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## Learning Objectives - 2) *Reverse Engineer* An Actual Plan To Hit Their Financial Targets

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## Learning Objectives - 3) 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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Part I

**Mindset**

**Business Entity  
& Structure**

**Reverse Engineer Goals**

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**Mindset, Methodology  
and Motivation**

**Only 5 Months Left In 2025  
Kickstart 2026 - In 5 Months**

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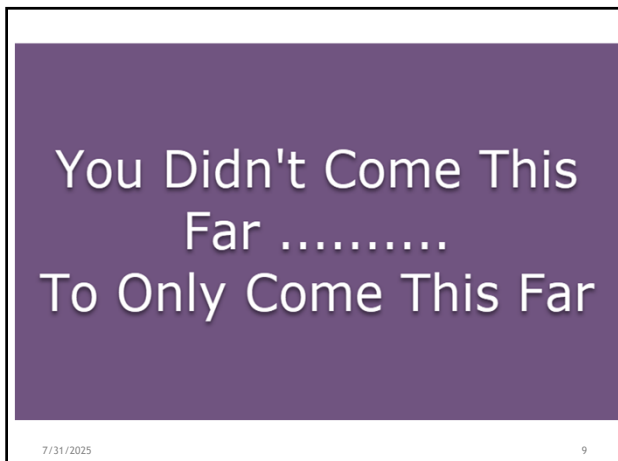
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**You Didn't Come This  
Far .....  
To Only Come This Far**

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## Howard Hill - Archer?

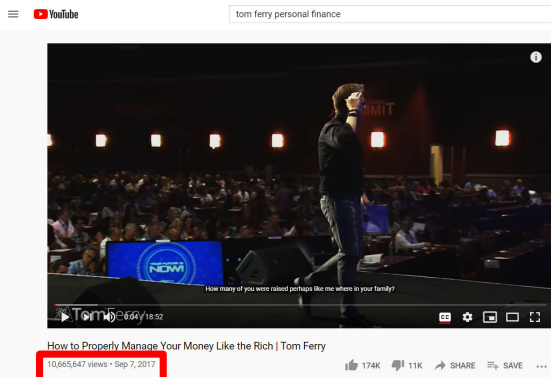


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## How many "Views" as of Dec. 2020?



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**LEGAL STRUCTURE - LLC/SubChapter S  
INCOME & EXPENSE ALLOCATION**

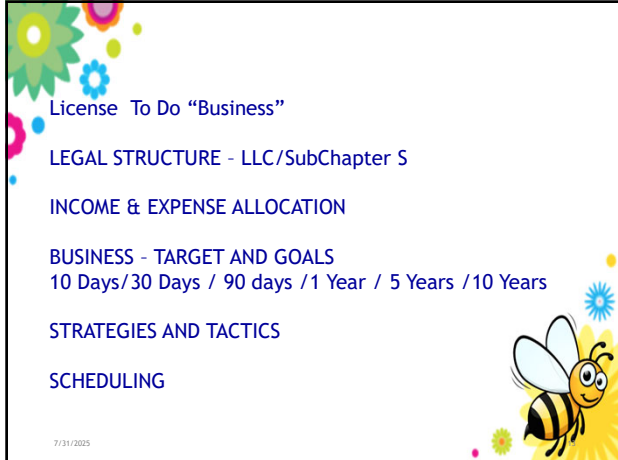
**TomFerry**

How the Rich 5% Manage their Money differently from the stragglers 80% | Tom Ferry

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12





License To Do "Business"

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

7/31/2025

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**LEGAL STRUCTURE:** LLC/SubChapter S

**FINANCIALS:** INCOME & EXPENSE ALLOCATION  
STRATEGIES AND TACTICS TO ACCOMPLISH GOALS:

**TARGET AND GOALS:** - BUSINESS & PERSONAL  
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**.

**SCHEDULING:** - TIME BLOCKING

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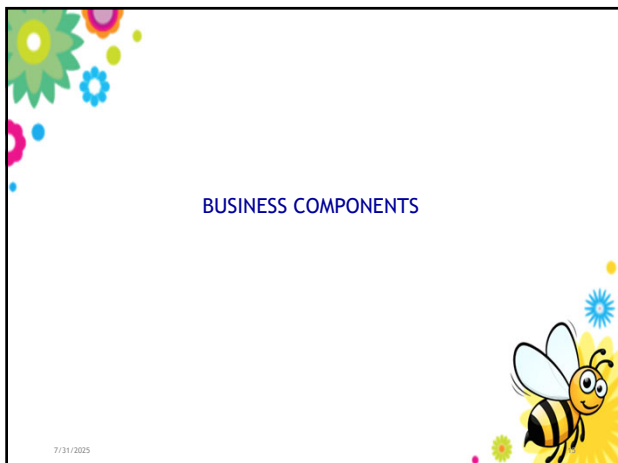
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BUSINESS COMPONENTS

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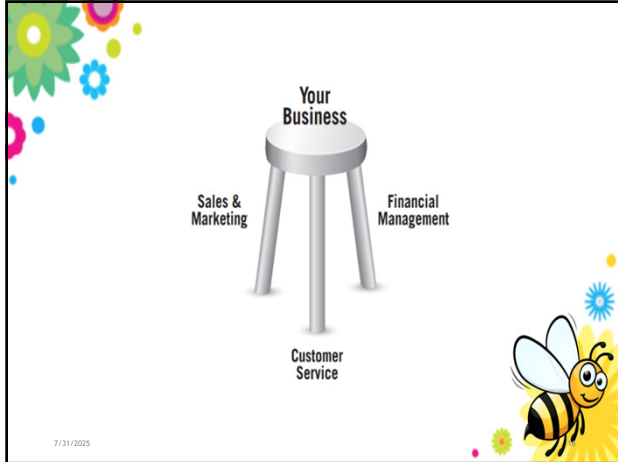
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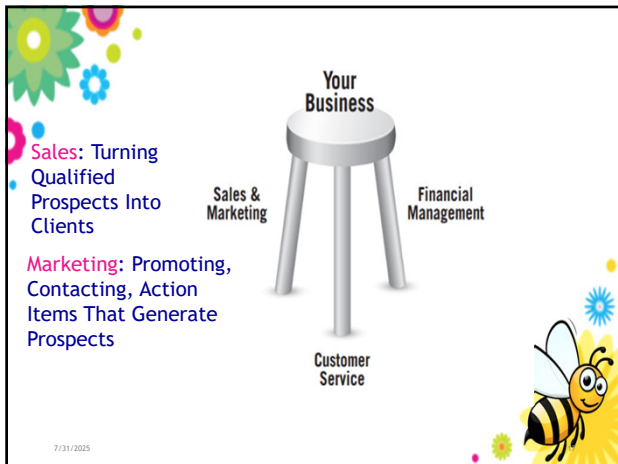
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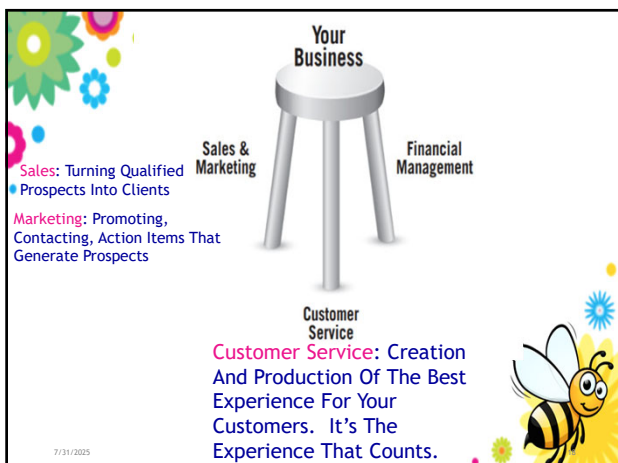
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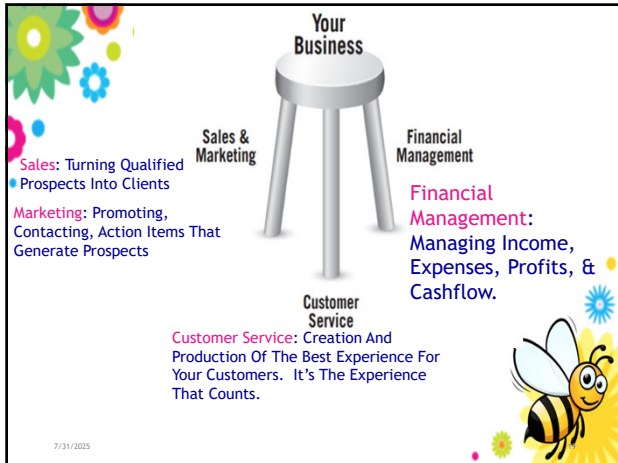
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So, which leg is the most important?

● The Real Answer:

None of them can be the most important—because if you remove any one leg, the stool collapses.

Just like that stool, your business needs all three legs to stand strong and balanced.

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So, which leg is the most important?

Why It's Essential

**Sales & Marketing**

Without this, you don't get customers or revenue. It fills the pipeline. No sales = no business.

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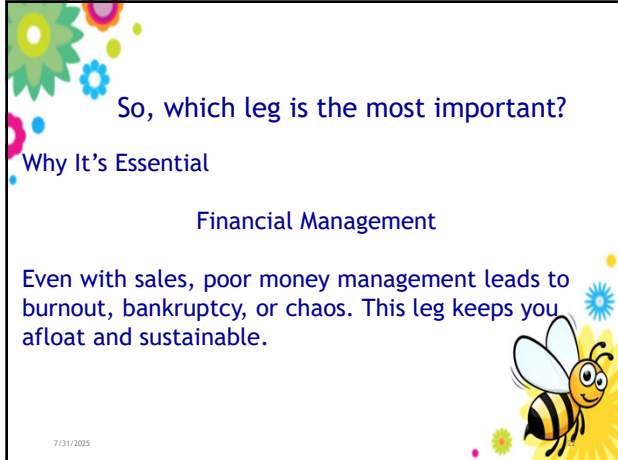
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So, which leg is the most important?

Why It's Essential

Financial Management

Even with sales, poor money management leads to burnout, bankruptcy, or chaos. This leg keeps you afloat and sustainable.

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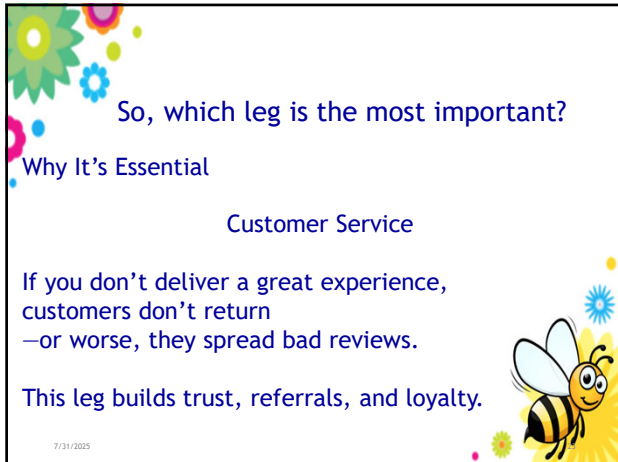
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So, which leg is the most important?

Why It's Essential

Customer Service

If you don't deliver a great experience, customers don't return—or worse, they spread bad reviews.

This leg builds trust, referrals, and loyalty.

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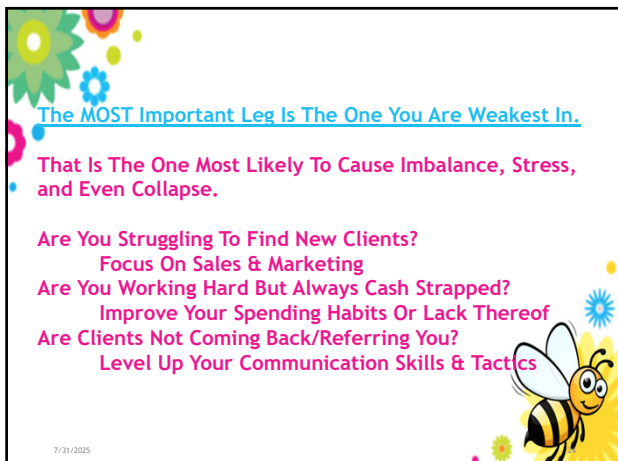
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The MOST Important Leg Is The One You Are Weakest In.

That Is The One Most Likely To Cause Imbalance, Stress, and Even Collapse.

Are You Struggling To Find New Clients?  
Focus On Sales & Marketing

Are You Working Hard But Always Cash Strapped?  
Improve Your Spending Habits Or Lack Thereof

Are Clients Not Coming Back/Referring You?  
Level Up Your Communication Skills & Tactics

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**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 And Your Future.



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**2025- Are You Spinning Your Wheels? You're Not Alone —**

**Nearly Half Of All Real Estate Agents**

Didn't Sell A Single Home. Join Buffini At Kickstart To Sharpen Your Skills, Negotiate Like A Pro And Build A Plan For Success In 2025 — 2026

**All From The Comfort Of Your Home Or Office.**



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**LIVE FROM LAS VEGAS: THE BIGGEST REAL ESTATE EVENT IN 2025**

**BRIAN BUFFINI'S BOLD PREDICTIONS**

**AT BUFFINI COACHING LIVE™**

**AUG 14 | 9am-12:30pm PST**

**FREE VIRTUAL EVENT WITH A VIP IN-PERSON EXPERIENCE**

[Register now](#)




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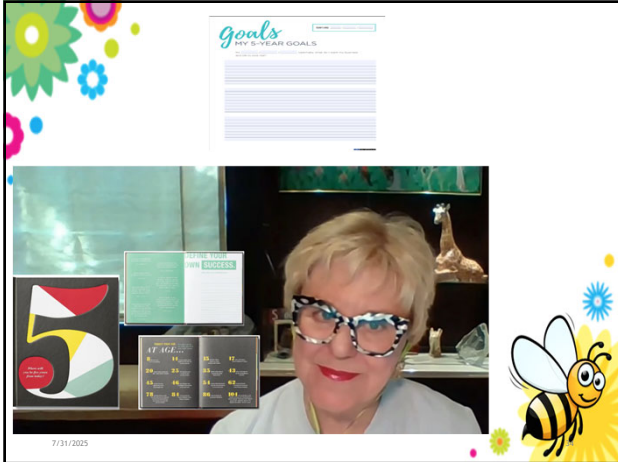
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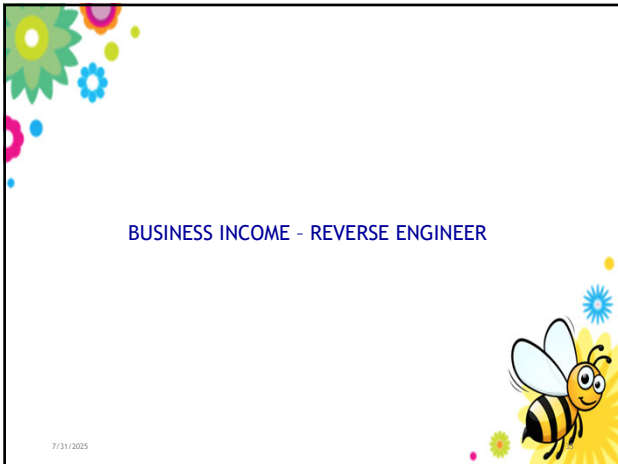
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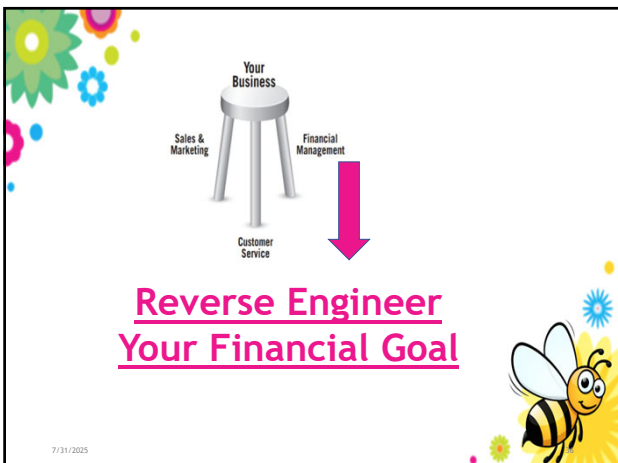
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**Based On Commission \$11,750 & Goal Is \$90,000**

**Plan For Taxes**

My 12-month net income goal\*      Estimated income needed before taxes:

\$ 90,000      **\$128,571**

My tax rate\*      % 30

**Divide \$90,000 By .70**

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**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**

**Add Your Expenses \$19,000 To  
The Adjusted Gross Commissions To  
\$128,571 To Get The \$147,571**

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**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**

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**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**

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**TRANSACTION FORMULA TO ACHIEVE GOALS**  
**Annual = 12 Quarterly = 3 Monthly = 1**

**Contact Means VOICE or FACE To FACE**

To Generate 1 Connection = 20 Contacts  
 20 Times 3 = 60 Contacts = 3 Connections  
 3 Connections = 1 Closing For \$11,750

Contacts Needed Per Month = 60  
 Average Of 2 Per Day For 30 Days  
 Or 3 Per Day For 20 Days - Whatever Works For You

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**Understanding the Calculations: How to Achieve Your \$90,000 Goal**

- Overview of the Goal**
  - Goal: Take home \$90,000 in income.
  - Required Income: \$128,571 (factoring in taxes and deductions).
  - Commission per closing: \$11,750.
- Key Ratios and Metrics**
  - Contacts to generate one connection: 20 contacts.
  - Connections needed to achieve one closing: 3 connections.
  - Total contacts required for one closing: 60 contacts (20 contacts per connection \* 3 connections).
- Monthly and Daily Targets**
  - Connections needed per month: 3 connections (to achieve 1 closing).
  - Contacts needed per month: 60 contacts (3 connections \* 20 contacts).
  - Contacts needed per day: 2 contacts (60 contacts / ~30 days).
- Marketing Costs**
  - Annual Marketing Costs: \$19,000.
  - Adjusted Goal: Include marketing costs in total income requirement.
    - Required income = \$128,571 + \$19,000 = \$147,571.

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5. Step-by-Step Process to Achieve \$90,000 Take-Home

- Calculate the total number of closings required:
  - \$147,571 goal / \$11,750 per closing = ~12.56 closings.
  - Round up to 13 closings.
- Determine total contacts needed:
  - 60 contacts per closing \* 13 closings = 780 contacts.
- Break it down monthly:
  - 13 closings spread over 12 months = ~1.08 closings per month.
  - Adjust monthly targets:
    - 60 contacts for 1 closing \* 1.08 = ~65 contacts per month.
    - ~2.2 contacts per day (~3 contacts daily for simplicity).

6. Action Plan

- Daily Commitment: Aim to make voice or face-to-face connections with at least 3 individuals every day.
- Monthly Review: Ensure you reach 65 contacts and generate at least 3-4 connections monthly.
- Refinement: Monitor your closing rate and adjust contact targets if necessary.

By consistently following this plan, you can meet your adjusted goal and ensure you take home \$90,000 after accounting for taxes and marketing costs!

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Visual! Track &

143 Listings Sold Times \$9,000 Commission = \$1,287,000  
Using Tom Ferry Reverse Engineering Formula  
35 Conversations A Day!

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BASIC BUSINESS

CONSISTENCY

-

COMMUNICATION

-

FOLLOW UP



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**SCHEDULE CONTACTS AND FOLLOWUP**

## 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 1 "Pop-Up"

**5/5/5/5 Daily Social Media**

**WIN THE MONTH**

- Contact all of your A+ clients
- Send an email of value to your database on the 1st of the month
- Send an all-report on the 15th of the month
- Host 1 business networking meeting

**REMEMBER**

- WIN 2 HOURS - you win the day!
- WIN 4 DAYS - you win the week!
- WIN 3 WEEKS - you win the month!
- WIN 6 MONTHS - you win the year!

**WIN THE YEAR**

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

**7,300 Social Media Connections**

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**GRANT CARDONE**

@GrantCardone

follow them up and this is where the financial thing comes back into play

143 Listings Sold Times \$9,000 Commission = \$1,287,000  
Using Tom Ferry Reverse Engineering Formula  
35 Conversations A Day!

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**Are You New? Start With Rentals**  
Renters Become Buyers  
One Of Our Agents Did  
130 Transactions Last Year

**12 Renters From Last Year Became Buyers**  
Because She  
Followed Up  
Followed Up  
Followed Up

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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%

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DETERMINE YOUR PERSONAL EXPENSES.

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

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WHETHER YOU'RE NEW TO SALES

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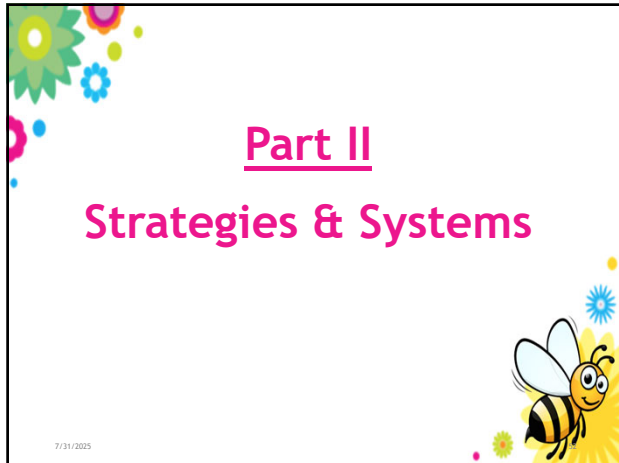
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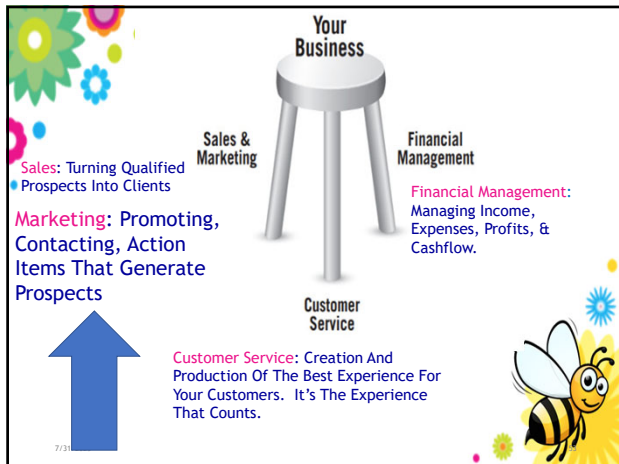
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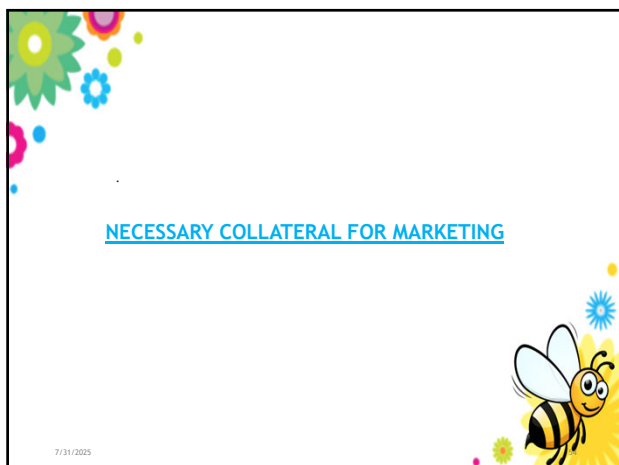
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**NECESSARY FOUNDATION COLLATERAL FOR MARKETING**  
**Social Media Platforms - Branded With Your Name**

- FaceBook (Meta) Business Page
- FaceBook Group
- Instagram
- YouTube Channel - Knowledge Quest
- Questions = Quest for Knowledge
- LinkedIn - Search Bar -
- Google Business Profile
- TikTok

 We live on our phones... so do your clients.



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**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

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**NECESSARY FOUNDATION COLLATERAL FOR MARKETING**  
**Social Media Platforms - Branded With Your Name**  
**• FACEBOOK BUSINESS PAGE and SAME ON INSTAGRAM**

glennbaker Following Message ...

2,249 posts 223K followers 2,807 following



**Glenda Baker** ♦ Atlanta REALTOR  
 @ glennbaker  
 🗣️ | The Most Recognized Face & Voice in Real Estate Video  
 🏡 | Ambassador of the American Dream  
 📞 | 678.755.3711  
 🔗 | Click link below to work with me!  
 🌐 | links.co/glennbaker

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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name



**glenndabaker**  
Glennda Baker · 2022-8-14

Follow

18 months ago I started a @tiktok... I make videos about real estate for buyers, sellers and real estate agents! #GlenndaBaker #RealEstate #AtlantaRealEstate #RealEstateVideo #GlenndaTok

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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name



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NECESSARY FOUNDATION COLLATERAL FOR MARKETING



Batched 30 Videos  
Once a Month  
30 - 90 Seconds

Mason Jar -  
Client Questions

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**NECESSARY FOUNDATION COLLATERAL FOR MARKETING**  
**Social Media Platforms - Branded With Your Name**  
<https://linktr.ee/> **INSTAGRAM - Plus SM Platforms**

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**Use Instagram Polls To Engage Potential Clients**

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**Real Estate Lifestyle Polls**

- Would you rather have:
  - A chef's kitchen 🍳
  - A spa bathroom 🛀
- Dream home view?
  - Ocean 🌊
  - Mountains 🏔️
- What's more important to you?
  - Location 📍
  - Square footage 🏠
- You win the lottery...do you:
  - Upgrade your current home
  - Buy something totally new
- Work from home or in-office?
  - Home office all the way 🏠
  - I miss coworkers 🤝

**Home Buyer/Seller Insight Polls**

- Thinking of buying a home in 2025?
  - Yes! 🙌
  - Not yet 🤔
- What's your biggest fear in buying?
  - Interest rates 📉
  - Not finding the right home 🏠
- What would make you sell your home?
  - Bigger space
  - Better location
- Have you ever worked with a Realtor\*?
  - Yes, great experience!
  - Not yet
- If I gave you a free home valuation, would you want it?
  - Absolutely 🙌
  - No thanks 🙅

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- LINKEDIN ---- POST WEEKLY

7/31/2025

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## 7/31/2025

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- LINKEDIN ---- POST WEEKLY



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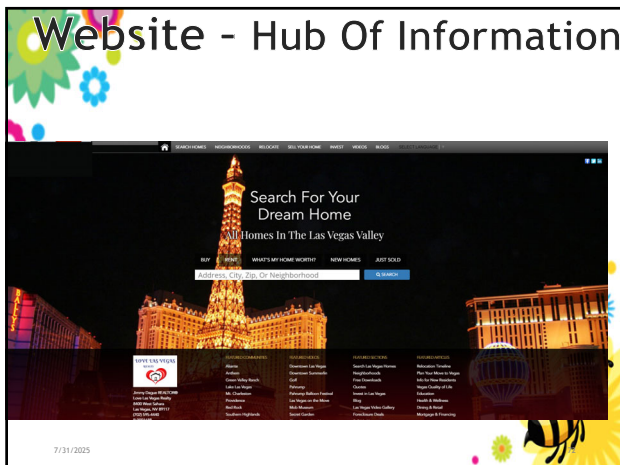
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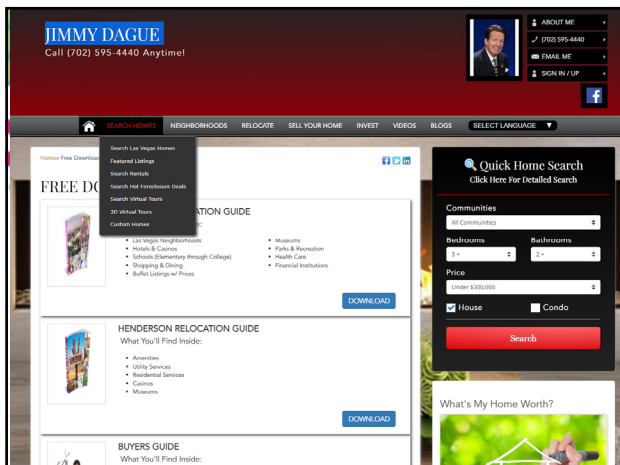
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**ARE YOU AFRAID TO SHOOT VIDEOS????????????????????**

Post Your Videos On All Platforms.  
Use AI tools To Make Shorts/Reels/Stories

I Post The Agent Formula Videos Every Friday On My Social Media Platforms... There are 55 Videos So I have A Year's Worth Of Video Content.

<https://www.facebook.com/ruth.ahlbrand/videos>

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**HANDOUTS / Emails FOR YOUR CONTACTS**

**MUST HAVE COLLATERAL MATERIALS**

**The Magic of Owning a Home**

Studies show that homeownership has tremendous benefits for your mind, body, and family. Here are some reasons why it pays to own your better home.

- ✓ 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 along the way.
- ✓ 70% of non-homeowners in the United States believe buying a home is the best of financial decisions, 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 half 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."  
— **BRUCE ARNOLD**

"Home should be an anchor, a port in a storm, a refuge... A place where we are all loved and where we can live."  
— **MARTIN LUTHER KING**

"Real estate cannot be lost or stolen, nor can it be carried away. Protected with common sense paid for in full and managed with reasonable care, it is about the safest investment in the world."  
— **FRANKLIN D. ROOSEVELT**

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**HANDOUTS /Emails FOR YOUR CONTACTS**

**FACEBOOK.COM/GROUPS/RUTHIEROCKS**

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
<b>PROJECTED INCREASE</b>	<b>AVERAGE 7.9811%</b>
2025	\$502,112
2026	\$542,186
2027	\$542,186
2028	\$585,459

7/31/2025



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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	3,563
Apr	3,132	3,263	3,495	3,501	3,531	3,608	3,381	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	3,933	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	3,671	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	3,197	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).

88

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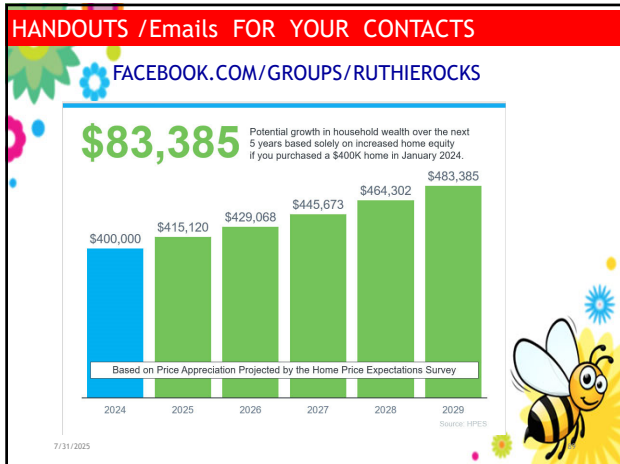
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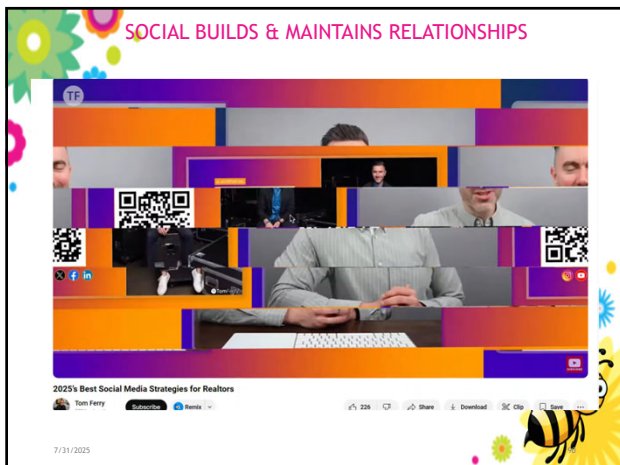
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NOW YOU HAVE STRUCTURE  
YOU HAVE A DATABASE, FINANCIAL BUSINESS &  
PERSONAL PLANS, AND  
MARKETING MATERIALS/COLLATERAL/VIDEOS

1. Join 24 Referral Sites  
2. Contact Everyone In  
Your DataBase - “EVERYONE”  
3. Work Expires



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4. Non-Owner Occupieds  
5. Ready To Downsize  
6. Agent To Agent  
7. Are You Living In Your  
Dream Home “Now”



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1. Join 24 Referral Sites

Agentmachine.com	Agentpronto.com	Realtystore.com
Fastexpert.com	Sold.com	Referralexchange.com
Homegain.com	Homelight.com	Zillow.com
Expertagents.com	Hungryagent.com	Realtor.com
Upnest.com	MLSonline.com	Opcity.com
Fizber.com	Homes.com	Homefinder.com
Estatelly.com	123homekeys.com	Rockethomes.com
Movoto.com	Fsbhotsheet.com	Better.com
Effectiveagents.com	55places.com	Mellohome.com



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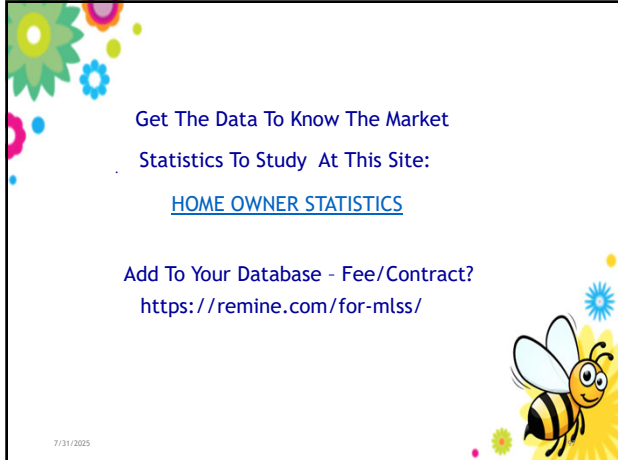
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Get The Data To Know The Market  
Statistics To Study At This Site:  
[HOME OWNER STATISTICS](#)

Add To Your Database - Fee/Contract?  
<https://remine.com/for-mlss/>

7/31/2025

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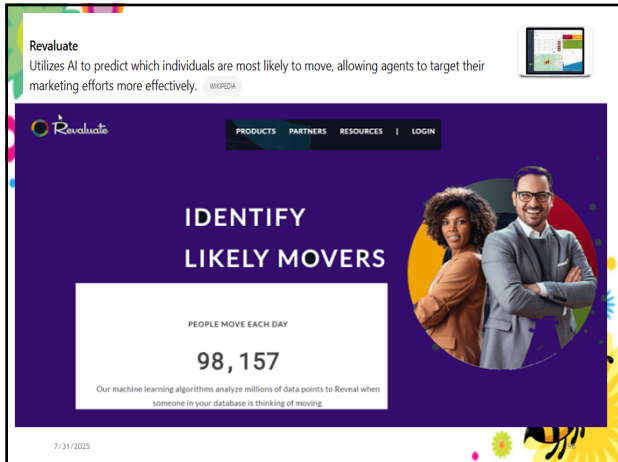
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Revaluate  
Utilizes AI to predict which individuals are most likely to move, allowing agents to target their marketing efforts more effectively.

PRODUCTS PARTNERS RESOURCES LOGIN

**IDENTIFY LIKELY MOVERS**

PEOPLE MOVE EACH DAY  
**98,157**

Our machine learning algorithms analyze millions of data points to Reveal when someone in your database is thinking of moving.

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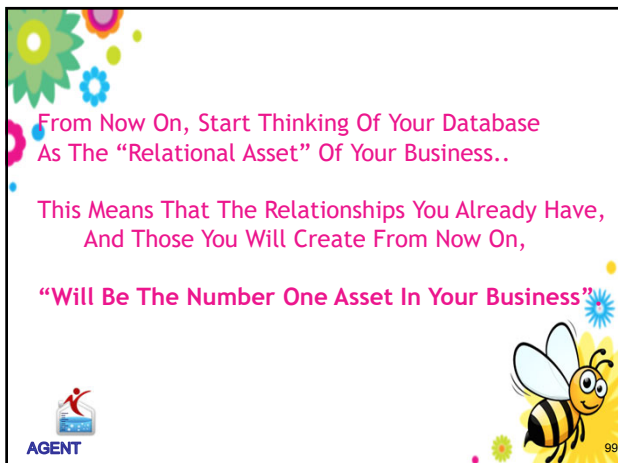
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From Now On, Start Thinking Of Your Database  
As The “Relational Asset” Of Your Business..

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

“Will Be The Number One Asset In Your Business”

AGENT

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## 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. Must have identifiers that target the various parts of the market.... ???

Why?  
Retrieval




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




101

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Build Your Community / Database  
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

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**Build Your Community With Constant Communication**

<https://listingleads.com/plan>

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**START TODAY DO 10 TEXTS - To The People You Know**  
**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

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**Build Your Community/Database With Constant Communication**

Need a Listings?? Then send some ZMA's. Use Revaluate / Propstream to scrub areas for the most likely to sell households. Here are the search parameters. Owner occupied, Owned for 7+years, 35% equity, 4.5% mortgage or higher.

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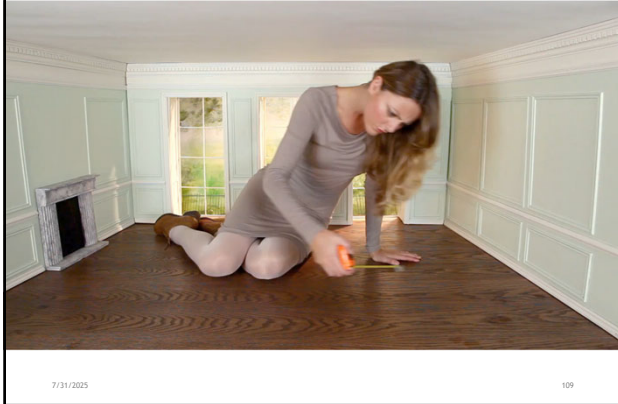
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## Post / Email / Text A Marketing Video



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## Mailing Or Phone Calls

At What Price  
Would You Consider  
Selling Your Home?



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## 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



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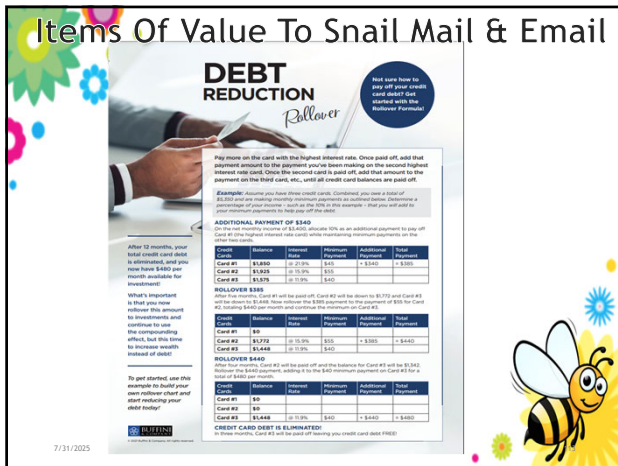
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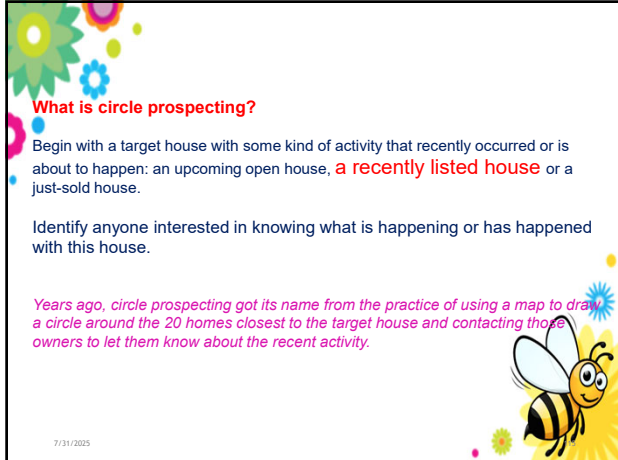
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**What is circle prospecting?**

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.*

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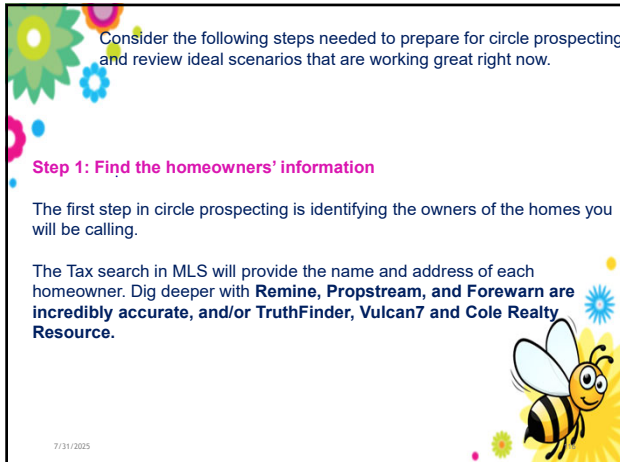
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Consider the following steps needed to prepare for circle prospecting and review ideal scenarios that are working great right now.

**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. Dig deeper with **Remine, Propstream, and Forewarn are incredibly accurate, and/or TruthFinder, Vulcan7 and Cole Realty Resource.**

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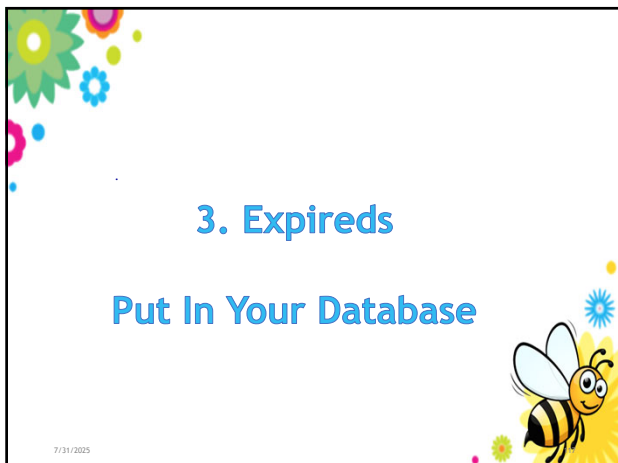
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**3. Expireds**

**Put In Your Database**

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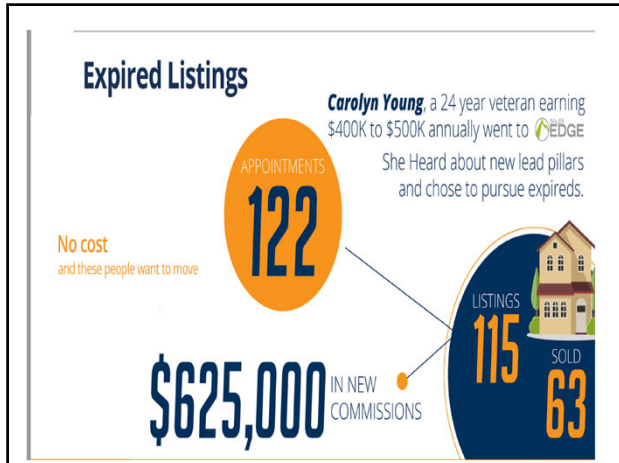
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**Revaluate**  
Utilizes AI to predict which individuals are most likely to move, allowing agents to target their marketing efforts more effectively.

PRODUCTS PARTNERS RESOURCES | LOGIN

### IDENTIFY LIKELY MOVERS

PEOPLE MOVE EACH DAY

**98,157**

Our machine learning algorithms analyze millions of data points to Reveal when someone in your database is thinking of moving.

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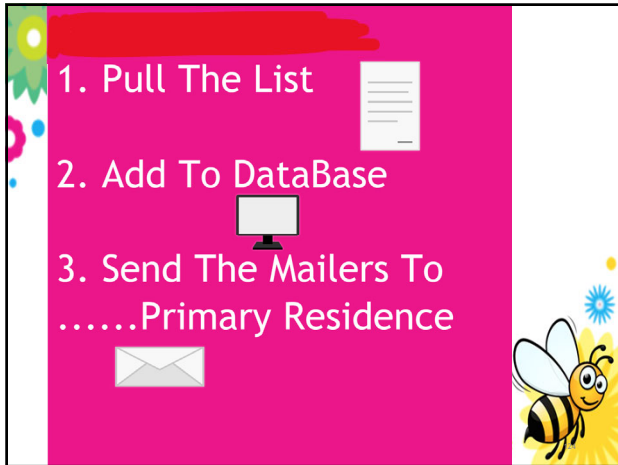
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1. Pull The List

2. Add To DataBase

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

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

2. Make The Calls

3. DM On Social

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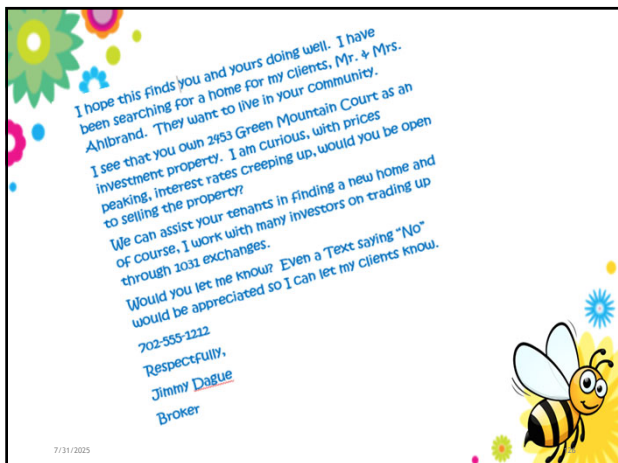
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I hope this finds you and yours doing well. I have been searching for a home for my clients, Mr. & Mrs. Ahlbrandt. They want to live in your community. I see that you own 2953 Green Mountain Court as an investment property. I am curious, with prices 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

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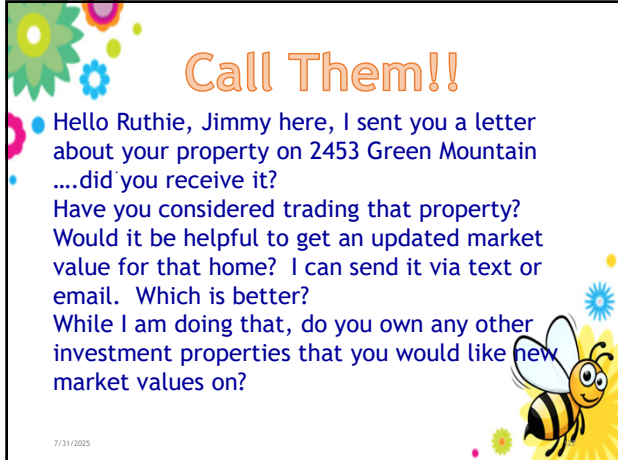
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## Call Them!!

• 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?

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## 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

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## 5 New Residents Moving In Per Hour

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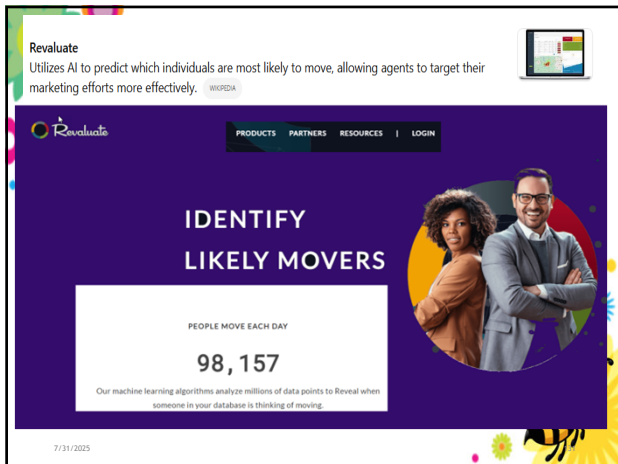
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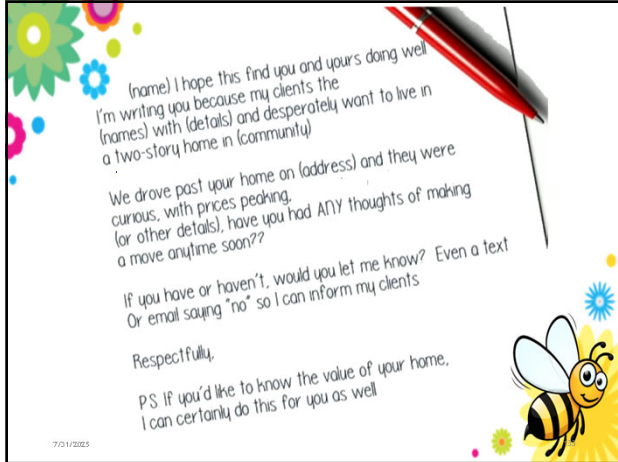
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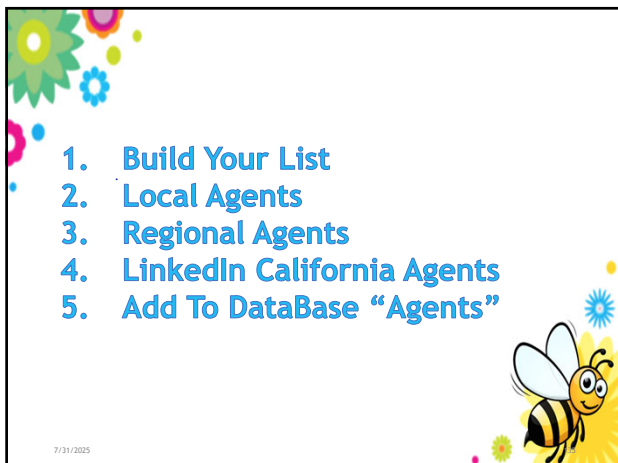
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### Cost of living calculator

Compare the cost of living in two cities.

Compare cities

Current city

Orange County, CA

New city

Las Vegas, NV

Pre-tax household income

\$50,000

Standard of living comparison

In Las Vegas, NV you'll need a household income of:

**\$32,605.82**

The cost of living is **35% lower**.

Housing Costs	59% lower
Transportation Costs	9% lower
Food Costs	8% lower
Entertainment Costs	24% lower
Healthcare Costs	10% lower

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[www.nerdwallet.com/cost-of-living-calculator/compare/orange-county-ca-vs-las-vegas-nv](http://www.nerdwallet.com/cost-of-living-calculator/compare/orange-county-ca-vs-las-vegas-nv)

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## Share With These Agents

## Send List Of Your Referral Agents

## To Build Your Own EcoSystem

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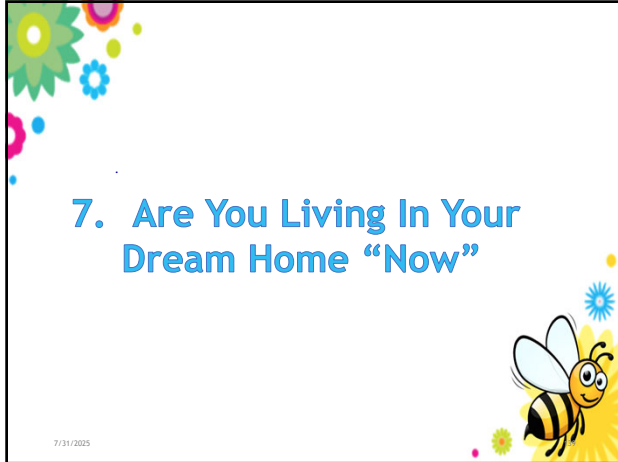
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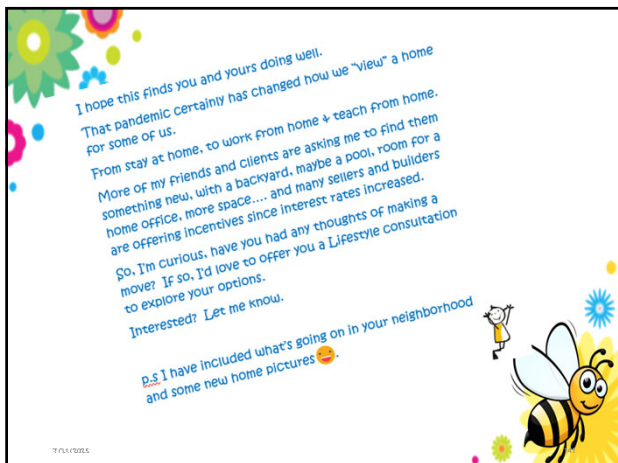
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## Use Sly Broadcast

Send a pre-recorded voicemail  
to the neighborhood

*Optimal Time Is Between 4-6 PM*

**OO**

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!

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## 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**

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## 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: Vidoe / 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 On FB  
 Post 3-5 Posts On FB, Insta, and LINKEDIN - Behind The Scenes

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



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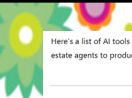
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Here's a list of AI tools designed to assist with video creation and editing, making it easier for real estate agents to produce high-quality, engaging content:

- 1. VEED.IO**
  - **Features:** AI-powered video editing with auto-captions, background noise removal, and text-to-video tools.
  - **Why It's Useful:** Create polished property tours or market updates with minimal effort.
- 2. Pictory**
  - **Features:** Converts long-form text or blog posts into short, engaging videos. Includes AI voiceovers and automatic video summaries.
  - **Why It's Useful:** Transform property descriptions or market reports into bite-sized video content.
- 3. Runway ML**
  - **Features:** Offers tools like text-to-video generation, background replacement, and real-time object removal.
  - **Why It's Useful:** Edit property videos creatively with AI features like scene editing and motion tracking.
- 4. Descript**
  - **Features:** AI tools for video transcription, screen recording, overdubs, and video editing using a text-based interface.
  - **Why It's Useful:** Edit videos by editing the transcript, making it simple to fine-tune property



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5. InVideo

- **Features:** Templates for creating professional-looking videos with drag-and-drop simplicity. Includes AI text-to-video capabilities.
- **Why It's Useful:** Great for creating listing promotions or agent branding videos.

6. Synthesia

- **Features:** Creates AI-generated videos with virtual presenters. You can type your script, and the AI generates a talking head video.
- **Why It's Useful:** Perfect for educational videos, FAQs, or personalized client messages.

7. Lumen5

- **Features:** AI turns blogs, articles, or scripts into engaging video content. Offers customizable templates.
- **Why It's Useful:** Repurpose written content, such as market updates, into shareable videos.


8. Adobe Premiere Pro (With AI Tools)

- **Features:** Adobe Sensei-powered AI tools for auto-reframing, transcription, and scene editing.
- **Why It's Useful:** Industry-standard editing software with AI enhancements to speed up workflows.

9. Animoto

- **Features:** Easy-to-use drag-and-drop video creation platform with AI-assisted templates.
- **Why It's Useful:** Create quick and professional nonverbal listing videos or testimonial reels.

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10. Magisto

- **Features:** AI analyzes your video clips and photos to create professional-grade videos automatically.
- **Why It's Useful:** Ideal for agents with limited time to edit videos manually.

11. Filmora (AI Features)


- **Features:** AI tools for motion tracking, auto-correction, and voiceovers.
- **Why It's Useful:** Balances ease of use with powerful features for editing real estate videos.

12. Wiscut

- **Features:** AI for automatic video editing, including trimming silences, adding subtitles, and syncing audio to video.
- **Why It's Useful:** Saves time when creating concise, professional videos for social media or listings.

By using these tools, real estate agents can streamline the video production process, making it easier to create high-quality content for listings, market updates, and client communications.

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Creating a comprehensive business plan is essential for outlining your business goals and the strategies to achieve them. Here are some reputable resources offering free business plan worksheets and templates:

- **U.S. Small Business Administration (SBA):** Provides a detailed guide on writing a business plan, including traditional and lean startup formats. [\[SBA\]](#)
- **Canva:** Offers customizable and visually appealing business plan templates suitable for various industries. [\[Canva\]](#)
- **Bplans:** Features a variety of free business plan templates and examples to help you get started. [\[Bplans\]](#)
- **SmartSheet:** Provides a collection of free PDF business plan templates, including simple and fill-in-the-blank options. [\[SmartSheet\]](#)
- **Forbes Advisor:** Offers a simple business plan template along with guidance on how to write an effective plan. [\[Forbes\]](#)
- **QuickBooks:** Provides a free business plan template tailored for small businesses, along with tips for each section. [\[QuickBooks\]](#)
- **Microsoft Office:** Offers a selection of free business plan templates compatible with Word and Excel. [\[Microsoft Office\]](#)
- **BizMove:** Features a variety of free small business templates and tools, including business plan worksheets. [\[BizMove\]](#)

These resources provide structured formats to help you articulate your business objectives, strategies, and financial projections effectively.

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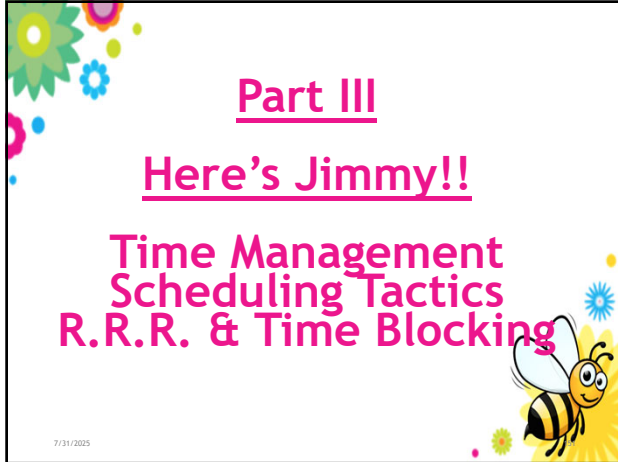
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**Part III**

**Here's Jimmy!!**

**Time Management  
Scheduling Tactics  
R.R.R. & Time Blocking**

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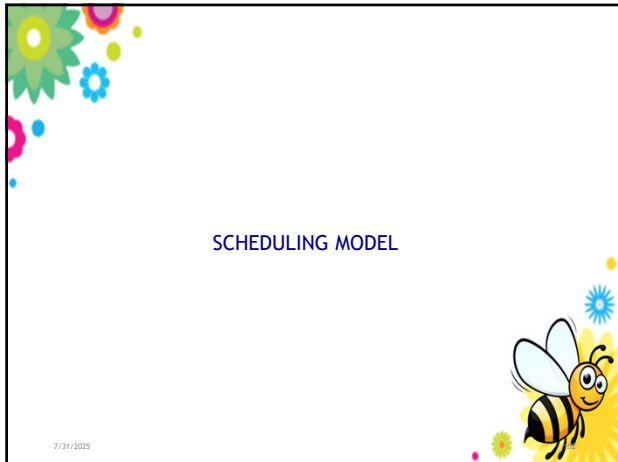
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SCHEDULING MODEL

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**Daily Duties Monday-Sunday**  
**Organize Your Day: DAILY TASKS**

- 4:15am – 7am – time for you
- 4:15am – 4:30 Meditate & 3 Gratefuls
- 4:45-6am- Work out – 12Miles Of Cardio, Weights, Stretch,  
(Watch mentors on ipad while doing cardio)
- Exception Friday: walk the kids (Be Happy & Rock Star)
- 6am-6:30am - breakfast, coffee, feed kids
- 6:30am -7:30am MailChimp For Classes
- 7:30am – 8:30am – How's The Market review
- 8:30am-9am Respond to texts, emails, and phone calls

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**Daily Duties Monday-Sunday**  
**Organize Your Day: DAILY TASKS**

9am – 9:30am  
 Engage on social media platforms with comments, shares, direct messages, posts, reels, stories, videos, etc..

9:30am – 10:15am  
 •Work with Agents: Process any real estate documents, offers, listing agreements, updates to MLS. Research listings to develop comparative market analysis (CMA) reports

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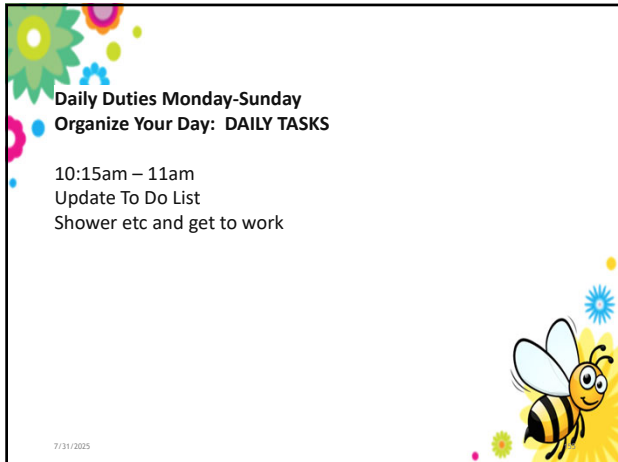
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**Daily Duties Monday-Sunday**  
**Organize Your Day: DAILY TASKS**

10:15am – 11am  
 Update To Do List  
 Shower etc and get to work

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**Weekly Tasks**

- Update client/agent database
- Take a client to lunch or coffee
- Host a business to business lunch with agents/brokers
- For Agents:
  - 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

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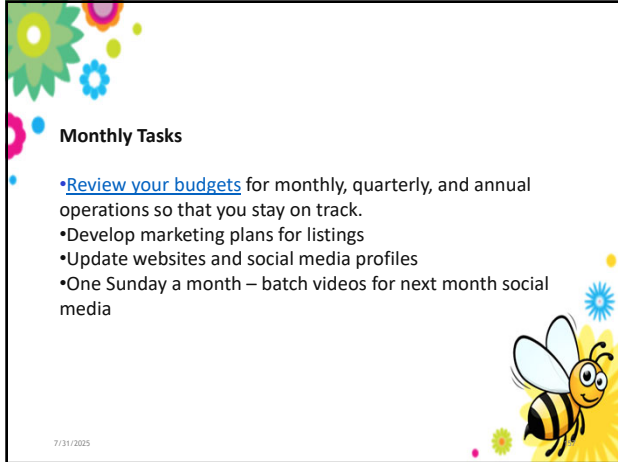
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**Monthly Tasks**

- [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

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*Jim Rohn...*

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

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**MAKE NO MISTAKE -**

• **THIS IS** the Good Stuff!

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

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# 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 Page Rps

**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 effort report 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

**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!

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**BUFFINI**

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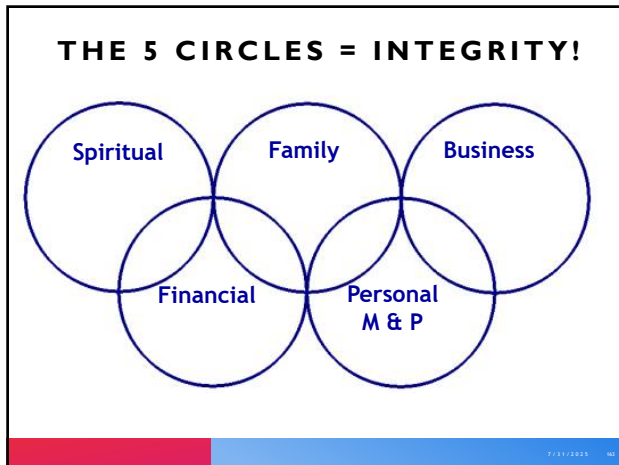
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*Las Vegas*  
**AGENT FORMULA**  
 The Formula for Las Vegas Agent Success on the Internet

**The TWO MAIN Questions...**

- 1) Who ARE You?
- 2) What do you Want?

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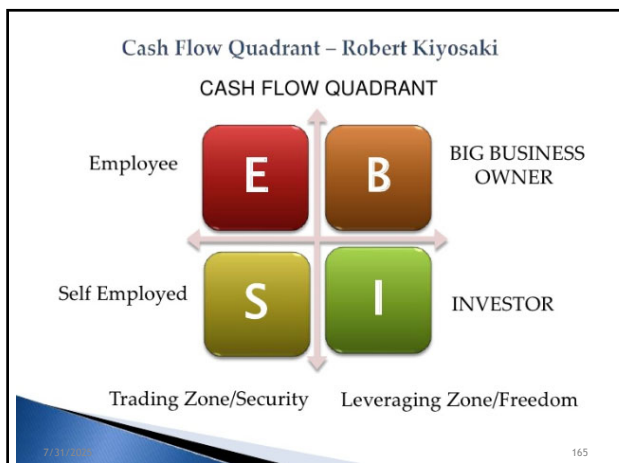
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***“You can spend your life any way you want,  
but you can only spend it once.”***  
**Dwight Thompson**

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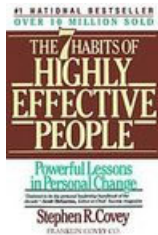
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## THE BEST BUSINESS BOOK



**Habit 2 –**  
**“Begin with the end in mind.”**  
**The Tombstone exercise...**

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## THE SINGLE MOST *FOUNDATIONAL*

### •7 Habits...

- Covey's best-known book has sold more than 25 million copies worldwide since its first publication. The audio version became the first non-fiction audio-book in U.S. publishing history to sell more than one million copies.

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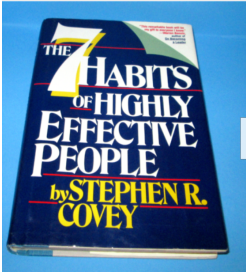
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# WHAT'S IT WORTH TO YOU?



The 7 Habits Of Highly Effective People By Stephen R. Covey, 1989, Hard Cover

★★★★★ 23 product ratings

Condition: **Very Good**  
"Book in Very Good condition, see ad below"


Price: US \$4.29

[Buy It Now](#)  
[Add to cart](#)  
[Add to Watchlist](#)

**Delivery in 2-4 days**   30-day returns   Ships from United States

Shipping: **\$3.50** Economy Shipping | See details  
Item location: Scottsdale, Arizona, United States  
Ships to: United States - See exclusions

Delivery: Estimated between **Mon, Jul. 13** and **Wed, Jul. 15** to 89012 ⓘ

Payments:   
**PayPal CREDIT**  
Special financing available. | [See terms and apply now](#)

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# AGENT FORMULA FOR SUCCESS

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

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# \_\_\_\_\_’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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DISCOVER VIDEO NEWSLETTERS **BIG THINK**

# history history history history history history

 Listen to this article

'Those who do not learn history are doomed to repeat it.'

The quote is most likely due to writer and philosopher George Santayana, and in its original form it read, 'Those who cannot remember the past are condemned to repeat it.'

Santayana was known for aphorisms, and for being a professor in philosophy at Harvard which he abandoned. Prior to that, Santayana attended Boston Latin School and Harvard College, where he studied under the philosophers William James and Josiah Royce.

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## The Schedule!

Results

Recovery

Remodel

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**RECOVERY**

must come *first!!!*

Anything NOT  
real estate

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If  
“Date  
Night”

- Isn't the **FIRST THING** on your Calendar –
- Guess who won't buy in to your Calendar?



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**Jimmy's Schedule**

AM								
PM								
EVE						Date Night		

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**Even GOD**

**Took a day off!**

**YOU**

**are NOT GOD**

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**Example is not the main thing  
in influencing others. It is the  
only thing.**  
Albert Schweitzer

**Your Family might let you down,  
your FAITH should not!**

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*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							Recovery
PM							& Renewal
EVE						Date Night	Family

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The Formula for Las Vegas Agent Success on the Internet



Mlp p | x#Vfkhgxdh

	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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**Remodel...?**

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

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**Recommended Reading**

Published in 1980 as *The E-Myth* (so 40 years ago)  
Spend time working ON your business  
Not just IN your business.  
Page xiii



MORE THAN ONE MILLION COPIES SOLD!  
"Gerber's powerful insights have given thousands of entrepreneurs new control over their businesses..."  
—Business Magazine

**The E-Myth Revisited**  
Why Most Small Businesses Don't Work and What to Do About It  
MICHAEL E. GERBER  
Author of the bestselling classic *The E-Myth*

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

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Las Vegas

AGENT FORMULA

The Formula for Las Vegas Agent Success on the Internet



## The Law

of Comparative Values...

- Should a Doctor set appointments, or should her receptionist?

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Las Vegas

AGENT FORMULA

The Formula for Las Vegas Agent Success on the Internet



M p p | x v # f k h g x d h

	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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Slack Time?

- If you looked at a Doctor's Appointment Book...

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• Where do you ***find*** the time to take advantage of unexpected opportunities?



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Las Vegas  
**AGENT FORMULA**  
The Formula for Las Vegas Agent Success on the Internet



**Results**  
**Activities**  
**P. P. F.U.**

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Las Vegas  
**AGENT FORMULA**  
The Formula for Las Vegas Agent Success on the Internet



• **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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**You CAN cut a tree down with a Hammer!**

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**THE BEST TOOL FOR US IS –**

**A REFERRAL!**

**Are you *on purpose* with this?**

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That *Zen* Master

Your Mom's  
Best Advice  
"Never talk to  
\_\_\_\_\_!"



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**AGENT FORMULA**  
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?



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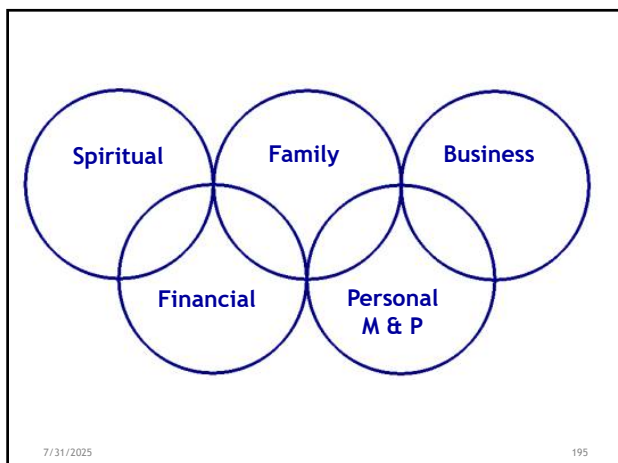
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**BOOK LIST -**

- 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

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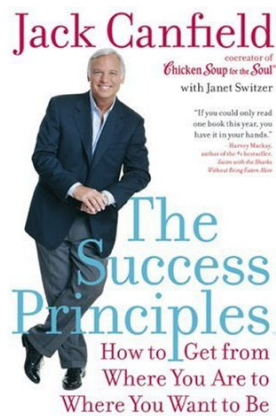
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**BOOK LIST -**

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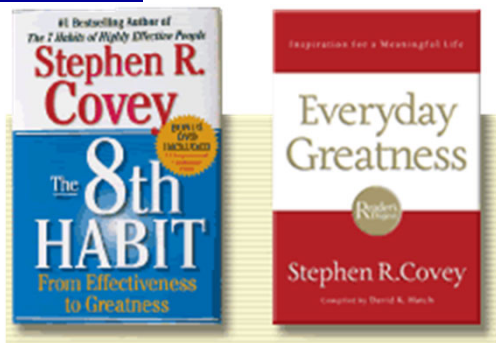
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**BOOK LIST -**

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BOOK LIST -Sell Your Way to the Top

\* Zig Ziglar can put money in your pocket! Discover the 44 proven best ways to close a sale, the 5 basic reasons why prospects don't buy, 24 negative words to avoid, and more. **Sell Your Way To The Top** is full of money-making, deal-closing techniques that can bring huge rewards!

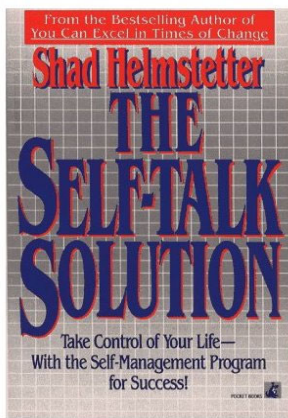
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BOOK LIST -

If **YOU** WERE recommending a Book (or a Movie) - what would it be?



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**Recap?**  
**What have**  
**you**  
**learned?**



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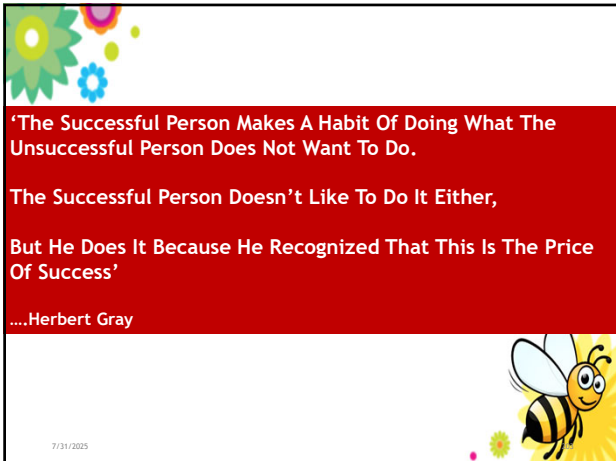
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### Brush up on Buyer/Seller Skills

- 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!

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**'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**

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**USE THE FOLLOWING SLIDES if you want to....**

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**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

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**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

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**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

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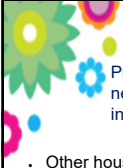
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### Step 2: Gather sales information for the neighborhood

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.



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### 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.



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