALLOCATION



BUSINESS COMPONENTS





Your Business

Sales & Marketing

Financial Management

Customer Service



Your Business

Sales & Marketing

Financial Management

Customer Service


Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting, Contacting, Action Items That Generate Prospects

Financial Management: Managing Income, Expenses, Profits, & Cashflow.

Customer Service: Creation And Production Of The Best Experience For Your Customers. It's The Experience That Counts.





Be The CEO - A Chief Executive Officer (CEO) Is The Highest-ranking Executive In A Company, Responsible For Leading All Aspects Of Its Operations.

YOU Are Ultimately Responsible For The Success Or Failure Of Your Organization.





BUSINESS - TARGET AND GOALS

10 Days/30 Days / 90 days / 1 Year / 5 Years / 10 Years



Goals

MY 10-DAY GOALS

TODAY'S DATE: / /

By , I will...

Spiritual:

Family:

Business:

Financial:

Personal:



Goals

MY 90-DAY GOALS

TODAY'S DATE: / /

By , I will...

Spiritual:

Family:

Business:

Financial:

Personal:



Goals

MY 1-YEAR GOALS

TODAY'S DATE: ____ / ____ / ____

By _____, I will...

Spiritual:

Family:

Business:

Financial:

Personal:

Goals

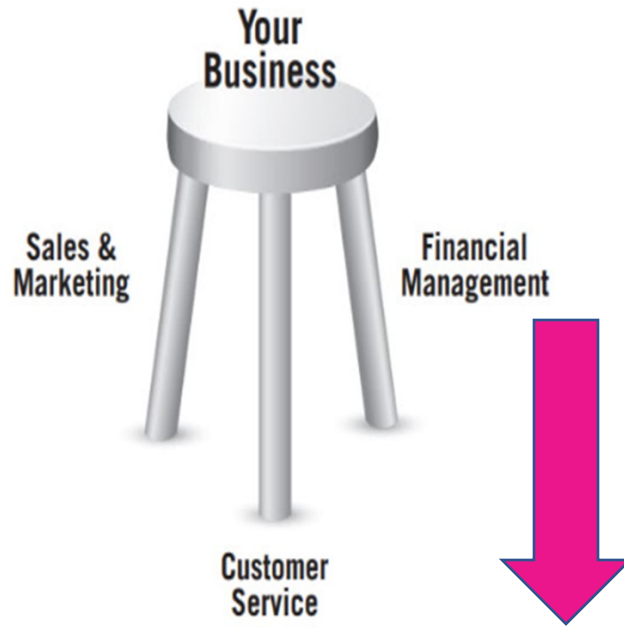
MY 5-YEAR GOALS

TODAY'S DATE: ____ / ____ / ____

It's ____ / ____ / _____. Optimally, what do I want my business and life to look like?

BUSINESS INCOME - REVERSE ENGINEER





Reverse Engineer Your Financial Goal



Based On Commission \$11,750 & Goal Is \$90,000

Plan For Taxes

My 12-month net income goal*

\$ 90,000

Estimated income needed before taxes:

\$128,571

My tax rate*

% 30

Divide \$90,000 By .70



Based On Commission \$11,750 & Goal Is \$90,000

Add Your Expenses

My projected business expenses (12 months)	Adjusted gross commission:
\$ 19,000	\$147,571

**\$13,000 For MLS, Marketing, Etc.
\$6000 For Office Fees**



Based On Commission \$11,750 & Goal Is \$90,000

Add Your Split

My portion of the agent/broker split (Enter 100 for no split)

Gross commission goal:

%

100

\$147,571

Assumption: No Split



Based On Commission \$11,750 & Goal Is \$90,000

Add Your Expenses	
My projected business expenses (12 months)	Adjusted gross commission:
<input type="text" value="\$ 19,000"/>	\$147,571

**\$13,000 For MLS, Marketing, Etc.
\$6000 For Office Fees**



Based On Commission \$11,750 & Goal Is \$90,000

Calculate Sales Volume

My average sales price/loan amount (last 12 months)

\$ 470,000

My average commission

% 2.5

% Or \$

Gross sales volume needed:

\$5,902,857

12 Transactions - 1 Per Month



Based On Commission \$11,750 & Goal Is \$90,000

Transaction Goals

Annual transaction goal: Quarterly transaction goal: Monthly transaction goal:

12.56

3.14

1.05

**Gross \$147,571 Divided By
\$11,750 Per Deal = 12+ Deals**





Based On Commission \$11,750 & Goal Is \$90,000

Referral Ratios

Contacts needed to generate 1 referral

Referrals needed to get 1 close

Activity Goals

Referrals needed per month:

3.14

Contacts needed per month:

62.80



TRANSACTION FORMULA TO ACHIEVE GOALS

Annual = 12 Quarterly = 3 Monthly = 1

Contacts/Connections Ratios

Contacts Mean Voice Contacts or Face To Face

Contacts To Generate 1 Connection = 20 Contacts

3 Connections To Get 1 Close = 60 Contacts

60 Contacts = 3 Connections = 1 Closing

Connections Per Month = 3 Connections

3 Connections = 1 Closings

Contacts Needed Per Month = 60

Average Of = 2 Per Day





DETERMINE YOUR PERSONAL EXPENSES.

WRITE YOURSELF A CHECK FROM YOUR BUSINESS ACCOUNT TO PAY YOURSELF ON A REGULAR BASIS.



ABC Your Home Expenses

1 HERE'S WHERE TO START

- Make a list of all your fixed expenses.
- Make a list of all your irregular expenses.
- Everything else is discretionary spending.

2 ABC YOUR HOME EXPENSES

- A's are needs that you can do nothing about.
- B's are needs that you can do something about now.
- C's are wants.

FIXED EXPENSES

IRREGULAR EXPENSES

DISCRETIONARY SPENDING

A

B

C

Needs you can do nothing about now.

Needs you can do something about now.

Wants.

10%



Your Business

Sales & Marketing

Financial Management

Customer Service

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Marketing: Promoting, Contacting, Action Items That Generate Prospects

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Your Business

Sales & Marketing

Financial Management

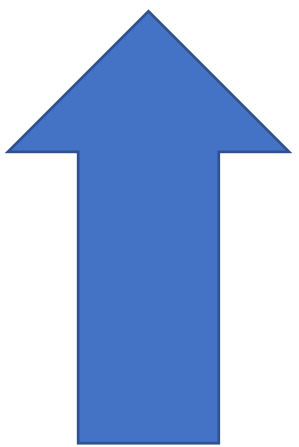
Customer Service

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NECESSARY COLLATERAL FOR MARKETING



NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

FaceBook (Meta) Business Page

FaceBook Group

Instagram

YouTube Channel

LinkedIn

Google Business Profile

TikToc

TikToc = ?



AGENT



NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name
FACEBOOK BUSINESS PAGE - Boost & Advertise
Meta Now Uses AI To Reach Your Audience!



Live In Las Vegas

@LasVegasFindYourHome · ★ 5 19 reviews ⓘ · Real Estate Company

 Edit Follow

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name


- FACEBOOK BUSINESS PAGE and SAME ON INSTAGRAM


glendabaker Following ▾ Message + ⋮


2,249 posts 223K followers 2,807 following





Glenda Baker ♦ Atlanta REALTOR

 glendabaker

 | The Most Recognized Face & Voice in Real Estate Video

 | Ambassador of the American Dream

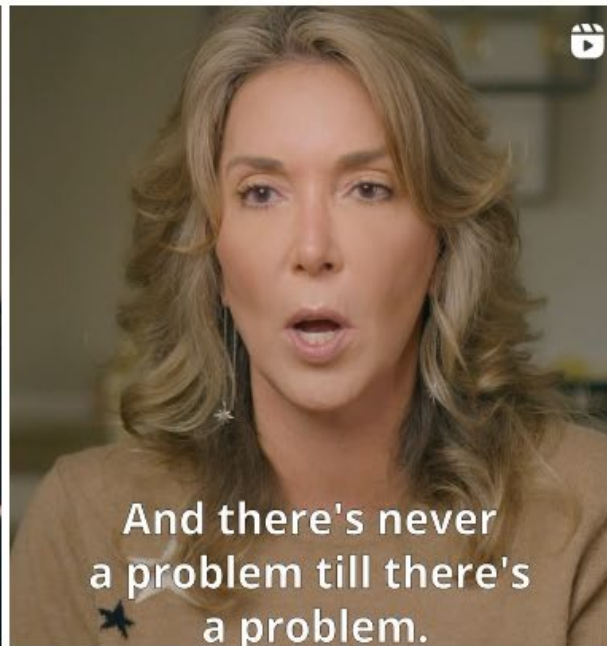
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 | Click link below to work with me!

 liinks.co/glendabaker

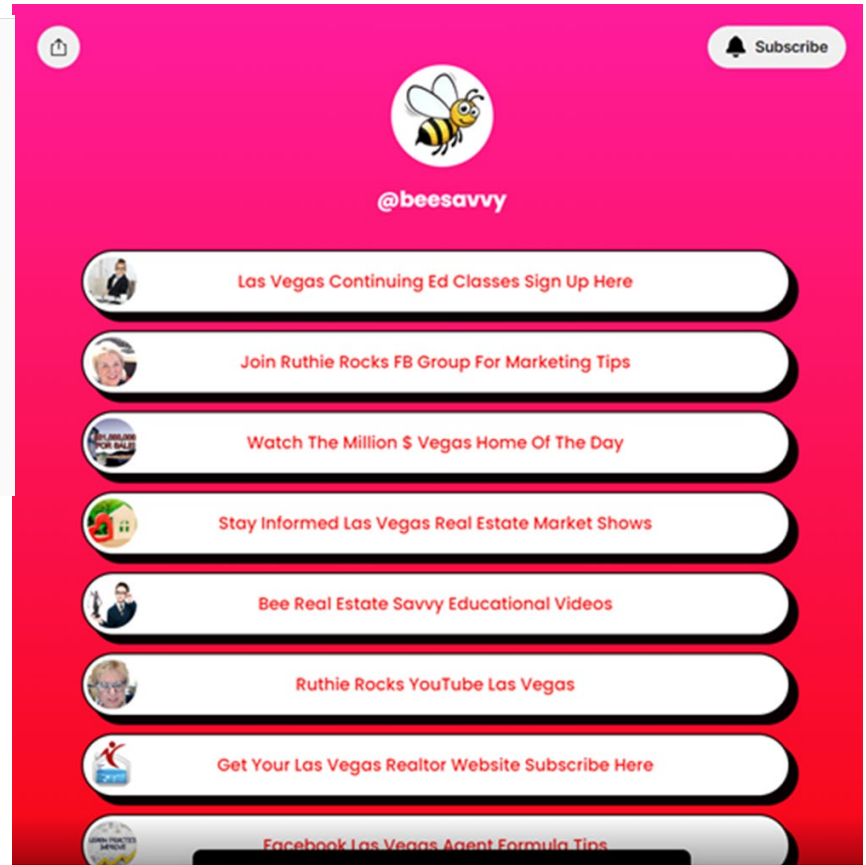
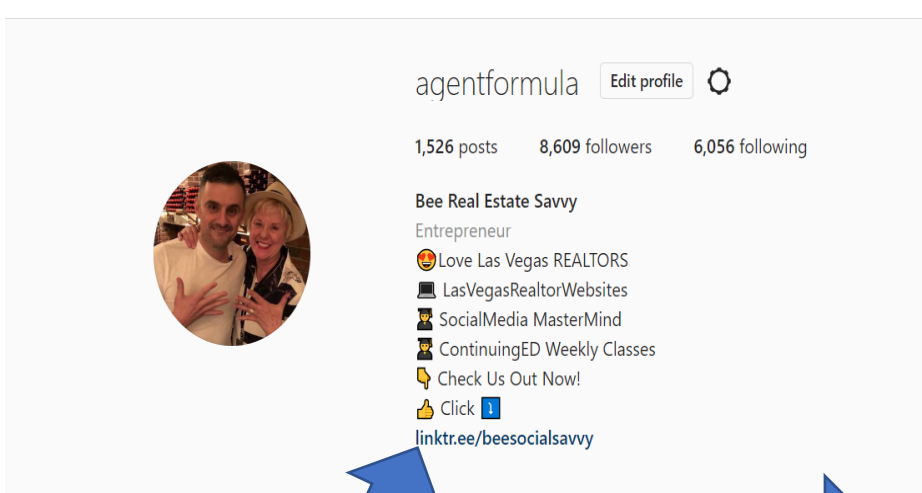
NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name



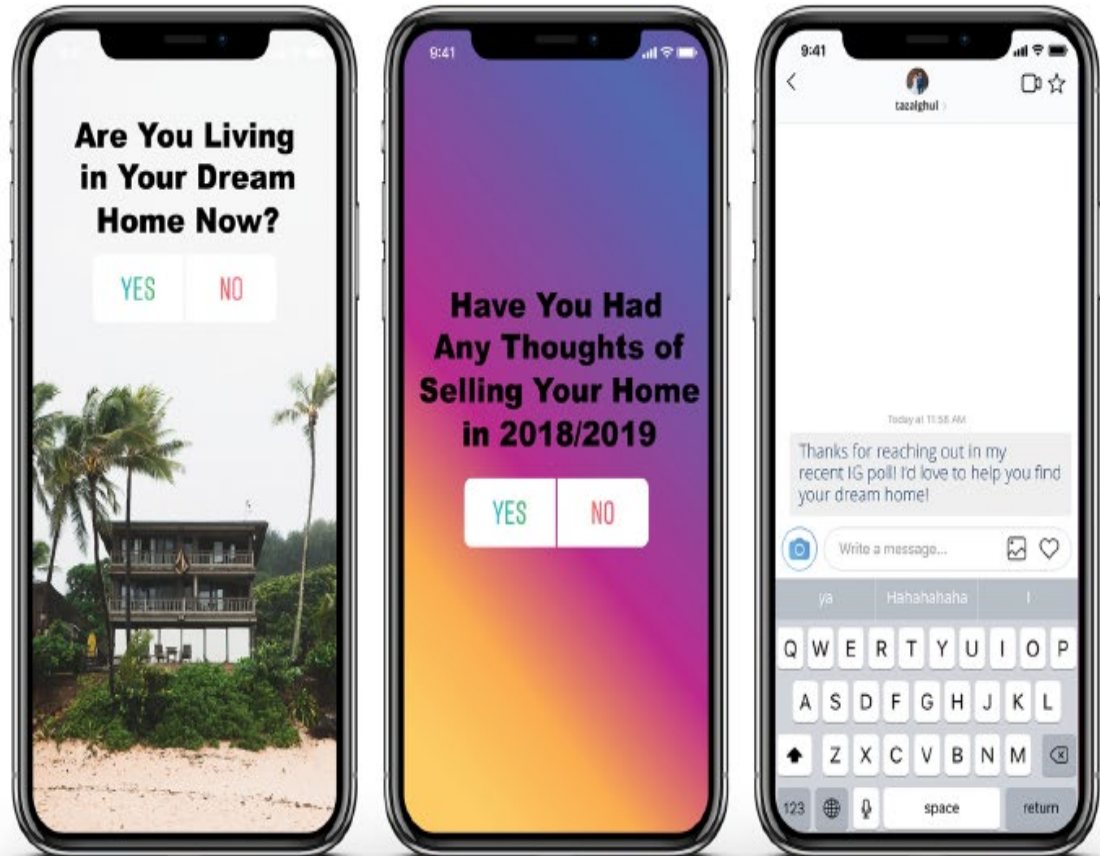
NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name INSTAGRAM



Use Instagram Story Polls To Engage Potential Clients

Free &
Easy Poll!



Send personal DMS to those who answer NO to question one and YES to question two.

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- FACEBOOK GROUP - Create One For Your Farm Area



RuthieRocks

Private group · 511 members




+ Invite

Discussion Guides Request or Offer Help Your Items Members Media Files Reels



NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name FACEBOOK GROUP - Share Market Informatio

LAS VEGAS MARKET WATCH				May 28, 2024	
TODAYS SHOW #963					
5/28/2024					
Daily Recap Of Las Vegas Real Estate Activity	VALLEY ZIP CODES	Available	Listed Yesterday		
	HiRises	412	1		
	Condos	825	8		
	Single Family	3553	25		
	Townhomes	448	1		
Total Available Homes		5238	35		
Days Of Inventory		53	Based On 99 Sales Per Day		
Month To Date Sales Compared To Same Month Last Year.	CLARK COUNTY	All Sales	Sales Daily		
	2024 MAY MTD	2371	99		
	2023 MAY MTD	2732	114		
	Difference MTD	-361	-15		
Year To Date Sales Compared To Last Year	2024 YTD TOTAL	12,888	Sales Daily		
	2023 YTD TOTAL	12,503	86		
	Difference YTD	385	11		
Quarterly Recap Of Investor Sales.	NON-OWNER OCCUPIED	Sales	CLARK COUNTY	YTD Sales Daily	
	January-March	1664			
	April-June	959			
	July-September	0			
	October -December	0	% Of YTD Daily Sales		
	Sold YTD	2623	18	20.35%	
MILLION \$ STATS \$999,999+ Sales Daily					
MEDIAN SINGLE FAMILY HOMES (SFR)		\$470,000			
Single Family Homes Listed Yesterday		6			
Single Family Homes Active		1071			
% OF ACTIVE SFR MEDIAN PRICE & UNDER		30%			
2024 YTD SOLD		717	4.9		
Available Today		831	16%		
2023 SOLD		1291	3.54		
2022 SOLD		1534	4.20		
2021 SOLD		1672	4.58		
2020 SOLD		743	2.04		
Million \$ Home Sales And Available Homes					
YEAR	MEDIAN PRICE				
2014	\$199,000				
2015	\$216,000				
2016	\$230,000				
2017	\$256,000				
2018	\$290,000				
2019	\$305,000				
2020	\$330,000				
2021	\$395,000				
2022	\$460,000				
2023	\$443,000				
2024	\$465,000				
PROJECTED INCREASE	AVERAGE 7.9811%				
2025	\$502,112				
2026	\$542,186				
2027	\$542,186				
2028	\$585,459				

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- YOUTUBE CHANNEL



Run Youtube Ads

Focus on people who recently searched for homes on google



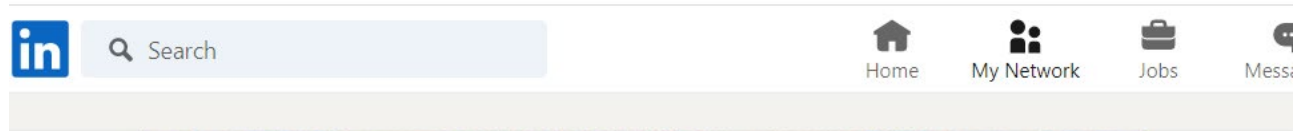
SCRIPT

"Are you looking at homes for sale in Newport Beach, CA? I'm Tom Ferry with Banana Real Estate, so far this year we've helped 36 families buy and sell real estate. If you're looking to save time and save money, click the link below or contact us at 949-867-5309."

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- LINKEDIN ---- POST WEEKLY



Ruth And John Ahlbrand

Founders - Love Las Vegas Realty + O48 Realty + Bee Social Savvy Academy, CE Trainer, YouTuber And AGENT FORMULA Website System - B.19059 & B.18528 TEXT: 702-496-7653 Anytime!
#ruthierocks

Talks about #lasvegas, #realestate, #ruthierocks, #lasvegasrealestate, and #continuingeducation

Las Vegas, Nevada, United States · [Contact info](#)

4,196 followers · 500+ connections



AGENT FORMULA REALTOR
WEBSITE & SOCIAL MEDIA
MARKETING SYSTEMS

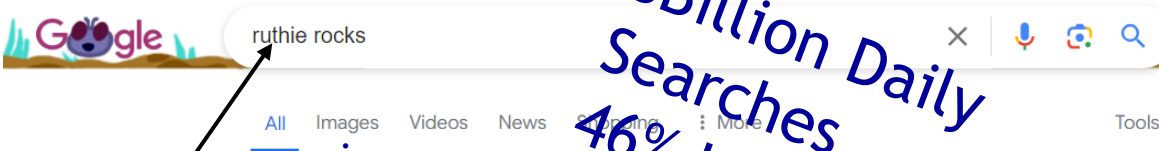



Pittsburgh Institute Of
Technology

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name
GOOGLE BUSINESS PROFILE - Reviews and Products!

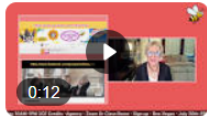
8Billion Daily Searches
46% Local



 YouTube · Ruthie Rocks
510+ followers

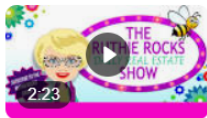
Ruthie Rocks
Las Vegas Real Estate **Ruthie Rocks** Daily Shows · Las Vegas Real Estate Market Report.
Update on the number of listings, sales, pending sales, month to date ...

📺 Videos :



Ruthie Rocks Is Live Join FB RuthieRocks Group & Subscribe ...

Facebook · Live In Las Vegas
Jul 24, 2021

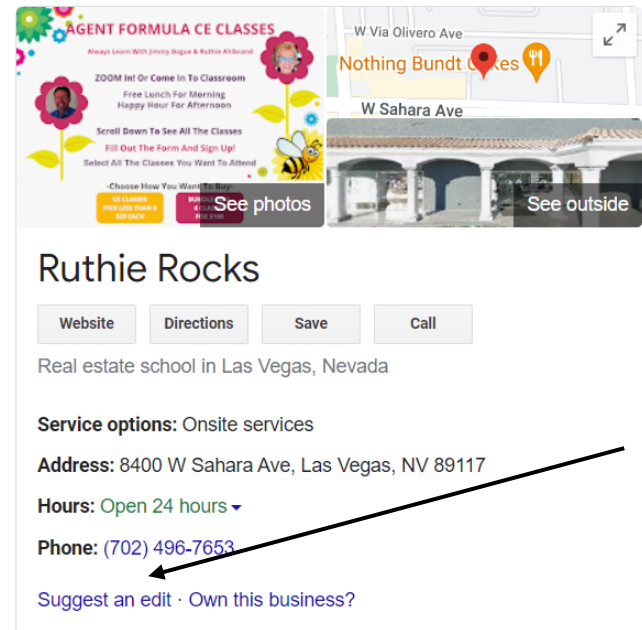


Ruthie Rocks: Applied Analysis Was Right On 🤖% | Ruthie ...

Facebook · Live In Las Vegas
May 3, 2021

Feedback

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AGENT FORMULA CE CLASSES
Always Learn With Jimmy Dague & Ruthie Ribbrand

ZOOM In! Or Come In To Classroom
Free Lunch For Morning
Happy Hour For Afternoon

Scroll Down To See All The Classes
Fill Out The Form And Sign Up!
Select All The Classes You Want To Attend

Choose How You Want To Attend

See photos **See outside**

W Via Olivero Ave
Nothing Bundt Cakes
W Sahara Ave

Ruthie Rocks

[Website](#) [Directions](#) [Save](#) [Call](#)

Real estate school in Las Vegas, Nevada

Service options: Onsite services

Address: 8400 W Sahara Ave, Las Vegas, NV 89117

Hours: Open 24 hours ▾

Phone: (702) 496-7653

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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

WEBSITE - JIMMYDAGUE.COM <<< Your Name

Email Address - jimmydague@jimmydague.com



AGENT



Website - Hub Of Information



SEARCH HOMES

NEIGHBORHOODS

RELOCATE

SELL YOUR HOME

INVEST

VIDEOS

BLOGS

SELECT LANGUAGE | ▼



Search For Your Dream Home

All Homes In The Las Vegas Valley

BUY

RENT

WHAT'S MY HOME WORTH?

NEW HOMES

JUST SOLD

SEARCH



Jimmy Dague REALTOR®
Love Las Vegas Realty
8400 West Sahara
Las Vegas, NV 89117
(702) 595-4440
R.0001488

FEATURED COMMUNITIES

- Aliante
- Anthem
- Green Valley Ranch
- Lake Las Vegas
- Mt. Charleston
- Providence
- Red Rock
- Southern Highlands

FEATURED VIDEOS

- Downtown Las Vegas
- Downtown Summerlin
- Golf
- Pahrump
- Pahrump Balloon Festival
- Las Vegas on the Move
- Mob Museum
- Secret Garden

FEATURED SECTIONS

- Search Las Vegas Homes
- Neighborhoods
- Free Downloads
- Quotes
- Invest in Las Vegas
- Blog
- Las Vegas Video Gallery
- Foreclosure Deals

FEATURED ARTICLES

- Relocation Timeline
- Plan Your Move to Vegas
- Info for New Residents
- Vegas Quality of Life
- Education
- Health & Wellness
- Dining & Retail
- Mortgage & Financing



Website - Hub Of Information

JIMMY DAGUE
Call (702) 595-4440 Anytime!



- ABOUT ME
- (702) 595-4440
- EMAIL ME
- SIGN IN / UP



SEARCH HOMES NEIGHBORHOODS RELOCATE SELL YOUR HOME INVEST VIDEOS BLOGS SELECT LANGUAGE



Quick Home Search
Click Here For Detailed Search

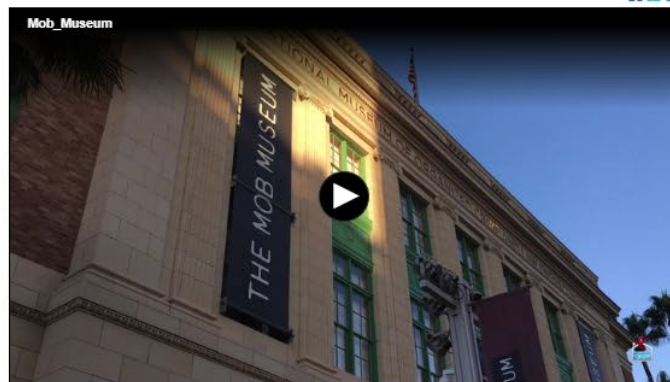
Communities
All Communities

Bedrooms: 3+ Bathrooms: 2+

Price
Under \$300,000

House Condo

Search



The Nosy Neighbor



Find Out What's Going On In Your Neighborhood. Learn who's renting, what has sold, and for how much! Nosy Neighbor will do all the snooping for

Las Vegas Market Watch

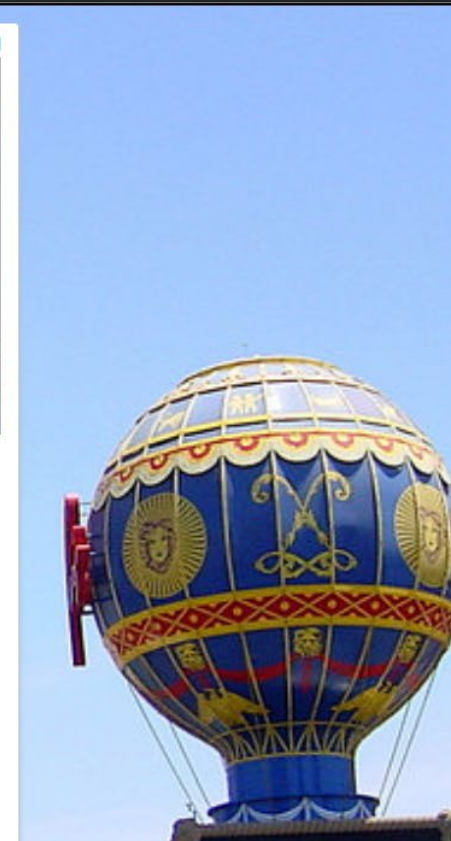


What's hot in Las Vegas? Research the latest Las Vegas market trends and current events on our Las Vegas Market Watch Blog

What's My Home Worth?



Want to know how much your home is worth? Get an expert value analysis including comparable sales & local market trends



Website - Hub Of Information

DAILY BLOGS
AND MONTHLY MARKET WATCH BLOGS

THEJIMMYDAGUE.COM





The Magic of Owning a Home



Studies show that homeownership has tremendous benefits for your mindset, finances and family. Here are some reasons why it pays to own your home now.

- ✦ The average homeowner has 44 times the net worth of a renter.
- ✦ Buying a home is 33% cheaper than renting in the United States.
- ✦ Homeowners can often deduct property taxes, mortgage interest and home improvement costs from their taxes, saving money during tax time.
- ✦ 75% of non-homeowners in the United States consider buying a home to be part of their American dream, and they plan to jump in eventually.
- ✦ Buying a home is a rite-of-passage, that, once achieved, is proven to increase an individual's satisfaction with life.
- ✦ Homeownership leads to more engaged communities, since an owner has a more personal investment in the neighborhood's well-being.
- ✦ Kids of homeowners tend to do better in school, helping them make more money as adults and eventually buy a home for themselves.
- ✦ Homeownership contributes to overall economic growth, making up nearly 18% of the economy.

“Real estate is the best place to grow a personal fortune, and the best place to grow your own personal well-being.”

— BRIAN BUFFINI

“Home should be an anchor, a port in a storm, a refuge... A place where we are all loved and where we can love.”

— MARVIN ASHTON

“Real estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense paid for in full and managed with reasonable care, it is about the safest investment in the world.”

— FRANKLIN D. ROOSEVELT



HANDOUTS / Emails FOR YOUR CONTACTS

FACEBOOK.COM/GROUPS/RUTHIEROCKS

LAS VEGAS MARKET WATCH

May 28, 2024

TODAYS SHOW #963				
5/28/2024				
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2026	\$542,186			
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FACEBOOK.COM/GROUPS/RUTHIEROCKS

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HANDOUTS /Emails FOR YOUR CONTACTS

Month	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	AVERAGE
Jan	2,502	2,201	2,286	2,667	2,784	2,292	2,860	3,251	3,257	1,712	1,949	2,776
Feb	2,444	2,375	2,613	2,803	2,674	2,490	3,069	3,469	3,195	2,182	2,422	2,974
Mar	3,028	3,233	3,407	3,884	3,873	3,236	3,451	4,717	4,161	2,963	2,676	3,863
Apr	3,132	3,263	3,495	3,501	3,531	3,608	2,381	4,515	3,781	2,508	2,924	3,664
May	3,364	3,271	3,684	4,267	3,860	4,024	2,063	4,077	3,745	3,025		3,538
Jun	3,205	3,590	3,953	4,434	4,035	3,576	2,895	4,475	3,398	2,957		3,652
Jul	3,242	3,687	3,441	3,752	3,914	3,871	3,984	4,236	2,669	2,652		3,545
Aug	3,054	3,366	3,757	4,000	3,880	3,894	3,547	4,091	2,600	2,673		3,486
Sep	2,905	3,175	3,518	3,540	2,989	3,405	3,952	4,064	2,548	2,378		3,247
Oct	2,893	2,923	3,157	3,603	3,317	3,535	3,922	3,863	2,184	2,184		3,158
Nov	2,418	2,376	3,151	3,185	2,838	2,934	3,736	4,120	1,988	1,899		2,865
Dec	2,666	3,167	3,380	3,173	2,649	3,200	4,089	3,964	1,931	1,989		3,021
Median Price	\$199,000	\$216,000	\$230,000	\$256,000	\$290,000	\$305,000	\$330,000	\$395,000	\$460,000	\$443,000	\$465,000	
% of Increase		7.8704%	6.0870%	10.1563%	11.7241%	4.9180%	7.5758%	16.4557%	14.1304%	-3.8375%	4.7312%	7.9811%

This Chart Shows The Average Number Of Sales Per Year By Month.

The % Of Increase Is How Much Homes Appreciated Year Over Year

The Average Appreciation Over 10 Years Is 7.98%

Use This Chart For Your Sellers Who Are Thinking Of Selling

Use This Chart For Your Buyers Who Think Waiting Is Better

Waiting Is Losing -

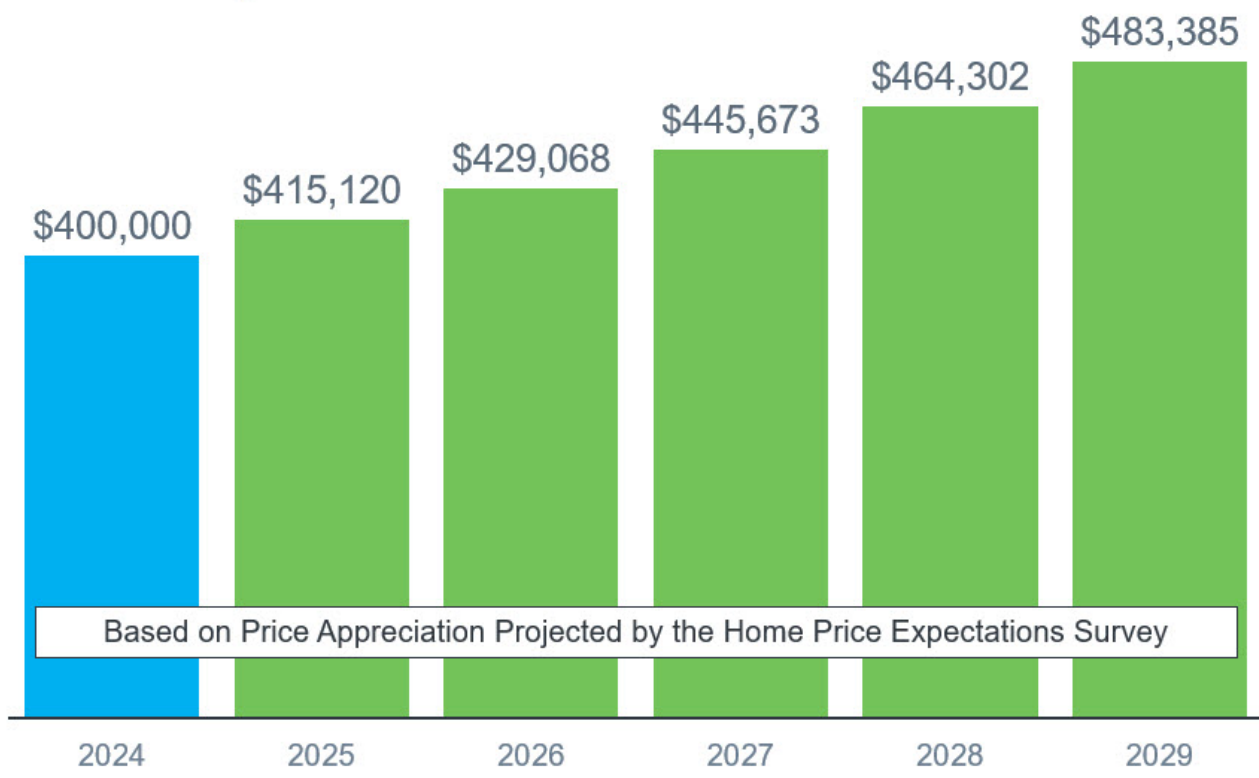
Losing Appreciation and Losing Principal Reduction & Tax Deductions For Interest
(If there is a loan).

HANDOUTS /Emails FOR YOUR CONTACTS

[FACEBOOK.COM/GROUPS/RUTHIEROCKS](https://www.facebook.com/groups/ruthierocks)

\$83,385

Potential growth in household wealth over the next 5 years based solely on increased home equity if you purchased a \$400K home in January 2024.



Based on Price Appreciation Projected by the Home Price Expectations Survey

Source: HPES





1. Join 24 Referral Sites

**2. Contact Everyone In
Your DataBase - “EVERYONE”**

3. Expireds





4. Non-Owner Occupieds

5. Ready To Downsize

6. Agent To Agent

7. Are You Living In Your
Dream Home “Now”



1: Join 24 Referral Sites

Agentmachine.com
Fastexpert.com
Homegain.com
Expertagents.com
Upnest.com
Fizber.com
Estately.com
Movoto.com
Effectiveagents.com

Agentpronto.com
Sold.com
Homelight.com
Hungryagent.com
MLSonline.com
Homes.com
123homekeys.com
Fsbohotsheet.com
55places.com

Realtystore.com
Referralexchange.com
Zillow.com
Realtor.com
Opcity.com
Homefinder.com
Rockethomes.com
Better.com
Mellohome.com



2. Contact Everyone In Your DataBase - “EVERYONE”



START YOUR DATABASE

Compile a list.	Organize that list.	Reach out!
<ul style="list-style-type: none"> ✓ Family & Friends Parents, grandparents, in-laws, siblings, children, aunts, uncles ✓ Professional Relationships Past colleagues, vendors they have worked with, professors/teachers ✓ Services You Use Barber/hairstylist, banker, doctor, dentist, accountant, barista, landscaper, etc. ✓ Social Media Contacts Facebook friends, Twitter or Instagram followers <p><i>... and anyone else that might not be in their closest circles.</i></p>	<ul style="list-style-type: none"> ✓ Use an application that can be uploaded into a CRM like Microsoft Excel. That will save time later. ✓ Make sure they have everyone's full contact information. This should include mailing address, phone number, and email address. ✓ If they are missing one of these, this gives them the perfect opportunity to make contact, ask for their information, and start a dialogue about their new career. 	<p><i>Now agents get to tell everyone they know that they've started a new career!</i></p> <p>→ They will start by sending everyone in their database a letter via snail mail on their new company letterhead with a business card attached. The note should let them know they have started a career in real estate and plan to work primarily by referral.</p> <p>→ This sets the expectation that they'll be keeping in contact by sending them valuable information on a regular basis.</p>

Use the below template as a guide to get started organizing their database.

	A	B	C	D	E	F	G	H	I
1	First Name	Last Name	Phone Number	Email Address	Street Address	City	State	Zip Code	Notes
2	Joe	Smith	123456789	joe@email.com	1234 Main	Carlsbad	CA	92111	Daughter's name is Michelle
3									
4									



GET A “FARM” TO START YOUR DATABASE HOMEOWNER DATA RESOURCES FOR CONTACTS

Bee Savvy Gives Recommendation To:

1. Title Company -Free
2. Remine - Free
3. Vulcan7 - \$\$
4. BeenVerified - \$

Other Sources

1. REDX
2. My + Plus Leads
3. Espresso Agent
4. LandVoice
5. Cole Realty Source
6. Property Radar
7. BatchLeads
8. LandGlide
9. Mojo Dialer
10. AND “gts”



Organize Your DataBase

Create a Vibrant Database

The true definition of a database is a list of relationships that you will build to fuel your business.

Groups: A's, B's, C's, & D's

A+ = Endorse You & Several Referrals

A = Refer You

B = Likely To Refer

C = Stay In Touch

D = Delete



AGENT



Organize Your DataBase

Source Examples:

• Farm, Open House, Past Clients, Agents, Renters, Investors, Buyers, Sellers, NonOwners, 2 Story, 7+Years, Just Married, Expired, Default, Social Media, etc.



AGENT





● From Now On, Start Thinking Of Your Database As The “Relational Asset” Of Your Business..

This Means That The Relationships You Already Have, And Those You Will Create From Now On,

“Are The Number One Asset In Your Business”.



AGENT



The Goal Is To Continuously Communicate
Your Professional Character And Competence To
These Relationships And...
Always
Ask For Their Referrals!



AGENT

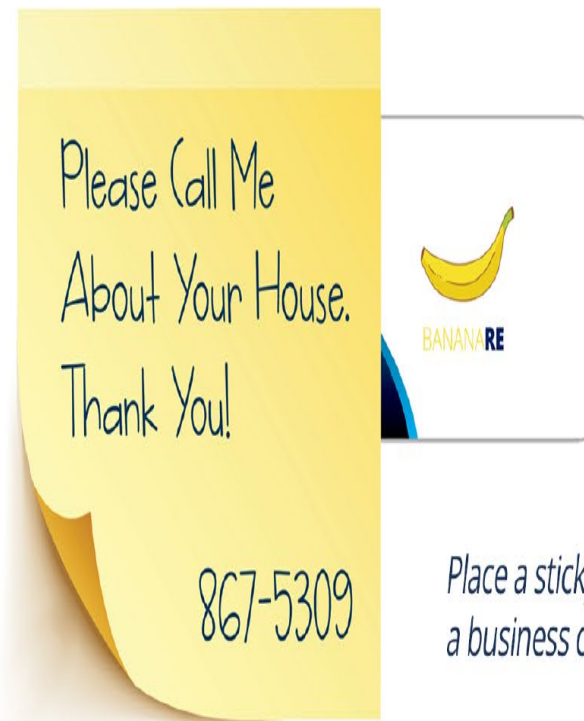


Build Your Community With Constant Communication

DOOR KNOCKING WITH A SIMPLE TWIST

Door Knocking Hot Communities

with a simple twist



*Place a sticky note with
a business card on door*

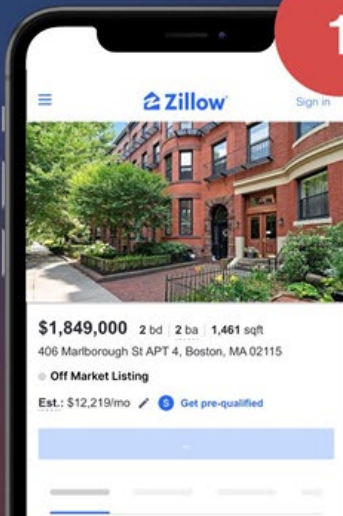
Build Your Community With Constant Communication

ZMA, ZVA, CMAs

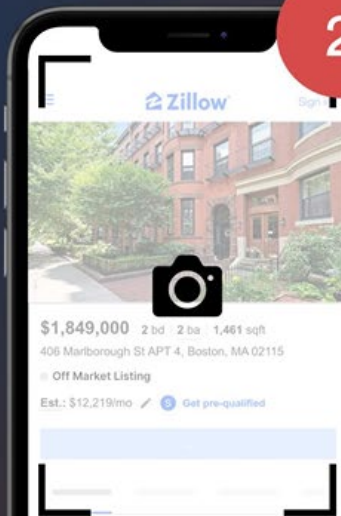
URAYTOR

ZMA

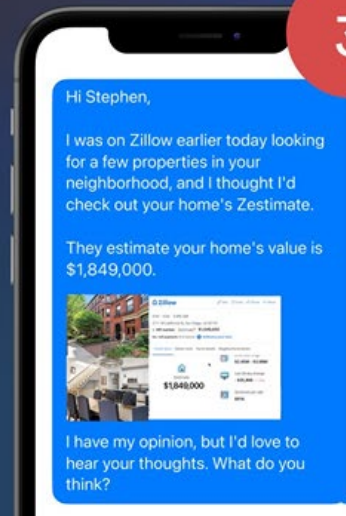
1



2

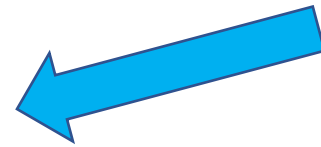


3



**START TODAY DO 10 TEXTS -
COPY - PASTE - CHANGE NAME - TEXT - NEXT**

Tom Ferry Survey RESULTS!



181 Text Messages (Over 4 weeks= 9 daily)

144 Responses

44 People Raised Their Hand

38 CMA's Created

12 Sellers To Nurture (1-2 Years Out)

3 Listings (2 will buy)

2 Clients Pre-Approved To Buy Investment



Build Your Community With Constant Communication

ZMA, ZVA, CMAs

CURAYTOR



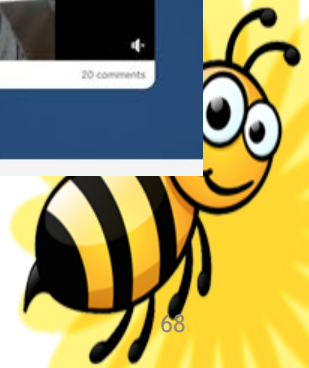
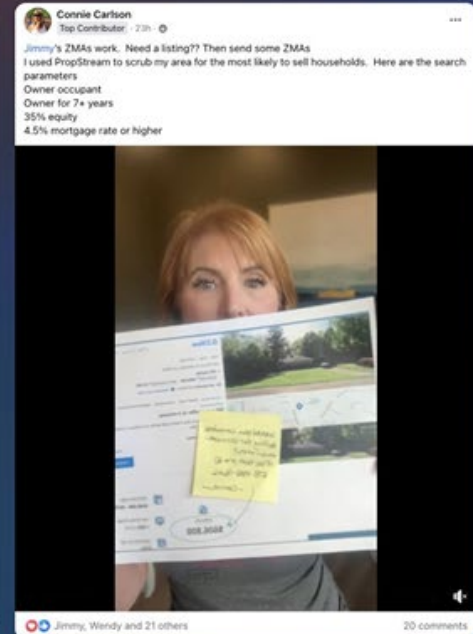
4 bd | 4 ba | 5,044 sqft

11 Grant Drive, Bedford, NH 03110

● Closed

Zestimate®: \$1,463,900 | Rent Zestimate®: \$8,101

Est. refi payment: \$11,129/mo Refinance your loan

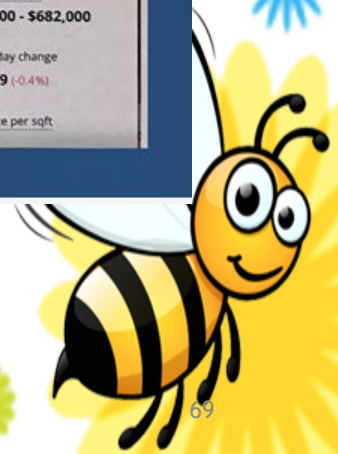


Build Your Community With Constant Communication

ZMA, ZVA, CMAs

URAYTOR

The image is a collage of real estate marketing materials. On the right is a Zillow listing for a property at 1298 Sweet Bottom Ct SW, Marietta, GA 30064. The listing shows a 5 bd, 4 ba, 4,036 sqft house. It is marked as 'Off market' with a Zestimate of \$631,100 and a Rent Zestimate of \$3,539. The estimated refinance payment is \$3,631/mo. A blue button says 'Unlock your offer'. Below the listing, a table shows Zestimate data: Zestimate range \$587,000 - \$682,000, Last 30-day change -\$2,619 (-0.4%), and Zestimate per sqft \$156. A red circle highlights the Zestimate of \$631,100. In the center is a handwritten note on a yellow sticky paper that reads: 'Would you consider selling for 10% more than this? If so, text me 678.488.9646 -Connie'. On the left is a business card for Carlson Orange Real Estate Team, 808 Lookingglass Lane, Marietta, GA 30064. The card has a red handwritten address: 'Daniel & Masako Sewell, 1298 Sweet Bottom Ct, Marietta, GA 30064'. A 'real' logo is also visible on the card.



Build Your Community With Constant Communication

ZMA, ZVA, CMAs

URAYTOR

4722 Bindewald Rd,
Torrance, CA 90505
6 beds · 5 baths · 2,707 sqft

OFF MARKET
Zestimate®: \$1,056,644
update my Zestimate
Rent Zestimate™: \$3,724/mo
EST. REFI PAYMENT
\$3,852/mo



4 bd | 4 ba | 5,044 sqft
11 Grant Drive, Bedford, NH 03110

Closed
Zestimate®: **\$1,463,900** Rent Zestimate®: **\$8,101**
Est. refl payment: \$11,129/mo Refinance your loan

Would you sell for 10% more than this? Text me at 617-921-5263

Everyone else →

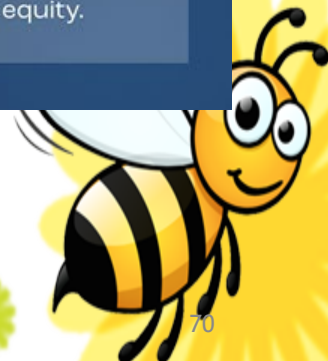
Do you WANT to know your RETAIL value?
Text me @ 310-508-5957
Lauren

Lauren Corner
Teks Way ↑

Process

- ✓ Print out 100 of these a week
- ✓ Drop off 20 per day.
- ✓ Follow up with a phone call

Pro Tip Use **REMINE** to build a list of people who have owned a home for 7+ years and have an interest rate of 4.5% or higher with 35% or more equity.



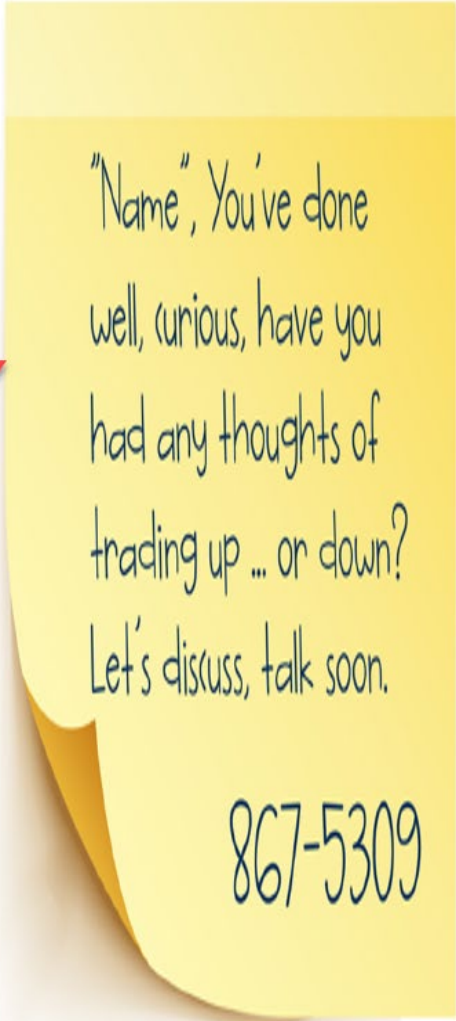
Mailing Or Phone Calls

At What Price
Would You Consider
Selling Your Home?



Contact Past Clients From 2-5 Years Ago

- Prepare a CMA
- Put a sticky note on it
- Follow up
(phone or text)
- Sly broadcast



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

867-5309

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

867-5309





Circle Prospecting

- Is A Proven Process That Can Grow Your Database By Finding Find New Customers.
- Build Relationships With The People In A Neighborhood By Sharing Neighborhood Activity.
- Circle Prospecting Comfortably Starts Conversations That Lead To Relationships. Relationships Will Ultimately Lead To Transactions.



What is circle prospecting?

Begin with a target house with some kind of activity that recently occurred or is about to happen: an upcoming open house, **a recently listed house** or a just-sold house.

Identify anyone interested in knowing what is happening or has happened with this house.

Years ago, circle prospecting got its name from the practice of using a map to draw a circle around the 20 homes closest to the target house and contacting those owners to let them know about the recent activity.





Consider the following steps needed to prepare for circle prospecting, and review ideal scenarios that are working great right now.

Step 1: Find the homeowners' information

The first step in circle prospecting is identifying the owners of the homes you will be calling.

The Tax search in MLS will provide the name and address of each homeowner.

Now you have the owner's name, get the owner's phone number. Use one of these apps:

Forewarn, which is incredibly accurate, and/or TruthFinder, Vulcan7 and Cole Realty Resource.





3. Expireds



3. Expireds Tip

Most Listings Expire the end of
June and the end of
December.

June Is HomeOwner's Month
This Could Be Your Lead In??



3. Expireds Tip

June Is HomeOwner's Month

This Could Be Your Tip - Create A Short Video.

National Homeownership Month is in June. It celebrates the value that owning a home brings to families, communities, and neighborhoods across America. By becoming a homeowner, people get a step closer to the American dream. In 5 Years You Can Increase Your Net Worth by \$83,000!!





CALL

I Know Your Home Didn't Sell.... I'm Curious...

Did anyone offer you a Home & Lifestyle Consultation to prepare you for what BUYERS want in this market?

And that pandemic has completely changed how people live and work.... I mean ... has your lifestyle changed at all? Now we have inflation to consider too. And Millennials are now 43% of the buyers. Crazy ... Right?

You are absolutely right... and many home buyers feel the same way. If I could show you how we can appeal to the NEW LIFESTYLE that today's buyers want, it would be crazy not to at least meet to discuss... right?



4. Non-Owner Occupieds





11 150,000,000
Home Owners

21,000,000

Investment Homes

REMINE IS FREE

1. Pull The List



2. Add To DataBase



3. Send The Mailers To
.....Primary Residence



1. Hand Addressed
Hand Stamped & Non Branded
Include Any Reviews

2. Make The Calls



3. DM On Social



I hope this finds you and yours doing well. I have been searching for a home for my clients, Mr. & Mrs. Ahlbrand. They want to live in your community.

I see that you own 2453 Green Mountain Court as an investment property. I am curious, with prices peaking, interest rates creeping up, would you be open to selling the property?

We can assist your tenants in finding a new home and of course, I work with many investors on trading up through 1031 exchanges.

Would you let me know? Even a Text saying "No" would be appreciated so I can let my clients know.

702-555-1212

Respectfully,

Jimmy Dague

Broker



Call Them!!

• Hello Ruthie, Jimmy here, I sent you a letter about your property on 2453 Green Mountain ...did you receive it?

Have you considered trading that property? Would it be helpful to get an updated market value for that home? I can send it via text or email. Which is better?

While I am doing that, do you own any other investment properties that you would like new market values on?



Non Occupieds & Investors

LETTER TO INVESTORS

Hi Kevin, I notice you own several properties here in Las Vegas. Congratulations! I work with many families and Investors helping them with property acquisitions & trades.

I'm sure you receive hundreds of these letters a month. To show you I'm serious about creating value for my clients I've included a market analysis on each of your properties current values.

Take a peek. If there is a property that is under delivering, perhaps we could discuss alternatives? I'll follow up with a call or text in a few days.

I look forward to connecting soon.

CALL UNTIL YOU GET THROUGH!

- Focus on people who own 5-10 properties
- Create a list of up to 100 people who own properties



5

**New Residents
Moving In
Per Hour**



5. Ready To Downsize



REMINE IS FREE

1. Pull The List



Owned For 20+ Years



Owner Occupied



2 Or More Stories





2. Add To DataBase



3. Send Mailer To Residence





(name) I hope this find you and yours doing well
I'm writing you because my clients the
(names) with (details) and desperately want to live in
a two-story home in (community)

We drove past your home on (address) and they were
curious, with prices peaking,
(or other details), have you had ANY thoughts of making
a move anytime soon??

If you have or haven't, would you let me know? Even a text
Or email saying "no" so I can inform my clients

Respectfully,

P.S. If you'd like to know the value of your home,
I can certainly do this for you as well



6. Agent To Agent



1. **Build Your List**
2. **Local Agents**
3. **Regional Agents**
4. **LinkedIn California Agents**
5. **Add To DataBase “Agents”**

Howmoneywalks.com



<https://www.nerdwallet.com/cost-of-living-calculator/compare/san-francisco-ca-vs-las-vegas-nv>

NerdWallet's cost of living calculator


NerdWallet helps you compare the cost of living in two cities

I currently live in: I want to live in: My current pre-tax household income:

To maintain your standard of living in Las Vegas, NV, you need to earn:


\$25,687


The cost of living is 49% lower in Las Vegas, NV


 Housing Costs 68% lower ^


	San Francisco, CA	Las Vegas, NV
Median 2-bedroom apartment rent	\$4,128	\$1,176
Median home price (SBR, 2BA)	\$1,265,813	\$441,771

Do these housing costs seem low to you? That's probably because we're measuring average costs for the larger metro area, not just the city limits.

 Transportation Costs 21% lower v

 Food Costs 25% lower v

 Entertainment Costs 32% lower v

 Healthcare Costs 22% lower v



A cluster of colorful, stylized flowers in shades of green, yellow, blue, and pink, with some small circular accents, located in the top-left corner of the slide.

Share With These Agents

Send List Of Your Referral Agents
To Build Your Own EcoSystem



7. Are You Living In Your Dream Home “Now”



REMINE IS FREE


1. Pull The List 

Owned For 7-19 Years  - 

Owner Occupied  

2. Add To DataBase Under Dream 

3. Send Monthly Mailers  



I hope this finds you and yours doing well.

That pandemic certainly has changed how we “view” a home for some of us.

From stay at home, to work from home & teach from home. More of my friends and clients are asking me to find them something new, with a backyard, maybe a pool, room for a home office, more space.... and many sellers and builders are offering incentives since interest rates increased.

So, I'm curious, have you had any thoughts of making a move? If so, I'd love to offer you a Lifestyle consultation to explore your options.

Interested? Let me know.

p.s I have included what's going on in your neighborhood and some new home pictures 😊.



SOCIAL MEDIA - STRATEGY

5/5/5/5 = (20) Touches

4 Days Times 52 Weeks = 4,160

Be Intentional!

Comments / Shares / Likes / Reels / Stories

Direct Messages

**FB (Mega) - LinkedIn - Instagram
Messenger**





Use Sly Broadcast

Send a pre-recorded voicemail
to the neighborhood

Optimal Time Is Between 4-6 PM



Hi, It's TF, I sent you a note about my client who's desperate to buy a home in your neighborhood. If you've had any thoughts of selling would you call or text and let me know? My # is 867-5309, Thank You!



Your Business

Sales & Marketing

Financial Management

Customer Service

Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting, Contacting, Action Items That Generate Prospects

Customer Service: Creation And Production Of The Best Experience For Your Customers. It's The Experience That Counts.



SOCIAL MEDIA CONTACTS

MONDAY

5/5/5/5 - 5 Comments 5 Shares 5 Likes 5 Direct Messages
Monday: Morning Market Update On FB, Insta, and LINKEDIN
Post/Video 3 to 5 Posts On FB Story (share behind the scenes).

TUESDAY

Respond To All Comments, Notifications, and Messages
Tip Tuesday: Video / Share A Quick Moving Tip On FB, Insta, and LINKEDIN
Reshare A Post From FB/LINKEDIN

WEDNESDAY

5/5/5/5
Wednesday Wisdom: Video / Post A Quote On FB, Insta, and LINKEDIN
Post /Video 3-5 Posts On FB

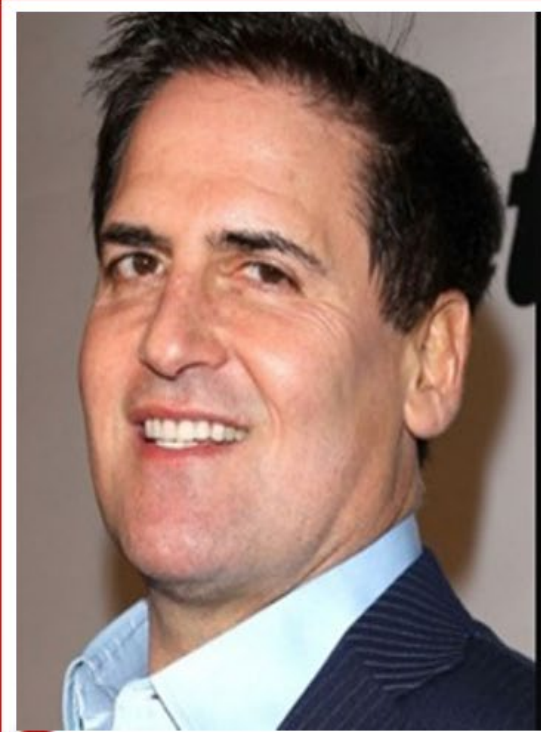
THURSDAY

Respond To All Comments, Notifications, and Messages
#TBT: Post a “ThrowBack” Photo on FB, Insta, and LINKEDIN
Create And Schedule New FB Posts /Video - Testimonials, Vegas News,
Business Interviews

FRIDAY

5/5/5/5
Feature Friday: Video About A Local Business And Tag Them
Post 3-5 Posts On FB, Insta, and LINKEDIN - Behind The Scenes





**Always Wake Up
With A Smile
Knowing That You Are Going
To Have Fun Accomplishing
What Others
Are Too Afraid To Do!**



Las Vegas
AGENT FORMULA

The Formula for Las Vegas Agent Success on the Internet



The THREE Parts...

Part III

Scheduling Tactics

R.R.R. & Time Blocking



MY SCHEDULING MODEL





Daily Duties

Organize Your Day: **DAILY TASKS**

5am – 7am – time for you

Work out, meditate, walk the dog, breakfast, coffee, etc

7am – 8am

Respond to texts, emails, and phone calls





Daily Duties

Organize Your Day: DAILY TASKS

8am – 9am

Engage on social media platforms with comments, shares, direct messages, posts, reels, stories, videos, etc..

9am – 11am

- Process any real estate documents, offers, listing agreements, updates to MLS. Research listings to develop comparative market analysis (CMA) reports





Daily Duties

Organize Your Day:

10am - Noon

Coordinate appointments, showings, open houses, and meetings

- *Try not to interfere with your morning routine.*





Weekly Tasks

- Update client database
- Take a client to lunch or coffee
- Host a business to business lunch
- Schedule door knocking in your Farm, 7 pop-bys
- Preview New Homes and Resales – knowledge sells
- Hold an open house once at least once a week
- Create a Video for next week





Monthly Tasks

- [Review your budgets](#) for monthly, quarterly, and annual operations so that you stay on track.
- Develop marketing plans for listings
- Update websites and social media profiles
- One Sunday a month – batch videos for next month social media



MONTHLY CHECKLIST

- ✓ Review Everything In My Business. My Plans and Database & Systems are working.
- ✓ Review Plans - To Actual Results - Measure.
- ✓ Review - Budget
- ✓ Money Came In - x% For Taxes, x% For Personal, x% For Business Operations, x% For Investments.
10% Plan!
- ✓ Review Next Months Marketing Campaigns.
- ✓ Check DataBase - Adds, Changes, & Deletes.



HOW TO WIN THE DAY



WIN THE DAY

- Make 5 check-in calls
- Write 3 personal notes
- Add 1 person to your database

WIN THE WEEK

- Grab coffee with a favorite client
- Host at least 1 business-to-business lunch
- Average at least 7 Pop-Bys

WIN THE MONTH

- Contact all of your A+ clients
- Send an Item of Value to your database on the 1st of the month
- Send an eReport on the 15th of the month
- Host 1 business networking meeting

WIN THE YEAR

- Host at least 1 client party
- Measure your results vs. goals
- Work with a Coach

5/5/5/5 Daily Social Media

REMEMBER

- WIN 2 HOURS** - you win the day!
- WIN 4 DAYS** - you win the week!
- WIN 3 WEEKS** - you win the month!
- WIN 8 MONTHS** - you win the year!

7,300 Social Media Connections

Jim Rohn...

“From testing and personal experiences we have enough evidence to conclude it is possible to design and live an extraordinary life.”

MAKE NO MISTAKE -

• **THIS IS** the Good Stuff!

• **But** from a “Business
Perspective” *only*.

HOW TO WIN THE DAY



WIN THE DAY

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WIN THE WEEK

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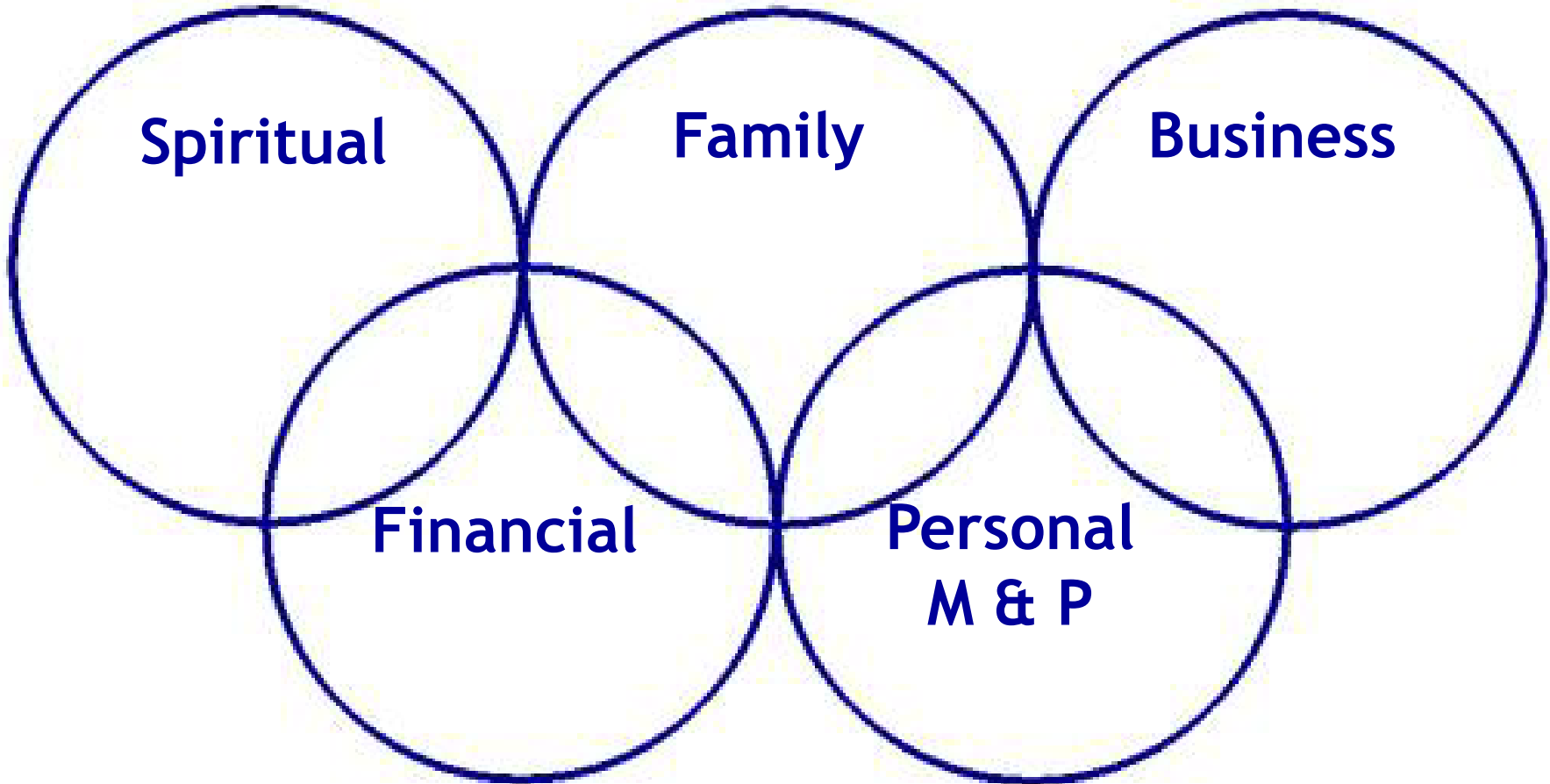
REMEMBER

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- WIN 4 DAYS** - you win the week!
- WIN 3 WEEKS** - you win the month!
- WIN 8 MONTHS** - you win the year!

WIN THE YEAR

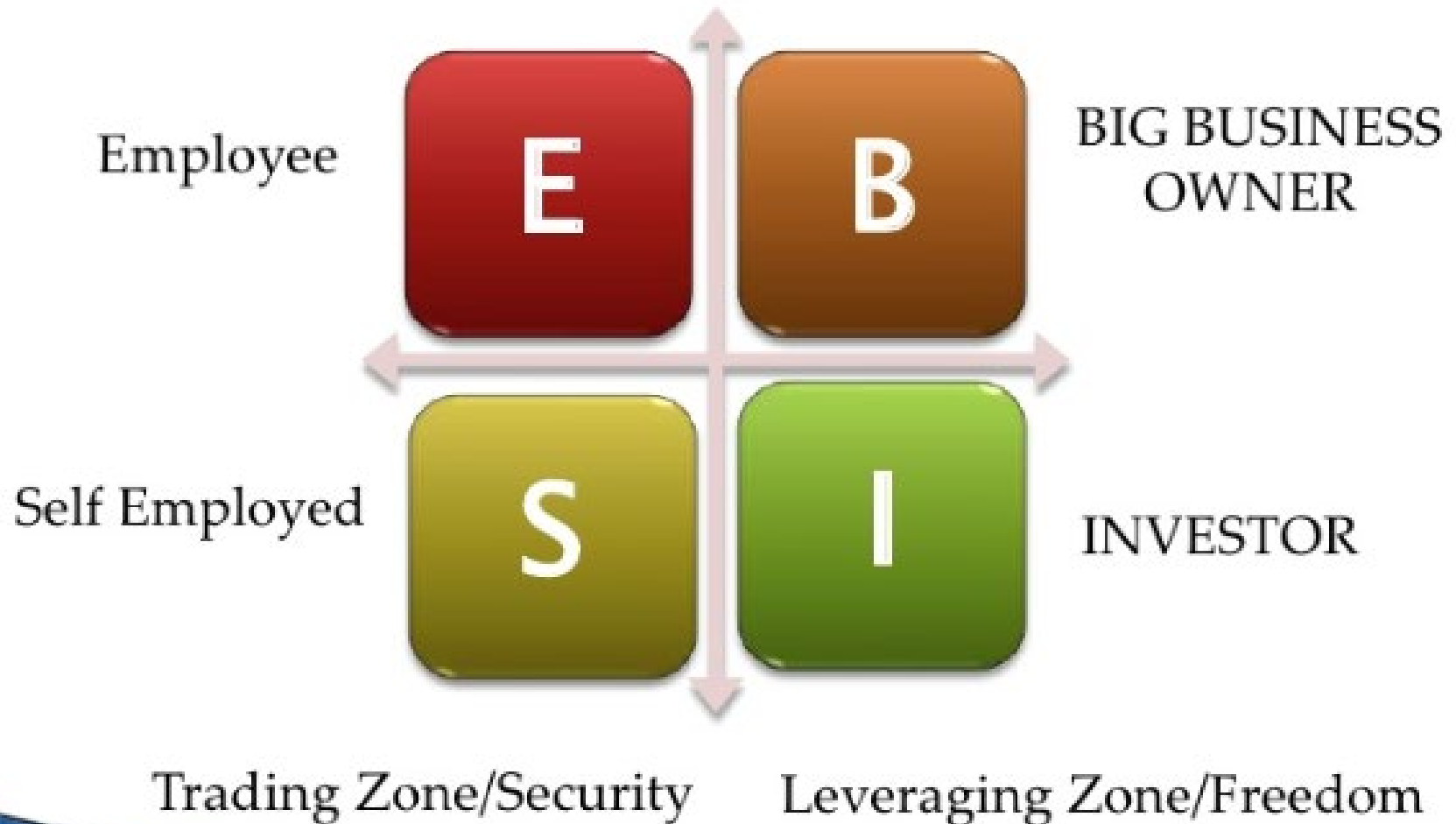
- Host at least 1 client party
- Measure your results vs. goals
- Work with a Coach

THE 5 CIRCLES = INTEGRITY!



Cash Flow Quadrant – Robert Kiyosaki

CASH FLOW QUADRANT



***“You can spend your life any way you
want,
but you can only spend it once.”***

Dwight Thompson

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The Formula for Las Vegas Agent Success on the Internet



AGENT FORMULA FOR SUCCESS

**SYSTEM = Saves You Sanity
Time Energy Money**

's Schedule

	MON	TUE	WED	THU	FRI	SAT	SUN
AM							
PM							
EVE							

John
Mark
Comer

The
Ruthless
Elimination
of
~~Hurry~~

Foreword
by
John
Ortberg

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Jimmy's Schedule

AM							
PM							
EVE						Date Night	

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The Formula for Las Vegas Agent Success on the Internet



Jimmy's Schedule

	MON	TUE	WED	THU	FRI	SAT	SUN
AM							Recovery
PM							& Renewal
EVE						Date Night	Family

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The Formula for Las Vegas Agent Success on the Internet



Jimmy's Schedule

	MON	TUE	WED	THU	FRI	SAT	SUN
AM						MA Class	Recovery
PM							& Renewal
EVE	MA Class			MA Class		Date Night	Family

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The Formula for Las Vegas Agent Success on the Internet



Remodel...?

- By Design
- Four Hours per Week
- One Hour With a Coach?

Las Vegas
AGENT FORMULA

The Formula for Las Vegas Agent Success on the Internet



	MON	TUE	WED	THU	FRI	SAT	SUN
AM	Remodel					MA Class	Recovery
PM							& Renewal
EVE	MA Class			MA Class		Date Night	Family

Las Vegas
AGENT FORMULA

The Formula for Las Vegas Agent Success on the Internet



Jimmy's Schedule

	MON	TUE	WED	THU	FRI	SAT	SUN
AM	Remodel	Results				MA Class	Recovery
PM		& Agent Time					& Renewal
EVE	MA Class			MA Class		Date Night	Family

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Results

Activities

P. P. F.U.

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- **Prospect – *How?***
- **Present - Service**
- **Close – F.U.**
- **Sharpen the Saw**

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Results Activities

- A FULL day off!
- 6 Hours per week Product Knowledge
- 2 hrs./day Client Contact
- 2 Hours Reading (4-30's)

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The Formula for Las Vegas Agent Success on the Internet



Leads first (most perishable!)

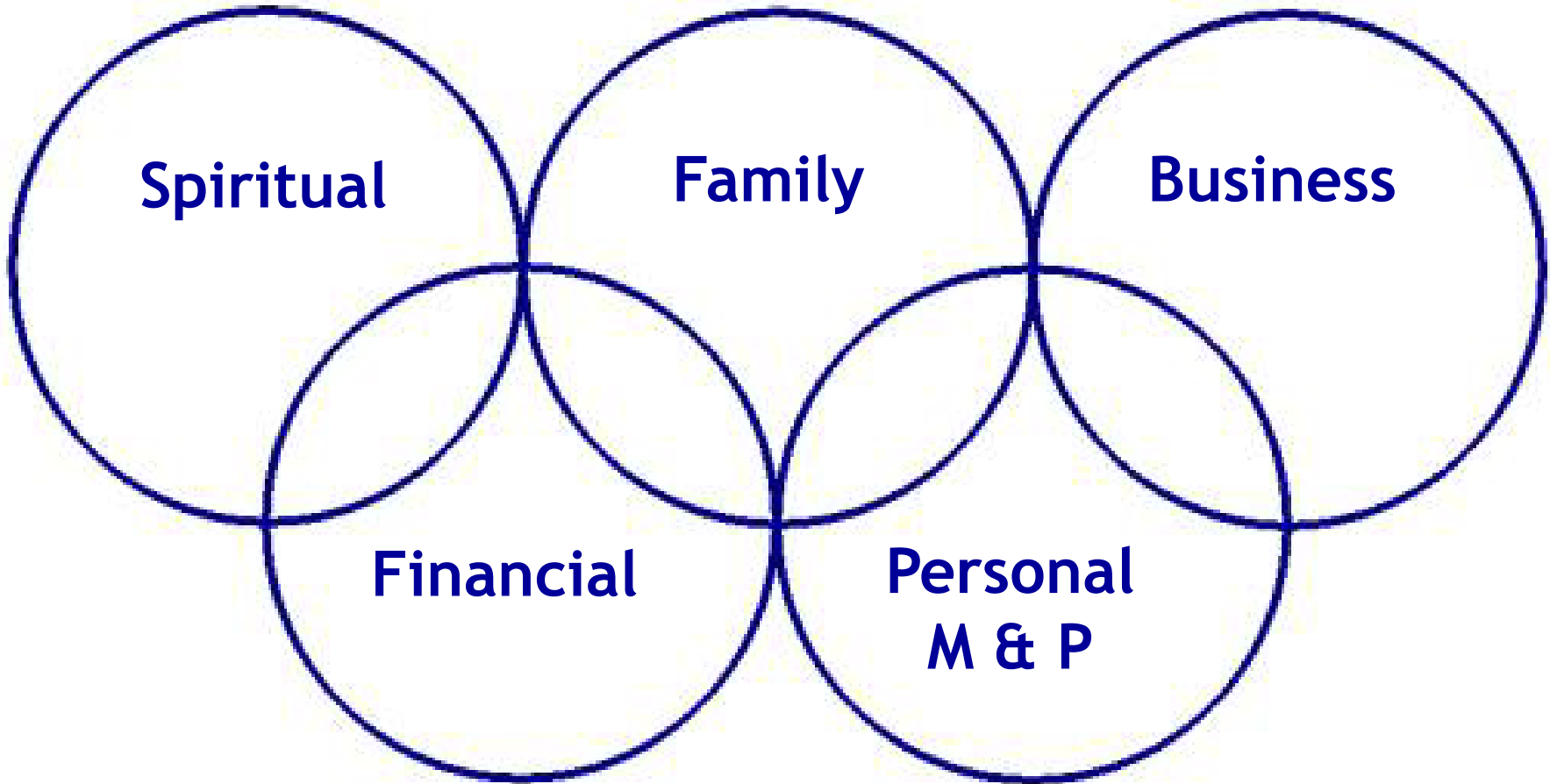
Who sent them?

Current Customers

Current Clients

Is there a *double end* there?





BOOK LIST -

- **Think And Grow Rich - Napoleon Hill**
- **The Greatest Salesman In The World - Og Mandino**
- **The Magic Of Thinking Big - David J. Swartz**
- **The Little Gold Book Of YES!! Attitude - Jeffrey Gitomer**
- **The Starbuck's Experience - Joseph A. Michelli**
- **Pour Your Heart Into It - Howard Schultz (Starbucks)**
- **Who Moved My Cheese - Spencer Johnson, MD**

Brush up on Buyer/Seller Skills

- The market is not hot right now, so you need to make sure you have the kind of high-level skills required to meet the needs of both buyers and sellers.
- The best way to do this is to undertake a real estate training program that's proven to produce results.
- Continuing professional development is absolutely vital if you want to always be at the top of your game and serve other people effectively. As my good friend Joe Niego says, "Your skills pay the bills," so make sure to carve out time for training.
- Whether you're a new agent or you already have years of experience under your belt, you can vastly increase your efficiency and effectiveness in the marketplace by becoming more productive and organized in your business.
- Start strong by checking out Bee.Vegas - real estate training programs to see which one works for you!



‘The Successful Person Makes A Habit Of Doing What The Unsuccessful Person Does Not Want To Do.

The Successful Person Doesn’t Like To Do It Either,

But He Does It Because He Recognized That This Is The Price Of Success’

....Herbert Gray



CHANGE YOUR STATE - MINDSET - YOUR BODY LANGUAGE

Focus Not On Things You Fear

Fear Is A Negative Loop Causing Anxiety or Anger

Focus On Excited

Feed Your Mind With The Positive Things In Your Life

CHANGE YOUR STORY - *WHEN YOU ARE EXCITED*

Confident, Certainty, Comfortable, Proud,

Focus On Being Proud

Start Positive Momentum

Make People Feel Significant -

CHANGE YOUR STRATEGY -

Continued Progress = Growth

Give - Empathy - Help - Share

Happiness From The Inside To Give





**PRIME YOURSELF IN THE MORNING FOR WHAT YOU WANT
- 10 MINUTES WITH MUSIC - CHANGE YOUR BREATHING**

**Eliminate Fear From Stress & Anger To Grateful
Wire Yourself - Not To Be Stressed/Angry**

Gratitude - 3 Things

Prayer - 3 Minutes For Your Family & Friends

**Accomplish Today
3 Things You Want To Accomplish Today**





Step 2: Gather sales information for the neighborhood

Prepare for the calls you'll make by gathering data about the neighborhood. Always know and have the following information in front of you for reference while making calls.

- The houses in the neighborhood that have sold in the past six months
- The price-per-square-foot information of the homes that have sold
- Days-on-market details
- General details (number of bedrooms and bathrooms) about each house
- Other houses that are currently for sale in the neighborhood



Step 2: Gather sales information for the neighborhood

Prepare for the calls you'll make by gathering data about the neighborhood. Always know and have the following information in front of you for reference while making calls.

- Other houses that are currently for sale in the neighborhood
- Homes currently under contract or in escrow in the neighborhood
- Comparison of the neighborhood's price-per-square-foot.
- Days on market versus the overall market.

This historical data helps share details about what's happening in the neighborhood
and how that impacts their own homes.

