

WE ARE RECORDING THE SESSION!

NOTICE

FOR THE PRIVACY OF OUR PATIENTS
USE OF CELL PHONES, VIDEO RECORDING, AUDIO RECORDING, STILL PHOTOGRAPHY AND LAPTOPS IS STRICTLY PROHIBITED

4/19/2026

1

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

4/19/2026



4

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

4/19/2026



2

Learning Objectives -

3) Build a 'Calendar' Activity Driven

- a) Monthly
- b) Weekly & Daily

4/19/2026




5

Learning Objectives -

1) Collateral For A "Business Plan"

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

4/19/2026



3

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

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!



JUL 6 2007

6

Kickstart 2026

- Mindset
- Methodology
- Motivation
- Execution



4/19/2026

7

Howard Hill - Archer?



4/19/2026

10

Part I

Mindset

Business Entity & Structure

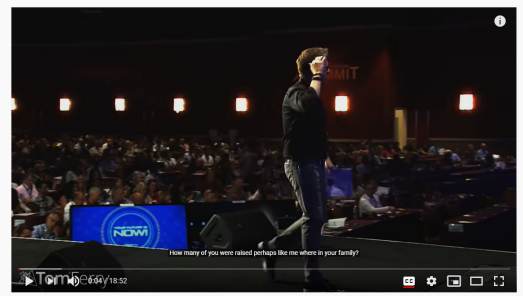
Reverse Engineer Goals



4/19/2026

8

How many "Views" as of Dec. 2020?



10,665,647 views • Sep 7, 2017

11

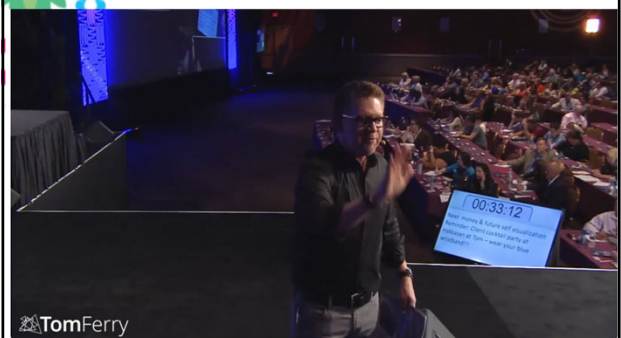
MINDSET

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

4/19/2026

9

LEGAL STRUCTURE - LLC/SubChapter S
INCOME & EXPENSE ALLOCATION



TomFerry

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

4/19/2026

12

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



4/19/2026


13

Your Business

Sales &
Marketing

Financial
Management


Customer
Service



4/19/2026

16

BUSINESS STRUCTURE & COMPONENTS



4/19/2026

14

Your Business


Sales &
Marketing

Financial
Management

Customer
Service

Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting, Contacting, Action Items That Generate Prospects



4/19/2026

17

MINDSET



4/19/2026 15

15

Your Business

Sales &
Marketing


Financial
Management

Customer
Service

Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting, Contacting, Action Items That Generate Prospects

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



4/19/2026

18

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.

4/19/2026

19

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.

4/19/2026

22

So, which leg is the most important?

● The Real Answer:

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

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

4/19/2026

20

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.

4/19/2026

23

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.

4/19/2026

21

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.

4/19/2026

24



25



28

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%		

26

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

29

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.

27

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

30

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

4/19/2026

31

Goals
MY 10-DAY GOALS

Start Date: _____ End Date: _____

By: _____ I will: _____

Spiritual: _____

Family: _____

Business: _____

Financial: _____

Personal: _____

4/19/2026

34

What Will 2026 Bring?

The Brian Buffini Show

4/19/2026

32

Goals
MY 90-DAY GOALS

Start Date: _____ End Date: _____

By: _____ I will: _____

Spiritual: _____

Family: _____

Business: _____

Financial: _____

Personal: _____

4/19/2026

35

BUSINESS - TARGET AND GOALS

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

4/19/2026

33

Goals
MY 1-YEAR GOALS

Start Date: _____ End Date: _____

By: _____ I will: _____

Spiritual: _____

Family: _____

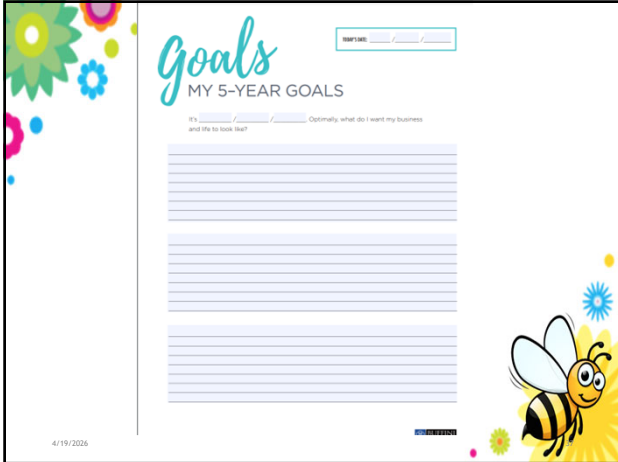
Business: _____

Financial: _____

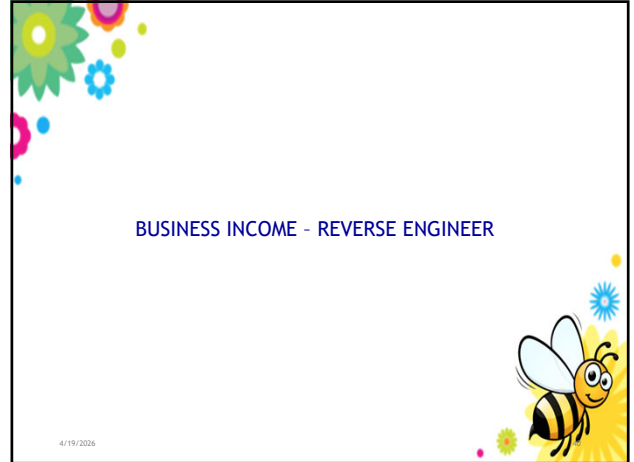
Personal: _____

4/19/2026

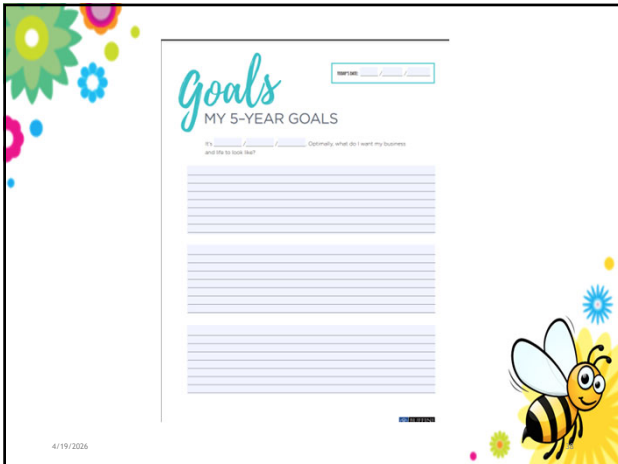
36



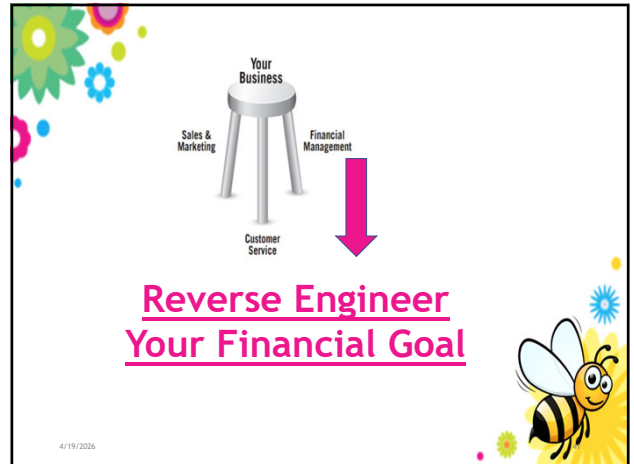
37



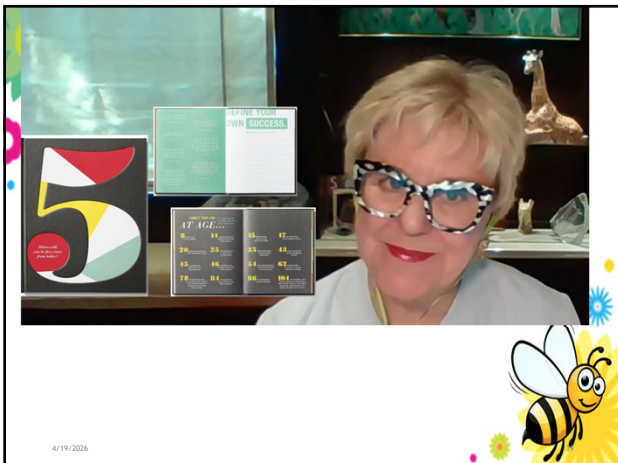
40



38



41



39



42

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

4/19/2026

43

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**

4/19/2026

46

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**

4/19/2026

44

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: 20 Referrals needed to get 1 close: 3

Activity Goals

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

4/19/2026

47

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:

\$ 470,000 **\$5,902,857**

My average commission: % 2.5 Or \$

12 Transactions - 1 Per Month

4/19/2026

45

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


4/19/2026

48

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



4/19/2026

49




4/19/2026

52

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.

4/19/2026

50

#1 RE/MAX
AGENT OUT
OF 120,000
WORLD WIDE
FOR 5 YEARS



4/19/2026

53

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

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


6. Action Plan

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

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

4/19/2026

51



APPTS BOOKED: 205
 APPTS CANCELED: 17
 APPTS GONE ON: 188
 LISTED BY JASON: 143
 LISTED BY BRAND X: 7
 NEVER LISTED: 38

Visual!

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

4/19/2026

54

GRANT CARDONE




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

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

55


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.



4/19/2026

58

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



4/19/2026

56


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.




4/19/2026

59

Part II

Strategies & Systems



4/19/2026

57

NECESSARY COLLATERAL FOR MARKETING




4/19/2026

60

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.




61

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - **Branded With Your Name**


- **FACEBOOK BUSINESS PAGE** and **SAME ON INSTAGRAM**



4/19/2026

64


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



62

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - **Branded With Your Name**

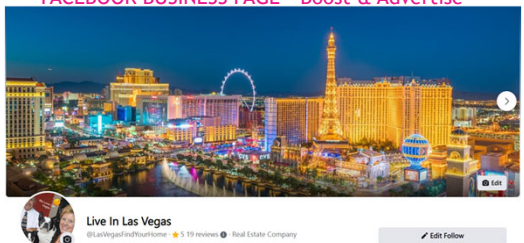


4/19/2026

65

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

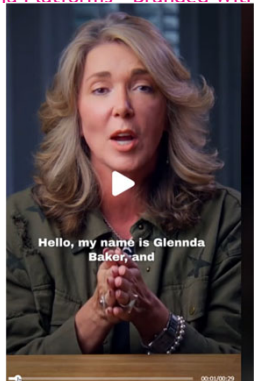
Social Media Platforms And NOW AI Apps
- Brand With Your Name
FACEBOOK BUSINESS PAGE - Boost & Advertise



4/19/2026

63

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

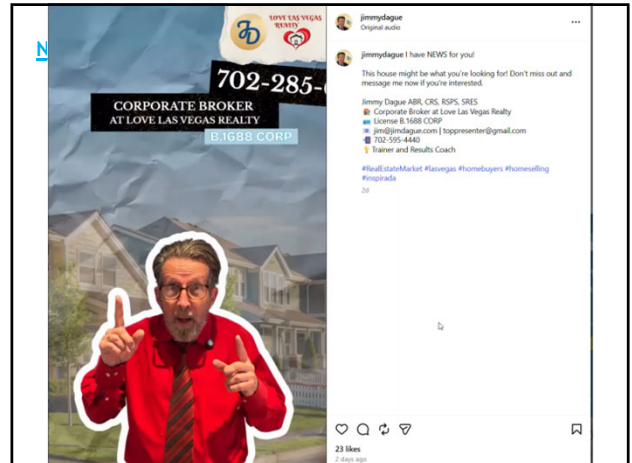


4/19/2026

66



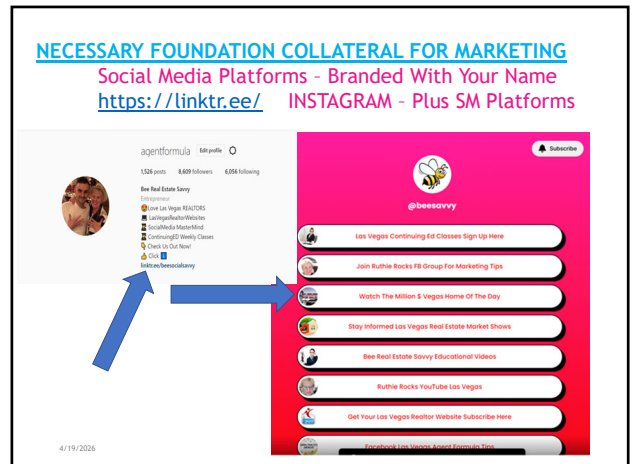
67



70



68



71



69



72

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- FACEBOOK GROUP - Create One For Your Farm Area

RuthieRocks
 Private group • 653 members

73

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 Barana 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."

76

LAS VEGAS MARKET STATS April 17, 2026

TODAY'S SHOW

4/17/2026	Available	Median Price	Highest Price
Valley ZIP Codes	613	\$405,000	(\$396, \$1394)
Hotels	1439	\$295,000	\$13,306, \$4,448
Single Family (SPF)	5425	\$480,000	\$294, \$2894
Townhomes	1125	\$295,000	
Total Available Homes	9902		

Days Of Inventory: Single Family 77 (Based On #9 March SPH Daily Sales)

Month To Date Sales Compared To Same Month Last Year	2024 MARCH MTD	2025 MARCH MTD	2024 MARCH MTD	2025 MARCH MTD
CLARK COUNTY All Sales	2768	\$24,000	89	
2024 MARCH MTD	2660	\$495,000	89	
2024 MARCH MTD	2634	\$450,000	85	
2025 MARCH MTD	2738	\$485,000	95	

Previous Year Sales Totals: 2024 TOTAL 20,542 \$485,000 56

Previous Year Sales Totals: 2024 TOTAL 22,026 88 \$475,000
 2023 TOTAL 20,507 84 \$450,000
 2022 TOTAL 26,948 101 \$423,000

Stats For Las Vegas, North Las Vegas, & Henderson

2,624 NUMBER OF DOWN PAYMENT ASSISTANCE PROGRAMS
\$17,000 AVERAGE BENEFIT 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."

74

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

- LINKEDIN ---- POST WEEKLY

Ruth And John Ahlbrand
 Founders - Love Las Vegas Realty + Q48 Realty + Bee Social Savvy Academy, CE Trainer, YouTuber And AGENT FORMULA Website System - B.19059 & B.18528 TEXT: 702-496-7653 Anytime!
 #Ruthierocks

AGENT FORMULA REALTOR WEBSITE & SOCIAL MEDIA MARKETING SYSTEMS
 Pittsburgh Institute Of Technology

4,196 followers • 500+ connections

77

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

75

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

GOOGLE BUSINESS PROFILE - Reviews and Products!

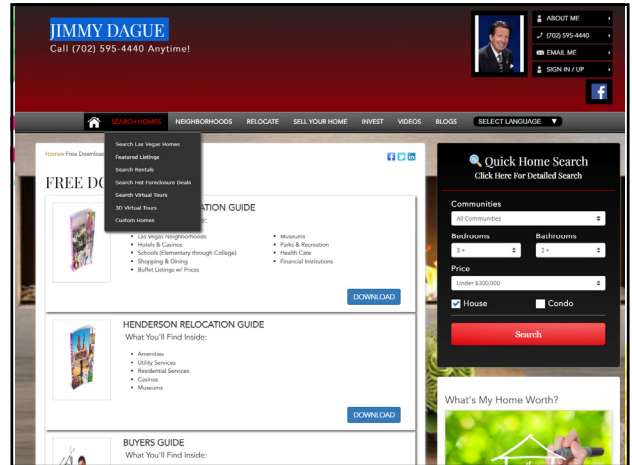
8 Billion Daily Searches
 46% Local

Ruthie Rocks
 Real estate school in Las Vegas, Nevada
 Address: 8400 W Sahara Ave, Las Vegas, NV 89117
 Hours: Open 24 hours
 Phone: (702) 496-7653

78



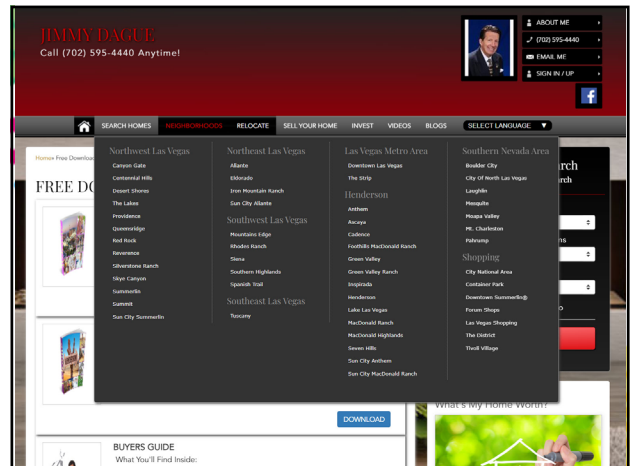
79



82



80



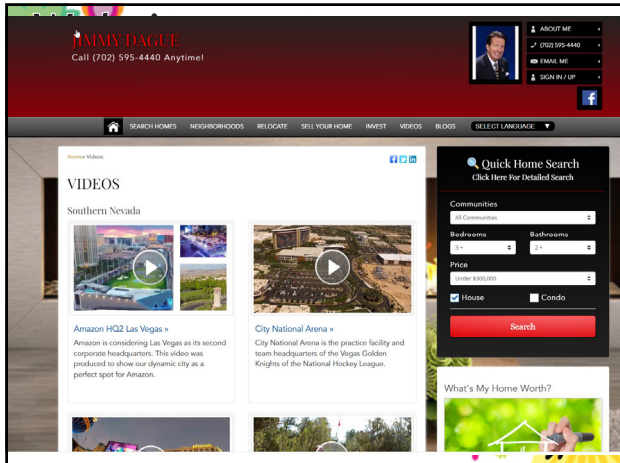
83



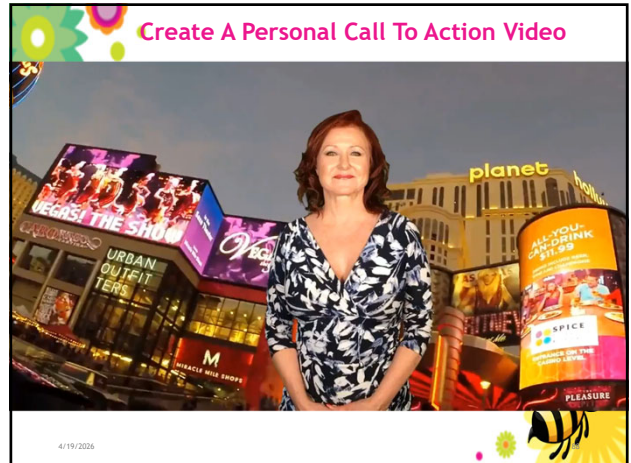
81



84



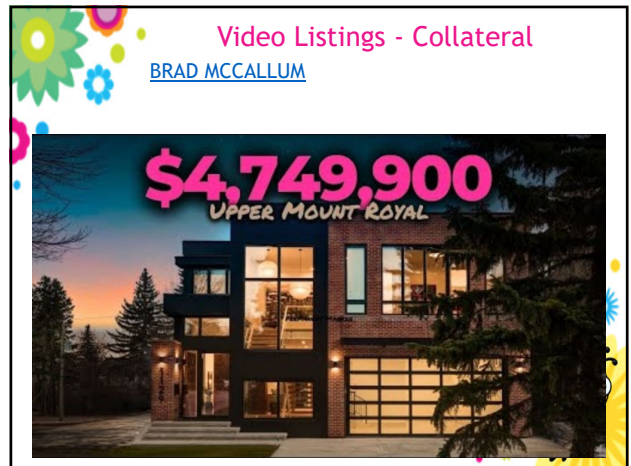
85



88



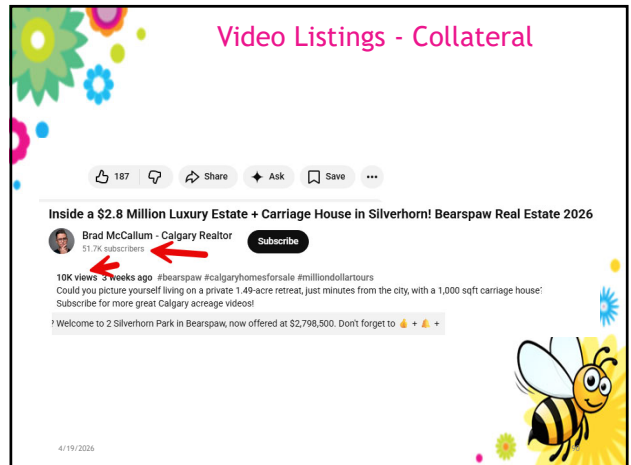
86



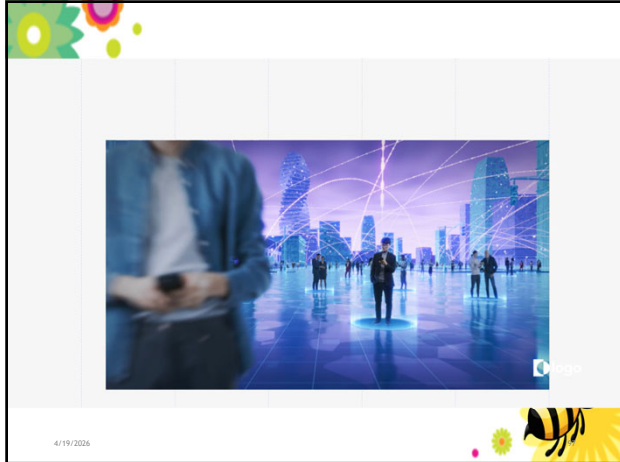
89



87



90



4/19/2026

97

1. Join 24 Referral Sites

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

4/19/2026

100

1. Join 24 Referral Sites

2. Contact Everyone In Your DataBase - "EVERYONE"

3. Work Expires

4/19/2026

98

2. Contact Everyone In Your DataBase - "EVERYONE"

4/19/2026

101

4. Non-Owner Occupieds

5. Ready To Downsize

6. Agent To Agent

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

4/19/2026

99

START YOUR DATABASE

Compile a list.	Organize that list.	Reach out!
<ul style="list-style-type: none"> ✓ Family & Friends Parents, grandparents, in-laws, siblings, children, aunts, uncles ✓ Professional Relationships Past colleagues, vendors they have worked with, professors/teachers ✓ Services You Use Barber/hair stylist, banker, doctor, dentist, accountant, barista, landscaper, etc. ✓ Social Media Contacts Facebook friends, Twitter or Instagram followers <p style="color: #e91e63; font-size: small;">... and anyone else that might not be in their closest circles.</p>	<ul style="list-style-type: none"> ✓ Use an application that can be uploaded into a CRM like Microsoft Excel. That will save time later. ✓ Make sure they have everyone's full contact information. This should include mailing address, phone number, and email address. ✓ If they are missing one of these, this gives them the perfect opportunity to make contact, ask for their information, and start a dialogue about their new career. 	<p style="color: #e91e63; font-size: small;"><i>Now agents get to tell everyone they know that they've started a new career!</i></p> <p>→ They will start by sending everyone in their database a letter via snail mail on their new company letterhead with a business card attached. The note should let them know they have started a career in real estate and plan to work primarily by referral.</p> <p>→ This sets the expectation that they'll be keeping in contact by sending them valuable information on a regular basis.</p>

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

	A	B	C	D	E	F	G	H	I
1	Full Name	Last Name	Phone Number	Email Address	Street Address	City	State	Zip Code	Notes
2	Joe	Smith	33456789	joe@gmail.com	1234 Main	Carlsbad	CA		92111 Daughter's name is Michelle
3									
4									

4/19/2026

102

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?




103

103

The Goal Is To Continuously Communicate Your Professional Character And Competence To These Relationships And...

Always Ask For Their Referrals!






106

106

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.

104

104

Build Your Community With Constant Communication

DOOR KNOCKING WITH A SIMPLE TWIST

Door Knocking Hot Communities

with a simple twist



Place a sticky note with a business card on door

4/19/2026



107

107

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!"

105

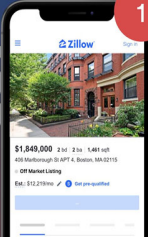
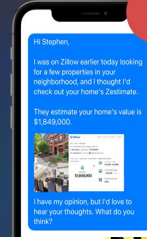
105

Build Your Community With Constant Communication

ZMA, ZVA, CMAs

URAYTOR

ZMA

- 
- 
- 

4/19/2026

108

108

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



4/19/2026

109

Build Your Community With Constant Communication

ZMA, ZVA, CMAs


URAYTOR

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



4/19/2026

112

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.

ZMA, ZVA, CMAs

URAYTOR



4/19/2026

110

Text Scripts

TOTW: Cold Activation Text
 These are great texts, use in any way to answer hypothetical questions.

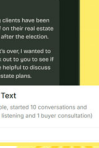
TOTW: Bad Timing Text
 It's the holidays. Everyone is busy. It's not a good time to sell your house OR is it?

TOTW: Mortgage Rates & Feelings
 This text is perfect for re-engaging old leads because it combines timely, relevant market insights.

TOTW: Gratitude Text
 Gratitude isn't just a feel-good sentiment, it's a powerful psychological tool.

TOTW: Interest Rates Blowdown
 What's stopping your prospective clients from making a move? High-interest rates?

TOTW: Post-Election Text
 This text was sent to 75 people, started 10 conversations and generated 2 appointments (1 listing and 1 buyer consultant).



113

Build Your Community With Constant Communication

ZMA, ZVA, CMAs

URAYTOR


Zillow

1 bed 4 ba 5,044 sqft
 11 Grand Drive, Bedford, NH 03110
 \$1,443,900 Price Zestimate® \$8.1M
 Get ref payments: 111,123/mo Refinance your loan.

Would you sell for 30% more than 1987? Text me at 67-421-5283

Walk You Consider Selling for 10% more than 1987? P.S. text me 678-928-9186 -Carmie

663,100



4/19/2026

111



114

Mailing Or Phone Calls

At What Price Would You Consider Selling Your Home?



4/19/2026

115

Items Of Value To Snail Mail & Email

DEBT REDUCTION Rollover

Had you how to pay off your credit card debt?

Pay more on the card with the highest interest rate. Once paid off, add that payment amount to the payment you've been making on the second highest interest rate card. Once the second card is paid off, add that amount to the payment on the first card, etc., until all credit card balances are paid off.

Example: Assume you have three credit cards. Card #1 you owe a total of \$3,500 and are making monthly minimum payments of \$400. Determine a percentage of your monthly payment to pay off the card with the highest interest rate first.

ADDITIONAL PAYMENT OF \$340

After 12 months, your total credit card debt is eliminated, and you now have \$440 per month available for investment!

What's important is that you now follow this amount to investments and continue to use the compounding effect. Not only time to increase wealth instead of debt!

By get started, use this example to build your own rollover chart and start reducing your debt today!

Card	Balance	Interest Rate	Payment	Additional Payment	Total Payment
Card #1	\$3,500	21.99%	\$400	\$340	\$740
Card #2	\$1,500	18.99%	\$200	\$0	\$200
Card #3	\$1,500	18.99%	\$200	\$0	\$200

ROLLOVER \$340

After 12 months, Card #1 will be paid off. Card #2 will be down to \$1,170 and Card #3 will be down to \$1,170. Now reduce the \$340 payment to the payment of \$100 for Card #2 and \$100 for Card #3.

Card	Balance	Interest Rate	Payment	Additional Payment	Total Payment
Card #1	\$0	0%	\$0	\$0	\$0
Card #2	\$1,170	18.99%	\$100	\$240	\$340
Card #3	\$1,170	18.99%	\$100	\$0	\$200

ROLLOVER \$440

After 12 months, Card #2 will be paid off and the balance for Card #3 will be \$840. After 12 months, Card #3 will be paid off and the balance for Card #3 will be \$0. Total of \$440 per month.

Card	Balance	Interest Rate	Payment	Additional Payment	Total Payment
Card #1	\$0	0%	\$0	\$0	\$0
Card #2	\$0	0%	\$0	\$0	\$0
Card #3	\$840	18.99%	\$440	\$0	\$880

CREDIT CARD DEBT IS ELIMINATED!

In 36 months, Card #3 will be paid off making you credit card debt FREE!

4/19/2026

118

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

4/19/2026

116

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



4/19/2026

119

Items Of Value To Snail Mail & Email

Relocating? I've got you!

25.6 million Americans moved in 2023.

Want to Buy? ↓

Want to Sell? ↓

A Buyer's Agent:

- ✓ Only represents the buyer.
- ✓ Shows sellers you are serious about buying.
- ✓ Helps find homes to buy.
- ✓ 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 master 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.



4/19/2026


117

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.



4/19/2026


120

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.**



4/19/2026

121

3. Expireds Tip

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



4/19/2026

124

3. Expireds



4/19/2026

122

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?




4/19/2026

125

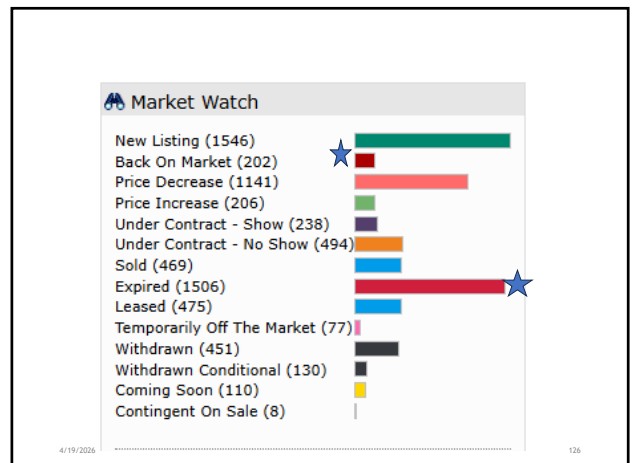
3. Expireds Tip

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



4/19/2026

123



126

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

APPOINTMENTS **122**

LISTINGS **115**

SOLD **63**

\$625,000 IN NEW COMMISSIONS

127

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

130

4. Non-Owner Occupieds

128

1. Hand Addressed Hand Stamped & Non Branded Include Any Reviews
2. Make The Calls
3. DM On Social

131

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.

129

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 2953 Green Mountain Court as an investment property. I am curious, with prices peaking, interest rates creeping up, would you be open to selling the property? We can assist your tenants in finding a new home and of course, I work with many investors on trading up through 1031 exchanges. Would you let me know? Even a Text saying "No" would be appreciated so I can let my clients know.

702-555-1212
Respectfully,
Jimmy Dague
Broker

132

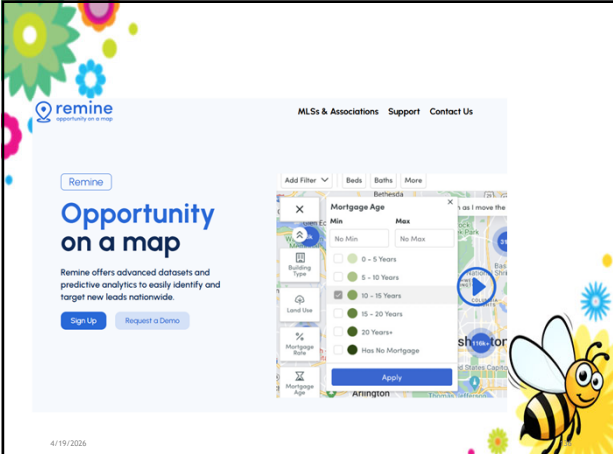
Call Them!!

• 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?



4/19/2026

133




remine
MLSA & Associations Support Contact Us

Remine

Opportunity on a map

Remine offers advanced datasets and predictive analytics to easily identify and target new leads nationwide.

Sign Up Request a Demo



4/19/2026

136

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

134

REMINE

1. Pull The List
Owned For 20+ Years Owner Occupied
2. Add To DataBase
3. Send Mailer To Residence

137

5. Ready To Downsize



4/19/2026

135


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

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

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

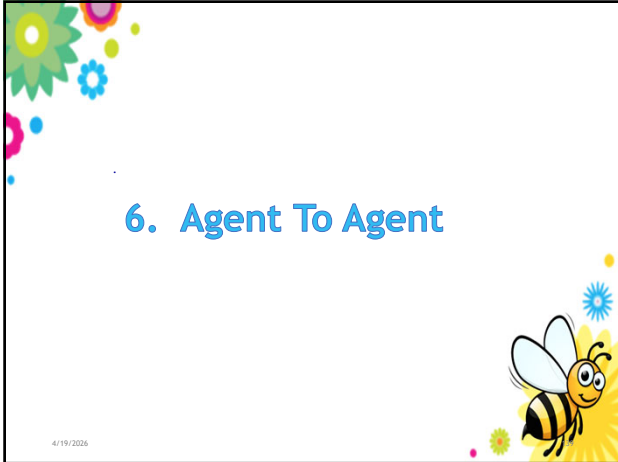
Respectfully,

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

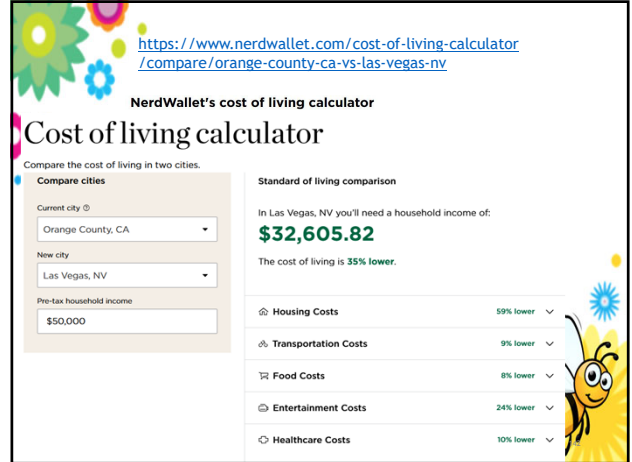


4/19/2026

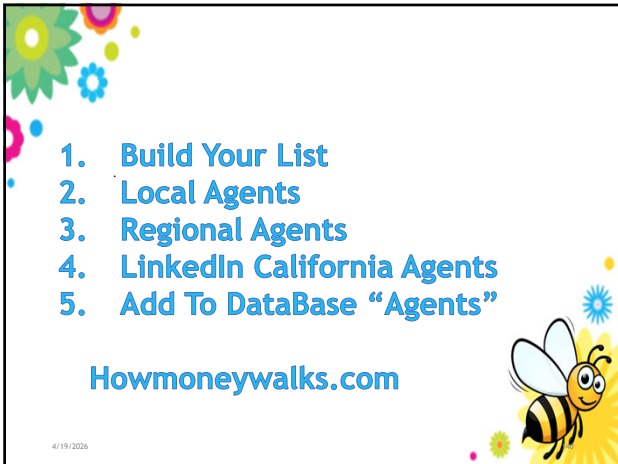
138



139



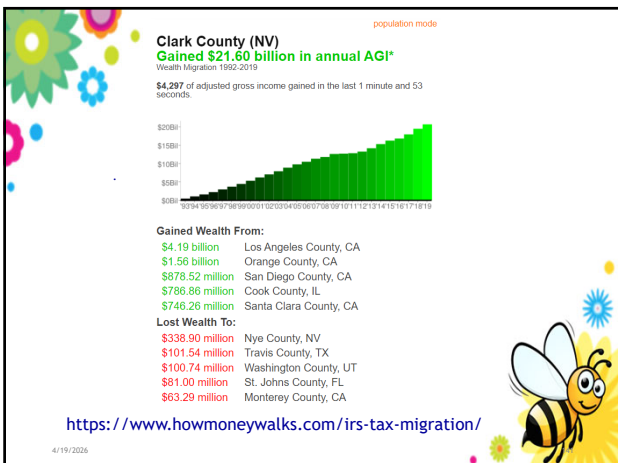
142



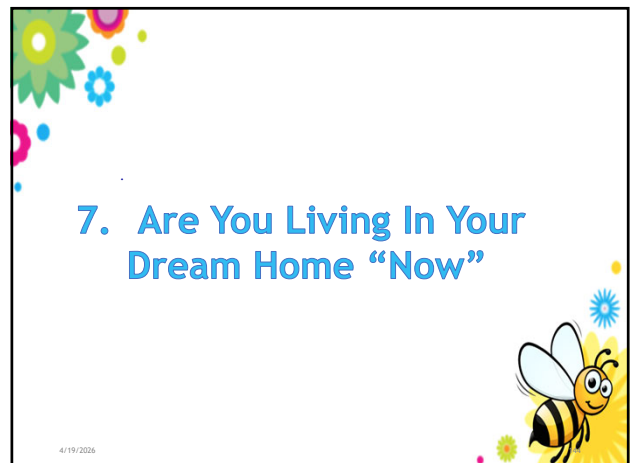
140



143



141



144

REMINE

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

145

4.8
New Residents
Moving In
Per Hour

148

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

146

1. Las Vegas isn't slowing down — about 5 people an hour are moving to the area.
2. More people moving in means more opportunity for smart buyers and stronger demand for sellers.
3. Clark County is adding about 115 new residents a day — and housing demand follows rooftops.
4. Buy now or compete later — Las Vegas keeps attracting new residents every single day.
5. Sellers, this is why pricing and presentation matter: new people are arriving, and they need a place to live.

149

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!

147

6. Las Vegas keeps growing — roughly 805 people a week are added to the area.
7. This market is fueled by migration, momentum, and people looking for a better lifestyle in Las Vegas.
8. Every hour, more people choose Las Vegas — the question is whether you'll buy or sell at the right time.
9. Growth creates movement, and movement creates real estate opportunity. Las Vegas has both.
10. About 42,000 people a year are added to the Las Vegas area — that's not hype, that's demand.

150

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



4/19/2026

151

TEACH CLAUDE YOUR BUSINESS

AI Skills for Real Estate Professionals




BE SAVVY TRAINING

4/19/2026

154

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



4/19/2026

152




155

Your Business

Sales & Marketing
Financial Management
Customer Service

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

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



4/19/2026

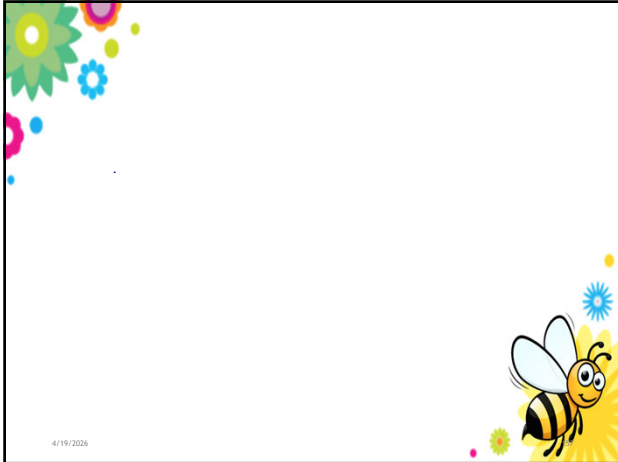
153

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

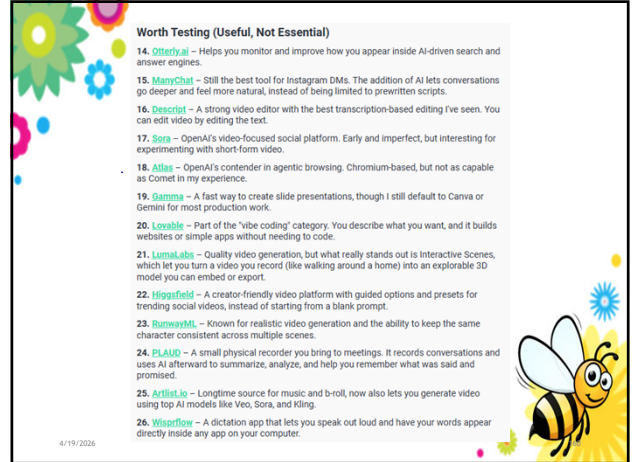



4/19/2026

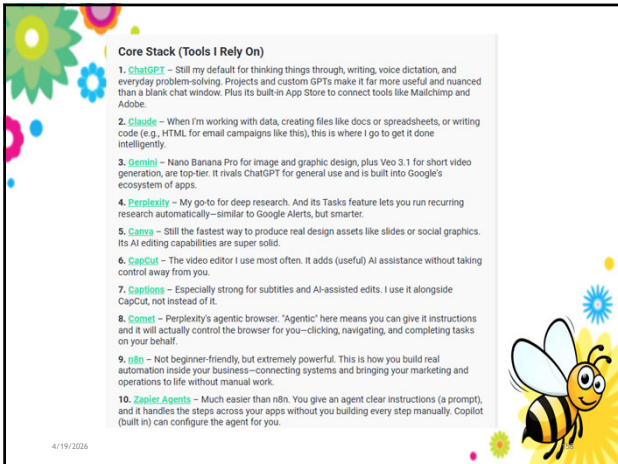
156



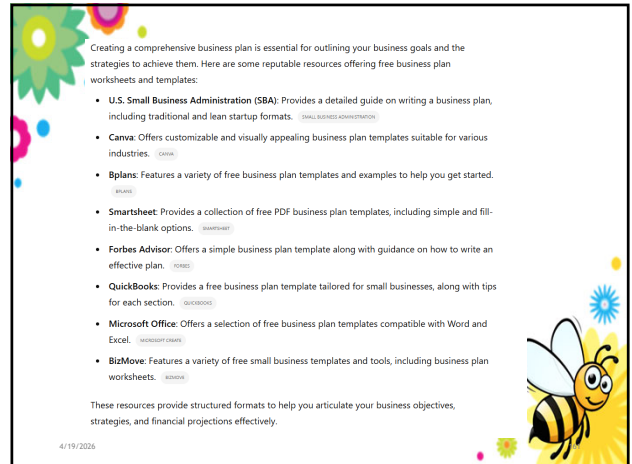
157



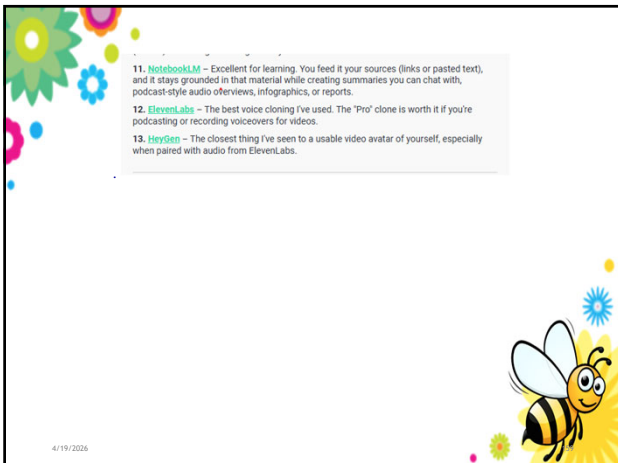
160



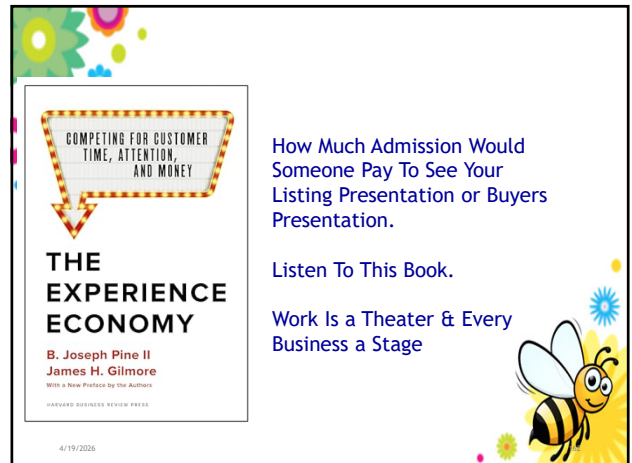
158



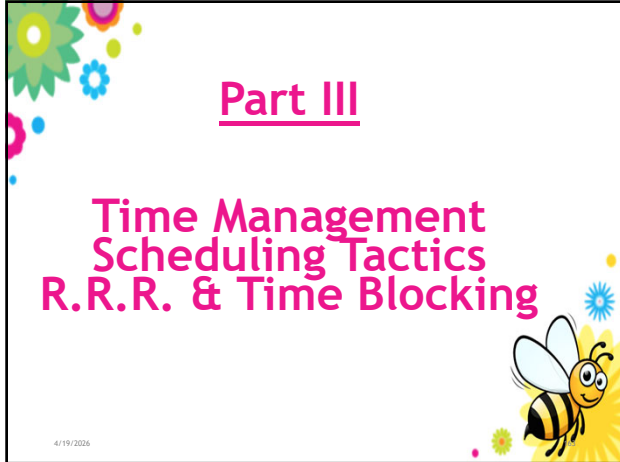
161



159



162



Part III

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

4/19/2026

163



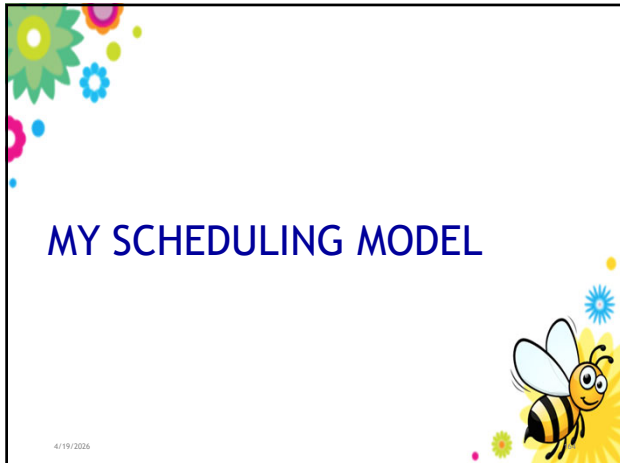
Daily Duties
Organize Your Day: DAILY TASKS

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

4/19/2026

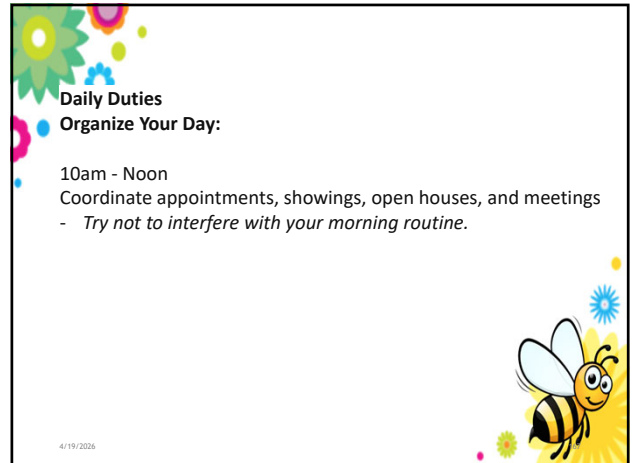
166



MY SCHEDULING MODEL

4/19/2026

164



Daily Duties
Organize Your Day:

10am - Noon
Coordinate appointments, showings, open houses, and meetings
- *Try not to interfere with your morning routine.*

4/19/2026

167



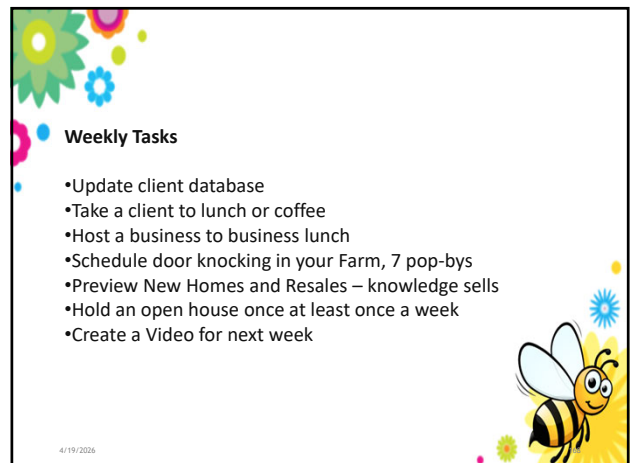
Daily Duties
Organize Your Day: DAILY TASKS

5am – 7am – time for you
Work out, meditate, walk the dog, breakfast, coffee, etc

7am – 8am
Respond to texts, emails, and phone calls

4/19/2026

165

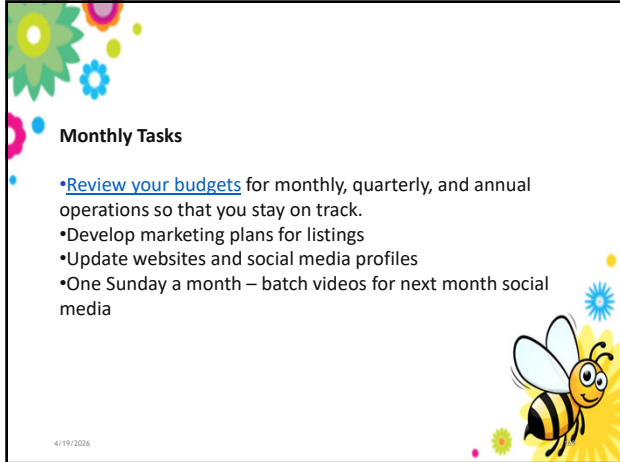


Weekly Tasks

- 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

4/19/2026

168



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

4/19/2026

169

Jim Rohn...

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

172



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.

4/19/2026

170

MAKE NO MISTAKE -

•THIS IS the Good Stuff!

•But from a “Business Perspective” only.

4/19/2026

173



HOW TO WIN THE DAY

WIN THE DAY

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

WIN THE WEEK

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

5/5/5/5 Daily Social Media

WIN THE MONTH

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

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

4/19/2026

171



HOW TO WIN THE DAY

WIN THE DAY

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

WIN THE WEEK

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

WIN THE MONTH

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

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

4/19/2026

174



175

**RECOGNIZING
THE RULE OF THREE!
HUMAN NATURE?**

Energy Management
Time Management
Results Management

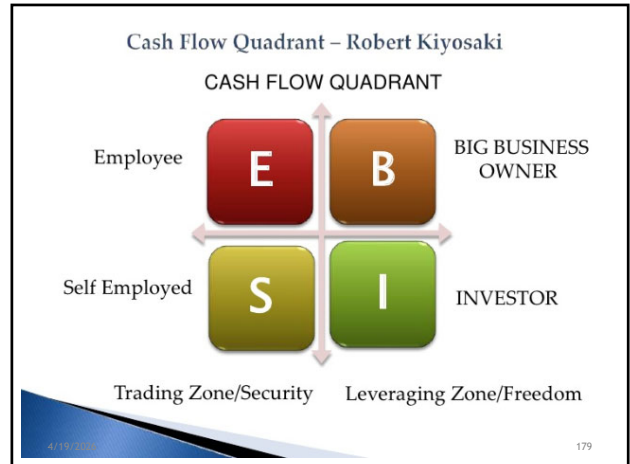
178

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

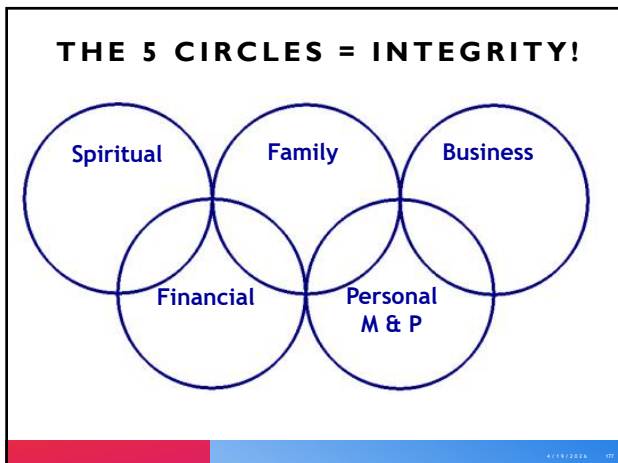
**The TWO MAIN
Questions...**

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

176



179



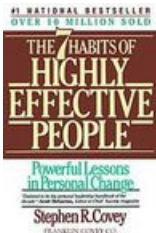
177

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

Dwight Thompson

180


THE BEST BUSINESS BOOK



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

The Tombstone exercise...

181



AGENT FORMULA FOR SUCCESS

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

184

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.

182

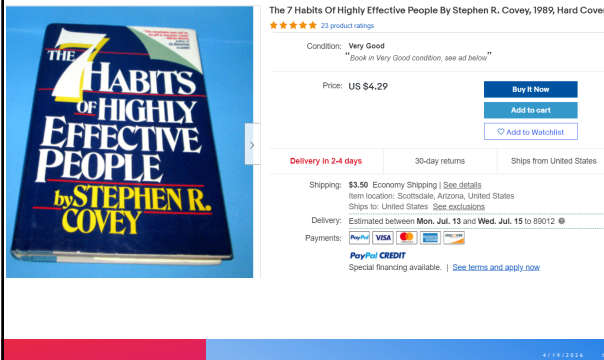
_____’s Schedule

	MON	TUE	WED	THU	FRI	SAT	SUN
AM							
PM							
EVE							

John Mark Comer
 The Ruthless Elimination of Hurry
 Foreword by John Ortberg

185

WHAT’S IT WORTH TO YOU?



183

DISCOVER VIDEO NEWSLETTERS **BIG THINK**

history history history history history history

Listen to this article

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

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

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

186

The Schedule!


Results

Recovery

Remodel

4/19/2026 187

187



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

Jimmy's Schedule

AM							
PM							
EVE						Date Night	

4/19/2026 190

190

RECOVERY

must come *first!!!*

Anything NOT real estate

4/19/2026 188

188

Even **GOD**

Took a day off!

YOU

are NOT **GOD**

4/19/2026 191

191

If
"Date
Night"

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



4/19/2026 189

189


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!

4/19/2026 192


192



Jimmy's Schedule

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

193



MORE THAN ONE MILLION COPIES SOLD!

"Gerber's powerful insights have given thousands of entrepreneurs new control over their businesses..."
—Success Magazine

The E Myth

Revisited

Why Most Small Businesses Don't Work and What to Do About It

MICHAEL E. GERBER
Author of the Bestselling Classic, THE EMYTH

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

196



Jimmy's Schedule


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

194



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

197



Remodel...?

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

195



The Law

of Comparative Values...

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

198



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

199



Results Activities

P. P. F.U.


202

Slack Time?

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

4/19/2026 200

200



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


203

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



4/19/2026 201

201



Results Activities

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


204

You CAN cut a tree down with a Hammer!

4/19/2026 205

205

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



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

4/19/2026 208

208



THE BEST TOOL FOR US IS –

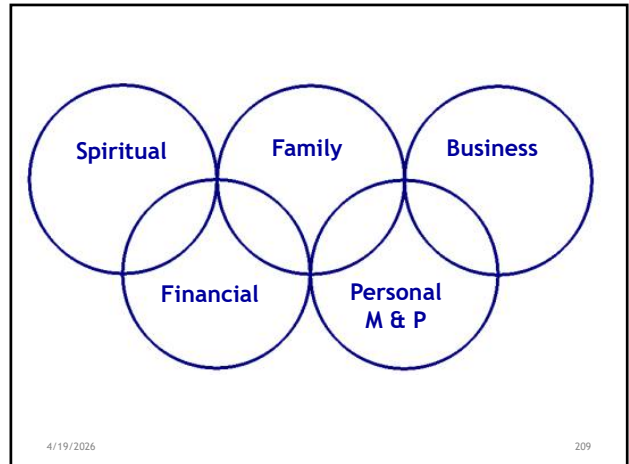


A REFERRAL!

Are you on purpose with this?

4/19/2026 206

206



209

That *Zen* Master

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



4/19/2026 207

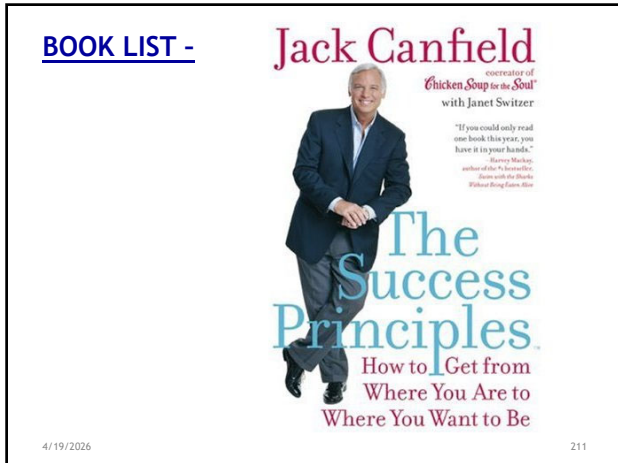
207

BOOK LIST -

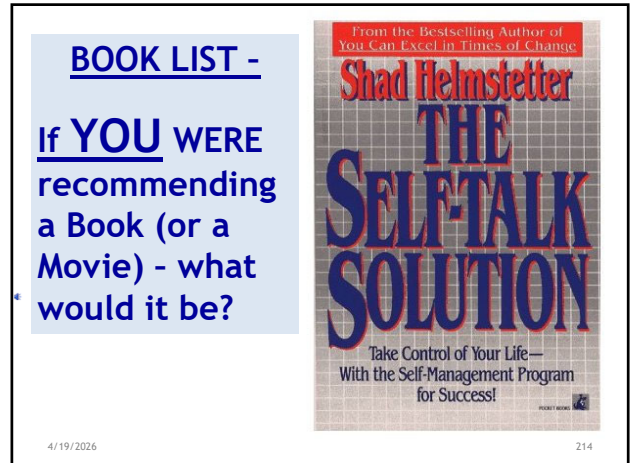
- Think And Grow Rich - Napoleon Hill
- The Greatest Salesman In The World - Og Mandino
- The Magic Of Thinking Big - David J. Swartz
- The Little Gold Book Of YES!! Attitude - Jeffrey Gitomer
- The Starbuck's Experience - Joseph A. Michelli
- Pour Your Heart Into It - Howard Schultz (Starbucks)
- Who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

4/19/2026 210

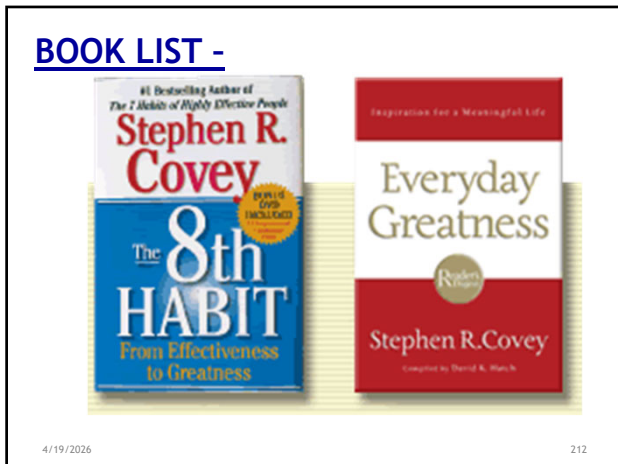
210



211



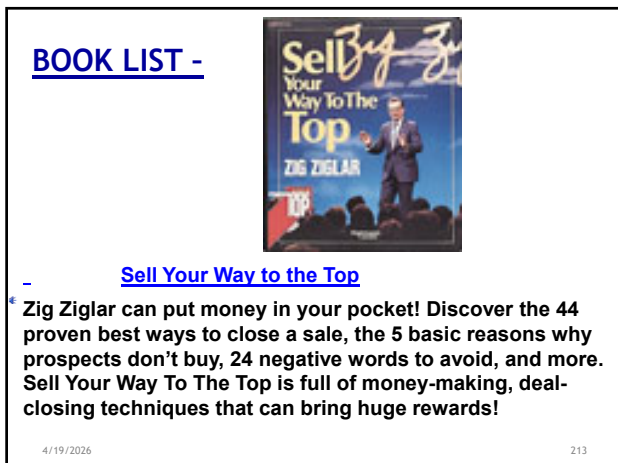
214



212



215



213




216

'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




4/19/2026

217

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



4/19/2026

220

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



4/19/2026


218

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.



4/19/2026

221

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



4/19/2026

219