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Be The CEO Of *Your* Life

And Success Will Follow
CE.6654000-RE

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



1/8/2026

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Learning Objectives -

1) Collateral For A "Business Plan"

- a) Mindset
- b) Create Your Business Structure
- c) Identify Personal Finances
- d) Create Your Goals

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Learning Objectives -

2) Create A "Business Plan"

- a) Know Our Market - When Is The Puck Going?
- b) **Reverse Engineer**
An Actual Plan To Hit Financial Goals
- c) Collateral & Strategies For Your Success

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Learning Objectives -

3) Build a 'Calendar' Activity Driven

- a) Monthly
- b) Weekly & Daily

5



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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Kickstart 2026

- Mindset
- Methodology
- Motivation
- Execution



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MINDSET

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

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9

Howard Hill - Archer?

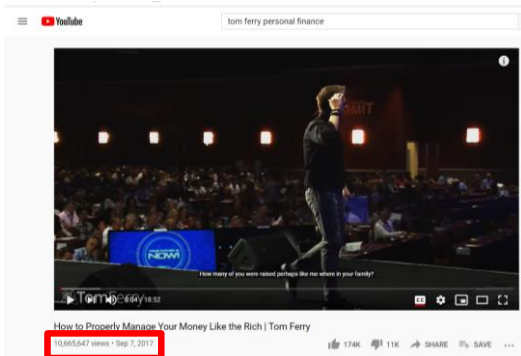


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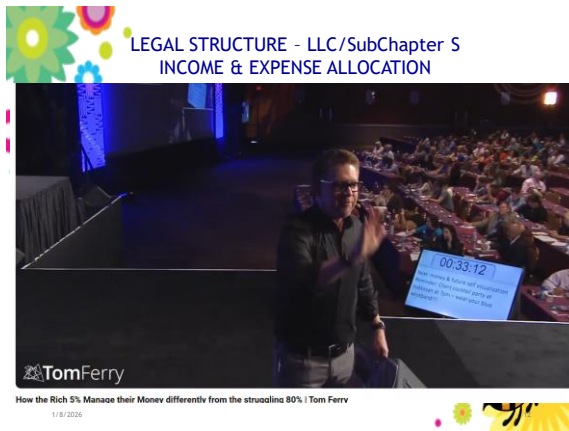
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How many “Views” as of Dec. 2020?



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License To Do “Business”

- LEGAL STRUCTURE - LLC/SubChapter S Corp
- INCOME & EXPENSE ALLOCATION
- BUSINESS - TARGET AND GOALS
10 Days / 30 Days / 90 days / 1 Year / 5 Years / 10 Years
- STRATEGIES & TACTICS
- TIME MANAGEMENT - SCHEDULING

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BUSINESS STRUCTURE & COMPONENTS



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Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting, Contacting, Action Items That Generate Prospects



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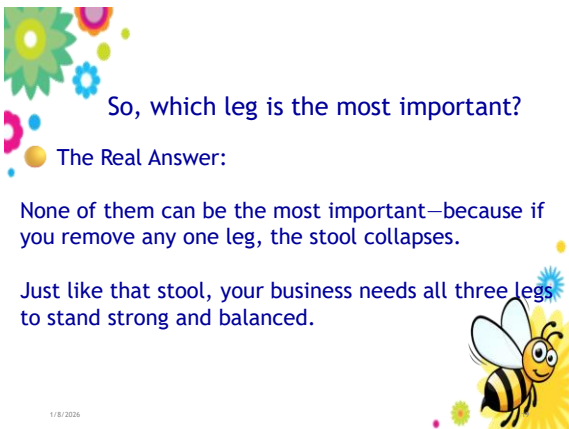
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So, which leg is the most important?

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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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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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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Tom Ferry Told Us To:

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

Business Plans Must Start With DETERMINING YOUR PERSONAL EXPENSES.



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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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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.



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Before We Start To Set Our Financial Goals

We Need To Know...

“What Is Our Market”



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2025- Were You Spinning Your Wheels?
If You Answered YES
You're Not Alone

15,114 Clark County Realtors
28,939 Realtor Sales In 2025

2025 Realtor Sales: 50% Did 1 or More Transactions
50% Did 0 Transactions

*May Or Maynot Include New Home Sales
1000+/- New Home Sales Per Month
Does Not Include NON MLS



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SALES - Single Family, Condos, Townhomes

Sales	Volume	Year
27,271	\$33,140,733,749	2025
29,322	\$34,545,013,812	2024
28,112	\$30,141,833,152	2023
34,417	\$36,363,149,723	2022

12,000+ New Homes 2025

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In 2025:
We Sold 3,273 Homes Per Month...
That's 105 Sales Per Day

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What Will 2026 Bring?
2026 May Be Your Best Year Ever!!



Buffini Coaching *LIVE*: Best You, Best Year

Welcome to the world premiere of your breakthrough year!

FREE VIRTUAL EVENT

PREMIERES JANUARY 22, 2026 | 9:00 - 10:00 A.M. PT

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BUSINESS - TARGET AND GOALS

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

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goals
MY 10-DAY GOALS

By _____, _____, _____

Spiritual: _____

Family: _____

Business: _____

Financial: _____

Personal: _____

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goals
MY 90-DAY GOALS

By _____, _____, _____

Spiritual: _____

Family: _____

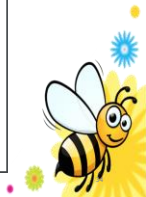
Business: _____

Financial: _____


Personal: _____

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goals

MY 1-YEAR GOALS

By _____ I will:


Overall:

Family:

Business:


Financial:

Personal:



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goals


MY 5-YEAR GOALS

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



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goals

MY 5-YEAR GOALS

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



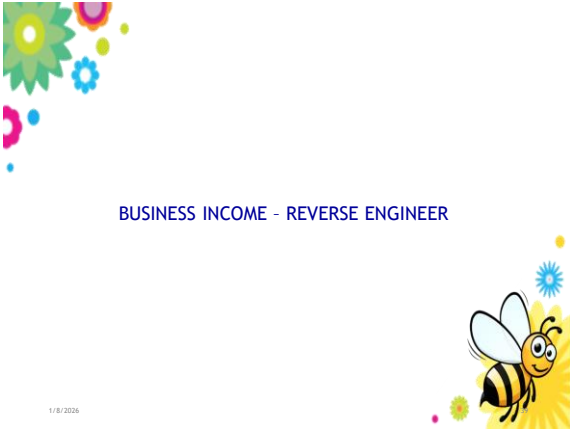
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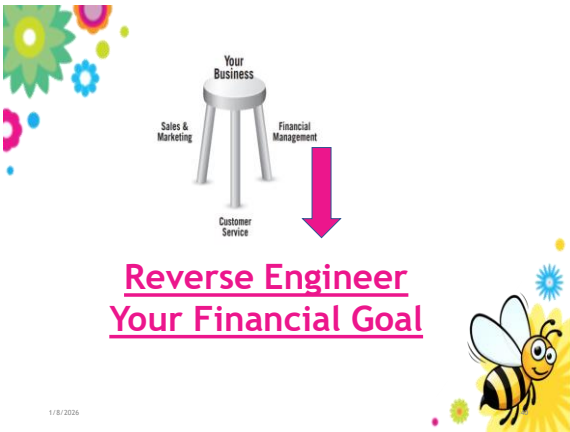
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BUSINESS INCOME - REVERSE ENGINEER



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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 \$128,571 + \$19,000 = \$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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TRANSACTION FORMULA TO ACHIEVE GOALS

Annual = 12 Quarterly = 3 Monthly = 1

Contacts/Connections Ratios

• *Contacts Mean Voice Contacts or Face To Face*

Contacts/Conversations

To Generate 1 Connection = 20 Contacts/Conversations

3 Connections To Get 1 Close = 60 Contacts/Conversations



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TRANSACTION FORMULA TO ACHIEVE GOALS

Annual = 12 Quarterly = 3 Monthly = 1

• 60 Contacts/Conversations = 3 Connections = 1 Closing

Connections Per Month = 3 Connections

3 Connections = 1 Closings

Conversations Needed Per Month = 60


Average Of = 2 Per Day for 30 days

or 3 per day for 20 days



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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:
 - 40 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).

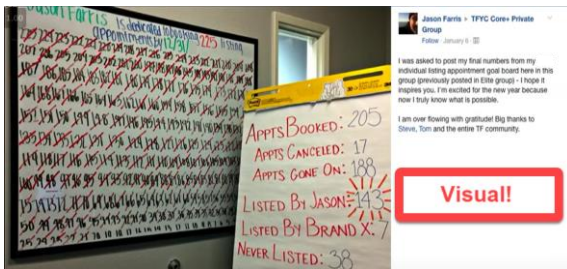
6. Action Plan

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

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

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Renters Become Buyers
130 Transactions Per Year
Stats From 2024 - One Of Our Agents
12 Renters From 2024 Became Buyers

Follow Up
Follow Up
Follow Up




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Part II
Strategies & Systems



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Your Business

Sales & Marketing
Sales: Turning Qualified Prospects Into Clients
Marketing: Promoting, Contacting, Action Items That Generate Prospects

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

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



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NECESSARY COLLATERAL FOR MARKETING

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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



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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms And NOW AI Apps
- Brand With Your Name
FACEBOOK BUSINESS PAGE - Boost & Advertise

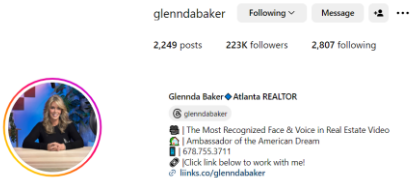


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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name
• FACEBOOK BUSINESS PAGE and SAME ON INSTAGRAM

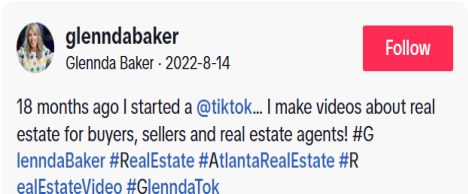


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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name



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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name



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NECESSARY FOUNDATION COLLATERAL FOR MARKETING



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Batched 30 Videos
Once a Month
30 - 90 Seconds

Mason Jar -

Client Questions

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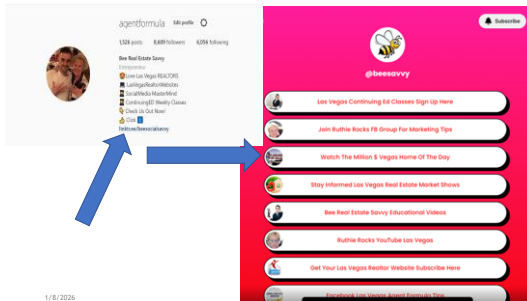
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Batched 30 Videos
Once a Month
30 - 90 Seconds

Mason Jar -

Client Questions

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Social Media Platforms - Branded With Your Name
<https://linktr.ee/> INSTAGRAM - Plus SM Platforms



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Social Media Platforms - Branded With Your Name
• FACEBOOK GROUP - Create One For Your Farm Area



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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

FACEBOOK GROUP - Share Market Information

2026 Las Vegas Market Stats January 8, 2026

Robert Smith, PhD

1/8/2026		Available	
Valley ZIP Codes	Available	Median	614
Daily Review Of Las Vegas Real Estate Activity		Condos	1113
		Single Family	6,002
		Townhomes	1064
		Total Available Homes	8,179
Days Of Inventory		1.1	
		Based On: 81 Mps, Daily Sales	

CLARK COUNTY		AS SHLS	MEDIAN PRICE	Sales Daily
Month To Date	2026 JAN MTD	132	\$470,000	13
Sales Compared To Same Month Last Year	2025 JAN MTD	178	\$460,000	40
	2024 JAN MTD	107	\$489,000	44
Year To Date		AS Sales		Sales Daily
2025 YTD TOTAL	28,176	82		
2024 YTD TOTAL	32,024	88		
Previous Year Sales Totals		CLARK COUNTY	AS Sales	MEDIAN PRICE
2024 TOTAL	32,024	88	\$475,000	
2023 TOTAL	30,507	84	\$490,000	
2022 TOTAL	26,468	91	\$425,000	

SINGLE FAMILY HOMES (SFH)		AS SHLS	MEDIAN PRICE
Month To Date	2026 JAN MTD	132	\$470,000
Sales Compared To Same Month Last Year	2025 JAN MTD	178	\$460,000
	2024 JAN MTD	107	\$489,000
Year To Date		AS Sales	Sales Daily
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2024 TOTAL	32,024	88	\$475,000
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2022 TOTAL	26,468	91	\$425,000

MILLION \$ HOMES AND AVAILABLE HOMES	
Month To Date	2026 JAN MTD
Sales Compared To Same Month Last Year	2025 JAN MTD
	2024 JAN MTD
Year To Date	
2025 YTD TOTAL	28,176
2024 YTD TOTAL	32,024
Previous Year Sales Totals	
2024 TOTAL	32,024
2023 TOTAL	30,507
2022 TOTAL	26,468

2,624
MILLION \$ DOWNPAYMENT
ASSISTANCE PROGRAM
\$17,000
MAX \$2 MEMBERSHIP FOR
QUALIFIED BUYERS

The National Association of Realtors (NAR):
 "Top economists have one word to sum up the housing market for 2026: opportunity. Lower mortgage rates and a rising supply of homes are expected to open up the housing market... something the real estate industry and potential home buyers and sellers have been waiting for, following three years of stagnation."

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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

FACEBOOK GROUP - Share Market Information

PRICE RANGE	# AVAILABLE
\$0 - \$199,999	398
\$200,000 - \$399,999	2,475
\$400,000 - \$599,999	2,991
\$600,000 - \$799,999	1,075
\$800,000 - \$999,999	438
\$1,000,000++	1,042
TOTAL ACTIVE HOMES	8,419
LAS VEGAS NORTH LAS VEGAS HENDERSON	

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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- YOUTUBE CHANNEL

Run Youtube Ads
Focus on people who recently searched for homes on google

SCRIPT

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

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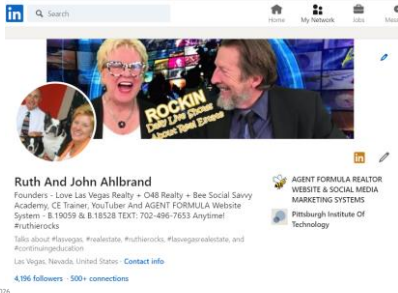
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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- LINKEDIN ---- POST WEEKLY



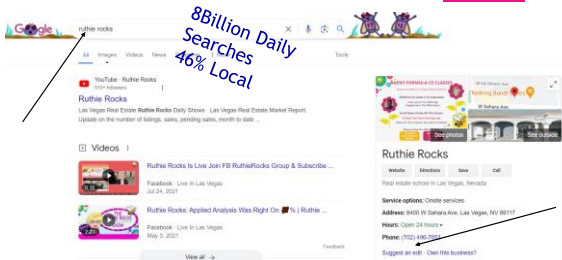
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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

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



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NECESSARY FOUNDATION COLLATERAL FOR MARKETING

WEBSITE - THEJIMMYDAGUE.COM <<< Your Name

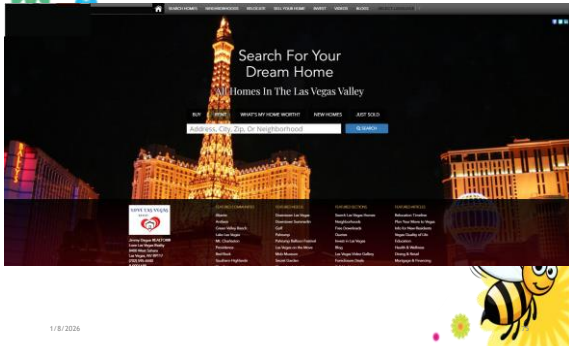
Email Address - jimmy@jimmydague.com



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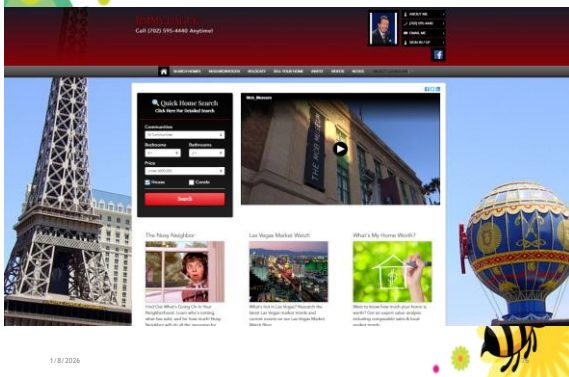
Website - Hub Of Information



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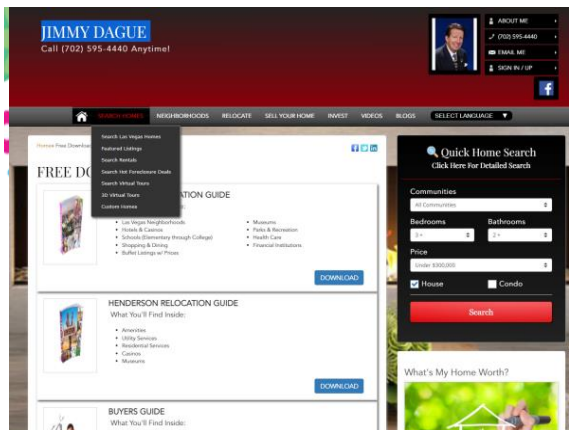
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Website - Hub Of Information



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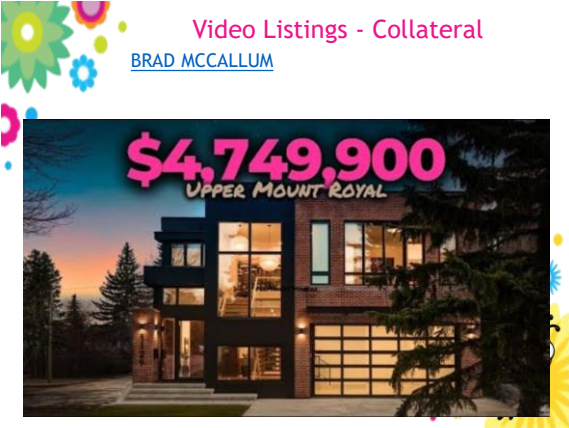
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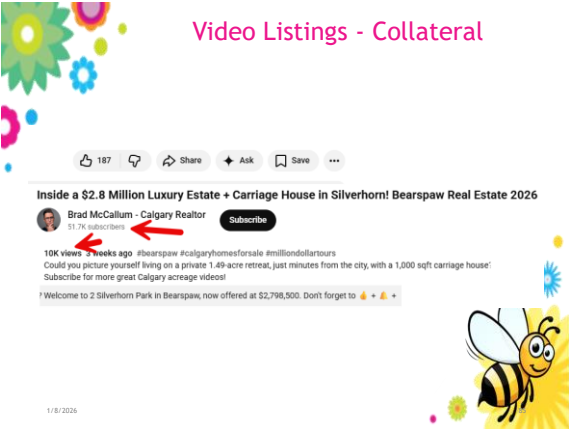
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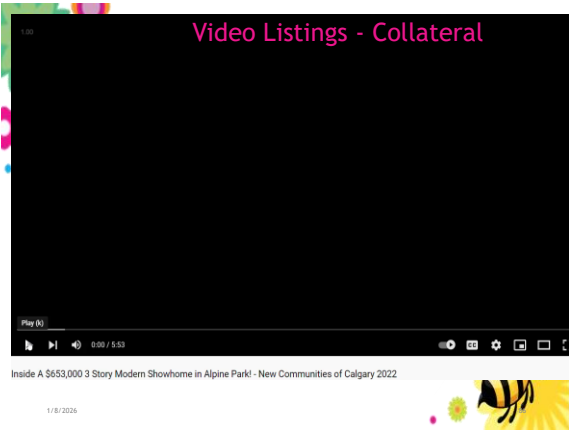
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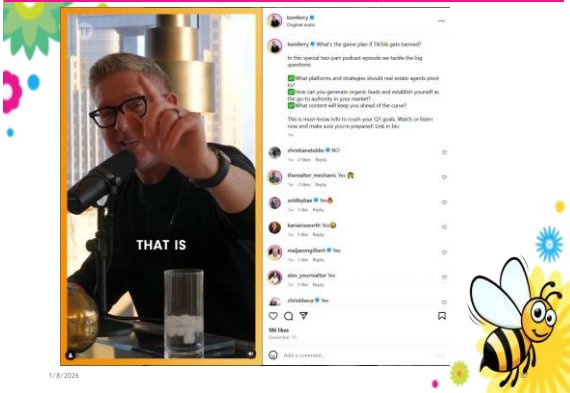


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ARE YOU AFRAID TO SHOOT VIDEOS????????????????????



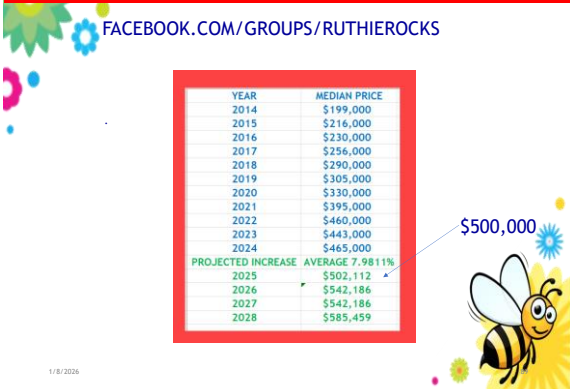
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HANDOUTS / Emails FOR YOUR CONTACTS



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HANDOUTS /Emails FOR YOUR CONTACTS



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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
Feb	2,444	2,375	2,613	2,803	2,674	2,490	3,069	3,469	3,195	2,182	2,422
Mar	3,028	3,233	3,407	3,884	3,873	3,236	3,451	4,717	4,161	2,963	2,876
Apr	3,132	3,263	3,499	3,501	3,531	3,608	2,381	4,515	3,781	2,508	2,924
May	3,364	3,271	3,684	4,267	3,860	4,024	2,063	4,077	3,745	3,025	3,538
Jun	3,205	3,590	3,953	4,434	4,035	3,576	2,895	4,475	3,398	2,957	3,652
Jul	3,242	3,487	3,441	3,752	3,914	3,871	3,984	4,236	2,649	2,652	3,545
Aug	3,054	3,366	3,757	4,000	3,880	3,894	3,547	4,091	2,600	2,673	3,486
Sep	2,905	3,175	3,518	3,540	2,989	3,405	3,952	4,064	2,548	2,378	3,247
Oct	2,893	2,923	3,157	3,403	3,317	3,525	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%

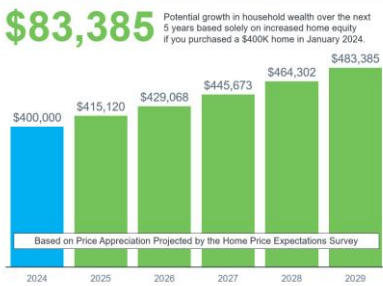
This Chart Shows The Average Number Of Sales Per Year By Month.
The % Of Increase Is How Much Homes Appreciated Year Over Year
The Average Appreciation Over 10 Years Is 7.98%

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).

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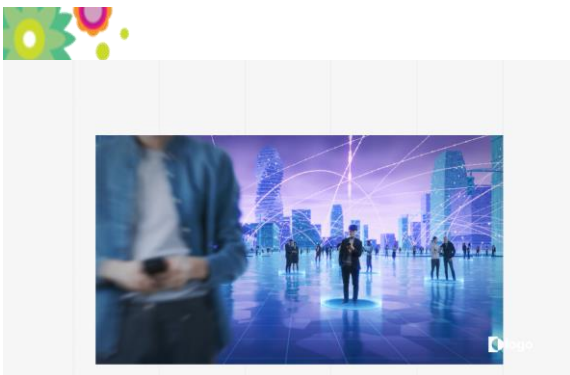
HANDOUTS /Emails FOR YOUR CONTACTS

FACEBOOK.COM/GROUPS/RUTHIEROCKS



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- 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 | Fsbshotsheet.com | Better.com |
| Effectiveagents.com | 55places.com | Mellohome.com |



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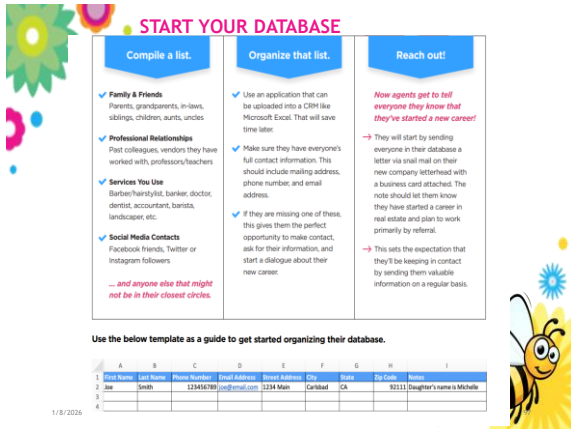
95



2. Contact Everyone In Your DataBase - "EVERYONE"

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START YOUR DATABASE

Compile a list.

- Family & Friends**
Parents, grandparents, in-laws, siblings, children, aunts, uncles
- Professional Relationships**
Past colleagues, vendors they have worked with, professors/teachers
- Services You Use**
Barber/hair stylist, banker, doctor, dentist, accountant, barista, landscaper, etc.
- Social Media Contacts**
Facebook Friends, Twitter or Instagram followers

... and anyone else that might not be in their closest circles.

Organize that list.

- Use an application that can be piloted into a CRM like Microsoft Excel. That will save time later.
- Make sure they have everyone's full contact information. This should include mailing address, phone number, and email address.
- If they are missing one of these, this gives them the perfect opportunity to make contact, ask for their information, and start a dialogue about their new career.

Reach out!

Now agents get to tell everyone they know that they've started a new career!

→ They will start by sending everyone in their database a letter via snail mail on their new company letterhead with a business card attached. The note should let them know they have started a career in real estate and plan to work primarily by referral.

→ This sets the expectation that they'll be keeping in contact by sending them valuable information on a regular basis.

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

1	2	3	4	5	6	7	8	9	10
First Name	Last Name	Phone Number	Email Address	Street Address	City	State	Zip Code	Notes	
Jane	Smith	123456789	jane@email.com	1234 Main	Carlsbad	CA	92011	Daughter's name is Michelle	

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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?

AGENT

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Organize Your DataBase

Source Examples:

- Farm
Open Houses, Past Clients, Agents,
Renters, Investors, Buyers, Sellers, Non-
Owners, 2 Story, 8+Years, Just Married,
Expired, Default, Social Media, etc.



99

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”



100

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



101

Build Your Community With Constant Communication

DOOR KNOCKING WITH A SIMPLE TWIST

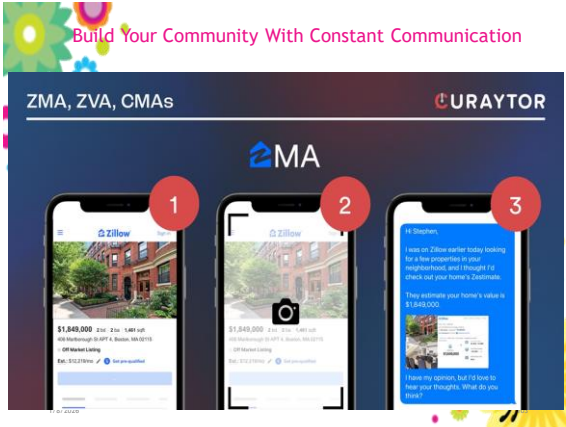


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Build Your Community With Constant Communication



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

• Tom Ferry Survey RESULTS! 

- 181 Text Messages (Over 4 weeks= 9 daily)
- 144 Responses
- 44 People Raised Their Hand
- 38 CMA's Created
- 12 Sellers To Nurture (1-2 Years Out)
- 3 Listings (2 will buy)
- 2 Clients Pre-Approved To Buy Investment

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Build Your Community With Constant Communication

Need a Listing?? Then send some ZMA's. I used PROPSTREAM to scrub my area 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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Build Your Community With Constant Communication

ZMA, ZVA, CMAs

1/8/2026

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Build Your Community With Constant Communication

ZMA, ZVA, CMAs

Process

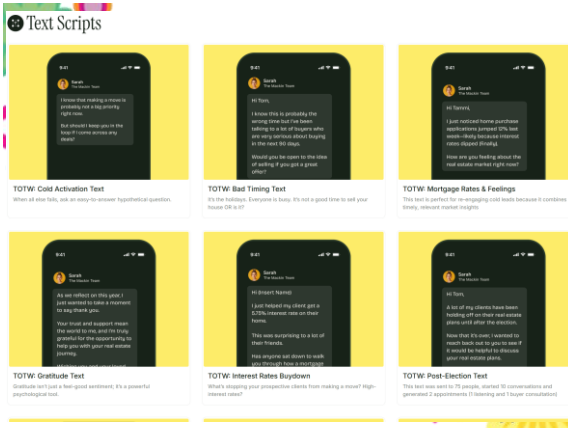
- ☒ Print out 100 of these a week
- ☒ Drop off 20 per day.
- ☒ Follow up with a phone call

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

REMINE OR PROPSTREAM

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Post / Email / Text A Marketing Video



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109



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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

111

Items Of Value To Snail Mail & Email

Relocating? I've got you!

25.6 million Americans moved in 2022

Want to Buy? Want to Sell?

A Buyer's Agent:

- ✓ Only represents the buyer.
- ✓ Shows sellers you are serious about buying.
- ✓ Helps negotiate the best price.
- ✓ Is an expert on the local area - taxes, schools, etc.
- ✓ Identifies problems and finds solutions.
- ✓ Recommends other trusted professionals.

A Listing Agent:

- ✓ Researches comparable listed properties.
- ✓ Provides a market marketing strategy.
- ✓ Recommends needed improvements or repairs.
- ✓ Coordinates showings between seller and agents.
- ✓ Negotiates the terms to help you get the highest price.
- ✓ Ensures closing goes smoothly and on time.

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Items Of Value To Snail Mail & Email

DEBT REDUCTION

Pay more on the card with the highest interest rate. Once paid off, add that payment amount to the payment you'd have made on the second highest interest rate card. Once this second card is paid off, add that amount to the payment on the third card, etc., until all credit card balances are paid off.

ADDITIONAL PAYMENT OF \$240

Card #	Balance	Interest	Minimum	Additional	Total
Card #1	\$1,000	21.75%	\$15	\$3,240	\$3,355
Card #2	\$1,000	17.99%	\$15		\$1,015
Card #3	\$1,000	11.99%	\$15		\$1,015

ADDITIONAL PAYMENT OF \$240

Card #	Balance	Interest	Minimum	Additional	Total
Card #1	\$0				\$0
Card #2	\$1,000	21.75%	\$15	\$3,240	\$3,355
Card #3	\$1,000	17.99%	\$15		\$1,015

ADDITIONAL PAYMENT OF \$240

Card #	Balance	Interest	Minimum	Additional	Total
Card #1	\$0				\$0
Card #2	\$0				\$0
Card #3	\$1,000	11.99%	\$15	\$3,240	\$3,355

CREDIT CARD DEBT IS ELIMINATED

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Circle Prospecting

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

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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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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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3. Expires

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3. Expires Tip

Most Listings Expire the end of June and the end of December. **1506 Expires as of January 8, 2026**

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3. Expires Tip

What Could Be Your Tip - Create A Short Video. Introduce You!

1/8/2026



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CALL SCRIPT

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

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

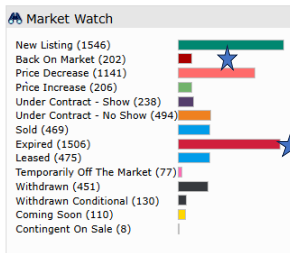
- And the market changes. I know how people live and work.... I mean ... has your lifestyle changed at all? Now we have inflation to consider too. And Millennials are now 43% of the buyers. Crazy ... Right?

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



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Expired Listings

Carolyn Young, a 24 year veteran earning \$400K to \$500K annually went to **EDGE**. She Heard about new lead pillars and chose to pursue expireds.


No cost and these people want to move

122 APPOINTMENTS

\$625,000 IN NEW COMMISSIONS

115 LISTINGS

63 SOLD



122



4. Non-Owner Occupieds

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HOME OWNER STATISTICS

What Percentage Of American Housing Is Owner Occupied?

58.4 percent of total housing units in the U.S. are owner-occupied.

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1. Pull The List

2. Add To DataBase

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



125



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

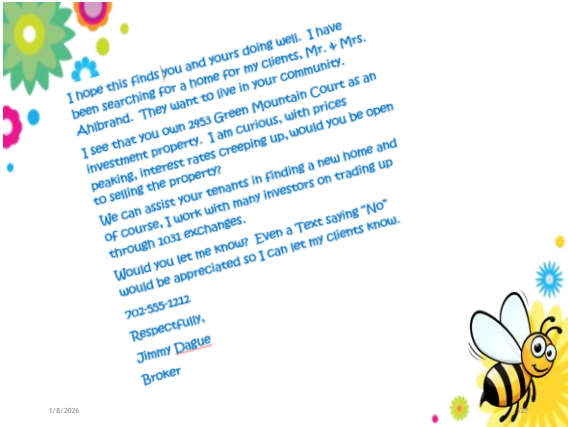
2. Make The Calls

3. DM On Social



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

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

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

702-555-1212
Respectfully,
Jimmy Dague
Broker

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Call Them!!

Hello Ruthie, Jimmy here, I sent you a letter about your property on 2453 Green Mountaindid 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?

1/8/2026

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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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2
**New Residents
Moving In
Per Hour**



130

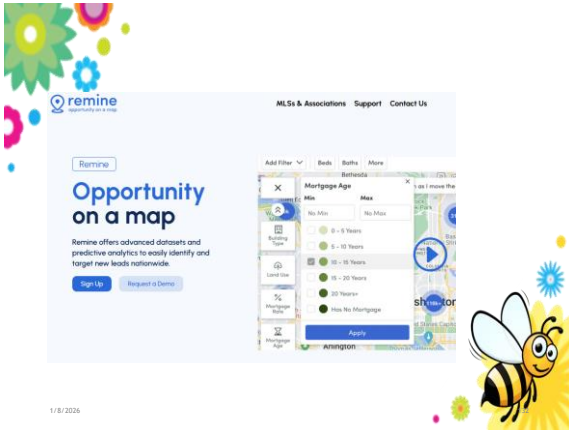


5. Ready To Downsize

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6. Agent To Agent



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

Howmoneywalks.com



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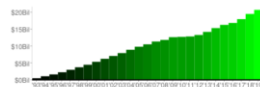


Clark County (NV)

Gained \$21.60 billion in annual AGI*

Wealth Migration 1992-2016

\$4,297 of adjusted gross income gained in the last 1 minute and 53 seconds.



Gained Wealth From:

\$4.19 billion Los Angeles County, CA
 \$1.56 billion Orange County, CA
 \$878.52 million San Diego County, CA
 \$786.86 million Cook County, IL
 \$746.26 million Santa Clara County, CA

Lost Wealth To:

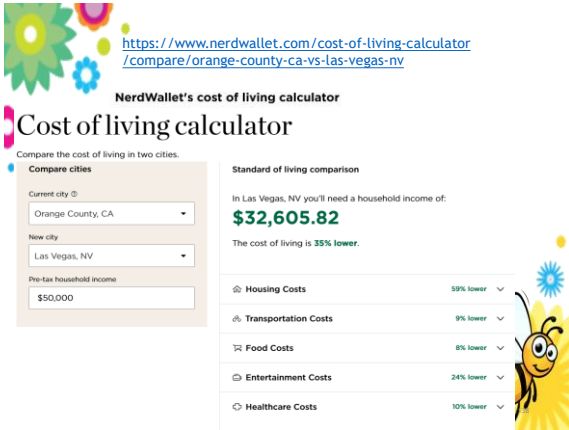
\$338.90 million Nye County, NV
 \$101.54 million Travis County, TX
 \$100.74 million Washington County, UT
 \$81.00 million St. Johns County, FL
 \$63.29 million Monterey County, CA

<https://www.howmoneywalks.com/irs-tax-migration/>

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

NerdWallet's cost of living calculator

Compare the cost of living in two cities.

Compare cities

Current city:

New city:

Pre-tax household income:

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**.

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

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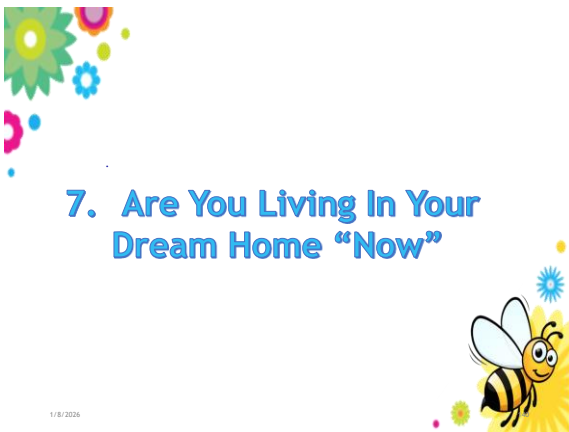


Share With These Agents

**Send List Of Your Referral Agents
To Build Your Own EcoSystem**

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7. Are You Living In Your Dream Home "Now"

1/8/2026

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REMINE

1. Pull The List 
- Owned For 7-19 Years  - 
- Owner Occupied   
2. Add To DataBase Under Dream
3. Send Monthly Mailers  

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Use Sly Broadcast

Send a pre-recorded voicemail
to the neighborhood

Optimal Time Is Between 4-6 PM



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

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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 - TikTok



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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: Video / Share A Quick Moving Tip On FB, Insta, and LINKEDIN
 Reshare A Post From FB/LINKEDIN

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

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

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



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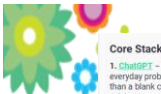



Always Wake Up With A Smile Knowing That You Are Going To Have Fun Accomplishing What Others Are Too Afraid To Do!




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Core Stack (Tools I Rely On)

1. **ChatGPT** – Still my default for thinking things through, writing, voice dictation, and everyday problem-solving. Projects and custom GPTs make it far more useful and nuanced than a blank chat window. Plus its built-in App Store to connect tools like Mailchimp and Adobe.
2. **Claude** – When I'm working with data, creating files like docs or spreadsheets, or writing code (e.g., HTML for email campaigns like this), this is where I go to get it done intelligently.
3. **Gemini** – Nano Banana Pro for image and graphic design, plus Veo 3.1 for short video generation, are top-tier. It rivals ChatGPT for general use and is built into Google's ecosystem of apps.
4. **Perplexity** – My go-to for deep research. And its Tasks feature lets you run recurring research automatically—similar to Google Alerts, but smarter.
5. **Canva** – Still the fastest way to produce real design assets like slides or social graphics. Its AI editing capabilities are super solid.
6. **CapCut** – The video editor I use most often. It adds (useful) AI assistance without taking control away from you.
7. **Descript** – Especially strong for subtitles and AI-assisted edits. I use it alongside CapCut, not instead of it.
8. **Comet** – Perplexity's agentic browser. "Agentic" here means you can give it instructions and it will actually control the browser for you—clicking, navigating, and completing tasks on your behalf.
9. **Integ** – Not beginner-friendly, but extremely powerful. This is how you build real automation inside your business—connecting systems and bringing your marketing and operations to life without manual work.
10. **Coze AI Agents** – Much easier than n8n. You give an agent clear instructions (a prompt), and it handles the steps across your apps without you building every step manually. Copilot (built in) can configure the agent for you.




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11. **NotepadLM** – Excellent for learning. You feed it your sources (links or pasted text), and it steps grounded in that material while creating summaries you can chat with, podcast-style audio overviews, infographics, or reports.
12. **ElevenLabs** – The best voice cloning I've used. The "Pro" clone is worth it if you're podcasting or recording voiceovers for videos.
13. **Iyenti** – The closest thing I've seen to a usable video avatar of yourself, especially when paired with audio from ElevenLabs.




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Worth Testing (Useful, Not Essential)

14. **Otter.ai** – Helps you monitor and improve how you appear inside AI-driven search and answer engines.
15. **MaryChat** – Still the best tool for Instagram DMs. The addition of AI lets conversations go deeper and feel more natural, instead of being limited to prewritten scripts.
16. **Buzzsight** – A strong video editor with the best transcription-based editing I've seen. You can edit video by editing the text.
17. **Sora** – OpenAI's video-focused social platform. Early and imperfect, but interesting for experimenting with short-form video.
18. **Atlas** – OpenAI's contender in agentic browsing. Chromium-based, but not as capable as Cornet in my experience.
19. **Gamma** – A fast way to create slide presentations, though I still default to Canva or Gemini for most production work.
20. **Lovable** – Part of the "vibe coding" category. You describe what you want, and it builds websites or simple apps without needing to code.
21. **Luma Labs** – Quality video generation, but what really stands out is Interactive Scenes, which let you turn a video you record (like walking around a home) into an explorable 3D model you can embed or export.
22. **Higgsfield** – A creator-friendly video platform with guided options and presets for trending social videos, instead of starting from a blank prompt.
23. **BurnsML** – Known for realistic video generation and the ability to keep the same character consistent across multiple scenes.
24. **AIJit** – A small physical recorder you bring to meetings. It records conversations and uses AI afterward to summarize, analyze, and help you remember what was said and promised.
25. **Artlist.io** – Longtime source for music and b-roll, now also lets you generate video using top AI models like VEO, Sora, and Kling.
26. **Whisperfire** – A dictation app that lets you speak out loud and have your words appear directly inside any app on your computer.

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

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

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COMPETING FOR CUSTOMER TIME, ATTENTION, AND MONEY

THE EXPERIENCE ECONOMY

**B. Joseph Pine II
James H. Gilmore**


HARVARD BUSINESS REVIEW PRESS

1/8/2026

How Much Admission Would Someone Pay To See Your Listing Presentation or Buyers Presentation.

Listen To This Book.

Work Is a Theater & Every Business a Stage



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Part III

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



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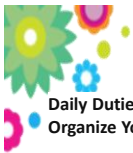


MY SCHEDULING MODEL



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Daily Duties

Organize Your Day: DAILY TASKS

- 5am – 7am – time for you
Work out, meditate, walk the dog, breakfast, coffee, etc
- 7am – 8am
Respond to texts, emails, and phone calls



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Daily Duties

Organize Your Day: DAILY TASKS

8am – 9am

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

9am – 11am

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

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Daily Duties

Organize Your Day:

10am - Noon

Coordinate appointments, showings, open houses, and meetings
- *Try not to interfere with your morning routine.*

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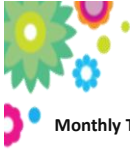
Weekly Tasks

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

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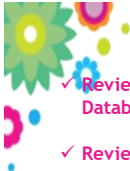
Monthly Tasks

- [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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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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HOW TO WIN THE DAY



WIN THE DAY

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

WIN THE WEEK

- ☐ Grab coffee with a favorite client
- ☐ Host at least 1 business-to-business lunch
- ☐ Average at least 7 Pop-By's

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 allreport on the 15th of the month
- ☐ Host 1 business networking meeting

5/5/5/5 Daily Social Media

REMEMBER

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

WIN THE YEAR

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

7,300 Social Media Connections

163

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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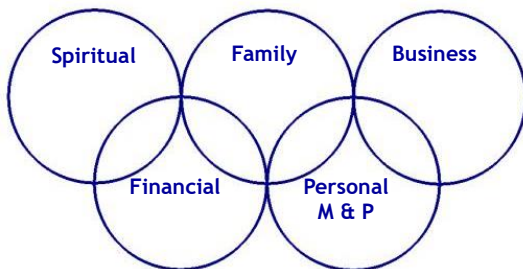
The TWO MAIN
Questions...

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



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THE 5 CIRCLES = INTEGRITY!

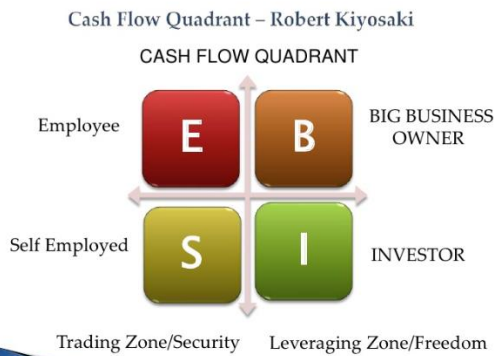


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RECOGNIZING THE RULE OF THREE! HUMAN NATURE?

Energy Management
Time Management
Results Management

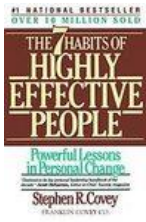




***“You can spend your life any way you want,
but you can only spend it once.”***
Dwight Thompson



THE BEST BUSINESS BOOK



Habit 2 –

“Begin with the end in mind.”

The Tombstone exercise...

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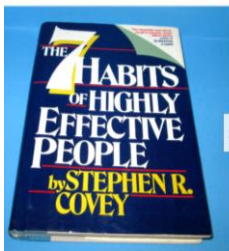
THE SINGLE MOST *FOUNDATIONAL*

•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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WHAT'S IT WORTH TO YOU?



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

★★★★★ 23 product ratings

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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 Murky

Foreword by John Ortberg

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DISCOVER VIDEO NEWSLETTERS

BIG THINK

history history history history history history history

Listen to this article

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

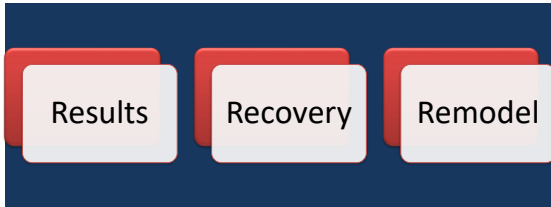
The quote is most likely due to writer and philosopher George Santayana, and in its original form it read, "Those who cannot remember the past are condemned to repeat it."

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!



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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!

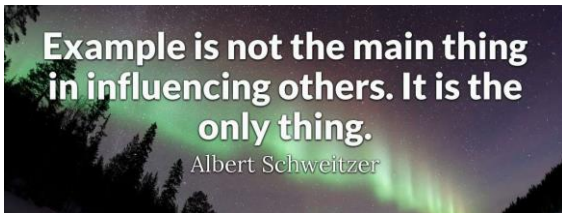
YOU

are NOT **GOD**

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

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Jimmy's Schedule

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

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Jimmy's Schedule

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

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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

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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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The Law

of Comparative Values...

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

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Jimmy's Schedule

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

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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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Results Activities P. P. F.U.

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

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Results Activities

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

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**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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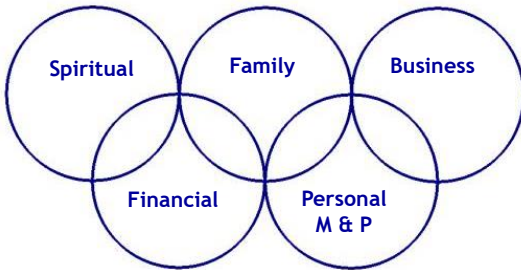
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Leads first (most perishable!)
 Who sent them?
 Current Customers
 Current Clients
 Is there a *double end* there?



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BOOK LIST -

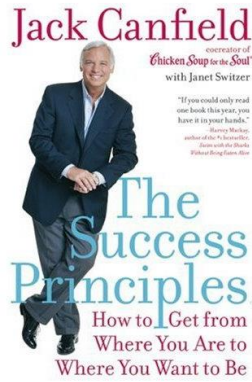
- Think And Grow Rich - Napoleon Hill
- The Greatest Salesman In The World - Og Mandino
- The Magic Of Thinking Big - David J. Swartz
- The Little Gold Book Of YES!! Attitude - Jeffrey Gitomer
- The Starbuck's Experience - Joseph A. Michelli
- Pour Your Heart Into It - Howard Schultz (Starbucks)
- Who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

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BOOK LIST -

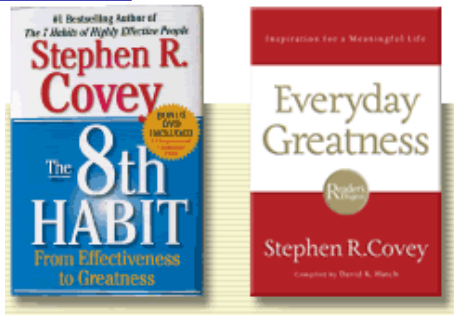


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BOOK LIST -

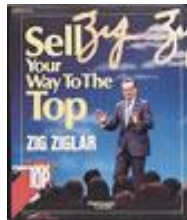


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BOOK LIST -



[Sell Your Way to the Top](#)

- 4 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!

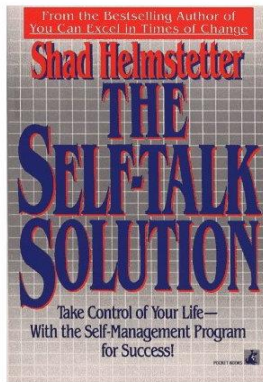
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BOOK LIST -

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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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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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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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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