

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

7/29/2026

1

LLC Or S-Corp?

What The Tax Election Actually Does For An Agent
And What It Does Not

Bee Happy



Ruthie Ahlbrand

Bee Happy



Jimmy Dague

BEE SAVVY

Continuing Education For Every Las Vegas Agent

Educational Only — Not Legal Or Tax Advice

2

It Is Not Either / Or

These Are Two Different Things And Agents Mix Them Up Constantly

LLC

A Legal Entity You Form With The State Of Nevada. It Decides Who Owns What And Who Can Be Sued.

S-Corp

A Tax Election You File With The IRS. It Decides How Your Profit Gets Taxed. It Is Not An Entity.

**Most Agents Who Say They “Have An S-Corp” Have An LLC That Elected S-Corp Taxation.
So The Real Question Is How Your Entity Is Taxed, Not Which Entity To Pick.**

BEE SAVVY Educational content only — not legal, tax, or accounting advice. Tax law changes; confirm everything with a Nevada CPA and your broker.

3

Where The Savings Come From

One Number Does All The Work: Self-Employment Tax

1 Sole Proprietor

Every Dollar Of Net Profit Gets Hit With Self-Employment Tax At 15.3%. No Split, No Exceptions.

2 S-Corp Election

You Pay Yourself A Reasonable W-2 Salary, Which Is Payroll Taxed. The Rest Comes Out As A Distribution.

3 The Distribution

Distributions Are Not Subject To Self-Employment Tax. That Gap Is The Entire Tax Argument.

BEE SAVVY Educational content only — not legal, tax, or accounting advice. Tax law changes; confirm everything with a Nevada CPA and your broker.

4

“Reasonable” Is Not Your Choice.

Set The Salary Too Low To Dodge Payroll Tax And You Have Not Saved Money — You Have Bought An Audit.

BEE SAVVY



5

The Math On \$120,000

Net Profit Of \$120,000, Salary Set At \$70,000, 22% Marginal Rate

	Sole Prop	S-Corp
Self-Employment / Payroll Tax	~\$16,950	~\$10,700
QBI Deduction	~\$22,300	~\$8,900
Payroll Tax Saved	—	~\$6,250
Extra Tax From Smaller QBI	—	~\$2,900
Payroll Service + 1120-S	—	\$1,500 – \$2,500
NET BENEFIT	—	\$800 – \$1,800

BEE SAVVY

Illustrative arithmetic, not a projection. Your marginal rate, salary level, health insurance and retirement plan all move these numbers.



6

The Internet Says “Everybody Needs An S-Corp.”

The Internet Forgets That W-2 Wages Come Out Of Qualified Business Income Before The 20% QBI Deduction Is Calculated. You Save On Payroll Tax And Give Some Back On Income Tax.

BEE SAVVY



7

Real Estate Gets A Break

One Of The Few Places The Tax Code Is Kind To You

20%
QBI Deduction On Pass-Through Income

Not An SSTB
Real Estate Brokerage Is Excluded From The Penalty Category

Permanent
The 2025 Law Removed The Sunset Date

Doctors, Lawyers And Consultants Lose The 20% Deduction As Income Rises.
Real Estate Agents And Brokers Do Not. You Keep It. Do Not Structure That Advantage Away By Accident.

BEE SAVVY

Educational content only — not legal, tax, or accounting advice. Tax law changes; confirm everything with a Nevada CPA and your broker.



8

COPY RIGHT 2026

2

The Nevada Question

Ask This Before You Ask A CPA Anything

NRS 645.280 — A Salesperson “shall not be associated with or accept compensation from any person other than the broker or owner-developer under whom he or she is licensed.”

The Statute States No Exception For An LLC You Own. Some States Expressly Allow Commissions To Be Paid To A Licensee's Entity. Confirm With The Real Estate Division And Your Broker Before You Assume Your Commission Check Can Be Written To Your LLC.

BEE SAVVY

Educational content only — not legal, tax, or accounting advice. Tax law changes; confirm everything with a Nevada CPA and your broker.



9

What An LLC Does Not Do

The Protection Is Narrower Than The Sales Pitch

1 It Does Not Shield Your Own Negligence
A Client Can Still Sue You Personally For A Disclosure Failure. Your License, Your Conduct, Your Exposure.

2 It Is Not A Substitute For E&O
Errors And Omissions Coverage Is Doing The Work You Think The LLC Is Doing. Do Not Drop It.

3 It Does Not Save Nevada Income Tax
There Is No Nevada Income Tax To Save. This Entire Question Is Federal. Budget About \$350 A Year In State Fees.

BEE SAVVY

Educational content only — not legal, tax, or accounting advice. Tax law changes; confirm everything with a Nevada CPA and your broker.



10

Take These To Your CPA

Five Questions That Get You A Real Answer

1 What Is My Actual Net Profit After Every Deduction?

2 What Salary Would You Defend As Reasonable For Me?

3 What Does The S-Corp Election Cost Me To Maintain Each Year?

4 How Much QBI Deduction Do I Give Up To Get There?

5 Does This Change What I Can Put Into Retirement?

BEE SAVVY

Educational content only — not legal, tax, or accounting advice. Tax law changes; confirm everything with a Nevada CPA and your broker.



11

Structure Follows Profit.

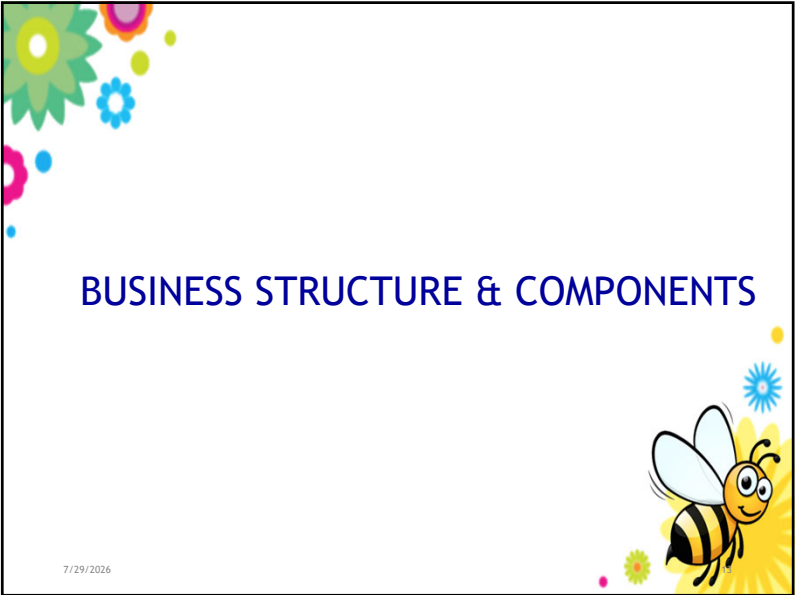
Not The Other Way Around. Build The Income First — Then Pay Somebody Good To Wrap It Properly.

BEE SAVVY

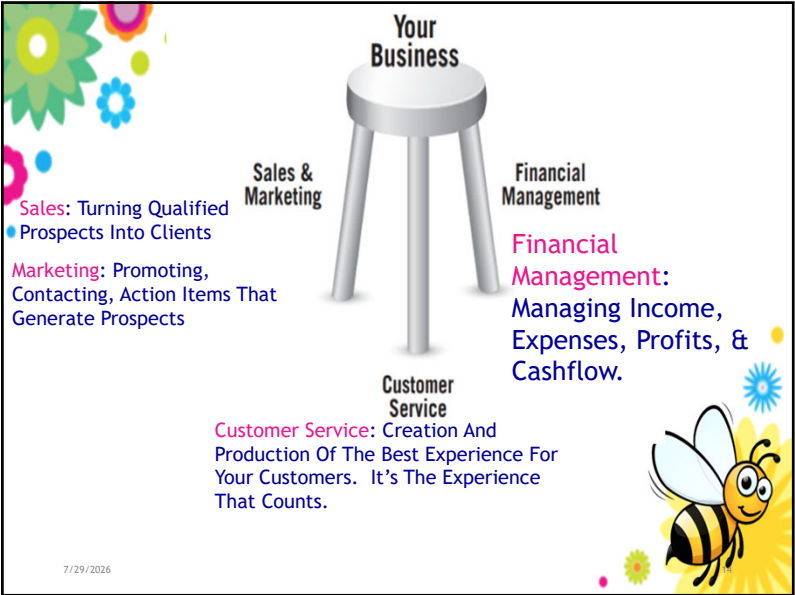
Educational content only — not legal, tax, or accounting advice. Tax law changes; confirm everything with a Nevada CPA and your broker.



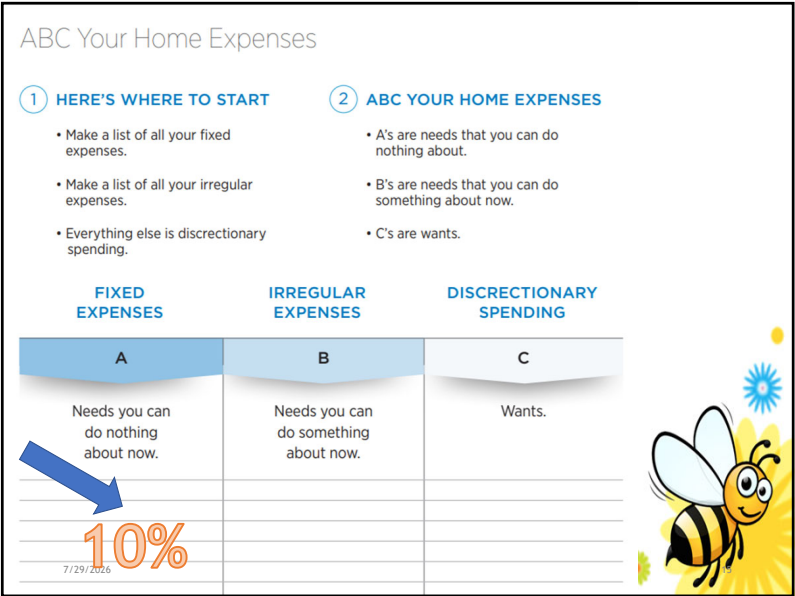
12



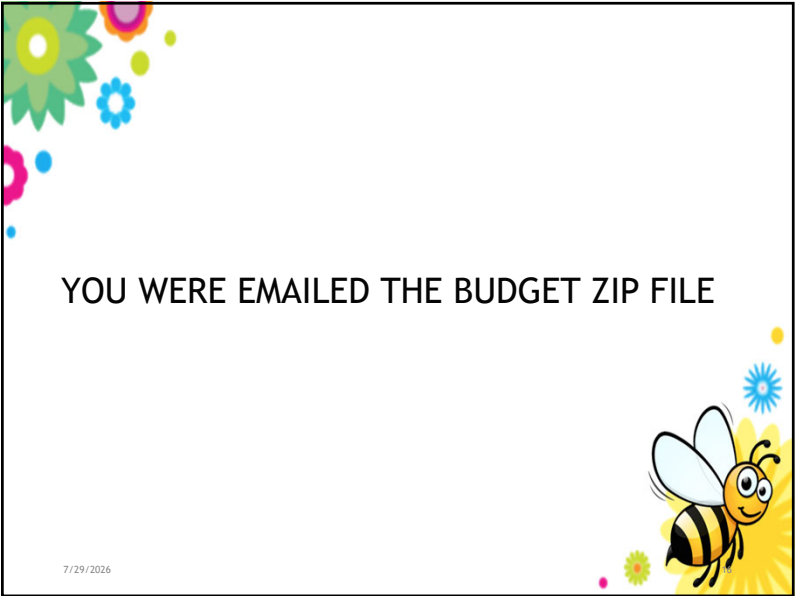
13



14



15



16

2026 Las Vegas Market Report

Listings, Sales And Volume — Clark County

Counted In Transaction Sides

Bee Happy



Ruthie Ahlbrand

Bee Happy



Jimmy Dague

Source: MLS Ranking Report (Total Volume), run 7/29/2026 — Clark County, Sales, 1/1/2026 – today

17

One Home Sale Creates Two Transaction Sides — A Listing Side And A Selling Side

17,525

Homes Actually Sold

35,051

Transaction Sides

\$10.03B

Actual Sales Volume

\$572,320

Average Sale Price

One of The MLS Report Totals \$20.06 Billion. That Is Side Volume — Every Sale Price Counted Twice, Once On The List Side And Once On The Sell Side. The Actual Dollars That Changed Hands Were Half That: \$10.03 Billion.

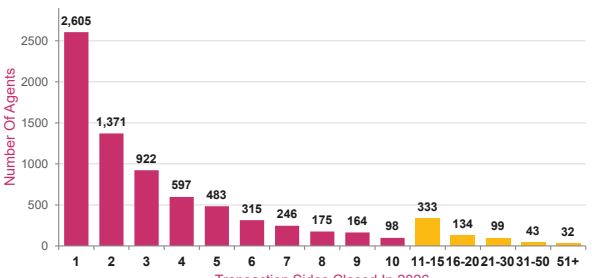
7,617 Agents Split Those 35,051 Sides — 4.6 Each On Average. But Averages Lie. Half The Field Closed Two Sides Or Fewer.

Source: MLS Ranking Report (Total Volume), run 7/29/2026 — Clark County, Sales, 1/1/2026 – today

18

How Many Sides Did Agents Close?

Number Of Agents At Each Side Count — Pink Bars Are Exact Counts, Yellow Bars Are Grouped Ranges



Transaction Sides Closed In 2026	Number Of Agents
1	2,605
2	1,371
3	922
4	597
5	483
6	315
7	246
8	175
9	164
10	98
11-15	333
16-20	134
21-30	99
31-50	43
51+	32

2,605 Agents Closed Exactly One Side One Closing, All Year.

One home sale = two sides. An agent showing 2 sides may have closed two deals, or one deal where they repped both sides.

19

The Full Breakdown

Transaction Sides • Number Of Agents • Actual Sales Volume

Sides Closed	# Of Agents	% Of All Agents	Total Sides	Sales Volume	% Of Volume
1	2,605	34.2%	2,605	\$0.71B	7.1%
2	1,371	18.0%	2,742	\$0.72B	7.2%
3	922	12.1%	2,766	\$0.76B	7.6%
4	597	7.8%	2,388	\$0.66B	6.6%
5	483	6.3%	2,415	\$0.68B	6.8%
6	315	4.1%	1,890	\$0.51B	5.1%
7	246	3.2%	1,722	\$0.44B	4.4%
8	175	2.3%	1,400	\$0.38B	3.8%
9	164	2.2%	1,476	\$0.43B	4.3%
10	98	1.3%	980	\$0.28B	2.8%
11-15	333	4.4%	4,215	\$1.33B	13.2%
16-20	134	1.8%	2,343	\$0.73B	7.3%
21-30	99	1.3%	2,446	\$0.77B	7.7%
31-50	43	0.6%	1,594	\$0.46B	4.6%
51+	32	0.4%	4,069	\$1.16B	11.5%
TOTAL	7,617	100%	35,051	\$10.03B	100%

Read It This Way

1,371 Agents Closed Exactly 2 Sides, Worth \$718 Million In Actual Sales.

Actual sales volume (side volume halved). 612 of the 1,371 two-side agents had one list plus one sell — some are a single double-ended deal.

20

So What Does That Actually Mean?

52%

Of Agents Closed 2 Sides Or Fewer
3,976 Of The 7,617 Agents In The Report. For Some Of Them That Is A Single Double-Ended Deal — One Closing For The Whole Year.

51%

Of All Sides Went To The Top 1,000
One Thousand Agents Out Of 7,617 Closed 17,899 Of The 35,051 Sides And \$5.43 Billion Of The \$10.03 Billion In Real Volume.

136

Agents Averaged 2+ Sides A Month
That Is 1.8% Of The Field Closing 24 Or More Sides For The Year. Consistency Is The Whole Game.

The Market Is Not Short On Agents. It Is Short On Agents Doing Volume.

21

Who Is At The Top?

Two Different Leaderboards — Sides Closed Versus Dollars Sold

Most Sides Closed

#	Agent	Office	Sides
1	Craig Tann	HUNT	431
2	Frank J. Gargano	RECN	331
3	Marcelle D. Adams	LNNR	290
4	Jillian M. Batchelor	RLBR04	129
5	Jack Greenberg	HUNT	125
6	John P. McLaury	KBHM	111
7	Richard J. Brenkus	KWMP	94
8	Kindar Ashford	CCNR	92

Most Dollars Sold

#	Agent	Office	Side Volume
1	Craig Tann	HUNT	\$244.1M
2	Frank J. Gargano	RECN	\$226.5M
3	Ivan G. Sher	ISLX	\$217.9M
4	Marcelle D. Adams	LNNR	\$165.7M
5	Kamran D. Zand	LXRY	\$100.4M
6	Randall J. Char	SYNS	\$96.8M
7	Kristen Routh Silberman	ELLI	\$83.7M
8	Zar A. Zanganeh	AGNZ	\$68.8M

Two Ways To Win. Craig Tann Tops Both Lists. But Ivan Sher Is Third In Dollars On Just 30 Sides — An Average Of \$7.26 Million Each. Volume Is Either A Lot Of Doors Or A Few Very Expensive Ones.

Volume shown as the report prints it (side volume). Excludes the MLS "NON MLS" catch-all record (920 sides, \$607.2M), which is not an individual agent.

22

Bee Savvy. Bee Consistent.

Two Sides A Month Puts You In The Top 2% Of Every Agent In Clark County. Not The Top 2% Of Superstars — The Top 2% Of Everybody.

Ruthie Ahlbrand • Jimmy Dague

23

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

24

Goals

MY 10-DAY GOALS

By / / I will...

Spiritual:

Family:

Business:

Financial:

Personal:

7/29/2026



25

Goals

MY 90-DAY GOALS

By / / I will...

Spiritual:

Family:

Business:

Financial:

Personal:

7/29/2026



26

Goals

MY 1-YEAR GOALS

By / / I will...

Spiritual:

Family:

Business:

Financial:

Personal:

7/29/2026



27

Goals

MY 5-YEAR GOALS

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

7/29/2026



28

BUSINESS INCOME - REVERSE ENGINEER



29

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

Plan For Taxes

My 12-month net income goal*

Estimated income needed before taxes:

\$ 90,000

\$128,571

My tax rate*

% 30

Divide \$90,000 By .70



30

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



31

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



32

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

Calculate Sales Volume

My average sales price/loan amount (last 12 months)

\$470,000

My average commission

%2.5

Gross sales volume needed:

\$5,902,857

12 Transactions - 1 Per Month



7/29/2026

33

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

Transaction Goals

Annual transaction goal:

12.56

Quarterly transaction goal:

3.14

Monthly transaction goal:

1.05

Gross \$147,571 Divided By \$11,750 Per Deal = 12+ Deals



7/29/2026

34

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



7/29/2026

35

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



7/29/2026

36

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

HOW CAN YOU SYSTEMATICALLY DO THIS AND BE

ACCOUNTABLE????



7/29/2026

37

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!



7/29/2026

38

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!



7/29/2026

39

Remember What Brian Buffini Just Said:

Renters Become Buyers

130 Transactions Per Year

Stats From - One Of Our Agents

12 Renters A Year Later Became Buyers

Follow Up

Follow Up

Follow Up

FOLLOW THROUGH!!

That Is How These Winners WON



7/29/2026

40

COPY RIGHT 2026

10

Part II

Strategies & Systems



7/29/2026

41

Farming A Neighborhood

Pick The Ground, Get The List, Tend It All Year
And Harvest The Listings

Bee Happy



Ruthie Ahlbrand

Bee Happy



Jimmy Dague

BEE SAVVY

Continuing Education For Every Las Vegas Agent

Ruthie Ahlbrand • Jimmy Dague



42

Why We Call It A Farm

Nobody Plants In March And Harvests In April

Plant

Pick The Ground And Get The List.
One Neighborhood, Every Door,
Nobody Skipped.

Tend

Show Up On Schedule Whether
Anything Is Happening Or Not.
Twelve To Eighteen Touches A Year.

Stages One And Two Are The Whole Job. Everything After
This Happens On Its Own.

BEE SAVVY



43

Why We Call It A Farm

The Part Nobody Has Patience For

Nurture

Be Useful Before You Are Needed.
Sold Reports, Tax Deadlines, The
New Restaurant, The Zoning Notice.

Harvest

The Listing Comes When They Are
Ready, Not When You Are. Be The
Name They Already Know.

Farming Is The Only Lead Source That Gets Cheaper
Every Year.

BEE SAVVY



44

Most Agents Quit A Farm
In Month Seven.

After The Cost. Before The Crop.

BEE SAVVY



45

Pick The Ground First

Two Of The Four Tests Every Farm Has To Pass

1

Size You Can Afford

Start At 300 To 500 Homes. If You Cannot Touch Every Door Twelve Times A Year, The Farm Is Too Big.

2

Enough Turnover To Feed You

Ask How Many Homes Sold There Last Year. Divide By Total Homes. Under 3% Is Slow Ground.

BEE SAVVY

Turnover, agent share and average price all come from your MLS or your title rep.



46

Pick The Ground First

And The Other Two

3

No Agent Already Owns It

Pull Last Year's Sales By Agent. If One Name Has Over A Quarter Of The Sales You Are Buying A Fight.

4

A Price Point Worth The Postage

If Your Average Commission There Will Not Cover Two Years Of Mailing, Pick A Different Farm.

BEE SAVVY

Run all four before you spend a dollar



47

RUN THE NUMBERS OUT LOUD

400 Homes × 4% Turnover
= 16 Listings A Year.

Win A Quarter Of Them, That Is 4 Listings. At \$450,000 And A 2.5% Fee, That Farm Is Worth About \$45,000 A Year.

BEE SAVVY



48

Getting The List

What To Ask Your Title Rep For — Part One

Ask For This	Why You Want It
Owner Name + Mailing Address	The Backbone. Absentee Owners Show A Different Mailing Address — Flag Those.
APN, Beds, Baths, Square Feet, Year Built	Lets You Send A Real Value Estimate Instead Of A Generic Postcard.
Last Sale Date And Price	Past Seven Years Is Warming Up. Past Ten Is Ripe.

BEE SAVVY

49

Getting The List

What To Ask Your Title Rep For — Part Two

Ask For This	Why You Want It
Loan Amount, Date, Estimated Equity	Equity Is Permission To Move. No Equity Means No Seller.
Owner-Occupied Versus Rental	Two Completely Different Conversations. Do Not Send One Letter To Both.
Last Year's Sales By Agent	Gives You The Turnover Rate And Tells You Who Already Owns The Ground.

BEE SAVVY

50

THE PART NOBODY WARNS YOU ABOUT

Title Data Is Public Record.

Names And Mailing Addresses. Phones And Emails Get Appended By Outside Vendors, They Are Often Wrong, And They Are Exactly What Gets Agents Sued.

BEE SAVVY

51

Where The Data Comes From

Four Kinds Of Tools — They Are Not Interchangeable

Type Of Tool	Names You Will Hear	Scrubs DNC?
Agent Farm Platforms	Cole Realty Resource, REDX, Vulcan7, Landvoice	Yes
Skip Trace / Append	PropStream, BatchLeads, REsimpli	Some
Property Data	PropStream, PropertyRadar, RPR	Varies
Free People Search	Whitepages, Spokeo, BeenVerified	NO
Ask Your Title Rep First	TitleToolbox, TitlePro247	Rarely

BEE SAVVY

Vendors, features and pricing change constantly — verify current terms yourself. Listed for awareness, not endorsement.

52

Before You Dial Or Text

The Three That Keep Your License

1

Scrub DNC Every 31 Days

Not Once. Every 31 Days, Before You Call. A Purchased List Is Not Scrubbed For You.

2

Texts Need Written Consent

Marketing Texts To Someone Who Never Opted In Are The Riskiest Thing You Can Do. But... ?? (\$500 To \$1,500 Per Message Fine.)

3

Call Only 8 A.M. To 9 P.M.

The Recipient's Time Zone, Not Yours. Out-Of-State Owners Are On A Different Clock.

BEE SAVVY

General guidance, not legal advice — confirm current requirements with your broker and counsel.



53

Before You Dial Or Text

And The Two That Keep Your Savings

4

Keep The Paperwork

Written Compliance Policy, Training Records, And Your Own Do-Not-Contact List. That Trio Is Your Safe Harbor.

5

Email Needs A Real Opt-Out

CAN-SPAM: Honest Subject Line, Working Unsubscribe, Physical Address. Honor Opt-Outs Fast.

Mail Does Not Have A Do Not Call List.

BEE SAVVY

General guidance, not legal advice — confirm current requirements with your broker and counsel.



54

A Year Of Touches

Twelve To Eighteen Contacts, Planned In January

Cadence	The Touch	Why It Works
Monthly	Just Sold / Just Listed	The Only Mail They Read Twice
Quarterly	Market Snapshot	Median Price, DOM, Absorption
Twice A Year	Door Knock Everybody	They List With A Person

BEE SAVVY



55

A Year Of Touches

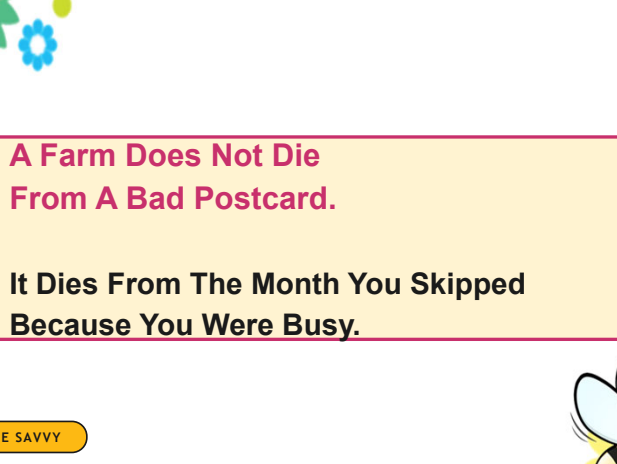
The Ones That Make You A Neighbor

Cadence	The Touch	Why It Works
Twice A Year	No Ask Attached	Shred Event Or Food Drive
Annually	Tax And Equity Letter	Be The One Who Explains It
Always	Handwritten Note	Real Ink. Cheapest Edge Left

BEE SAVVY



56

A decorative slide with a white background. In the top-left corner, there are several colorful flowers in green, yellow, and blue. In the bottom-right corner, there is a cartoon bee with a yellow and black striped body, flying towards the left. The text is centered on the slide. The title is in a large, bold, black font. The subtitle is in a smaller, bold, black font. The author's name is in a small, black font at the bottom.

**A Farm Does Not Die
From A Bad Postcard.**

**It Dies From The Month You Skipped
Because You Were Busy.**

BEE SAVVY

57

Is It Working?

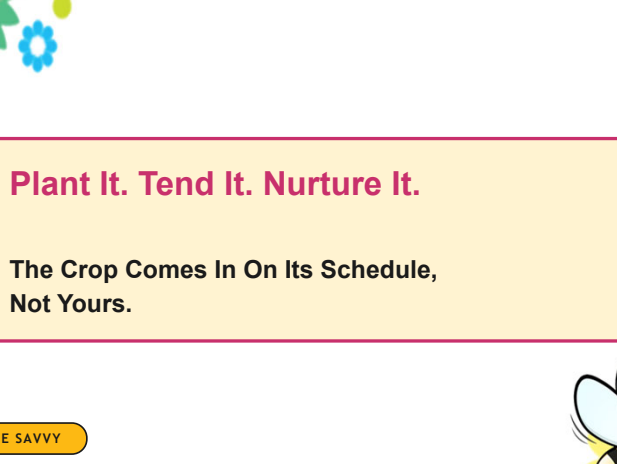
Farming Is Slow, Not Invisible — These Move Before The Listings Do

Month 1-6	Month 7-12	Month 12-24
RECOGNITION — People Answer The Door And Mention Your Mail	CONVERSATION — Value Questions And Nosy-Neighbor Calls	HARVEST — First Listings, First Referrals, Rising Share

The One Number That Matters:
Your Share Of The Sales Inside Your Farm. Two Of Sixteen Is 12.5%. Get To Four And You Own It.

BEE SAVVY

58



Plant It. Tend It. Nurture It.

**The Crop Comes In On Its Schedule,
Not Yours.**

BEE SAVVY



59



The Buy Side

Who Represents The Buyer — And What Happens
When AI Finds The House First



Bee Happy



Ruthie Ahlbrand



Bee Happy



Jimmy Dague

BEE SAVVY

Continuing Education For Every Las Vegas Agent

Ruthie Ahlbrand • Jimmy Dague • Clark County Data Through 7/29/2026



60

The Buy Side

Every Selling Side In Clark County, 2026 Year To Date

17,525

Buyer Sides Closed

\$10.03B

Buyer-Side Volume

5,868

Agents Involved

One Home Sale Creates Two Sides.
A Listing Side And A Selling Side. The Selling Side Is The Buyer's Side — And That Is This Whole Slide.

BEE SAVVY

Source: MLS Ranking Report, run 7/29/2026 — Clark County sales, 1/1/2026 – TODAY. Excludes the MLS "NON MLS" catch-all record.



61

READ THE REPORT RIGHT

The MLS Report Says \$20.06 Billion.

That Counts Every Sale Price Twice — Once On The List Side, Once On The Sell Side. The Real Dollars That Changed Hands Were Half That: **\$10.03 Billion.**

BEE SAVVY



62

Buyer-Only Agents

2,312 Agents Took Zero Listings All Year — Here Is What They Closed

1 Side	1,444
2 Sides	445
3 Sides	186
4 Sides	96
5 Sides	53
6-8 Sides	59
9+ Sides	29

1,444
Closed Exactly One Side

BEE SAVVY

One home sale = two sides. An agent showing 2 sides may have closed two deals, or one deal where they repped both sides.



63

1,444 Of Those 2,312 Agents Closed Exactly One Side This Year.

Median Output For A Buyer-Only Agent In Clark County: One Closing.

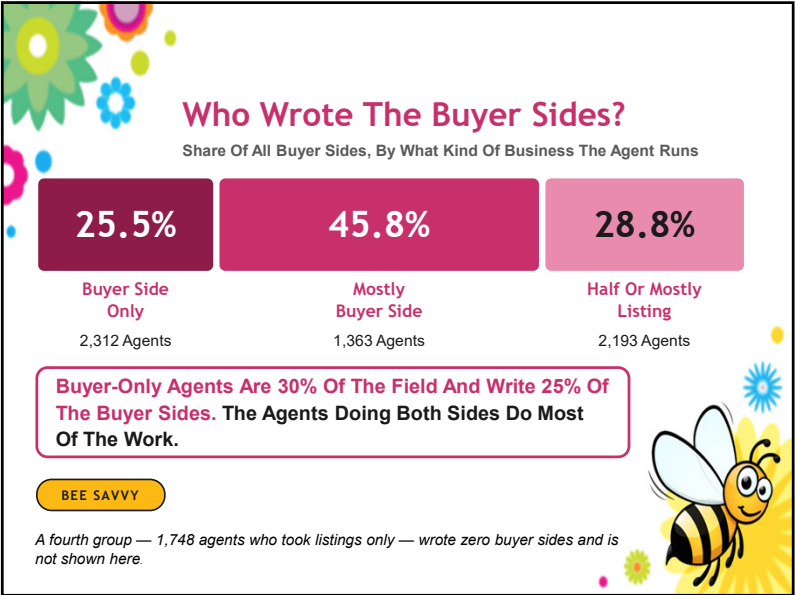
BEE SAVVY



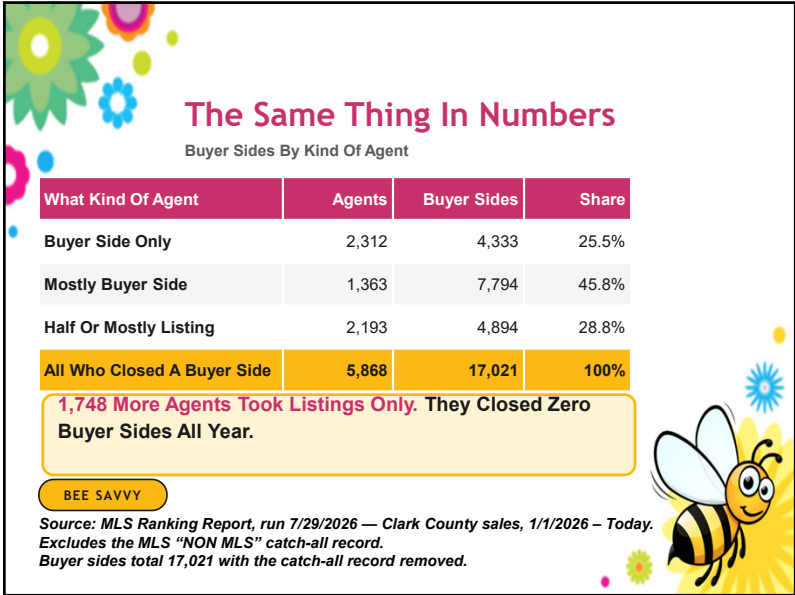
64

COPY RIGHT 2026

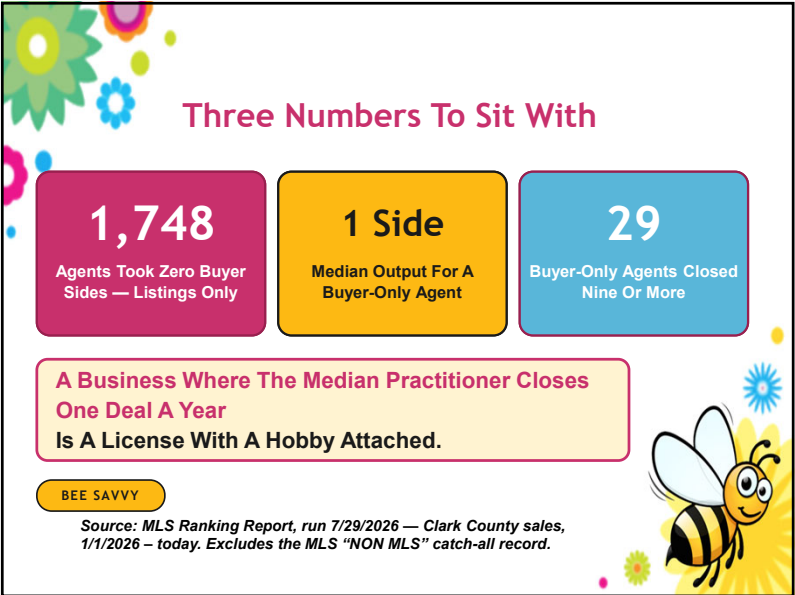
16



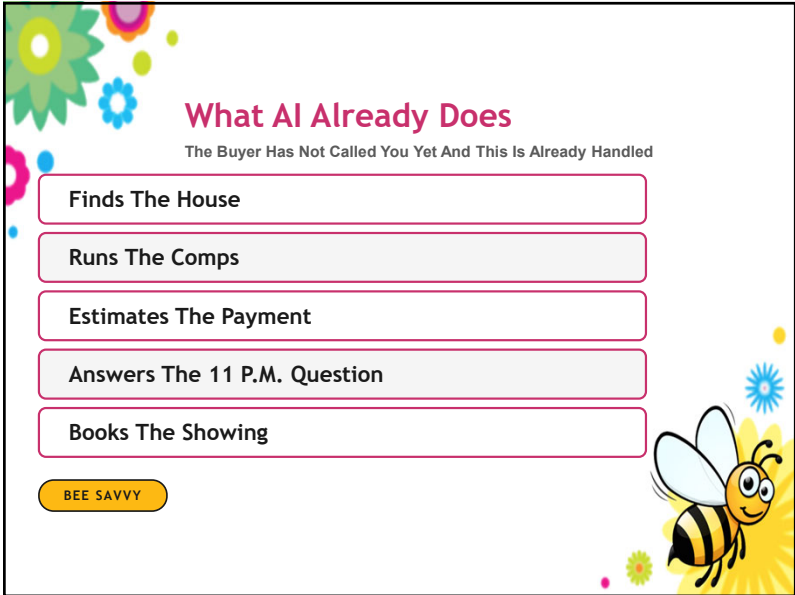
65



66



67



68

What Still Needs A Human

Every One Of These Is Billable. None Of Them Is Sending Listings.

Walks The Slab And The Roofline

Reads The Disclosure That Should Scare You

Negotiates Against Another Human

Holds A Nervous Buyer Together

Owens The Outcome

BEE SAVVY



69

SO WILL AI REPLACE THE BUYER'S AGENT?

AI Does Not Replace The Buyer's Agent.

It Replaces The One Whose Whole Job Was Sending Listings.

BEE SAVVY



70

Becoming The Buyer's Agent

Steps One Through Three — Before You Ever Show A House

1

Get Hired First

Buyer Agreement Signed Before You Open A Single Door.
AI Can Send Listings. It Cannot Sign A Client.

2

Send Them To A Lender

A Buyer Without A Pre-Approval Is A Browser. An Approved Buyer Is A Client With A Number And A Deadline.

3

Go See It In Person

The Outside, The Roofline, The Neighbor's RV, The Freeway Noise At 5 P.M. The Photos Are Always Flattering.

BEE SAVVY



71

Becoming The Buyer's Agent

Steps Four Through Six — Earning The Fee

4

Read What Nobody Reads

SRPD, CC&Rs, HOA Resale Package, Inspection Report. That Is Where The Deal Lives Or Dies.

5

Write The Offer That Wins

Price Is One Lever. Terms, Timing, Credits And Contingencies Are The Other Four. Know All Five.

6

Drive It To The Table

Appraisal, Loan Conditions, Repairs, Walkthrough, Funding. Somebody Has To Own The Outcome.

BEE SAVVY



72

AI Can Find The House.

It Cannot Get You Hired, So Get Them Approved,
Or Get Anybody To The Table.

That Work Is Still Yours.

BEE SAVVY



73

Your Business

Sales & Marketing

Financial Management

Customer Service

Sales: Turning Qualified Prospects Into Clients

Marketing: Promoting, Contacting, Action Items That Generate Prospects

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

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



74

NECESSARY COLLATERAL FOR MARKETING



75

NECESSARY FOUNDATION
COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

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

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



76

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

<https://linktr.ee/> INSTAGRAM - Plus SM Platforms

agentformula

1,526 posts 8,609 followers 6,056 following

Entrepreneur

Be Real Estate Savvy

Love Las Vegas REALTORS

Las Vegas Real Estate Websites

Social Media MasterMind

Continuing Ed Weekly Classes

Check Us Out Now!

Click

linktr.ee/beesocialsavvy

@beesavvy

Subscribe

Los Vegas Continuing Ed Classes Sign Up Here

Join Ruthie Rocks FB Group For Marketing Tips

Watch The Million \$ Vegas Home Of The Day

Stay informed Las Vegas Real Estate Market Shows

Be Real Estate Savvy Educational Videos

Ruthie Rocks YouTube Las Vegas

Get Your Las Vegas Realtor Website Subscribe Here

Facebook Las Vegas Agent Formula Tips

77

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

FACEBOOK GROUP - Create One For Your Farm Area

WELCOME TO Fabulous LAS VEGAS NEVADA

The Ruthie Rocks Group

RuthieRocks

Private group · 653 members

Invite

Share

78

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

YOUTUBE CHANNEL

PLEASE SUBSCRIBE

RUTHIE ROCKS DAILY REAL ESTATE SHOW

WELCOME TO Fabulous LAS VEGAS NEVADA

Run Youtube Ads

Focus on people who recently searched for homes on google

SCRIPT

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

79

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

LINKEDIN ---- POST WEEKLY

in

Search

Home My Network Jobs Mess

ROCKIN Daily Live Show About Real Estate

Ruth And John Ahlbrand

Founders - Love Las Vegas Realty + O48 Realty + Bee Social Savvy Academy, CE Trainer, YouTuber And AGENT FORMULA Website System - B.19059 & B.18528 TEXT: 702-496-7653 Anytime! #ruthierocks

Talks about #lasvegas, #realestate, #ruthierocks, #lasvegasrealestate, and #continuingeducation

Las Vegas, Nevada, United States · Contact info

4,196 followers · 500+ connections

AGENT FORMULA REALTOR WEBSITE & SOCIAL MEDIA MARKETING SYSTEMS

Pittsburgh Institute Of Technology

80

COPY RIGHT 2026

20

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

Social Media Platforms - Branded With Your Name

Reviews and Products - Listings!

46% Local

How Many Google Searches Are There Per Day?

The latest data shows Google processes around 16.4 billion searches per day in the US alone. This lines up with Google's own statement of handling over 5 trillion searches annually, which equals about 13.69 billion searches per day worldwide ([Google](#)).

That scale translates to nearly 190,000 searches every second, or around 11.4 million every minute.

81

NECESSARY FOUNDATION COLLATERAL FOR MARKETING

WEBSITE -
THEJIMMYDAGUE.COM <<< Your Name

Email Address - jimmy@jimmydague.com



82

82

Website - Hub Of Information

DAILY BLOGS

AND MONTHLY MARKET WATCH

[illegible]

83

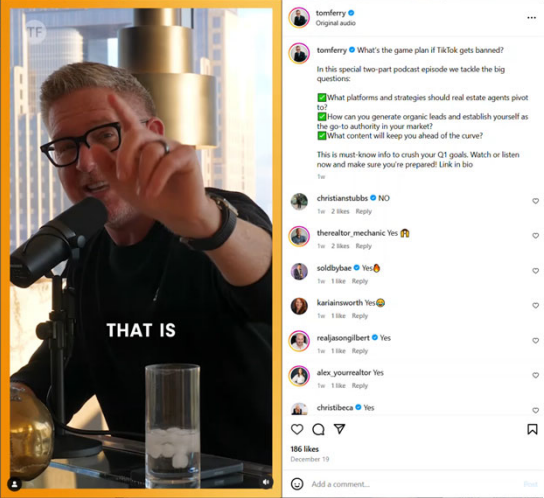
Create A Personal Call To Action Video



7/29/2026

84

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



7/29/2026

85

HANDOUTS /Emails FOR YOUR CONTACTS

FACEBOOK.COM/GROUPS/RUTHIEROCKS

YEAR	MEDIAN PRICE
2014	\$199,000
2015	\$216,000
2016	\$230,000
2017	\$256,000
2018	\$290,000
2019	\$305,000
2020	\$330,000
2021	\$395,000
2022	\$460,000
2023	\$443,000
2024	\$465,000
PROJECTED INCREASE	AVERAGE 7.9811%
2025	\$502,112
2026	\$542,186
2027	\$542,186
2028	\$585,459

\$500,000

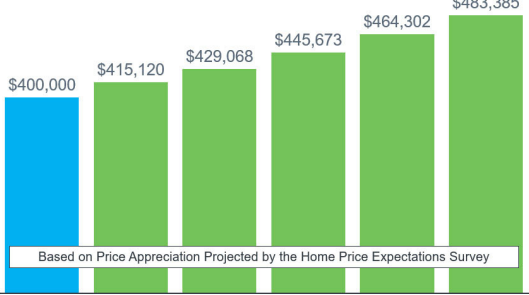
7/29/2026

86

HANDOUTS /Emails FOR YOUR CONTACTS

FACEBOOK.COM/GROUPS/RUTHIEROCKS

\$83,385 Potential growth in household wealth over the next 5 years based solely on increased home equity if you purchased a \$400K home in January 2024.



Based on Price Appreciation Projected by the Home Price Expectations Survey

Source: HPES

7/29/2026

87

1. Join 24 Referral Sites

2. Contact Everyone In Your DataBase - “EVERYONE”

3. Work Expires

7/29/2026

88

4. Non-Owner Occupieds

5. Ready To Downsize

6. Agent To Agent

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



7/29/2026

89

1. Join 24 Referral Sites

Agentmachine.com
Fastexpert.com
Homegain.com
Expertagents.com
Upnest.com
Fizber.com
Estatelly.com
Movoto.com
Effectiveagents.com

Agentpronto.com
Sold.com
Homelight.com
Hungryagent.com
MLSonline.com
Homes.com
123homekeys.com
Fsbohotsheet.com
55places.com

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



7/29/2026

90

2. Contact Everyone In Your DataBase - “EVERYONE”



7/29/2026

91

START YOUR DATABASE

Compile a list.

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

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

Organize that list.

- Use an application that can be 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.

Reach out!

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

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

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

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

	A	B	C	D	E	F	G	H	I
	First Name	Last Name	Phone Number	Email Address	Street Address	City	State	Zip Code	Notes
1	Joe	Smith	123456789	joe@email.com	1234 Main	Carlsbad	CA	92111	Daughter's name is Michelle
2									
3									



7/29/2026

92

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.



AGENT



93

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



94

Mailing Or Phone Calls

At What Price
Would You Consider
Selling Your Home?



95

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



96

Items Of Value To Snail Mail & Email

Relocating?
I've got you!

Moving in with Spouse

School

New Job

Better Quality of Life

Closer to Family

More Affordable

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 tour.

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.

97

3. Expireds

98

3. Expireds Tip

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

99

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?

100

COPY RIGHT 2026

25

7/29/2026

HOME OWNER STATISTICS

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

7/29/202



3. DM On Social

7/29/202

26

I hope this finds you and yours doing well. I have been searching for a home for my clients, Mr. & Mrs. Ahlbrand. They want to live in your community. I see that you own 2453 Green Mountain Court as an investment property. I am curious, with prices peaking, interest rates creeping up, would you be open to selling the property?

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

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

702-555-1212
Respectfully,
Jimmy Dague
Broker



7/29/2026

105

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?



7/29/2026

106

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



7/29/2026

107

5. Ready To Downsize



7/29/2026

108

109

110

111

112

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

Cost of living calculator

Compare the cost of living in two cities.

Many, or all, of the products featured on this page are from our advertising partners who compensate us when you take certain actions on our website or click to take an action on their website. However, this does not influence our evaluations. Our opinions are our own. Here is a list of our [partners](#) and [here's how we make money](#).

Compare cities

Current city

Los Angeles-Long Beach, CA

New city

Las Vegas, NV

Pre-tax household income

\$ 150,000

Standard of living comparison

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

\$94,057.78

The cost of living is **37% lower**.

Housing Costs	56% lower
Transportation Costs	18% lower
Food Costs	6% lower
Entertainment Costs	31% lower
Healthcare Costs	9% lower

113

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



7/29/2026

114

1. Pull The List

Owned For 7-19 Years ① - ⑱

Owner Occupied 🧐 🏠

2. Add To DataBase Under Dream

3. Send Monthly Mailers

✉️✉️

115

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 🏡



7/29/2026

116

Use Sly Broadcast

Send a pre-recorded voicemail to the neighborhood

Optimal Time Is Between 4-6 PM

OO

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

117



4.8

New Residents Moving In Per Hour

118

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.

119

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.

120

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 Reels/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 Reels/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

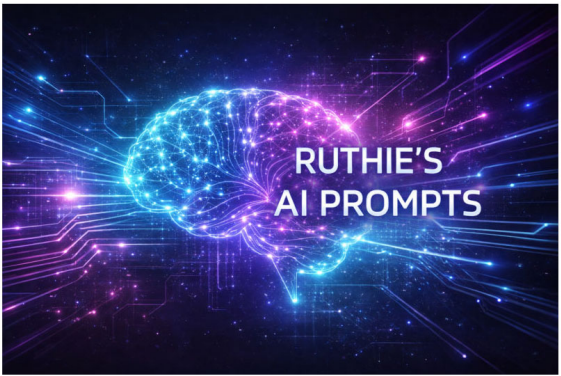


7/29/2026

121

<https://lasvegasagentformula.com/prompts/>

RUTHIE'S
AI PROMPTS





7/29/2026

122

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.



7/29/2026

123

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



7/29/2026

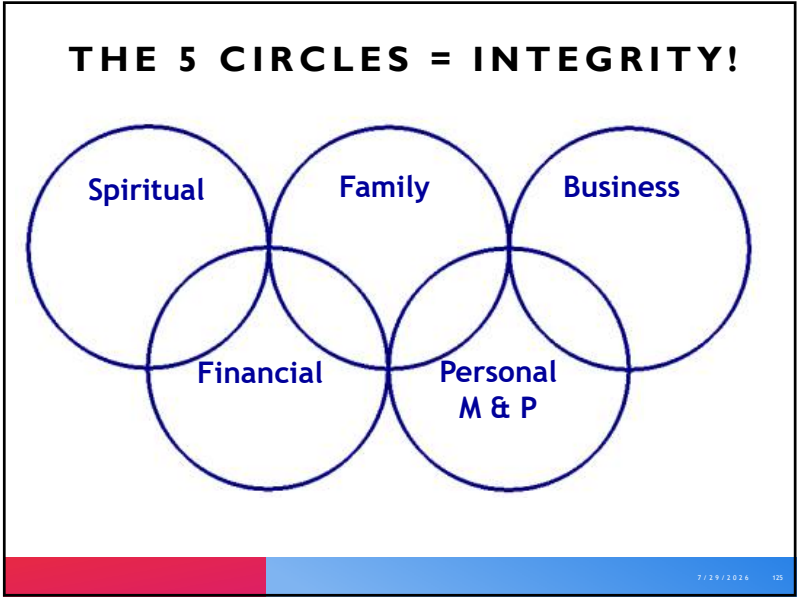
© 2018 Buffini & Company. All rights reserved.



124

COPY RIGHT 2026

31



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

**AGENT FORMULA FOR
SUCCESS**

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

126

The Schedule!

A diagram showing three overlapping rectangular boxes with rounded corners, arranged horizontally. The boxes are labeled 'Results', 'Recovery', and 'Remodel' from left to right. The boxes overlap such that 'Results' overlaps with 'Recovery', and 'Recovery' overlaps with 'Remodel'. The boxes have a red-to-white gradient fill.

7/29/2026 127