



SUCCESS SUMMIT

DALLAS,
TX
20
24

CHARGE THE STORM



COACHING MEMBERS:
DON'T FORGET!!!



TOMS TEXAS TAKEOVER

NEON COWBOY RODEO

BRIGHT LIGHTS, WILD NIGHTS

If you're a Tom Ferry coaching member who's been to Summit before, you know what goes down at Gilley's Dallas... Bring your dancin' boots, cowboy hat, and neon attire for a wild night of connecting, networking, and unwinding with Tom, our coaches, and the members of our ecosystem. This will be a night you won't forget!

WHO

ALL
COACHING MEMBERS
COACHES
TOM

WHERE

GILLEY'S DALLAS
1135 BOTHAM JEAN BLVD
DALLAS, TX 75215

WHEN

DAY 2
AUGUST 28
7-11 PM

INTERESTED IN GOING BUT NOT A COACHING MEMBER?

Visit us at the coaching booth to sign up!



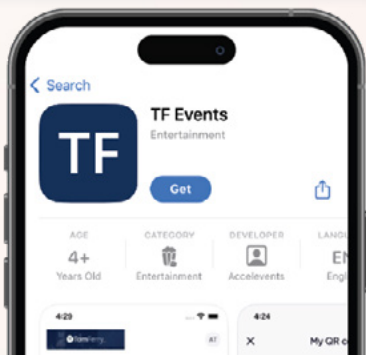


NAME: _____

EMAIL: _____

PHONE: _____

**SCAN OR CLICK THE QR CODE TO DOWNLOAD
YOUR 2024 SUCCESS SUMMIT RESOURCES**



**Be sure to download & log-in to the
TF Events Mobile App on the iOS & Android Store!**

With the app, you'll stay up-to-date on any agenda changes, connect with other attendees, win prizes, and more!

For many agents, this is a scary time to be in the business.

The fact that you're here, reading these words, tells me you're not one of them. You're probably more like me – a wartime general. These are the markets that we shine in, the ones that bring out our greatest potential and usher us into the next great stage of our careers.

We don't ask for things to get better – instead, WE get better. That's why you're here. And like the bison who charges head-first into the storm, we know that facing these challenges is the fastest way to get to where we want to be.

Over the next three days, we'll dive into every aspect of your business, from marketing and lead gen to sales and financial management. Of course, you'll get expert views and strategies surrounding the changes we're facing, and we'll even cover things you may not have thought of.

As much as we're here to learn and prepare, don't forget to have fun and make new friends and connections. This is the time to reset your energy and recenter your mind.

So, welcome to Success Summit 2024! I'm grateful and honored that you're with us.

The person you want to be, personally and professionally, is on the other side of the storm, and this is where we begin to charge it together.

Tom Ferry

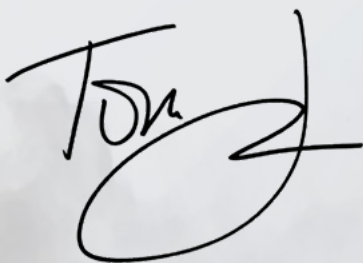
A stylized, handwritten signature of Tom Ferry in black ink, featuring a large, sweeping 'T' and 'F'.

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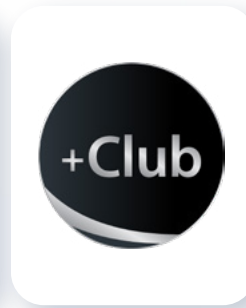
THANK YOU TO OUR SPONSORS

Hundreds of companies request access to our ecosystem. These are the few we allow in, vetted by our team, our coaches, and our clients!

We invite you to stop by, spark up a conversation, and see if their solutions are right for you and your business!

-Tom & Team





The Tom Ferry Business Plan

Tom Ferry's Business Plan is your strategic blueprint for unstoppable growth, integrating clear goals with the seven core elements of real estate to drive sustainable success.

Design a dynamic plan to achieve your goals, stay agile, and adapt to change:

- ✓ **Clarity.**
Set powerful goals reverse-engineered into daily action
- ✓ **Efficiency.**
Focus your attention on initiatives that will increase your income
- ✓ **Success.**
Measure what matters, make data-driven decisions, achieve long-term goals



Scan or click the code to download a blank business plan workbook now, and get ready to complete your 2025 Business Plan in illūm soon.



Tag us in your Summit post ;)



@TomFerry

#TFSummit24

CONGRATULATIONS

TO OUR FIRST \$100K IN 100 DAYS CHAMPIONS!

Over the course of 100 days, these agents used the tools provided by Tom Ferry to defy the market and achieve the extraordinary. We may have provided the scripts, the guidance, and the accountability, but you trusted the process, put in the work, and helped thousands of people buy and sell homes. Here are the top winners of our **\$100k in 100 Days Challenge!**

THE TF TOP 3



Dwanna Stanley
73 LISTINGS



Bob Lippy
53 LISTINGS



Mike Gjestland
52 LISTINGS

THE TF TOP 100

Helen Oliveri
Margaret Rodriguez
Michelle Maloney
Nick Herzog
TracyLynn Pater
Jay Starr
Lori Leahy
Michelle Forneris
Lorre Wilson
Colby Kielman
Bridget Moore
Tracy Walsh
Jeffrey Shew
Darin Stephens
Hobie Jensen
Carrie Nicholson
Darren Dowling
Jeanine Corcoran
Jenna Hensley
Scarlet Torok
Charlotte Castro
Kim Valice
Christine Frith
Tyler Cox
Kristina Horton

Gordon Sampson
Carolyn Young
Mikki Ramey
Andy Dane Carter
Carlin Yamashita
Andy Neal
Shane Reynolds
Jamie Zheng
Frances Pierce
Ryan Boggs
Jeanine Entenmann
Maria Acosta
Katelyn Ryan
David Binkley
Patrick Stuckwish
Dave Ackley
Maggie & Adriane
Lana Soileau
Valen Lindner
Erika White
Dragic Janjic
Julie Woods
Jacqueline Hill
Susan McCallion
Gerard McManus

Laurie Westheimer
Willie Adolph
Stephen Skakandy
Adam Craun
Brian Barrows
Lisa Laflure
Emily Hadden
Kim Robbins
Kim Ogilvie
Michelle Gassensmith
Kim Wermerskirchen
Mike Robinson
Yaser Perez
Alex Arroyo
Jeffrey Skulnik
Cinthia Bohall
Tom Freeland
Perrin Cornell
Kristin Graves
Wendy Tancheff
Traci Pate
Sherwyn Colonia
Helen Saba
Nathan Barshinger
Anamaria Argote

Salvador Trujillo
Rudy Argueta Lemus
Beatriz Jimenez
Joshua Stanley
Katrina Dew
Jamaal Carey
Dave Ozubko
Natasha Cejudo
Jessi Bruss
Jan Dijkers
Juanita Buskard
Brennen Clouse
Charlie King
Charisse Okamoto
Carol Steven
Melissa Mayer
Robert Wills
Gal Ozana
Renee Hanson
Brooke Crossland
Ann Trussell
Dana Arnold
Valerie Kelly
Dahlia Gotzmann

Ready to Join the Next \$100k in 100 Days?

A new cohort starts soon...

\$100k in 100 Days is a full program of resources, strategies, and guidance proven to rapidly increase your transactions in record time. It's all plug-and-play. This is for committed Tom Ferry coaching members only. Visit our coaching booth to learn more.

FAQ

FREQUENTLY ASKED QUESTIONS



IS THERE WI-FI?

Yes, here are the log-in details:

Network: SuccessSummit

Password: TomFerry



DO I NEED TO WEAR MY NAME BADGE / LANYARD?

Yes! Attendees (and guests) must wear their name badge and lanyard at all times. Security will not allow anyone inside the main ballroom without credentials. A replacement badge and lanyard can be purchased at the customer service desk, in the Hall F Lobby for \$150.



I LOST MY WORKBOOK. CAN I GET ANOTHER ONE?

Check with customer service in the Hall F Lobby to see if it was turned in. If you lose your workbook, a replacement workbook can be purchased for \$50. As a precaution, be sure to write your name and phone number in your workbook to help our team return it to you sooner.



IS THERE A LOST & FOUND?

Lost and Found is located at the Customer Service desk in the Hall F Lobby.



WHERE IS MY CLIENT PARTY WRISTBAND?

This year, wristbands will be distributed at the client exclusive Neon Cowboy Rodeo at Gilley's Dallas. You will be required to check-in onsite to confirm you are a client before receiving your wristband with drink tickets. Bring your ID.



WHERE CAN I BUY A SNACK OR LUNCH?

On-site cash-and-carry concessions will be available in the pre-function space of Hall F Lobby and Hall E. There are also food and beverage outlets at the Omni and restaurants on Lamar just across the skybridge in Convention Center D Lobby.



WELCOME RECEPTION – *All attendees welcome!*

Tuesday, August 27th, 5:00pm – 7:00pm

Don't miss this opportunity to network and connect with the best in the industry!

After a day full of insights and learning, join us in the Dallas Ballroom at the Omni Hotel. Follow the skybridge from the Convention Center Lobby D and head up the escalators to the 3rd floor.

Cash bars will be available for drink purchases.



TOM'S TEXAS TAKEOVER - NEON COWBOY RODEO

Wednesday, August 28th, 7:00pm

Exclusively for Coaching Members

Bright Lights, Wild Nights: Join us for a Neon Cowboy Rodeo! Bring your neon gear, cowboy hat and dancing boots!

ID and wristband (distributed at the party door) required for entry.



WHO CAN I TALK TO ABOUT COACHING?

If you are interested in speaking with any of our top Business Coaches and Coaching Consultants, head to the Tom Ferry booth in the back of the main ballroom. You can also learn more by visiting tomferry.com/join or calling 800-624-9575.

SUCCESS SUMMIT **SCAVENGER HUNT**

Post your photos/videos and tag **@tomferry** on a social platform with the following hashtags: **#TFSummit24**
#TomFerry and **#SuccessSummit2024**

1 WINNER SELECTED PER DAY

3 CHANCES TO WIN

1 BONUS WINNER!

Please see the rules on the following page to participate!

Prizes include TF Merch Certificate* and a 2025 Summit Ticket (in-person or virtually)

**Redeemable on-site only.*



SUCCESS SUMMIT SCAVENGER HUNT RULES



DAY 1

Post a pic by any Summit sign on social using **#TFSummit24 #TomFerry #SuccessSummit2024** and tag **@tomferry**

VIRTUAL ATTENDEES

Take a picture of your viewing setup or viewing party using **#TFSummit24 #TomFerry #SuccessSummit2024** and tag **@tomferry**



DAY 2

Post a pic with a new friend you met at Summit, use hashtags **#TFSummit24 #TomFerry #SuccessSummit2024**, and tag everyone in the photo along with **@tomferry**

VIRTUAL ATTENDEES

Send a DM (direct message) on Instagram to **@tomferry** with your big "WHY"



DAY 3

Post a pic with Summit merchandise using **#TFSummit24 #TomFerry #SuccessSummit2024** and tag **@tomferry**

VIRTUAL ATTENDEES

Post a video of your fun dance moves to your Instagram Stories and tag **@tomferry**



BONUS

Create an Instagram Reel of your Summit experience using **#TFSummit24 #TomFerry #SuccessSummit2024** and tag **@tomferry**



THE TF LISTS

spotlights Tom Ferry coaching clients who have seen tremendous success in 2023. It is comprised of two lists:

1. **Thirty under 30** which recognizes coaching clients, under 30 years of age, based on units and sales volume.
2. **TF top 30** which recognizes coaching clients, based on units and sales volume.

THIRTY *under* 30

	COMPANY	COACHING	LOCATION	UNITS	VOLUME
Alex Nickla	The Nickla Group - Realty Executives Premier	Team Growth	Crown Point, IN	142	\$45,005,722
Alyssa Marquez	The Emerald Group - LPT Realty	Elite+	San Antonio, TX	29	\$6,702,000
Austin Southern	The Monumental Team	Team Growth	Fairfax, VA	58	\$20,868,840
Brent Sappe	Corcoran Austin Hill Realty	Elite+	Savannah, GA	29	\$9,751,330
Cameron Frank	Yancey Realty	Elite+	Charlotte, NC	26	\$10,399,999
Case McCarthy	The Tailored Home Experience	Elite+	Toledo, OH	37	\$5,983,003
Eric Ramsay	Ramsay Realtors	Elite+	Bay Shore, NY	23	\$18,286,000
Gibelly Chevez	Gibelly Chevez, Realtor	Elite+	Dallas, TX	10	\$5,333,011
Hannah Dubyne	Dubyne Realty Group at Real Broker, LLC	Elite+	Vancouver, WA	34	\$22,560,000
Harrison Biddle	Greyfeather Group, eXp Realty	Elite+	Myrtle Beach, SC	32	\$15,767,103
Joshua Hoey	Think Real Estate	Elite+	Panama City, FL	24	\$11,421,852
Jurnee Gillette	Jurnee Home Team - Benchmark Realty	Team Growth	Clarksville, TN	67	\$18,111,044
Justin Daniel	Exp Realty	Core+	Raleigh, NC	25	\$6,939,012
Kaleb Monroe	The Monroe Team	Elite+	Houston, TX	106	\$27,261,093
Khristian Schlemmer	Dutton Real Estate Group	Elite+	Nashville, TN	39	\$13,368,301
Kole Bartos	Bartos Group @ Premiere Plus Realty	Team Legacy	Naples, FL	32	\$53,552,000
Landon Albrick	ALBRICK	Team Growth	Charlotte, NC	130	\$42,000,000
Madison Reeves	Valente Realty	Elite+	Sturgis, SD	39	\$11,556,900
Marc Miller	RE/MAX By The Sea	Core+	Panama City Beach, FL	19	\$9,123,345
Mario Desantis	Desantis & Associates	Elite+	Santa Cruz, CA	39	\$37,653,633
Megan Beekman	Red Bench Realty, powered by Real	Elite+	Raleigh, NC	9	\$4,740,072
Nathan Barshinger	EXP Realty, LLC	Core+	York, PA	42	\$8,610,100
Nick Holman	The Holman Group - eXp Realty	Team Growth	Huntsville, AL	90	\$28,555,899
Rudy Argueta Lemus	The Lemus Group with Real	Team Growth	Richmond, VA	220	\$50,000,000
Scott Fishman	Fishman Group at The Agency	Elite+	Niagara Falls, Ontario, Canada	17	\$7,105,400
Stephanie Thompson	DJ & Lindsey Real Estate	Core+	Jacksonville, FL	13	\$4,036,440
Steve Stych	Stych Realty	Core+	Ankeny, IA	14	\$3,798,380
Tel Hamilton	The Hamilton Brothers Team By Blackmore Group	Core+	Durango, CO	11	\$5,451,000
Veronica Ramos	Ramos Group - Realty One	Elite+	Tri Cities, WA	32	\$13,000,000
Zach Callicutt	Cannon Cleary McGraw	Elite+	Oxford, MS	22	\$7,061,575
Zach Mickelson	BK Platinum Properties	Core+	Yorba Linda, CA	8	\$6,892,500
Phoebe Crego Biggs	The Jill Biggs Group - Coldwell Banker Realty	Team Legacy	Hoboken, NJ	45	\$48,311,883

To view The TF Lists recipients' profiles, including their strategies to success, scan or click the QR code.



TF *top* THIRTY

COMPANY	COACHING	LOCATION	UNITS	VOLUME	
Amy Stockberger	Amy Stockberger Real Estate	Team Growth	Sioux Falls, SD	346	\$123,966,494
Andrew Dinsky	The Dinsky Team - Equity Union	Elite+	Sherman Oaks, CA	61	\$139,099,472
Ashley Johnson	Johnson Group brokered by eXp Realty	Team Growth	Richmond Hill, GA	309	\$139,050,000
Ashley Meredith	Ashley Meredith Homes Team - BHHS Yost & Little	Team Growth	Greensboro, NC	1085	\$36,389,276
Barbie Li	B Square Realty	Elite+	New York, NY	150	\$135,582,954
Benjamin Strock	Strock Real Estate	Elite+	Aptos, CA	152	\$233,113,118
Brian Ladd	Ladd Group, Cascade Hasson Sotheby's International Realty	Team Growth	Bend, OR	129	\$147,000,000
Carolyn Young	Carolyn Young Homes with Samson Properties	Team Mastery	Leesburg, VA	410	\$214,865,596
Charlie Hutchinson	Houseworks Collective	Elite+	Milwaukee, WI	400	\$110,000,000
Cristina Geiger	The Key Team	MGMT+	Brighton, CO	254	\$139,787,965
D.J. Dellasala	DJ & Lindsey Real Estate	Team Legacy	Jacksonville, FL	1,274	\$506,800,203
Deborah Bly	The Bly Team, EXP Real Estate	Team Growth	League City, TX	285	\$69,000,000
Diane Castro Perez	Castro Real Estate Team - Coldwell Banker Sea Coast Advantage	Team Mastery	Hampstead, NC	400	\$137,832,053
Doug Edrington	BHHS J Douglas Properties, The Edrington Team	Team Legacy	Chattanooga, TN	603	\$204,840,500
Edna Kimble	Edna Sells	Team Growth	Tahlequah, OK	315	\$60,000,000
Emma Lefkowitz	The Barron Team at Real Brokerage	Team Legacy	San Diego, CA	315	\$140,000,000
Georgie Smigel	The Georgie Smigel Group	Elite+	Pittsburgh, PA	304	\$99,387,000
Jamie McMartin	The Jamie McMartin Group	Team Legacy	Katy, TX	367	\$133,000,000
Jeffrey Costello	Tribeca NW Real Estate	Team Mastery	Seattle, WA	239	\$133,362,000
Jill Biggs	Coldwell Banker Realty	Team Legacy	Hoboken, NJ	368	\$316,950,548
Joy Metalios	Metalios Team at Houlihan Lawrence	Team Growth	Greenwich, CT	135	\$202,331,228
Kyle Clarkson	Clarkson Realty Group	Elite+	Des Moines, IA	314	\$97,517,002
Laura Snyder	Laura Snyder Home Group	Team Growth	Bel Air, MD	172	\$741,032,243
Luke Newcomer	The Newcomer Group	Team Growth	Saint Augustine, FL	262	\$127,299,054
Marine Yoo	Yoo Realty Group	Team Growth	Madison, WI	406	\$112,379,157
Mary Bartos	Bartos Group with Premiere Plus Realty	Team Legacy	Marco Island, FL	278	\$226,199,555
Meital Taub	LIVEL Real Estate	Elite+	Laguna Beach, CA	59	\$185,000,000
Michael Ferrante	Century 21 Homestar, 21 Mike Team	Core+	Cleveland, OH	458	\$66,367,854
Michelle Fermin Viviers	The Fermin Group	Team Mastery	Lawrence, MA	295	\$144,108,850
Michelle Thomas	Michelle Thomas Team - Sotheby's International Realty	Team Mastery	Naples, FL	304	\$327,546,851
Riley Smith	RSG Riley Smith Group	Team Mastery	Miami, FL	167	\$264,607,552
Scott Reynolds	The Reynolds Team at Compass	Team Growth	Vero Beach, FL	367	\$159,000,678
Shannon Watkins	Watkins Real Estate Associates & Shannon Sells Team	Team Growth	McDonough, GA	690	\$213,000,000
Stephanie Younger	The Stephanie Younger Group COMPASS	Team Legacy	Los Angeles, CA	200	\$220,000,010
Sunny Narang	Rise Real Estate Group	Team Growth	Los Angeles, CA	298	\$245,505,357
Treasure Davis	Treasure Davis Team powered by eXp Realty	Team Mastery	Colorado Springs, CO	418	\$180,751,463
Lisa Chinatti	Chinatti Realty	Team Legacy	Boston, MA	754	\$390,779,528
George Laughton	My Home Group / Laughton Team	Elite+	Peoria, AZ	1506	\$643,929,000
Marti Gellens	Berkshire Hathaway Home Services California Properties	Elite+	La Jolla, CA	52	\$ 124,050,970
Aaron Kirman	Aaron Kirman Group	Team Mastery	Beverly Hills, CA	525	\$1,800,624,480
Paul Rushforth	Paul Rushforth Real Estate, Inc	Team Growth	Ottawa, Ontario, CA	531	\$ 256,013,184
Teresa Cowart	Teresa Cowart Team @ RE/MAX Accent	Team Legacy	Savannah, GA	462	\$181,932,463
The Gerosins	The Gerosins Real Estate Group	Elite+	Anaheim Hills, CA	87	\$137,462,317
Nick Fong	Ronival Real Estate	Team Legacy	Los Cabos, MX	587	\$287,479,070
Byron Lazine	William Raveis Real Estate	Team Legacy	Guilford, CT	530	\$205,016,442
Tim Smith	Tim Smith Real Estate Group Coldwell Banker Realty	Team Growth	Newport Beach, CA	170	\$639,870,598
Tom Toole	RE/MAX Main Line	Team Legacy	Wynnewood, PA	429	\$176,830,766
Matt Rand	Howard Hanna Rand Realty	Elite+	Nanuet, NY	25,000	\$10,000,000,000

AGENDA DAY 0-1

SCAN OR CLICK THE QR CODE FOR THE MOST UP TO DATE SUMMIT SCHEDULE.



DAY 0: MONDAY, AUGUST 26

1:00PM - 7:00PM Early Check-in – Kay Bailey Hutchinson Convention Center Hall F Lobby

DAY 1: TUESDAY, AUGUST 27

7:30AM Check-in / Doors Open 8AM

9:00AM - 9:35AM Balancing Act: Nurturing Business While Living Fully – Lori Bogle

9:35AM - 9:50AM 5 Years to Rockstar: Goal-Setting Systems – April Noessel

9:50AM - 10:05AM From Only Buyers to Listing Dominant – Kole Bartos

10:05AM - 10:20AM Optimizing Instagram for Lead Generation – Jenny Smith

10:20AM - 10:35AM Mastering the Art of the 10-Minute Buyer Consult – Kaleb Monroe

10:35AM - 10:50AM Secrets of a Million Dollar Marketing Team – Tina Tan

10:50AM - 11:05AM Coordinator to Team Leader: Fast-Track to Success – Jurnee Gillette

11:05AM - 11:35AM Start Strong: The Ultimate Morning Routine for Success – Gino Blefari

11:35AM - 1:05PM Lunch Break *(on your own)*

1:05PM - 2:35PM Summit Kickoff! – Tom Ferry

2:35PM - 2:55PM The Viral Listing Strategy – Meredith Fogle

2:55PM - 3:20PM Market Update: Answering the Questions on Consumer's Minds! – David Childers

3:20PM - 3:45PM Seller Objection Showdown

3:45PM - 4:05PM Comeback Queens: How Three Agents Reclaimed Their Real Estate Glory! – Live Podcast with Tom Ferry

4:05PM - 5:00PM A Bigger Future to Live Into – Tom Ferry

5:00PM - 7:00PM Welcome Reception for All Attendees – Dallas Ballroom, Omni Hotel

All times approximate. Agenda subject to change.

AGENDA DAY 2

SCAN OR CLICK THE QR CODE FOR THE MOST UP TO DATE SUMMIT SCHEDULE.



DAY 2: WEDNESDAY, AUGUST 28

- 8:00AM** Doors Open
- 8:15AM - 9:00AM** Ask Me Anything with Tom
- 9:00AM - 9:30AM** I Want You to be Wealthy – Tom Ferry
- 9:30AM - 10:00AM** How to Get Sellers Sold! – Jason Pantana
- 10:00AM - 10:20AM** From Posts to Profits: Making \$200K on Instagram – Shannon Gillette
- 10:20AM - 10:45AM** Break
- 10:45AM - 11:05AM** The Creator's Playbook: Insights for YouTube, TikTok and More! – Live Podcast with Jason Pantana
- 11:05AM - 11:25AM** Today's Top Marketing Strategies for Winning Listings! – Live Podcast with Jason Pantana & Jimmy Mackin
- 11:25AM - 11:45AM** My Ultimate 5-Step Marketing Formula – Jimmy Mackin
- 11:45AM - 12:15PM** Winning Listings: The Keys to a “Yes” – Stephanie Younger
- 12:15PM - 1:45PM** Lunch Break *(on your own)*
- 1:45PM - 2:00PM** Ask me Anything with Tom
- 2:00PM - 2:20PM** How I 4X'd my Referral Business: The Secret to Skyrocketing Success – Jenny Hensley
- 2:20PM - 2:40PM** New Agents Making Waves! – Live Podcast with Tom Ferry
- 2:40PM - 3:00PM** How to Make \$100k in 100 Days – Tom Ferry
- 3:00PM - 3:30PM** Break
- 3:30PM - 4:00PM** Buyer Objection Battle Royale
- 4:00PM - 4:15PM** 10 Scripts in 10 Minutes to Double Conversion – Jeff Mays
- 4:15PM - 4:55PM** The Power of Exposure! + Ultra-Special Guest – Tom Ferry
- 7:00PM - 11:00PM** Tom's Texas Takeover: Neon Cowboy Rodeo at Gilley's (Coaching Members Only)

All times approximate. Agenda subject to change.

AGENDA DAY 3

SCAN OR CLICK THE QR CODE FOR THE MOST UP TO DATE SUMMIT SCHEDULE.



DAY 3: THURSDAY, AUGUST 29

- 8:00AM** Doors Open
- 8:00AM - 8:45AM** Ask Me Anything with Tom
- 8:45AM - 9:00AM** Break
- 9:00AM - 9:20AM** Sphere Growth: \$0 to \$200K with Online Leads – Mikki Ramey
- 9:20AM - 9:55AM** List Like a Machine: AI to Automate and Dominate – Jason Pantana
- 9:55AM - 10:10AM** Breaking Into the LUXE Market: My Formula for Success – Tom Ferry & Aaron Kirman
- 10:10AM - 10:20AM** Charge the Storm – Tom Ferry
- 10:20AM - 10:45AM** Break
- 10:45AM - 11:05AM** Think Big and Act Bigger! – Live Podcast with Tom Ferry
- 11:05AM - 11:50PM** The Best Listing Attraction Strategy of 2024 – Jimmy Mackin
- 11:50PM - 12:05PM** How to Create a Breakthrough in 2024-2025! – Tom Ferry
- 12:05PM - 1:35PM** Lunch Break *(on your own)*
- 1:35PM - 1:55PM** Turbocharge Your Growth with Checklists and S.O.P.s – Lourdes Maestres
- 1:55PM - 2:15PM** 10 Seller Scripts in 10 Minutes – Jeff Mays
- 2:15PM - 2:40PM** The Ultimate Objection Showdown: Anything Goes!
- 2:40PM - 4:00PM** Prioritize & Action Plan – Tom Ferry

All times approximate. Agenda subject to change.



SUCCESS SUMMIT

DAY 1





TOMX SPEAKERS

Secrets of Successful Agents





LORI BOGLE

📍 Centerville, IA

📷 @lori_bogle


**Balancing Act: Nurturing Business
While Living Fully**

 NOTES



APRIL NOESSEL

 Auburn, CA

 @april_noessel

5 Years to Rockstar: Goal-Setting Systems

 NOTES



KOLE BARTOS

📍 Marco Island, FL

📷 @koled

From Only Buyers to Listing Dominant

 NOTES



JENNY SMITH

 Cantersville, GA

 @the_real_jenny_smith

Optimizing Instagram for Lead Generation

 NOTES



KALEB MONROE

 Houston, TX

 @kalebrmonroe


Mastering the Art of the 10-minute Buyer Consult

 NOTES



TINA TAN

 Irvine, CA

 @tinasellsoc


Secrets of a Million Dollar Marketing Team

 NOTES



JURNEE GILLETTE

 Clarksville, TN

 @jurneehometeam


**Coordinator to Team Leader:
Fast-Track to Success**

 NOTES



GINO BLEFARI

 Irvine, CA

 @ginoblefari

Start Strong: The Ultimate Morning Routine for Success

 NOTES



NOTES



SUMMIT KICKOFF!

 **SUCCESS SUMMIT**

TOM FERRY



NOTES



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



\$200K

The Viral Listing Strategy

 **SUCCESS SUMMIT**

MEREDITH FOGLE



\$200K POWER PLAYERS

The Viral Listing Strategy

Leverage 5 Listings To Generate 45 More

MEREDITH FOGLE

THE MEREDITH FOGLE TEAM

THE LIST REALTY

MEREDITHFOGLETHELISTREALTY

AT A GLANCE

A Viral Listing Strategy that changed everything for one agent, turning a tumultuous year in real estate history into a sustainable operation that works regardless of market conditions. In her own words: "Every aspect is designed to maximize exposure and efficiency."

BUSINESS BREAKDOWN

2024 PRODUCTION (YTD)

\$21,200,000
SALES VOLUME

25

TRANSACTIONS

\$568,160
GCI

2023 PRODUCTION

\$32,755,945
SALES VOLUME

64

TRANSACTIONS

\$850,778
GCI

PRIMARY MARKET

**The DMV
(DC, MD, VA)**

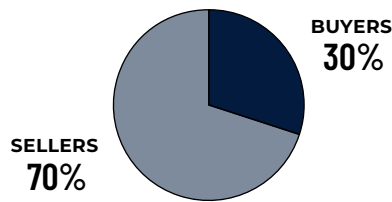
AVG. PRICE POINT

\$650K

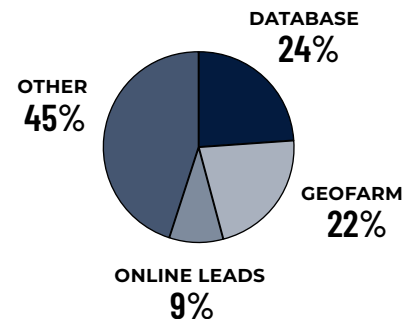
YEARS IN BUSINESS

28

PRODUCTION



TOP LEAD SOURCES



TEAM STRUCTURE

15 Agents

4 Staff

MEREDITH ON COACHING



Tom Ferry Coaching has transformed my business and personal life in unimaginable ways. I initially joined to overcome inconsistent scaling and team-building struggles, I found myself trapped in a "J-curve" pattern, sacrificing important family moments for business highs and lows. **Tom Ferry Coaching provided the systems, strategies, and support I needed to build a solid foundation and a thriving team.** My coach has been pivotal, offering unwavering support and growth-driven guidance. **An invaluable benefit has been the incredible, family-like community of generous, innovative, and successful industry leaders.** The Tom Ferry Ecosystem provides next-level support and idea-sharing, to an often isolating industry and profession. I am endlessly grateful to Tom and his phenomenal team for the numerous gifts that being part of this incredible ecosystem has given me, my business, and my family.

45

TRANSACTIONS GENERATED
FROM 5 INITIAL LISTINGS

\$30M+

SALES VOLUME GENERATED
FROM STRATEGY ON AVERAGE
ANNUALLY

THE STATS



\$750K

GCI GENERATED FROM
STRATEGY ON AVERAGE
ANNUALLY



► Scan or click the QR code to read Meredith's full story...

THE STORY



It all started during the housing crisis of 2008, a year that brought a significant market shift and left Meredith questioning everything she knew about real estate.

Rather than let this hold her back, she instead deconstructed her previous success to reverse-engineer a strategy that would work regardless of market conditions. This reflection led her to see listings not as standalone transactions but as investments in future business, eventually developing the "Viral Listing Strategy Flywheel."

Meredith Fogle's groundbreaking strategy transformed her career, helping her leverage each listing to generate multiple new ones. **Meredith employs a comprehensive system that changes the**

way agents approach listings by focusing on attracting more listings rather than just buyers. This transformative mindset and strategy have allowed her to turn 45 listings from 5, making it easier and more effective than ever before.

Meredith's Viral Listing Strategy is built on the core belief: your first five listings are the hardest, but scaling becomes increasingly easier. This is because every listing creates momentum and attracts more opportunities. However, many agents make the fatal mistake of merely listing properties on the MLS and moving on to the next transaction. Truly successful agents market listings to create even more listings, leveraging each opportunity to its fullest potential.



THE STRATEGY

▶ *Scan or click the QR code to see Meredith's full strategy...*

The Viral Listing Strategy

The Viral Listing Strategy aims to transform each listing into a cascade of new opportunities, potentially earning agents three buyers and two additional listings from one initial listing. It takes a comprehensive approach, blending Listing Systems and AI-powered tech tools to maximize each listing's potential and results.

Marketing Mindset

Successful implementation requires agents to view marketing as an investment, not a cost. This proactive approach will not only maximize opportunities but also build a robust reputation, ensuring long-term success.

Seller-Focused Systems

The strategy's success hinges on leveraging the outer ring systems. The Listing Lead Gen System Suite, Seller Discovery System, and Make My Listing Famous Marketing System are essential components that ensure each listing can create at least one additional listing and three buyers.




Make My Listing Famous System

This system incorporates professional photography, custom videos, comprehensive social media campaigns, and property-specific marketing materials to ensure maximum exposure and efficiency.



THE TOOLS

Scan or click the QR code to access Meredith's ToolKit

-  **MAKE MY LISTING FAMOUS MARKETING SYSTEM**
-  **SELLER DISCOVERY SYSTEM INTAKE FORM**
-  **VIRAL LISTING TECH AND APPLICATIONS STACK**





3 TIPS FOR IMPLEMENTATION SUCCESS

- 1** Implement this strategy now! Apply the tactics to your next listing using tools you already have in place and evolve it as you go.
- 2** Apply the strategy even if your listing goes under contract before it hits the open market. Don't use the excuse that your listing sold too quickly to skip applying the Viral Listing Strategy.
- 3** Use a system template to track the steps and reapply the strategy to every listing you take. Use a simple Google Sheet or an Excel spreadsheet to get started.



STRATEGY NOTES AND TAKEAWAYS

What am I committed to implementing?



Scan or click the QR code to access Meredith's full case study, toolkit items, and more!



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MARKET UPDATE

Answering the Questions on
Consumer Minds!

 **SUCCESS SUMMIT**

DAVID CHILDERS



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



SELLER OBJECTION SHOWDOWN

 **SUCCESS SUMMIT**

JEFF MAYS + KYMBERLY CLEM, DAN O'NEIL



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



LIVE PODCAST

Comeback Queens: How Three Agents Reclaimed Their Real Estate Glory!

 **SUCCESS SUMMIT**

TOM FERRY + MISTY MAKI, NIKKI MARTIN, JANET GLAUDE



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ACTIONS & INSIGHTS

What's the key takeaway(s) for me?

 NOTES



A BIGGER FUTURE TO LIVE INTO

 **SUCCESS SUMMIT**

TOM FERRY



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES

📷 TAKE A PHOTO OF THIS PAGE AND SEND IT TO YOUR COACH!

TOP 10 ACTIONS / INSIGHTS	By Who?	By When?	Expectation of \$ / ROI
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			



SUCCESS SUMMIT

DAY 2



POWER QUESTIONS

Post a story about it using the hashtags and tag **@tomferry**

#TFSummit24

#TomFerry

#SuccessSummit2024

What am I committed to today?

What will I do today to get outside my comfort zone?



I WANT YOU TO BE WEALTHY

 **SUCCESS SUMMIT**

TOM FERRY



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Net Worth Worksheet

Assets	Today	3 Years	10 Years
Cash	Summit 2024	Summit 2027	Summit 2034
Checking Accounts			
CDs (certificates of deposit)			
Life Insurance (cash surrender value)			
Other Cash			
<i>Total Cash</i>			
Investments			
Securities (stocks, bonds, mutual funds)			
Treasury Bills			
Cryptocurrencies			
Other Investments			
<i>Total Investments</i>			
Property			
Real Estate (market value)			
Automobile (present value)			
Precious Metals (silver, gold, etc)			
Jewelry, Art, and Collectibles			
NFTs			
Other Property			
<i>Total Property</i>			
Businesses Owned			
Retirement			
Retirement Accounts (IRA, 401k, SEP)			
Employer Pensions			
Social Security			
Other Assets			
<i>Total Retirement</i>			
Notes and Accounts Receivable			
Total Assets			
Liabilities			
Auto Loan			
Credit Card Debt			
Consumer Loans or Installments			
Loan on Life Insurance			
Real Estate Mortgages			
Student Loans			
Unpaid Taxes			
Money Owed to Others			
Other Liabilities			
Total Liabilities			
Cash Flow			
Real Estate Holdings			
Dividend Producing Stocks			
Other Businesses			

ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



HOW TO GET SELLERS SOLD!

 **SUCCESS SUMMIT**

JASON PANTANA



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



\$200K

From Posts to Profits: Making \$200K on Instagram

 **SUCCESS SUMMIT**

SHANNON GILLETTE



\$200K POWER PLAYERS

From Posts To Profits: Making \$200K On Instagram

The Power Of Building A Personal Brand
On Instagram

SHANNON GILLETTE

THE GILLETTE GROUP

REAL BROKER

SHANNON_GILLETTE

AT A GLANCE

Shannon Gillette understands that Instagram isn't a place average people go to learn about real estate. It's more like a TV show, and by treating Instagram as a show about her personal life (sprinkled with education and listings), Shannon manages to generate consistent inbound leads who already know, like, and trust her – based purely on her posts.

BUSINESS BREAKDOWN

2024 PRODUCTION (YTD)

\$79,830,419
SALES VOLUME

122
TRANSACTIONS

\$1,000,203
GCI

2023 PRODUCTION

\$70,248,008
SALES VOLUME

125
TRANSACTIONS

\$1,424,000
GCI

PRIMARY MARKET

Phoenix, AZ

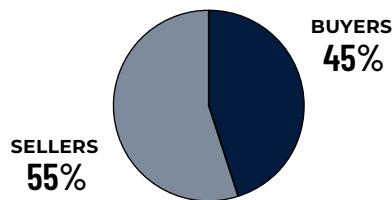
AVG. PRICE POINT

\$600K

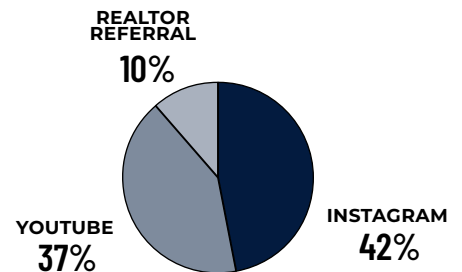
YEARS IN BUSINESS

18

PRODUCTION



TOP LEAD SOURCES



TEAM STRUCTURE

11 Agents

4 Staff



SHANNON ON COACHING

My coach greatly improved my quality of life by identifying gaps in my business that I hadn't even noticed. Thanks to her guidance and implementation strategies, **I am not only selling more homes and earning more money but also spending more quality time with my family.** I can't imagine where I would be right now had I never joined coaching.



THE STATS

90%

OF TOTAL CLOSED TRANSACTIONS
ATTRIBUTABLE TO PERSONAL
BRAND ACTIVITIES
(LAST 3 YEARS)

8-10

SHORT FORM VIDEO POSTS PER DAY
ON INSTAGRAM
*(THESE ARE A MIX OF PHOTOS, VIDEOS,
RESHARES NOT ALL VIDEOS ON STORIES)*

1.4M

VIEWS OF BEST PERFORMING
POST



► Scan or click the QR code to read Shannon's full story...

THE STORY



Out of over 55,000 agents in the Phoenix, AZ, East Valley, Shannon consistently ranks near the top. **She attributes much of her success in lead generation to her digital marketing ability, primarily social media and video.**

Today, Shannon and her team are on track to close well over 200 homes annually to clients who discovered her through her social media presence. **With the average consumer spending multiple hours a day on social media, Shannon knows where the power to influence lies and how to harness it.** It's the first place to begin building trust.

In 2015, Shannon Gillette made a commitment to create a listing video for every property she represented. However, she soon discovered that simply maintaining a business page filled with sales-related content wasn't enough to engage an audience. **Realizing the importance of authenticity, she began inviting the public into her personal life through her social profiles, where she incorporated real estate updates alongside glimpses into her daily activities.**



THE STRATEGY ▶ Scan or click the QR code to see Shannon's full strategy...

Leading With a Personal Brand.

- Developing a personal brand that tells her story before meeting a client is a top priority for Shannon.
- To ensure consistency and engagement, Shannon maintains a strong online presence through her award-winning website, Instagram, and YouTube channels.
- One crucial strategy that Shannon believes every agent should adopt is defining themselves beyond their role as a realtor.
 - » Instead of bombarding followers with non-stop sales posts, she advises agents to showcase three or four personal aspects that make them unique.

Engaging With Authentic Content.

- For Shannon, building her personal brand means authentically sharing both her professional and personal life on social media.
- By consistently posting valuable insights and behind-the-scenes content, she establishes trust and credibility with potential clients.
 - » She prioritizes utilizing video content to showcase her personality and create a deeper connection with her audience.
- This approach has humanized her brand and strengthened her relationships with clients, contributing to her success as one of the top realtors in her market.
- Shannon understands the importance of treating Instagram like a TV show rather than a nonstop commercial.
- Shannon believes that having a genuine and authentic personal brand will be a decisive factor in winning future business.



THE TOOLS

Scan or click the QR code to access Shannon's ToolKit

-  **WHAT TO POST – 5 IDEAS TO GET STARTED**
-  **TIPS FOR A STRONG DIGITAL BRAND**
-  **TOP INSTAGRAM POSTS**





3 TIPS FOR IMPLEMENTATION SUCCESS

- 1** Commit to posting consistently for at least 6 months.
- 2** Follow people you admire and enjoy on social media; use their content for inspiration.
- 3** Stick with your commitment and understand that there is no such thing as overnight success.



STRATEGY NOTES AND TAKEAWAYS

What am I committed to implementing?



Scan or click the QR code to access Shannon's full case study, toolkit items, and more!



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LIVE PODCAST

The Creator's Playbook: Insights for
YouTube, TikTok, and More!

 **SUCCESS SUMMIT**

**JASON PANTANA + SHANE BURGMAN, ZACHARY FOUST,
PATRICK FERRY**



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ACTIONS & INSIGHTS

What's the key takeaway(s) for me?

 NOTES



LIVE PODCAST

Today's Top Marketing Strategies for
Winning Listings!



**JASON PANTANA & JIMMY MACKIN + VANESSA REILLY, ASHLEY
BLACKMORE, JILL BIGGS**



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



MY ULTIMATE 5-STEP MARKETING FORMULA

 **SUCCESS SUMMIT**

JIMMY MACKIN



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ACTIONS & INSIGHTS

What's the key takeaway(s) for me?

 NOTES



\$200K

Winning Listings: The Keys to a "Yes"

 **SUCCESS SUMMIT**

STEPHANIE YOUNGER



\$200K POWER PLAYERS

**Winning Listings:
The Keys to a "Yes"**

A Listing Specialist's Tactics and Tools

STEPHANIE YOUNGER

📍 THE STEPHANIE YOUNGER GROUP

🏠 COMPASS

📷 STEPHANIEYOUNGERGROUP

AT A GLANCE

Operating on a "Listing Specialist" business model, every listing expert on Stephanie Younger's team can give a presentation and carry the process through to close just as well as she can. That's because Stephanie has crafted such a meticulously thought-out process and training that anyone can master it if they follow her guidance.

BUSINESS BREAKDOWN

2024 PRODUCTION (YTD)

\$262,463,221
SALES VOLUME

179

TRANSACTIONS

\$6,100,000
GCI

2023 PRODUCTION

\$340,000,000
SALES VOLUME

288

TRANSACTIONS

\$8,100,000
GCI

PRIMARY MARKET

West Los Angeles, CA

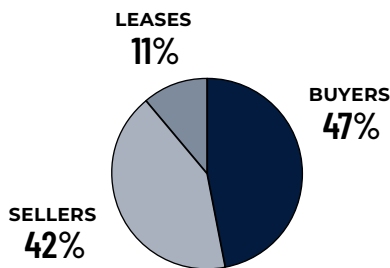
AVG. PRICE POINT

\$1.5M

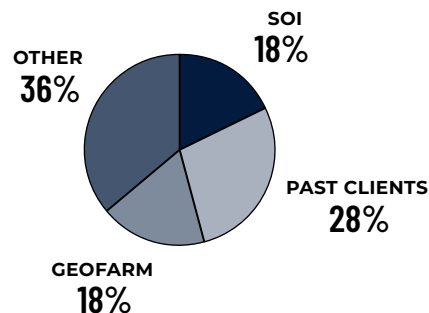
YEARS IN BUSINESS

22

PRODUCTION



TOP LEAD SOURCES



TEAM STRUCTURE

35 Agents

12 Staff

STEPHANIE ON COACHING



I have always believed deeply in training, coaching, and accountability; I have always maintained a strong mindset and a disciplined approach to business. Prior to joining TF coaching, I was thinking big however my capacity for growth was constrained. I realized I was missing the insight into the strategies, systems and practices that worked in other markets, and most importantly for other large teams and other team leaders. Tom Ferry, our coach, and the TF Ecosystem have given me **exposure to new strategies, emerging ideas and opportunities and most importantly, the kind of people and other team leaders that I could truly learn from.** My mindset and discipline remain strong; but **my business has become more strategic, more professionalized, and more systematized since I joined Tom Ferry Coaching.** I could not be happier with the changes I've made and the opportunities that lie ahead!

THE STATS



18.75

HOURS PER MONTH PERFORMING PRE-APPOINTMENT INTERVIEWS

25

LISTING APPOINTMENTS MET PER MONTH

63%

CONVERSION RATE FOR APPOINTMENTS TO LISTING TAKEN



► Scan or click the QR code to read Stephanie's full story...

THE STORY



In 2016, Stephanie Younger knew that if she was going to reach her goal of taking 100 listings, she was going to need to go on 200 listing appointments. This, she soon found, was excessively labor-intensive and unsustainable.

She needed a listing team – but not just any team of agents... **She needed a team of listing specialists who could conduct listing appointments at her level.** This new strategy allowed for a more focused and efficient workflow. As business continued to come in, she had to continue expanding her team. Today, her

team boasts four full-time listing agents, with Stephanie herself accounting for just 10% of the overall business.

In order to ensure consistent success in securing listings, she created a set of standard operating procedures (SOPs) and a listing presentation so compelling that it inspires not only clients but agents. Every tool and resource is so meticulously crafted that any new member to her team could undergo her training and walk away as a listing expert.



THE STRATEGY ▶ Scan or click the QR code to see Stephanie's full strategy...




The Three Step Seller Consultation

- Step One: The Seller Intake Phone Call
 - » The pre-appointment qualifying process begins right from the first contact on the Seller Intake Phone Call.
 - » The team has created a Seller Lead Questionnaire that not only obtains essential contact information but details the client's wants, needs, and motivations.
 - » It's important to the strategy that this qualifying process be done over the phone.
- Step Two: The 15-Minute Walk-Through
 - » Schedule this meeting at the end of the Seller Intake Call. Inform the Client that this is strictly for you to view the home.
 - » Conduct a tour of the client's home.
 - ▷ Walk through, take photos. Compliment the home. Show appreciation for the home and reserve all judgment.
- Step Three: The Seller Strategy Meeting
 - » This is the part of the process that is your "traditional" listing presentation.
 - » Prepare your CMA, your Process overview and Marketing Presentation.
 - ▷ Allow for relaxed and genuine interaction, but keep in mind they might be eager and excited to dive into the details. Stay on point!
 - » During the sit-down:
 - ▷ Stephanie emphasizes the importance of slowing down, being fully present, and actively listening.



THE TOOLS

Scan or click the QR code to access Stephanie's ToolKit

-  **SELLER LEAD QUESTIONNAIRE**
-  **SELLER LEAD QUESTIONNAIRE SCRIPT**
-  **LISTING AGENT TRAINING OVERVIEW**





3 TIPS FOR IMPLEMENTATION SUCCESS

- 1** Be committed to giving your presentation. Be sure to include the market data and overview of your service and Unique Value Proposition (UVP).
- 2** Understand the owner's needs. Ask lots of questions – don't be afraid to ask questions.
- 3** Charge your full fee! And make sure you are adding value that commands it.



STRATEGY NOTES AND TAKEAWAYS

What am I committed to implementing?



Scan or click or click the QR code to access Stephanie's full case study, toolkit items, and more!



NOTES



\$200K

How I 4X'd My Referral Business: The Secret to Skyrocketing Success

 **SUCCESS SUMMIT**

JENNY HENSLEY



\$200K POWER PLAYERS

How I 4X'd My Business: The Secret to Skyrocketing Success

The Power of Personal Touch

JENNY HENSLEY

LUXE RESIDENTIAL LLC

JENNYHENZ

AT A GLANCE

Jenny Hensley is a top-selling agent in Raleigh, NC. Her strategic focus is on consistent nurturing of her sphere of influence, which she does through supporting small businesses and crafting bespoke Pop-By gift baskets of local goods for each of her clients. Her goal at this stage in her career is that when clients hear the name "Jenny Hensley," they should instantly associate it with care and trust.

BUSINESS BREAKDOWN

2024 PRODUCTION (YTD)

\$14,537,589
SALES VOLUME

14
TRANSACTIONS

\$234,562
GCI

2023 PRODUCTION

\$17,629,200
SALES VOLUME

22
TRANSACTIONS

\$422,440
GCI

PRIMARY MARKET

Raleigh, NC

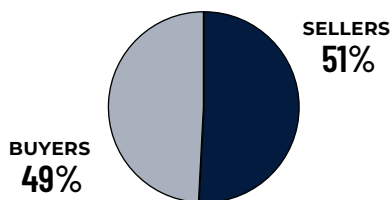
AVG. PRICE POINT

\$860K

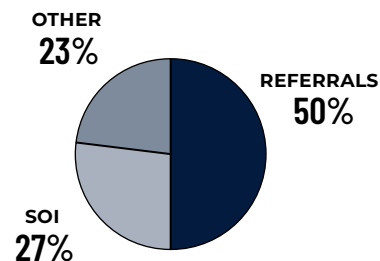
YEARS IN BUSINESS

9.5

PRODUCTION



TOP LEAD SOURCES



TEAM STRUCTURE

Solo Agent

1 Staff

JENNY ON COACHING



Joining TF coaching has completely transformed my business in just a year and a half. Before our weekly coaching calls, my daily schedule was disorganized, I didn't have the tools necessary to track leads, and I had no idea if my business was profitable. **Coaching provided the much-needed structure to my daily schedule and has completely changed my mindset towards success. I now have a clear vision of what's ahead, and methods to sustain measurable growth.** I rely on my coach for personal and professional guidance, accountability, and ways to navigate industry shifts. To say that I am grateful for this relationship, would be a sore understatement. The value it's brought to my life is truly amazing, and I'm excited for more to come!

THE STATS



97%

OF BUSINESS COMES FROM REFERRALS AND PAST CLIENTS (2023)

86%

OF HER INITIAL BUYER CLIENTS USE HER FOR THE FUTURE SALE OF THEIR HOME

51X

ROI ON POP BY STRATEGY



► *Scan or click the QR code to read Jenny's full story...*

THE STORY



Meet Jenny Hensley, a real estate agent in Raleigh, NC, who started this journey by taking a deep dive into the history of her business. What she and her coach discovered was that an astounding **97% of her business has come from her referrals and past clients.** This revelation inspired her to take a new approach to nurturing her Sphere of Influence (SOI). She then formulated a **comprehensive strategy centered around building lasting relationships and offering a personalized experience to every client who signs with her.**

Jenny is a high-achieving agent, and has been the top selling agent at her firm for two consecutive years. She also ranks among the Top 500 Agents in Raleigh according

to Real Producers. Additionally, Jenny is a Guild Member of the Luxury Institute for Home Marketing. Since joining coaching in 2002, she has consistently doubled her Gross Commission Income (GCI) and sales volume, with the average price point of her transactions rising from \$610K in 2022, to \$720K in 2023, and \$860K in 2024.

Integral to Jenny's success is her strategic approach to establishing accessibility and trust, which includes meticulous planning to ensure that every move aligns with her business goals, market movements, and client needs. Her strategy also includes a detailed marketing and social media plan that complements her gifting efforts.



THE STRATEGY

► *Scan or click the QR code to see Jenny's full strategy...*

Primary Focus on Relationship Building

An emphasis on nurturing connections through personal networks and close relationships, without relying on purchased leads.

Detailed Business Planning

Thorough planning is a cornerstone of operations, with strategies laid out a year in advance. Thoughtful gestures and tailored interactions are strategically incorporated to align with business objectives.

Marketing and Social Media Integration

The marketing strategy seamlessly integrates with the social media presence. A comprehensive social media strategy documents every step of thoughtful gestures, focusing on compelling visual narratives and actively engaging with the community.

Pop-By Gifts – Personalized and High-Quality Gifting

Unique and locally sourced gifts ensure that each client is wowed by the level of personalized service they receive from Jenny.

Consistency and Accessibility

Consistency is key across communication channels, including email, social media platforms, and personal visits.



THE TOOLS

Scan or click the QR code to access Jenny's ToolKit

 **2024 POP-BY CALENDAR**

 **POP-BY SYSTEM CHECKLIST**

 **2024 SPRING BASKETS POP-BY EXAMPLE**





3 TIPS FOR IMPLEMENTATION SUCCESS

- 1** Get organized & create a plan! Set time to focus and write it down. You can't make it sustainable if it's all last minute.
- 2** Learn how to leverage either people or technology to help you implement your plan. Time is MONEY!
- 3** Learn to TRACK EVERYTHING! Costs, time spent, income, etc.



STRATEGY NOTES AND TAKEAWAYS

What am I committed to implementing?



Scan or click the QR code to access Jenny's full case study, toolkit items, and more!



NOTES



LIVE PODCAST

New Agents Making Waves!



TOM FERRY + ELIO ALANIS, CASE MCCARTHY, ZACH CALLICUTT



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NOTES

ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



HOW TO MAKE \$100K IN 100 DAYS

 **SUCCESS SUMMIT**

TOM FERRY



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



BUYER OBJECTION BATTLE ROYALE

 **SUCCESS SUMMIT**

JEFF MAYS + ROCHELLE LECAVALIER, RYAN SKRZYPKOWSKI



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NOTES

ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



10 SCRIPTS IN 10 MINUTES TO DOUBLE CONVERSION

 **SUCCESS SUMMIT**

JEFF MAYS



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NOTES

ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



THE POWER OF EXPOSURE!

 **SUCCESS SUMMIT**

TOM FERRY



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ULTRA- SPECIAL GUEST



SUCCESS SUMMIT



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES

📷 TAKE A PHOTO OF THIS PAGE AND SEND IT TO YOUR COACH!

TOP 10 ACTIONS / INSIGHTS	By Who?	By When?	Expectation of \$ / ROI
1.			
2.			
3.			
4.			
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SUCCESS SUMMIT

DAY 3



POWER QUESTIONS

Post a story about it using the hashtags and tag **@tomferry**

#TFSummit24

#TomFerry

#SuccessSummit2024

What am I committed to today?

What will I do today to get outside my comfort zone?



\$200K

Sphere Growth: \$0 to \$200K with Online Leads



MIKKI RAMEY



\$200K POWER PLAYERS

**Sphere Growth:
\$0 to \$200K with Online Leads**

The Formula for Nurturing Lifelong Client Relationships

MIKKI RAMEY

- 📍 THE MIKKI RAMEY TEAM
- 🏠 HEALTHY REALTY
- 📷 MOVINGWITHMIKKI

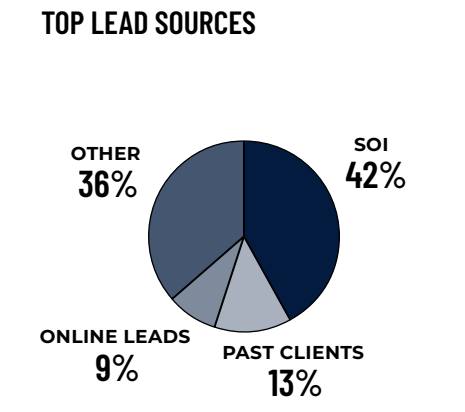
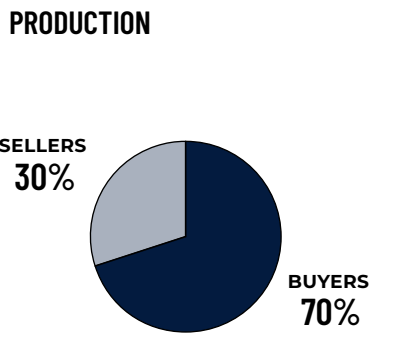
AT A GLANCE

Mikki Ramey's strategy focuses on cultivating lifelong clients by prioritizing exceptional service and relationship-building from the outset. For her, the initial transaction marks the start of a potential long-term partnership.

BUSINESS BREAKDOWN

<p>2024 PRODUCTION (YTD)</p> <p>\$86,500,500 SALES VOLUME</p> <hr/> <p>175 TRANSACTIONS</p> <hr/> <p>\$1,580,000 GCI</p> <hr/> <p>2023 PRODUCTION</p> <p>\$94,500,000 SALES VOLUME</p> <hr/> <p>180 TRANSACTIONS</p> <hr/> <p>\$2,438,252 GCI</p>

<p>PRIMARY MARKET</p> <p>Charleston, SC</p>	<p>AVG. PRICE POINT</p> <p>\$600K</p>	<p>YEARS IN BUSINESS</p> <p>17</p>
-----------------------------------------------------------	-----------------------------------------------------	--------------------------------------------------



TEAM STRUCTURE

10 Agents	4 Staff
------------------	----------------



MIKKI ON COACHING

Before I became a realtor, I was a teacher. Quite literally, I knew nothing about running a business. Coaching with Tom Ferry has transformed my career. **After joining Tom Ferry Coaching I have grown my team of 5 to a team of 20 agents and staff!** We now have excellent agents who have a desire to grow and improve their skills daily. Our systems have improved as a direct result of coaching and our numbers show it. **We are well on our way to break \$100M in sales volume this year. If you want mediocrity, just stay where you are. If you want big results in your business, you need Tom Ferry Coaching!**



THE STATS

<p>68</p> <p>CONTACT POINTS WITH DATABASE PER YEAR</p>	<p>\$400,200</p> <p>GCI GENERATED FROM STRATEGY (2023)</p>	<p>3,136</p> <p>ONLINE LEAD CONTACTS ADDED TO DATABASE (2023)</p>
---------------------------------------------------------------	-------------------------------------------------------------------	--------------------------------------------------------------------------

ONE REPEAT CLIENT TOTTALLING ALMOST \$100,000 IN COMMISSION



► Scan or click the QR code to read Mikki's full story...

THE STORY



It was one client that changed the course of Mikki Ramey's career. It started with an online lead from Zillow, and in 2012, she earned a \$11,000 commission when she helped the Ramsey family find their perfect beachfront getaway for \$440,000. Mikki paid Zillow their share and proceeded to follow up diligently, maintaining a relationship with the family. **In the years to follow, this single lead turned into four transactions and nearly \$100,000 in earned commission.**

Lesson learned? **Consistent follow-up has the potential of turning a single transaction into a series of profitable deals.**

This approach has transformed Mikki's business and established her as a leading figure in the industry.

In the competitive world of real estate, Mikki Ramey has consistently achieved 6 figure results from her stellar long-term online lead nurture strategy. Her approach revolves around the concept of investing beyond the initial transaction. "Always be willing to pay for an opportunity to create a lifetime client," says Ramey. This mindset has driven her remarkable success and yielded extraordinary results.



THE STRATEGY

▶ *Scan or click the QR code to see Mikki's full strategy...*

Invest Beyond the Initial Transaction

Treating your first client interaction as if it sets the tone for a long-term relationship is crucial because it establishes the foundation for trust, satisfaction, and potential referrals. A positive initial experience can lead to continued business growth and loyalty, showcasing your commitment to delivering exceptional service from the start.

Leverage the First Transaction

To build a successful business strategy, start by expanding on initial agreements to deepen relationships. Focus on building trust and reliability through consistent delivery.

Use Technology and Automation

Automation and technology play a crucial role in Mikki's strategy. Tools like Vyrat help her develop engaging content, while AI solutions like Maverick provide insights into client engagement. YLOPO's Home Valuation system adds extra touchpoints, cementing Mikki's role as a trusted advisor.

Ongoing Follow-Up and Engagement

Her comprehensive 18-month nurture strategy includes 68 touchpoints, ensuring clients feel consistently valued. Using Follow Up Boss, Mikki tracks interactions meticulously, maintaining a high level of engagement. Her personalized communications range from video newsletters to home valuation reports, demonstrating her dedication to client satisfaction.

Maximize ROI

Track client lifetime value to understand their long-term contribution. Reinvest earnings strategically to nurture client relationships and enhance satisfaction.



THE TOOLS

Scan or click the QR code to access Mikki's ToolKit

-  **BREAKDOWN OF LONG-TERM CONTACT SEQUENCE**
-  **MONTHLY TEXT NEWSLETTER EXAMPLE**
-  **MARKET UPDATE VIDEO NEWSLETTER EXAMPLE**





3 TIPS FOR IMPLEMENTATION SUCCESS

- 1** Be willing to pay for initial lead opportunities ONLY if you are willing to follow up after closing.
- 2** Put great systems in place! Use a CRM daily and consistently.
- 3** When buying online leads, always call quickly and set an appointment.



STRATEGY NOTES AND TAKEAWAYS

What am I committed to implementing?



Scan or click the QR code to access Mikki's full case study, toolkit items, and more!



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LIST LIKE A MACHINE

AI to Automate and Dominate

 **SUCCESS SUMMIT**

JASON PANTANA



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



BREAKING INTO THE LUXE MARKET

My Formula for Success



SUCCESS SUMMIT

**TOM FERRY
AARON KIRMAN**



NOTES

ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



CHARGE THE STORM

 **SUCCESS SUMMIT**

TOM FERRY



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



LIVE PODCAST

Think Big and Act Bigger!



**TOM FERRY + LEVI ROGERS, SHARMANE MEDARIS, JAMIE
MCMARTIN, ABEL GILBERT**



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



THE BEST LISTING ATTRACTION STRATEGY OF 2024

 **SUCCESS SUMMIT**

JIMMY MACKIN



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



HOW TO CREATE A BREAKTHROUGH IN 2024-2025!

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TOM FERRY



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES

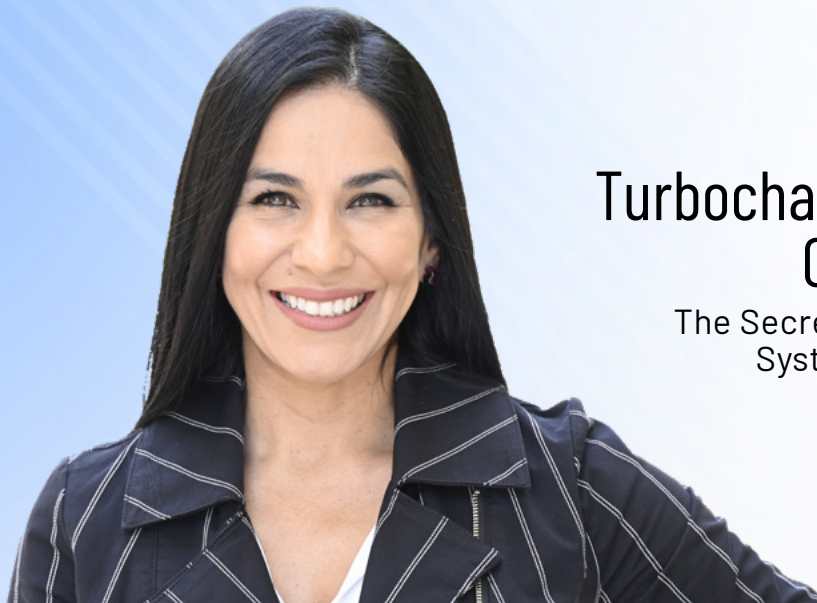


\$200K

Turbocharge Your Growth With Checklists
And S.O.P.s



LOURDES MAESTRES



\$200K POWER PLAYERS

Turbocharge Your Growth With Checklists And S.O.P.s

The Secret Sauce To Real Estate Growth: Systems And S.O.P.s For Everything

LOURDES MAESTRES

- 📍 THE MPH TEAM
- 🏠 COMPASS
- 📷 LOURDESMAESTRES

AT A GLANCE

Imagine increasing your annual sales by 30% without having to add a new lead pillar to your business but by creating the perfect S.O.P. to maximize your current business and never lose a client again.

Whether you are a solo agent that wants to build consistency or you want to build a team – you can never do it right unless you have S.O.P.s that match your goals.

BUSINESS BREAKDOWN

<p>2024 PRODUCTION (YTD)</p> <p>\$79,751,925 SALES VOLUME</p> <hr/> <p>108 TRANSACTIONS</p> <hr/> <p>\$1,962,434 GCI</p> <hr/> <p>2023 PRODUCTION</p> <p>\$87,197,924 SALES VOLUME</p> <hr/> <p>199 TRANSACTIONS</p> <hr/> <p>\$2,025,066 GCI</p>	<p>PRIMARY MARKET</p> <p>Fort Lauderdale, FL</p>	<p>AVG. PRICE POINT</p> <p>\$597K</p>	<p>YEARS IN BUSINESS</p> <p>15</p>	
	<p>PRODUCTION</p> <p>SELLERS 30% BUYERS 70%</p>		<p>TOP LEAD SOURCES</p> <p>ONLINE LEADS 52% SPHERE 21% OTHER 15% PAST CLIENTS 12%</p>	
	<p>TEAM STRUCTURE</p> <p>12 Agents 8 Staff</p>			

LOURDES ON COACHING



Throughout my real estate career, I have always valued coaching, but joining Tom Ferry's team coaching in 2019 was life-changing. As a solo agent, I felt like I was winging it and didn't have a "real" business. **My coach and the support of this ecosystem helped me build a solid business foundation and implement essential systems.** My coaches provided invaluable guidance in refining my strategies and growing my team. **With their help, I've achieved remarkable success, generating \$2.5M-\$3.3M in gross commission income annually, improving my quality of life, and fostering a network of supportive, like-minded professionals.** The resources and collaborative spirit within the Tom Ferry ecosystem are unparalleled. There is absolutely no comparison—no broker or other company offers what the Tom Ferry organization does.

THE STATS



97

INDIVIDUAL SOPS RECORDED IN OPERATIONS MANUAL

50%

INCREASE IN OVERALL EFFICIENCY DUE TO SYSTEMS

\$6M+

GCI PRODUCED THROUGH SYSTEMS IN 4 YEARS (2024)



▶ Scan or click the QR code to read Lourdes's full story...

THE STORY



Lourdes was burnt out. She had been pulling 14-hour days and juggling all aspects of her business alone. And there came a point when it became unsustainable. She joined coaching as part of a plan to embrace the power of systems. "I did the one thing thousands of people that sign up for coaching say they want to do," she states. "I created standard operating procedures for every aspect of my business."

Lourdes learned a crucial lesson: people don't love systems, but they love the results they produce. Her streamlined processes eliminated stressors and

inefficiencies, freeing her up to focus on scaling her business. "Working on the business instead of being stuck in it," became her mantra. This shift in focus has led to quadrupled growth in her business.

By systemizing every component – lead management, client follow-ups, transaction tracking, and marketing – Lourdes positioned herself not just as a business owner but as a visionary leader. Her operations run so smoothly that her team can close 200 transactions a year, a remarkable achievement compared to the 40 she managed on average before.



THE STRATEGY

► Scan or click the QR code to see Lourdes's full strategy...

Sustainable Scaling with Systems

From lead management to transaction tracking, every activity is documented and optimized, leading to remarkable scalability. To scale your real estate business effectively, systems are your best ally.

Business Tracking

Tracking operational metrics is crucial. Lourdes' team now handles 200 transactions annually, an impressive leap from the 40 she managed solo. Such exponential growth is the result of meticulous tracking and data-driven decision-making.

- All agents are held accountable with a fully automated system. The VA will cross reference the agent's daily reports and identify any missing information, then updates the daily scorecard and weekly report.

Operational Processes




By documenting processes and automating repetitive tasks, Lourdes transformed her business into a stress-free, efficient powerhouse. High priority processes include, but are not limited to:

- Lead Management Process
 - » The SOP outlines every step of the process. Including who is responsible for what. The sequences of the contact points.
 - » An accountability system that agents must follow to handle the lead
- Listing Launch System
 - » Each step of the listing process is documented. there are 12 steps from social to MLS to landing pages



THE TOOLS

Scan or click the QR code to access Lourdes's ToolKit

-  **BUYER LEAD MANAGEMENT PROCESS**
-  **BUSINESS ACTIVITY TRACKING SYSTEM**
-  **LISTING LAUNCH SYSTEM**





3 TIPS FOR IMPLEMENTATION SUCCESS

- 1** Do a SWOT analysis of your business to identify the most critical S.O.P.s that should be implemented first.
- 2** Focus on team autonomy and trust when scaling your business.
- 3** Update and iterate all of your systems and processes, including responsibilities, and establish an annual review process for them.



STRATEGY NOTES AND TAKEAWAYS

What am I committed to implementing?



Scan or click the QR code to access Lourdes's full case study, toolkit items, and more!



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10 SELLER SCRIPTS IN 10 MINUTES

 **SUCCESS SUMMIT**

JEFF MAYS



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



THE ULTIMATE OBJECTION SHOWDOWN

Anything Goes!

 **SUCCESS SUMMIT**

JEFF MAYS + WINNERS



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES



PRIORITIZE & ACTION PLAN

 **SUCCESS SUMMIT**

TOM FERRY



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ACTIONS & INSIGHTS



What's the key takeaway(s) for me?

 NOTES

📷 TAKE A PHOTO OF THIS PAGE AND SEND IT TO YOUR COACH!

TOP 10 ACTIONS / INSIGHTS	By Who?	By When?	Expectation of \$ / ROI
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YOUR COACH, YOUR STORY

Our coaches are focused on making your business repeatable and scalable so you can fulfill your greatness.



When I first came to coaching, I was desperate. I had to make a change. One day I looked around and said, “Oh my god, I went from being a mega-agent in my market to falling apart emotionally, financially, and business-wise. I had less than \$4,000 in my bank account. So forward this, all these years later. I have been able to contribute a high 5-figure number to my mom’s care, and the beauty of it is that thanks to coaching and having everything in place – the schedule, the S.O.P.s, the knowledge, the relationships, everything like that – I don’t even feel it. And it doesn’t hurt. It’s pain-free!

-THERESA GRANT

My advice to anyone who is thinking about joining coaching is to really take a look at what your accountability looks like in your life, your systems and processes, and what is the support system (not just accountability) around you. I can promise you, 100%, from my heart, you’re not going to find another network like this that will give you all of that in a 1-stop shop.

-JENNY HENSLEY



Write your success story even faster with a coach who is equipped with a proven track record in the business.

“

Day one starting coaching, my business was very up and down. I lacked a lot of direction. And from day one until now with coaching, I feel calm. I feel settled and stable in my career. **I consistently have escrows, listings, transactions closing.** I can wake up at 5 AM and I'm happy, I'm rested, I'm full of energy.

-CHELSEA HARBOUR



“

I've been with my coach for about six years now. I was her first client and I'm going to be her last client – I'm not going anywhere. She completely changed my life. I was able to buy myself more time and spend more time with the kids. I was able to build an incredible business.

Game changer.

-RAJA TAYEB



“

Once we started in coaching, the company continues to double every year. **I know there's a lot of influences, but this is the biggest one.**

-BILL BOKUNIC &
JEANINE CORCORAN



“

I jumped into coaching and was able to build a very successful business in a short period of time. **We've already done 54 transactions, and that's over less than 8 months.** Being in coaching has allowed me to understand what kind of operations we need in the business to move it forward.

-CHELSEA ROSS



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TF

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2025

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*Coaching members, please sign in for your member pricing

Non-Coaching Members: ~~\$999~~ ▶ **\$350**



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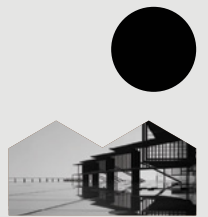
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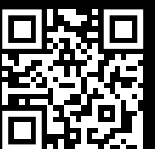
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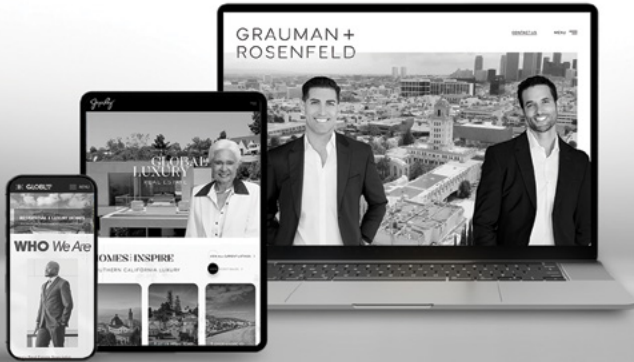


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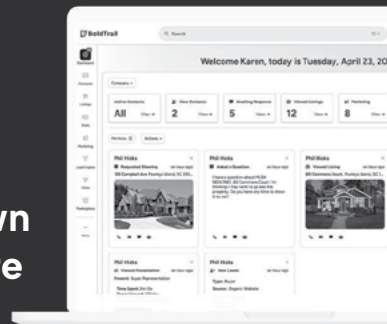
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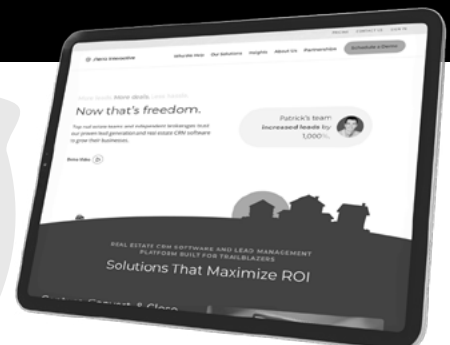
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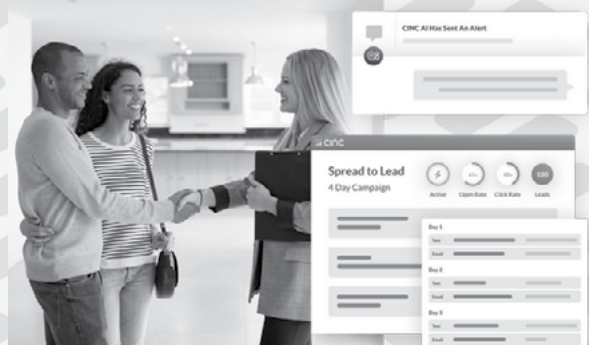


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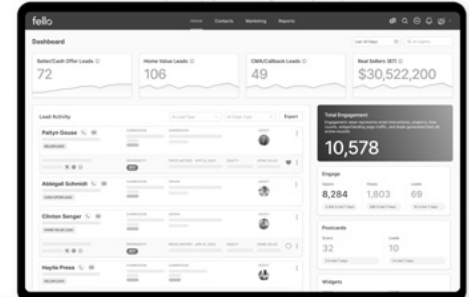
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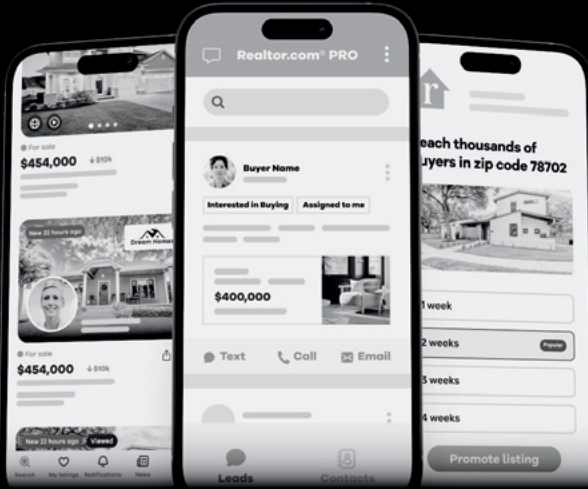
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A LIKELY MOVERS PREDICTION TOOL THAT IS SUPER LOCAL AND INCREDIBLY ACCURATE

WHO IS GOING TO LIST THEIR HOME IN 90 DAYS?



Scan to sign up

SHOWING 3 TO 6% ACCURACY ON JUST 100 PROPERTIES
ITS EASY TO MARKET TO JUST 100 PROPERTIES!

info@newhomepage.com | 877-399-1476

PRISM

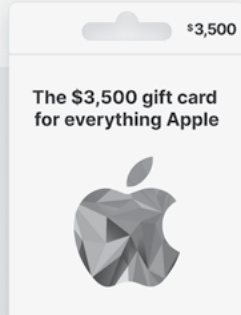


VISIT OUR BOOTH



AND ENTER TO WIN

Apple Vision Pro OR



See terms on the online raffle entry form

STOP GUESSING.
START GROWING WITH HUMANIZ.

Your all-in-one
growth solution for:



- Recruiting
- Onboarding
- Team Management

LEARN MORE →



You're about to make a really smart decision.

By scanning this QR code, you're taking the first step towards becoming a listing-first agent.

Redeem your free 7-day trial today to get instant access to 100+ of the best listing attraction email campaigns, postcards, social shareables, and sales scripts.



TF TomFerry™ Coaching

The only program where financial success is **PROVEN / GUARANTEED / MARKET-PROOF.**

When you sign up for coaching, things begin to change from week 1 – from the plays you run to the people you connect with and how you spend your time. Using the industry's most advanced tools, resources, and guidance, you begin operating on a completely different level.

OUR MEMBERS CAN ATTEST TO THE RESULTS...



DEVIN TRYAN

Before coaching:

8 Transactions
\$115,650 GCI

One year into coaching:

25 Transactions
\$385,763 GCI



MONICA CARR

Before coaching:

9 Transactions
\$120,000 GCI

7 years after joining coaching:

110 Transactions
\$2,002,446 GCI



JUAN HUIZAR

Before coaching:

21 Transactions
\$366,789 GCI

Four years into coaching:

31 Transactions
\$830,135 GCI

Coaching more than pays for itself in just a matter of months.

- ✓ Expert 1:1 guidance
- ✓ TomAI
- ✓ Tom Ferry Learning Platform
- ✓ Exclusive weekly webinars
- ✓ Integrative Business + Marketing Plan
- ✓ The industry's most active referral network
- ✓ Resource Library
- ✓ Private online Facebook groups
- ✓ Advantage Marketplace
- ✓ 80+ Ultimate Real Estate Playbooks
- ✓ Activity reporting & tracking

VISIT THE COACHING BOOTH TO LEARN MORE!

CURIOUS ABOUT COACHING?

Let Tom explain it over lunch!



DAY 2
12:20 p.m.
Omni Hotel
Trinity Ballroom



This free lunch could be the best business decision you've ever made.

Tom will show you what's involved in coaching, the groundbreaking technology we've developed, and how our coaching members are using these resources to make 10X the industry average GCI.

LIMITED SPACES AVAILABLE!
SCAN THE CODE TO RSVP ►

