



1

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

2



Learning Objectives -

- 1) Collateral For A “Business Plan”
 - a) Mindset
 - b) Create Your Business Structure
 - c) Identify Personal Finances
 - d) Create Your Goals

3



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

4



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!



6



Kickstart 2026

- **Mindset**
- **Methodology**
- **Motivation**
- **Execution**



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7

MINDSET

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

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9

9

Howard Hill - Archer?

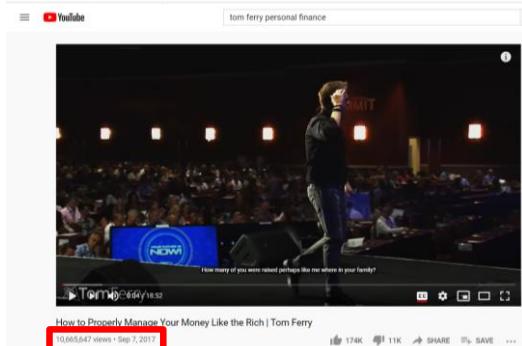


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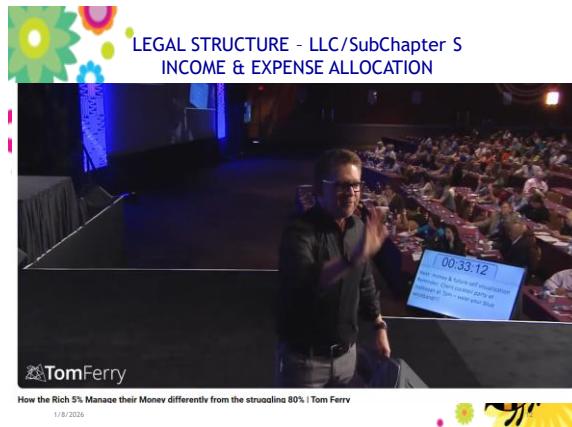
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10

How many “Views” as of Dec. 2020?



11



12



13



BUSINESS STRUCTURE & COMPONENTS



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14



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15



Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting, Contacting, Action Items That Generate Prospects



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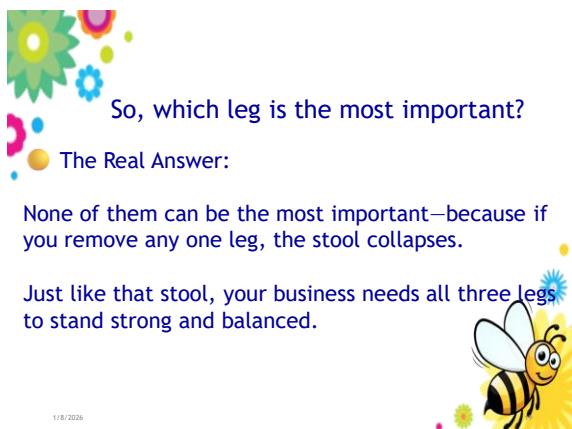
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17



18



19



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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20



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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21



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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22



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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23



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24

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 Needs you can do nothing about now.	B Needs you can do something about now.	C Wants.

10%



25



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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26



Before We Start To Set Our Financial Goals

We Need To Know...

“What Is Our Market”



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27



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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28



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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29



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



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30



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 - 11:00 A.M. PT



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31



BUSINESS - TARGET AND GOALS

10 Days

30 Days

90 days

1 Year

5 Years

10 Years

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32



Goals
MY 10-DAY GOALS

By _____ I will...

Spiritual:

Family:

Business:

Financial:

Personal:

PRINTABLE VERSION OF THIS FORM



33



Goals
MY 90-DAY GOALS

By _____ I will...

Spiritual:

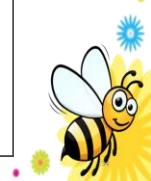
Family:

Business:

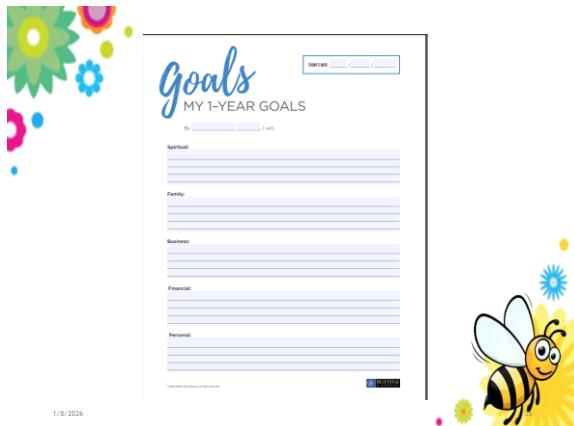
Financial:

Personal:

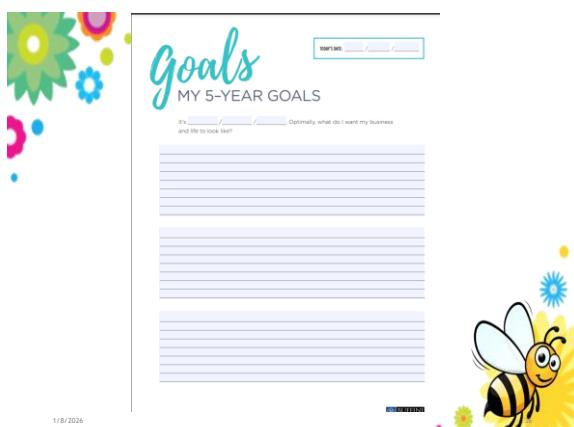
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34



35



36



37



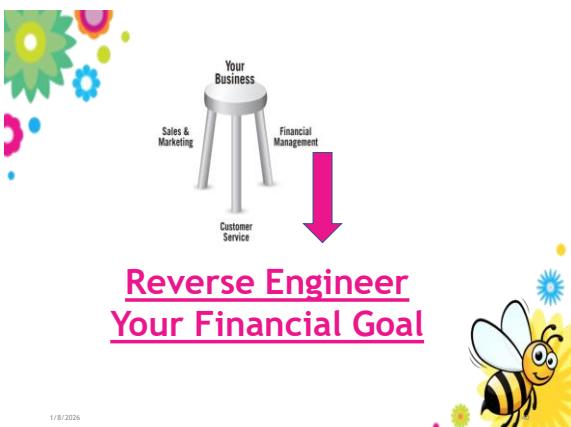
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38



1/8/2026

39



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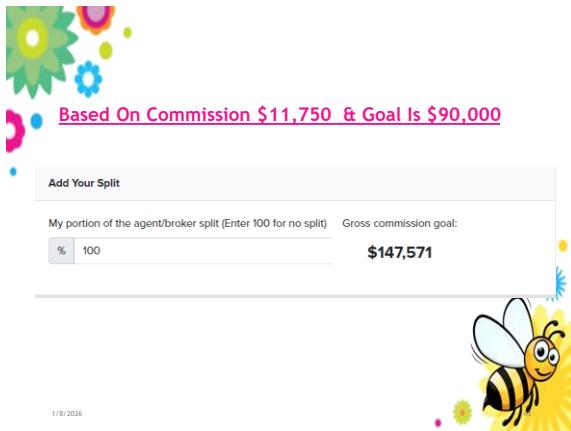
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41



42



43

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

Calculate Sales Volume

My average sales price/loan amount (last 12 months) Gross sales volume needed: **\$5,902,857**

My average commission % Or

12 Transactions - 1 Per Month

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44

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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45

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

Now - How Do You Reach Your Financial Goal?

Referral Ratios

Contacts needed to generate 1 referral Referrals needed to get 1 close

Activity Goals

Referrals needed per month: **3.14** Contacts needed per month: **62.80**



46



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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47



TRANSACTION FORMULA TO ACHIEVE GOALS

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



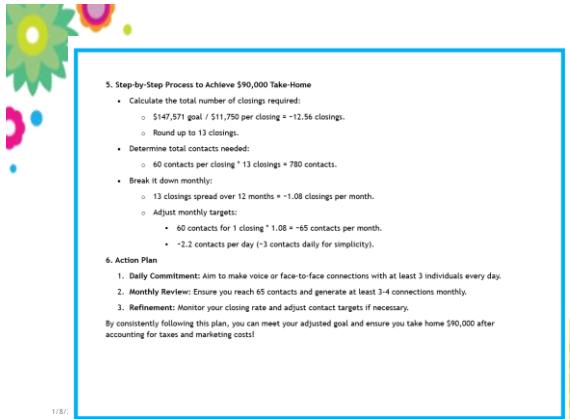
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48

Understanding the Calculations: How to Achieve Your \$90,000 Goal	
1. Overview of the Goal	<ul style="list-style-type: none">Goal: Take home \$90,000 in income.Required Income: \$128,571 (factoring in taxes and deductions).Commission per closing: \$11,750.
2. Key Ratios and Metrics	<ul style="list-style-type: none">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).
3. Monthly and Daily Targets	<ul style="list-style-type: none">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).
4. Marketing Costs	<ul style="list-style-type: none">Annual Marketing Costs: \$19,000.Adjusted Goal: Include marketing costs in total income requirement.<ul style="list-style-type: none">Required income = $\\$128,571 + \\$19,000 = \\$147,571$.



49



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).

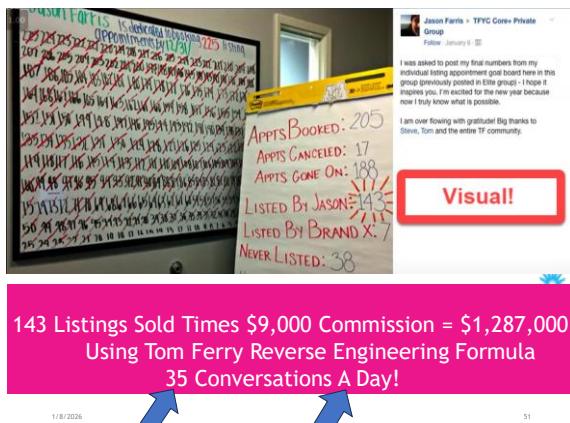
6. Action Plan

1. Daily Commitment: Aim to make voice or face-to-face connections with at least 3 individuals every day.
2. Monthly Review: Ensure you reach 65 contacts and generate at least 3-4 connections monthly.
3. 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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50



Visual!

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

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51



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

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52



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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53



Part II

Strategies & Systems



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54



Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting Contacting, Action Items That Generate Prospects

Aspects



1



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.



56



NECESSARY COLLATERAL FOR MARKETING



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57



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
- TikToc



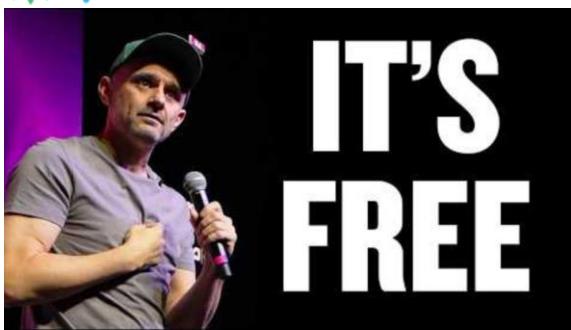
We live on our phones... so do your clients.

58



NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name



59

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms And NOW AI Apps

- Brand With Your Name

FACEBOOK BUSINESS PAGE - Boost & Advertise

Live In Las Vegas
50.LasVegasForYou.com • 5.1M reviews • Real Estate Company

Edit Follow

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60

60

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

• FACEBOOK BUSINESS PAGE and SAME ON INSTAGRAM

glenndabaker Following Message ...

2,249 posts 223K followers 2,807 following



Glennda Baker • Atlanta REALTOR

@glenndabaker

| The Most Recognized Face & Voice in Real Estate Video
| Ambassador of the American Dream
| 678.753.3711
| Click link below to work with me!
| links.est/glenndabaker

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61

61

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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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62

62

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name



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63

63

NECESSARY FOUNDATION COLLATERAL FOR MARKETING



1/2

64

Batched 30 Videos
Once a Month
30 - 90 Seconds

Mason Jar -

Client Questions

64

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Adasa Payton, Okyere, and 273 others

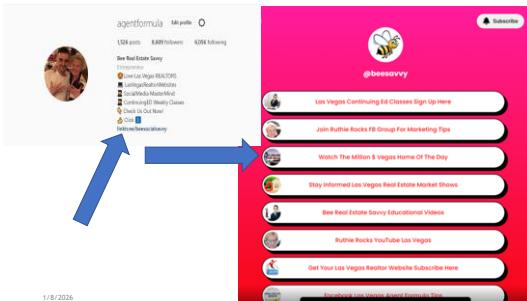
25 comments 5 shares 11K views

ents 5 shares 111

65

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

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



66

Use Instagram Story Polls To Engage Potential Clients

Free &
Easy Poll!



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

67

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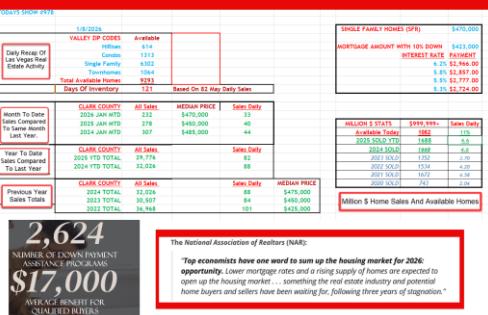
Social Media Platforms - Branded With Your Name
 • FACEBOOK GROUP - Create One For Your Farm Area



68

NECESSARY FOUNDATION COLLATERAL FOR MARKETING
FACEBOOK GROUP - Share Market Information

2026 Las Vegas Market Stats January 8, 2026



69

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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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70

70

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Social Media Platforms - Branded With Your Name
• YOUTUBE CHANNEL



Run Youtube Ads

Focus on people who recently searched for homes on google



"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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71

71

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- **LINKEDIN** ---- POST WEEKLY

Ruth And John Ahlbrand
 Founders - Love Las Vegas Realty + C48 Realty + Bee Social Savvy Academy, CE Trainer, YouTube And AGENT FORMULA Website System - B.19059 & B.18528 TEXT: 702-496-7653 Anytime!
 ruth@ruthahlbrand.com
 Ruthie Rocks, #realteateam, #lessegerealestate, and
 Acronymsgatededucation
 Las Vegas, Nevada, United States - [Contact info](#)
 4,196 followers · 500+ connections

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72

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

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

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

8Billion Daily Searches 46% Local

Ruthie Rocks
 Real estate school in Las Vegas, Nevada
 Service option: Online services
 Address: 4401 W Sahara Ave, Las Vegas, NV 89117
 Hours: Open 24 hours
 Phone: (702) 455-7000
 Suggest an edit · Own this business?

View all →

1/8/2026 73

73



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WEBSITE - THEJIMMYDAGUE.COM <<< Your Name

Email Address - jimmy@jimmydague.com



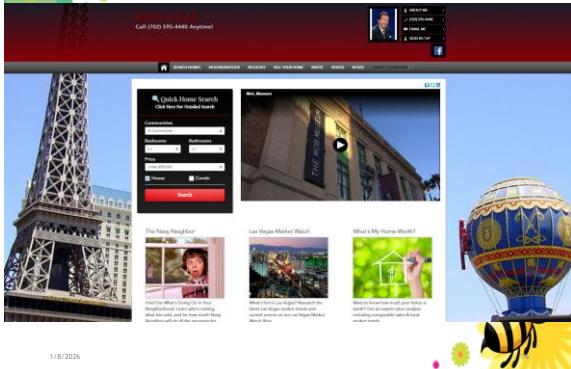
74

Website - Hub Of Information

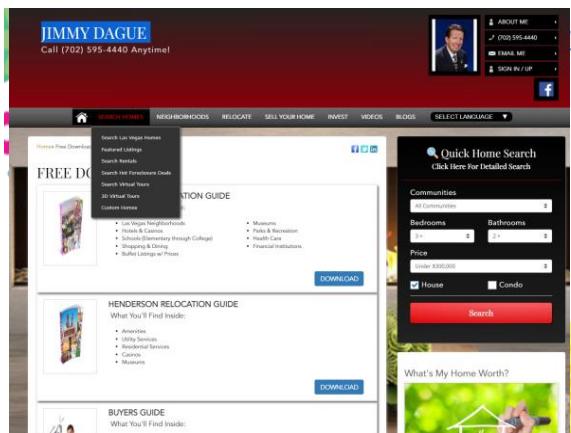


75

Website - Hub Of Information



76



77

78

Website - Hub Of Information

79

80

Website - Hub Of Information

81

Website - Hub Of Information

DAILY BLOGS

AND MONTHLY MARKET WATCH BLOGS

82

83



Video Listings - Collateral

[BRAD MCCALLUM](#)



84



Video Listings - Collateral

[187](#) [Share](#) [Ask](#) [Save](#) [...](#)

Inside a \$2.8 Million Luxury Estate + Carriage House in Silverhorn! Bearspaw Real Estate 2026

 Brad McCallum - Calgary Realtor [Subscribe](#)

31,700 subscribers



10K views 3 weeks ago #bearspaw #calgaryhomesforsale #milliondollarhous

Could you picture yourself living on a private 1.49-acre retreat, just minutes from the city, with a 1,000 sqft carriage house?

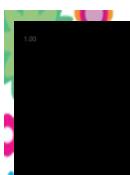
Subscribe for more great Calgary acreage videos!

* Welcome to 2 Silverhorn Park in Bearspaw, now offered at \$2,798,500. Don't forget to   



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85



Video Listings - Collateral



Inside A \$653,000 3 Story Modern Showhome in Alpine Park! - New Communities of Calgary 2022



86

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



teffery Origami Real Estate

teffery What's the game plan if TikTok gets banned?

In this special two-part podcast episode we tackle the big questions:

- What platforms and strategies should real estate agents post on?
- How can you generate organic leads and establish yourself as a thought leader in your local market?
- What content will keep you ahead of the curve?

This is must-listen info to crush your Q1 goals. Watch or listen now and make sure you're prepared. Link in bio.

shantaramable No

shantaramable 10 likes, 1 reply

theremeter_mechanic Yes

theremeter_mechanic 10 likes, 1 reply

adityaph No

adityaph 10 likes, 1 reply

reidjewell Yes

reidjewell 10 likes, 1 reply

alex_prairie Yes

alex_prairie 10 likes, 1 reply

chelseah Yes

chelseah 10 likes, 1 reply

100 likes

Add a comment...

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87

HANDOUTS / Emails FOR YOUR CONTACTS

The Magic of Owning a Home

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

- The average homeowner has 4 times the net worth of a renter.
- Buying a home is 12% cheaper than renting in the United States.
- Homeowners can often deduct property taxes, mortgage interest and home improvement costs from their taxes.
- 70% of non-homeowners in the United States consider buying a home to be part of their American Dream, and 70% plan to buy a home eventually.
- Buying a home is a risk-passed on to an individual's household.
- Homeownership leads to more engaged communities, since a homeowner is a more permanent member of the community.
- Kids of homeowners tend to do better in school, helping them make more money as adults and own homes of their own.
- Homeownership contributes to overall economic growth, making up nearly 18% of the economy.

Source: Federal Reserve Survey of Consumer Finance 2000-2008, Joint Center for Housing Studies of Harvard University, National Association of Home Builders, Homeowner Attitudes Survey 2009-2010.

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88

HANDOUTS /Emails FOR YOUR CONTACTS

FACEBOOK.COM/GROUPS/RUTHIEROCKS

YEAR	MEDIAN PRICE
2014	\$199,000
2015	\$216,000
2016	\$230,000
2017	\$230,000
2018	\$280,000
2019	\$305,000
2020	\$330,000
2021	\$395,000
2022	\$460,000
2023	\$443,000
2024	\$465,000
PROJECTED INCREASE AVERAGE 7.98% ^{11%}	
2025	\$502,112
2026	\$542,186
2027	\$542,186
2028	\$585,459



89

HANDOUTS /Emails FOR YOUR CONTACTS

Month	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 AVERAGE
Jan	2,502	2,201	2,296	2,667	2,784	2,292	2,860	3,251	3,125	1,712	1,949
Feb	2,444	2,379	2,613	3,007	2,657	2,494	2,969	3,446	3,195	2,422	2,776
Mar	3,020	2,233	2,407	3,084	3,473	3,236	3,491	4,717	4,151	2,963	2,796
Apr	3,132	3,263	3,495	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	4,454	4,035	3,576	2,895	4,475	3,398	3,297	3,652
Jul	3,242	3,687	3,771	3,914	3,814	3,687	3,963	4,247	3,667	2,652	3,549
Aug	3,254	3,364	3,757	4,000	3,880	3,694	3,547	4,091	3,600	2,773	3,484
Sep	2,905	3,175	3,518	3,540	2,989	3,405	3,992	4,064	2,548	2,737	3,247
Oct	2,893	2,923	3,157	3,603	3,317	3,535	3,922	3,863	2,184	2,184	3,158
Nov	2,418	2,376	3,151	3,165	2,838	2,934	3,736	4,120	1,986	1,899	2,865
Dec	2,666	3,167	3,380	3,173	2,649	3,200	4,089	3,964	1,931	1,869	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%	4.7313%	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).

90

HANDOUTS /Emails FOR YOUR CONTACTS

FACEBOOK.COM/GROUPS/RUTHIEROCKS



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91



92



- 1. Join 24 Referral Sites
- 2. Contact Everyone In Your DataBase - "EVERYONE"
- 3. Work Expireds



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93



- 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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94



- 1. Join 24 Referral Sites

Agentmachine.com	Agentpronto.com
Fastexpert.com	Sold.com
Homegain.com	Homelight.com
Expertagents.com	Hungryagent.com
Upnest.com	MLSonline.com
Fizber.com	Homes.com
Estateley.com	123homekeys.com
Movoto.com	Fsbohotsheet.com
Effectiveagents.com	55places.com

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



1/8/2026

95



2. Contact Everyone In Your DataBase - “EVERYONE”

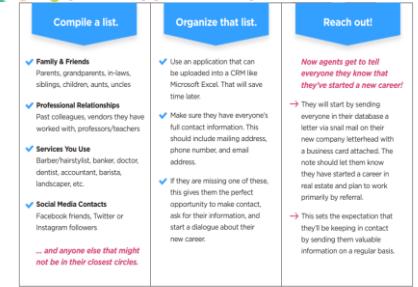


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96



START YOUR DATABASE



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



97



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 needs of the business. [Page 222](#)

Why?



5

98



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

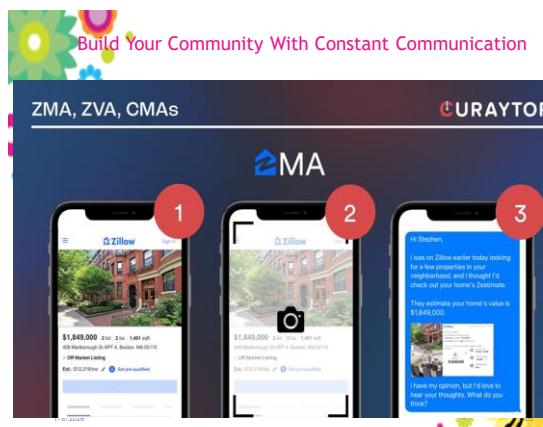
DOOR KNOCKING WITH A SIMPLE TWIST



1/8/2026

102

102



103



1/8/2026

104

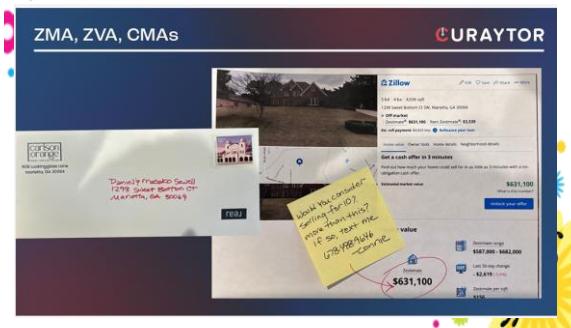
Build Your Community With Constant Communication

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.

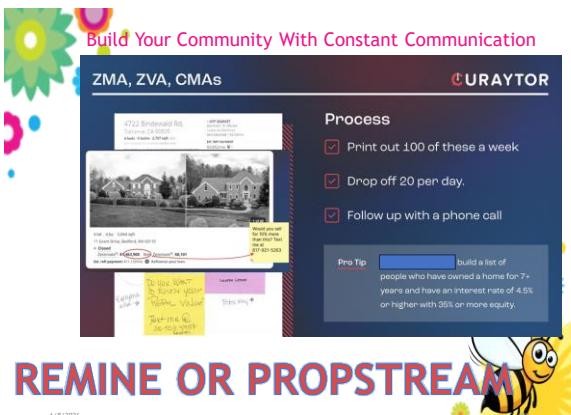


105

Build Your Community With Constant Communication



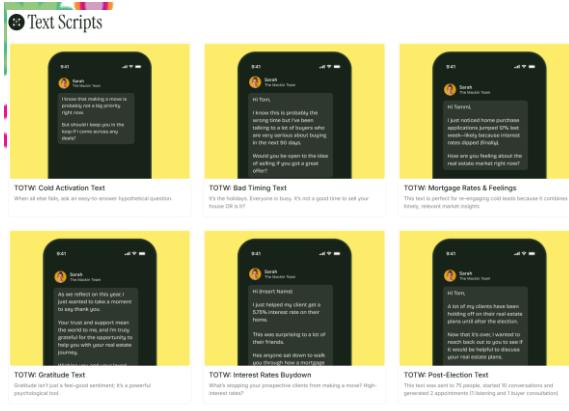
106



REMINING OR PROPSTREAM

1/8/2026

107



108

Post / Email / Text A Marketing Video



1/8/2026

109

109



110

Contact Past Clients From 2-5 Years Ago

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

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

867-5309

111

112

113



Circle Prospecting

- Is A Proven Process That Can Grow Your Database By Finding 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.



1/8/2026

114



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.



1/8/2026

115



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**.



1/8/2026

116



3. Expireds



1/8/2026

117



3. Expireds Tip

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



1/8/2026

118



3. Expireds Tip

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



1/8/2026

119



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?

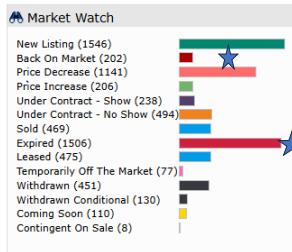
- And the market changes. I know how people live and work.... I mean ... has your lifestyle changed at all? Now we have inflation to consider too. And Millennials are now 43% of the buyers. Crazy ... Right?

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?



1/8/2026

120



1/8/2026

121

121



122



4. Non-Owner Occupieds



1/8/2026

123



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.

1/8/2026

124



1. Pull The List
2. Add To DataBase
3. Send The Mailers ToPrimary Residence



125



126



127



128

Non Occupieds & 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

129



2 New Residents Moving In Per Hour



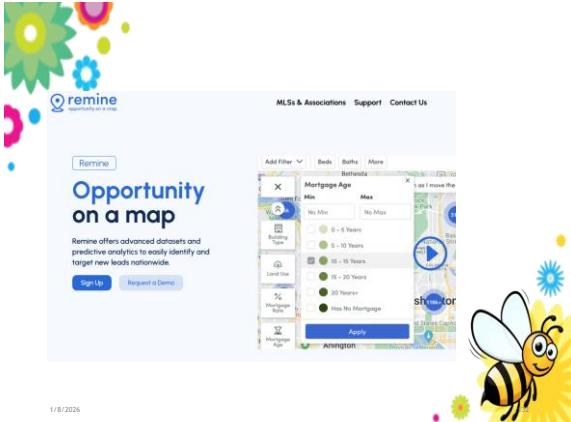
130



5. Ready To Downsize



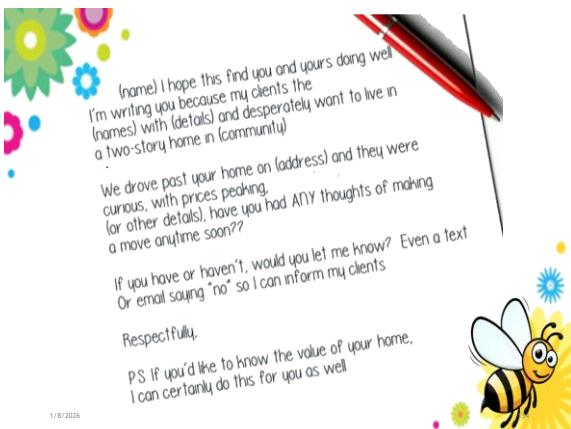
131



132



133



134



6. Agent To Agent



1/8/2026

135



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

Howmoneywalks.com



1/8/2026

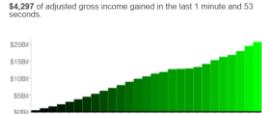
136



Clark County (NV) Gained \$21.60 billion in annual AGI*

Wealth Migration 1992-2019

population mode



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
\$740.26 million Santa Clara County, CA

Lost Wealth To:

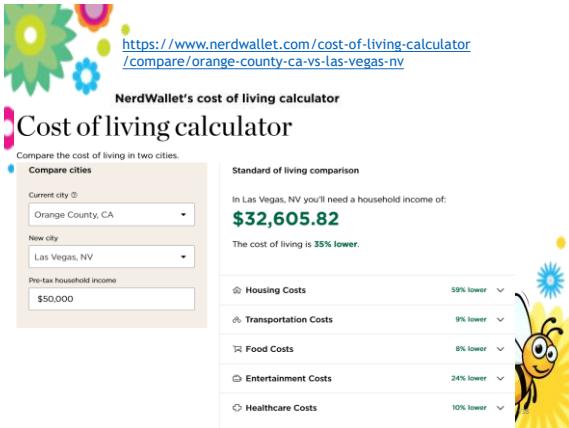
\$336.90 million Nye County, NV
\$101.54 million Travis County, TX
\$100.74 million Washington County, UT
\$81.00 million St. Johns County, FL
\$63.29 million Monterey County, CA

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



1/8/2026

137



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

NerdWallet's cost of living calculator

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**.

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



138



Share With These Agents

Send List Of Your Referral Agents
To Build Your Own EcoSystem



1/8/2026

139



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



1/8/2026

140



REMINES

1. Pull The List



Owned For 7-19 Years ① - ⑯

Owner Occupied



2. Add To DataBase Under Dream

3. Send Monthly Mailers



141



I hope this finds you and yours doing well.
That pandemic certainly has changed how we "view" a home
for some of us.

From stay at home, to work from home + teach from home.
More of my friends and clients are asking me to find them
something new, with a backyard, maybe a pool, room for a
home office, more space.... and many sellers and builders
are offering incentives since interest rates increased.
So, I'm curious, have you had any thoughts of making a
move? If so, I'd love to offer you a Lifestyle consultation
to explore your options.

Interested? Let me know.

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



1/8/2026

142

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!



143



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



1/8/2026

148



Core Stack (Tools I Rely On)

- 1. **ChatGPT** – I had a great mind for thinking things through, writing, voice dictation, and everyday problem-solving. Projects and custom GPTs make it a lot more useful and nuanced than a basic chat window. Plus, it's built-in App Store to connect tools like Mailchimp and Zapier.
- 2. **Snagit** – When I'm working with data, creating files like data 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 image for graphic design, plus Vee 3.1 for short video generation, are top-tier. It rivals ChatGPT for general use and has been into Google's ecosystem of apps.
- 4. **Parrotary** – My go-to for deep research. And its Tasks feature lets you run recurring research automatically via Google Alerts, but smarter.
- 5. **Canva** – The easiest way to produce real design assets like slides or social graphics. All 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. **Captions** – Especially strong for subtitles and AI-assisted edits. I use it alongside CapCut, not instead of it.
- 8. **Comet** – Perplexity's agent browser. 'Agent' 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. **HubSpot** – For beginner brands, it's extremely powerful. This is how you build real brands, needs your business—connecting systems and bringing your marketing and operations to life without manual work.
- 10. **Zapier** – 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.



1/8/2026

150



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



4/18/2026

151

Worth Testing (Useful, Not Essential)

14. [Gitter AI](#) – Helps you monitor and improve how you appear inside AI-driven search and answer engines.

15. [Munchier](#) – Still the best tool for Instagram DMs. The addition of AI lets conversations go deeper and more natural, instead of being limited to prewritten scripts.

16. [Descript](#) – 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 aigent browsing. Chromium-based, but not as capable as Comet in my experience.

19. [Gemini](#) – A fast way to create slide presentations, though I still default to Canva or Gemini for most production work.

20. [Lovelive](#) – Part of the "vibe coding" category. You describe what you want, and it builds websites or simple apps without needing to code.

21. [Interactive Scenes](#) – AI video generation, but what really stands out is Interactive Scenes. It lets you turn a video you record (like walking around a home) into an explorable 3D model you can embed or export.

22. [Vlogfield](#) – A creator-friendly video platform with guided options and presets for trending social videos, instead of starting from a blank prompt.

23. [Romweave](#) – Known for realistic video generation and the ability to keep the same character consistent across multiple scenes.

24. [PLAID](#) – 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. [Wisarflow](#) – A dictation app that lets you speak out loud and have your words appear directly inside any app on your computer.

1/8/2026



152

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. [Small Business Administration](#)
- Canva: Offers customizable and visually appealing business plan templates suitable for various industries. [Canva](#)
- Blankz: Features a variety of free business plan templates and examples to help you get started. [Blankz](#)
- 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 Advisor](#)
- 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.

1/8/2026



153

COMPETING FOR CUSTOMER TIME, ATTENTION, AND MONEY

THE EXPERIENCE ECONOMY

B. Joseph Pine II
James H. Gilmore
With a New Preface by the Authors
Harvard Business Review Press

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

1/8/2026



154

Part III

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



1/8/2026

155

MY SCHEDULING MODEL



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156

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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157



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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158



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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159



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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160



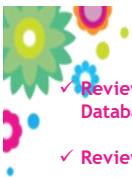
 Monthly Tasks

- **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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161



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, For Business Operations, x% For Investments.
10% Plan!
- ✓ Review Next Months Marketing Campaigns.
- ✓ Check DataBase - Adds, Changes, & Deletes.

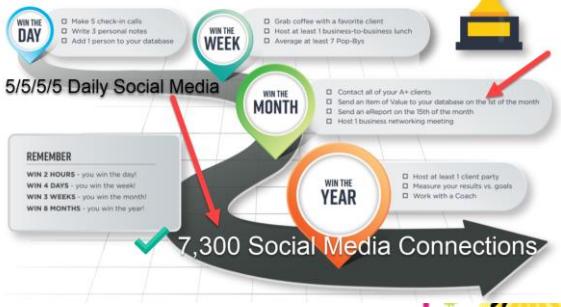


1/8/2026

162



HOW TO WIN THE DAY



163

Jim Rohn...

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

164

MAKE NO MISTAKE -

- **THIS IS the Good Stuff!**
- **But from a “Business Perspective” only.**

165

HOW TO WIN THE DAY



WIN THE DAY

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

WIN THE WEEK

- Grab coffee with a favorite client
- Host at least 1 business-to-business lunch
- Average of least 7 phone calls

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 update 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

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166

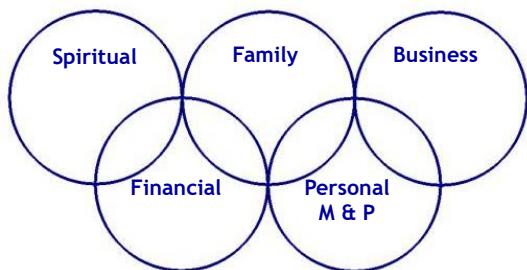


167



168

THE 5 CIRCLES = INTEGRITY!



169

RECOGNIZING THE RULE OF THREE! HUMAN NATURE?

Energy Management

Time Management

Results Management



170



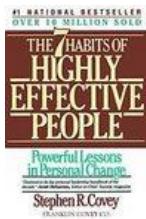
171

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



172

THE BEST BUSINESS BOOK



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

173

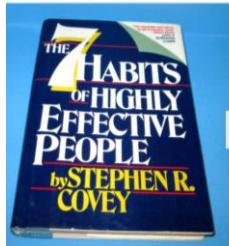
THE SINGLE MOST FOUNDATIONAL

•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.

174

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: \$3.98 Economy Shipping | See details
 Ships to: Scottsdale, Arizona, United States
 Delivery: Estimated between Mon, Jul. 13 and Wed, Jul. 15 to 89012
 Payments:
 Special financing available. | [See terms and apply now](#)

175



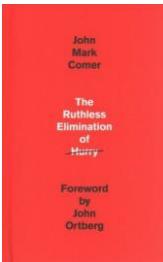
AGENT FORMULA FOR SUCCESS

SYSTEM = Saves You Sanity Time Energy Money

176

's Schedule

	MON	TUE	WED	THU	FRI	SAT	SUN
AM							
PM							
EVE							



1/8/2026

177

177

178

The Schedule!

Results

Recovery

Remodel

1/8/2026

179

179

RECOVERY

must come *first*!!!

Anything NOT real estate

1/8/2026

180

180

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

If
“Date
Night”



1/8/2026

181

181



Jimmy's Schedule

AM						
PM						
EVE					Date Night	

182

Even GOD

Took a day off!

YOU

are NOT GOD

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183

**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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184



Jimmy's Schedule

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

185



Jimmy's Schedule

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

186



Remodel...?

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

187



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

188



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

189



The Law

of Comparative Values...

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

190



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

191

Slack Time?

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

1/8/2026

192

192

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



193

193



Results Activities

P. P. F.U.

194



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

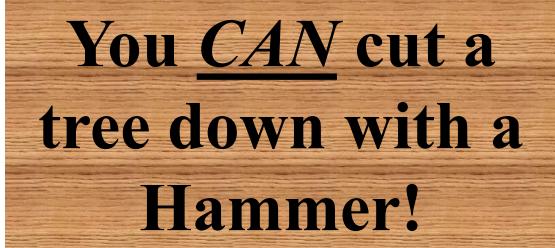
195



Results Activities

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

196



1/8/2026

197

197



THE BEST TOOL FOR
US IS –

A REFERRAL!

Are you *on purpose* with this?

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198

198

That **Zen** Master

Your Mom's
Best Advice
"Never talk to
_____!"



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199

199



Leads first (most perishable!)

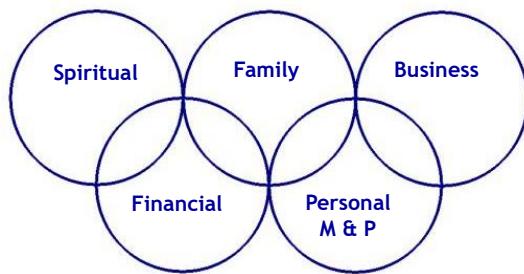
Who sent them?

Current Customers

Current Clients

Is there a *double end* there?

200



1/8/2026

201

201

BOOK LIST -

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

1/8/2026

202

202

BOOK LIST -



cocreator of
Chicken Soup for the Soul
with Janet Switzer

"you could only read the book this year, you have it in your hands."



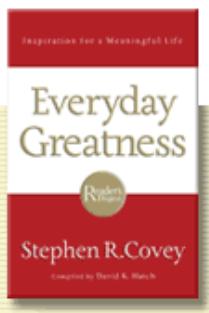
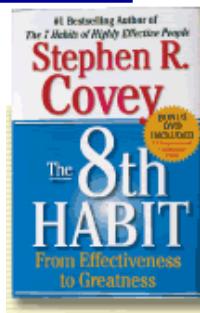
How to Get from Where You Are to Where You Want to Be

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203

203

BOOK LIST -

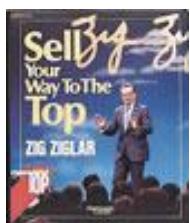


1/8/2026

204

204

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!**

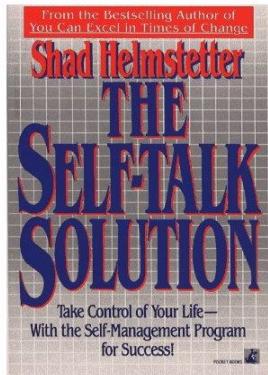
1/8/2026

205

205

BOOK LIST -

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



1/8/2026

206

206

Recap?
What have
you
learned?



1/8/2026

207

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!

1/8/2026

208



'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



1/8/2026

209



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 -



1/8/2026

210



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



1/8/2026

211



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



1/8/2026

212



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 neighborhood and how that impacts their own homes.



1/8/2026

213