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Find Your Value

Deal with it compassionately

Put out your content honestly

Build your community
Experience
customer
social media presence

Applaud on the crappy times
NOT JUST THE GOOD

Deliver bad news in positive way:
TIPS
□ deal first
□ start with real candor... "this will be difficult"
□ listen, I hear you... we'll get through this

Make your audience FEEL



Look ahead at the new technologies

CHATGPT

AI

MORE UNDERSTANDING + RESPECT

worry on replacement

nothing will be same as high tech experience

CREATIVITY IS Beautiful

SHOW UP FOR ME IN TIME OF NEED

get their story out there

WOMEN

effect change in the business

STILL A STRUGGLE 2ND FULL TIME JOB

Book club to raise awareness of great women authors

Founder 130 employees

TOOK TO BALANCE WORKLOAD



eating the frog

not complicated = simple

IN REAL ESTATE

Get rid of the 'MOM GUILT' WORKING HARD - HOW WILL THEY BECOME HOME AND DON'T COMPLAIN ABOUT WORK - FIND ONE POSITIVE THING

SOCIAL

people live through your images

community builder

3 BIG TIPS

- 1 DO WHAT YOU SAY YOU'LL DO
- 2 HOW IS IT GOING TO MAKE THE RECEIVER FEEL
- 3 ONLY AS GOOD AS THE 5 PEOPLE YOU'RE AROUND

EGO

34 years in Hollywood

death of collaboration + creativity

peak but no longevity

NOT A STRATEGY FOR LONG TERM SUCCESS

5 THING

- ✓ important who you hire
- ✓ be very direct
- ✓ call them first - do it first thing
- ✓ high bar for them
- ✓ don't over manage them

COMBAT WITH SLOW GROWTH

TEXT VALUATIONS
 NATIONAL NEWS NOT POSITIVE
 STAY RELEVANT TO CUSTOMER
 QUICK EQUITY REVIEW

NURTURE IN ORDER
 -> NAME YOUR PRICE (10,000 LISTINGS) (JUN)
 -> RENT VS SEC (JUL)
 -> STRATEGY STORYTELLING

Neglected clients
 • hey its... its been forever
 • do you still live here
 • I thought about you did you guys ever do...
 • so theres been a lot of data, would you like to look at pics

LAST 2/3 YEARS
 • MORE DEMAND - HEARD ANY RUMORS
 IF YOU DON'T CALL SOMEONE ELSE WILL
 • HAVE YOU HAD ANY THOUGHTS OF SELLING? • REALLY?
 • DO YOU KNOW ANYONE WHOSE HAD ANY THOUGHTS OF SELLING YOU DON'T KNOW ANYMORE?
 • CURIOUS TO KNOW ANYONE WHO TRIED TO SELL AND IT DIDN'T WORK OUT

PROS!
 STRUGGLE RUNNING SAME WAY ALWAYS
 GET OUT OF YOUR HEAD AND CHANGE YOUR TACTIC
 GET COMFORTABLE WITH BEING UNCOMFORTABLE

Database Marketing
 CURRENT ROI 44% on email
 All email
 BB

CMA-A-DAY CAMPAIGN
 - HOW MUCH IS HOME WORTH
 - DO VIDEO AND SEND TO PROSPECT
 - 17 => 1 LISTING

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TOM FERRY MINDSET: MODEL + MARKETING PART ONE

LEARNINGS FROM 2,160,000 HOURS COACHING
 How much do we want to find out
 How often do you contact them
 Fuck around

RUN PLAYS THAT WORK DON'T DO DUMB SHIT

PAY ATTENTION TO THE CYCLES
 DO YOU HAVE A GEOGRAPHIC FORM
 OPEN HOUSE

NICHE FARMING FOR BUSINESS + LITTLE TO NO MORTGAGE
 GET YOUR DATA =

TEXT SIMILAR PROPERTY NEAR THEM AND SEE WHAT THEY THINK
 500 => 21 HOUSES

#1: CLEAR OUTCOMES FOR YOUR MARKETING

#2: SCALE TRUST + LIKEABILITY

#3: FOCUS ON BOLD NO OF APPOINTMENTS

5% of people in your phone will let in the next year

How do you become THE OPTION
 FIND NEXT SELLER

WHEN DO WE MOVE/SELL
 ① DIAPERS HAVE KIDS
 ② DEATH
 ③ DIAMONDS
 ④ DWORCE
 ⑤ DIPLOMAS
 ⑥ DEFAULTS
 WHEN CIRCUMSTANCES CHANGE

YOUR SITTING ON HUNDREDS OF LISTINGS

Real estate HUNGER GAMES

1 AGENT EVERY 4 MINUTES BECOMES A NEW SALES AGENT

VISUAL OF YOUR SUCCESS

① WHAT IS YOUR PURPOSE

② WHAT ARE YOUR GOD GIVEN TALENTS

③ WHAT ARE YOUR VALUES

④ WHAT DO YOU SAY YES TO

⑤ WHO WOULD YOU BE IF YOU'RE ALREADY THERE!

5 QUESTIONS

TURN THEM INTO YOUR MANTRA

REAL WORK

- HOW DO I GET STARTED
- WHAT DO I NEED TO CHANGE
- WHO DO I NEED TO BE AROUND
- HOW WILL IT WORK TOGETHER

CREATE CONFIDENCE:

- ✓ BUILD A BRAND
- ✓ SCALE TRUST
- ✓ MAKE A TON OF CONTENT
- ✓ ALL ORNS DOOR

ATTRACT YOUR TRIBE

FIND THE PEOPLE YOU WANT

WHAT DO YOU REALLY WANT

WE CARE ABOUT PEOPLE

THE WAR OF ART

IT TAKES TIME!

LACK THE FIRE

RELIGHT YOUR FIRE!

FIND WHAT YOU'RE DESPERATE FOR

YOU LEARNED WHAT YOU NEEDED TO EARN WHAT YOU HAVE THEN STOPPED

LIMITED INFLUENCE + SKILLS

LACK OF SYSTEMS + STRUCTURE

ITS 20 YEARS FROM NOW HOW ARE YOU SHOWING UP FOR OTHERS / WHAT DID YOU BUILD (WHAT'S THE VISION)

QUITTERS MINDSET allow resistance to take over

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TOM FERRY

MINSET, MODEL + MARKETING

PART TWO

NOT EARNING ENOUGH ITS NOT ABOUT THE MONEY ITS THE CONTRIBUTION

GO TO THE DEATH CLOCK AND GET MOTIVATE

WE'RE ALL GOING TO DIE - BUT - DO YOU WANT TO LIVE

AM I EARNING ENOUGH? NO!

\$400k is the min

Real estate IS MARKETING

Lack of exposure who you spend your time with matters

Lack of PLAN + OPERATING SYSTEM

THE 4 DISCIPLINES OF EXECUTION

TRACTION

Lack of PERSONAL BELIEF IN YOURSELF

BUY MORE PROPERTIES NOW

Lack of \$\$\$ MANAGEMENT

IF ALL YOU DID WAS MEETINGS YOU'D WIN

WHY MOST PEOPLE FAIL

TO ACHIEVE THEIR POTENTIAL

- ✓ SELF AWARENESS
- ✓ BE HONEST WITH YOURSELF
- ✓ LACK OF COMMITMENT
- ✓ DABBLE IN MARKETING + LEAD GENERATION

WHAT DO I NEED TO DO TO GET \$1M!

DON'T TALK YOURSELF OUT OF THINGS

CREATE MORE WEALTH

How can I help INVEST IN YOURSELF

How much do you WANT TO GET OUT OF IT

WHATEVER I'M THINKING THINK BIGGER

get in the MINDSET

DO WHAT IT TAKES TO TAP INTO THE ENERGY

ENERGY

BE THE FUTURE YOU! NOW

PLAY LIKE YOU'VE ALREADY **WON!**

CLEAR DEFINITION OF WHAT YOU WANT
BE THE PERSON IN 2 YEARS NOT THE ZERO TODAY

DON'T WALK INTO ROOM AS LOW KEY
KICK ASS RYAN GO

PUSH • PULL • PERSIST
INACTION IS THE ENEMY

APPOINT
ASK A TRUSTED FRIEND TO DESCRIBE YOUR ENERGY
- FIND WHAT YOU NEED TO CONTROL

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RYAN SERKANT

Secrets of the WORLD'S LEADING AGENT

NUDGE TO THE DECISION WITH INCENTIVES

CREATE MEMORIES NOT LOSE OUR WAITING

DON'T COUNT YOURSELF OUT OF THE GAME

CANT CHANGE
- YOUR CAR
- WHERE YOU'RE FROM
- WHAT YOU WEAR

CHANGE
• YOUR ENERGY
• YOU CAN CONTROL THE IMAGE TO OTHERS

YOU CAN SEE WHO IS SUCCESS AND WHO IS NOT

energy as a tactic

Be the greater

spoiler
NO SECRET
YOU CAN CONTROL THE MARKET

- DEALS CAN RUN MORE SMOOTHLY
- YOU HAVE MORE POWER THAN YOU THINK YOU DO

BUILD SUCCESS WITH **VOLUME**

13 YEARS AGO

- STARTED SMALL \$500-\$1000 COMMISSION
- SAD SPAN & ALIENS FRIENDS
- COULD NOT MISERY

10X
\$1,000,000 US
1x \$10,000
"THEY HAVE THE LOOKS"

Big money energy

NO 1 VALUE IS CONFIDENCE
COMMUNICATE WITH CONVICTION

FOLLOW UP
FOLLOW THROUGH
FALL BACK

YOU WON'T WIN IF YOU GO IN WITH -ve

Success makes success

Common Mistakes

TRYING TO REINVENT
DO IT RIGHT
BETTER
NOT DIFFERENT

NOTHING WORSE
THAN UNFULFILLED
POTENTIAL

NOT PUTTING
IN THE GROUND

WHY YOU'RE
NOT DOING THE
THINGS YOU
NEED TO DO

IT'S NOT
INSTANT
WIN

Stock levels tight

\$80mil ---> \$74.5mil
65 pretty good neehes

What do you
talk about -> pick their
brain
Just check in
same as normal

WHAT'S THE
BLOCKER?

HIGH
QUALITY
SKILLS + APPROPRIATE
VOLUME + TEAM
= WIN

FITNESS gateway
to personal
improvement

MAKE ROLE
EASIER

do better
rather than
different

HOW MANY
IN DATABASE

Benchmark
not hard to
stand in
real estate

100 that
really matter

And then
they are your
team

Slow start
then change it up
start own company

consistently do
things well

Change
voice mail
daily

100 phone
calls p/w

- 2 prospecting activities
- phone calls x2
 - run great open houses
 - market forecast - phone cal

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GOAT PANEL

Alexander Phillips
James Tostevin
Marcus Chiminello
Phil Harris

Secrets
+
Strategies

Keep the drive going

MORNING
+ TRAINING
BEST PART
OF DAY

High end positioning

- clean database
- promote brand
- turn business into
quality not quantity

9pm sleep
train early
3-4am

2,500 sales
3,000 properties
managed

AREC starts
the Spark

100-150
PAST CLIENTS
CONSTANT CALLING
PROSPECTING IS
enjoyable

TRY BUILD UP
COLDER RELATIONSHIPS
Be the one they
go to

TRAVEL
FOR LEARNING

offer PROPERTY
related advice
- UPDATE on MARKET
- AREA INFO

SHIFT mindset
- better everything
- improves all aspects

IF things change
come back to me

be
Always
accessible

keep putting
brand out there

SOCIAL

rely heavily
on personal contact

NO DEAD LEADS =

Sales agents are your VIP'S

WARM CALLS

COLD CALLS

STUDIOS 1 BED - outgrow quickly rent it / sell it

9 MONTH contract list here buyers - 12 MONTHS BEFORE THEY LEASE

3 month - routine inspection how it's going - what's routine inspection

Dead LEAD

property is chased harder

- Pick your marks
- start when it's live
 - pull all mistakes
 - every two weeks follow up
 - congratulate on leasing

BUILD TRUST WITH AGENTS

WIN ACROSS AGENCY

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BRODIE McPHIE
NEW BUSINESS
POWERHOUSE

348 new properties in 12 months

o campaigns were working

Set expectations

- ✓ quality marketing
- ✓ set for best success
- ✓ not a sales campaign
- ✓ time = money
- ✓ appraisal pricing

BEST + WORST SCENARIO
START HIGH THEN SLOWLY DROP



texting + automation

Google reviews
- communication great
- but no calls done
- still had service

set your day up your way

text message updates

NO CALLS JUST ACTION

proactive text better than reactive call

take time drafting the text plan for personality

TARGETTED
THINK ABOUT YOUR LIST
o apartment blocks
- call owners of blocks
o they know you're a good choice

monday PRICE no intro lower price

monday feedback

monday - applications

4th year + beyond

Dealing with CHURCH now

COVID - BEST LISTING MONTH

TRAINING

CHAMPION PEOPLE WITH DRIVE

switch off

4.53 mgmt
8 team
1.5m rev

TEAM

PM 2ND TO SALES PROMOTE TO #1

be in control

Love PM

WANT more

STARTING LITTLE BIRD

Become the Specialist

solve problem

FOCUS ON TEAM

all about listing

START BEING SPECIALIST

CLIENTS DON'T NEED YOU 24x7

Business hours only

Best accomplishment

ADD IN STRUCTURE

62 sqm

more to office

ADAPTS need to grow

CENTRAL LOCATION

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HEIDI ROSIN | Little bird BIG wings

2ND + 3RD year

Fired FIRST LANDLORD

TEAM MEMBERS

TAKE OVER THE ADMIN TO FOCUS ON LISTING

built relationships with sales

network + list

referred service

LESSONS

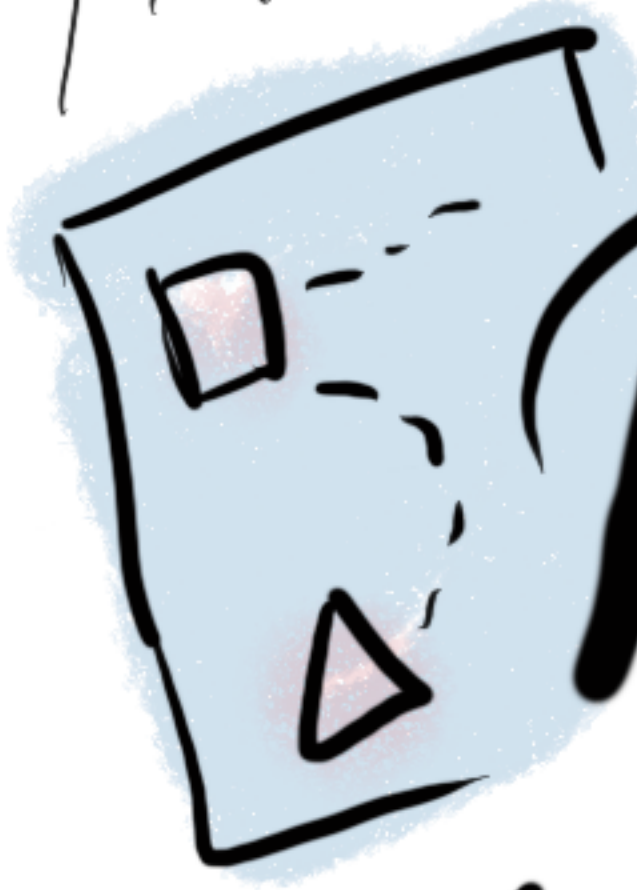
not a website developer

\$11k home setup

1ST year

non complete but didn't matter

Build without franchise



Plan

- work from home
- time for family
- not the biggest in town be the best for quality
- budget tight

17 years on phone during life
• 33% waking hours

TIME POOR

• 40% adults toilet tweeting

4-6 hrs power (brain)
exhaustion
BIOLOGICAL ABILITY TO DO DEEP W
• PRIMACY + RECENTRY
• REMEMBER ONLY BEGINNING AND THE END

ATTENTION ECONOMY

WE TASK SWITCH NOT MULTI-TASK

DISTRACTED
23 mins to get back to DEEP FOCUS STATE

- eliminate distraction to focus
- reduce micro stressors
- 3-5 small changes
- set digital boundaries
- communicate tech-spoken
- GET GOOD SLEEP - DIGITAL curfew
- CREATE VIP NOTIFICATIONS
- PUT PHONE AWAY
- DIGITAL DASHES
- COLD SHOWER

NOT ANTI TECH

AGE OF DIGITAL DISRUPTION

keep phone OUT OF BEDROOM
OUT OF SIGHT + AIRPLANE MODE

LONG FOCUS NO BREAK

STRESS TOLERANCE

RARE PHYSICAL STRESS
NEED THIS FOR MENTAL STRESS

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DR KRISTY GOODWIN
Dear Digital,
We need to talk

SWITCH OFF
TAKE A BREAK
SIT/STAND

ANTI TECH BAD HABITS

USE TECH TO SERVE NOT ENSLAVE

GET SUNLIGHT IN FIRST HR OF DAY

BLUE LIGHT GLASSES

NSDR non sleep deep rest

60CM INTIMATE SPACE OVERTAKEN WITH TABS

Lack of sleep / movement
SUNLIGHT / BREATH

VIRTUAL MEETING
SOCIAL CONTEXT

IMPRESSION MANAGEMENT

MICRO STRESSOR
- BOMBARDED
- ACCUMULATE
- ERROR BUFFERS TO MANAGE

hos
HUMAN OPERATING SYSTEM

STRESSED
NOT SUSTAINABLE

What will you do when it happens

The robots will be stressed

AIT

• INFOBESITM (TOO MUCH INFO)
• TECH NECH

MULTI TASKING

FORCED TO CONSUME VAST AMOUNTS OF DATA

DIGITAL SUPERSTORM

90% ADULTS REACH FOR PHONE BEFORE PARTNER IN THE MORNING

BURN OUT

Perpetual Overwhelm
74Gb data a day
more than ancestors in a lifetime

TRICKED INTO THINKING ITS URGENT

DIGITAL DIMENTIA
CANNOT cope WITH VOLUME

OVERWHELM

PROPERTY IS Personal memories

“We're all in this to help tenants”

LACK DATA EXPERIENCE

NEED: INSIGHTS

GROWTH STORY

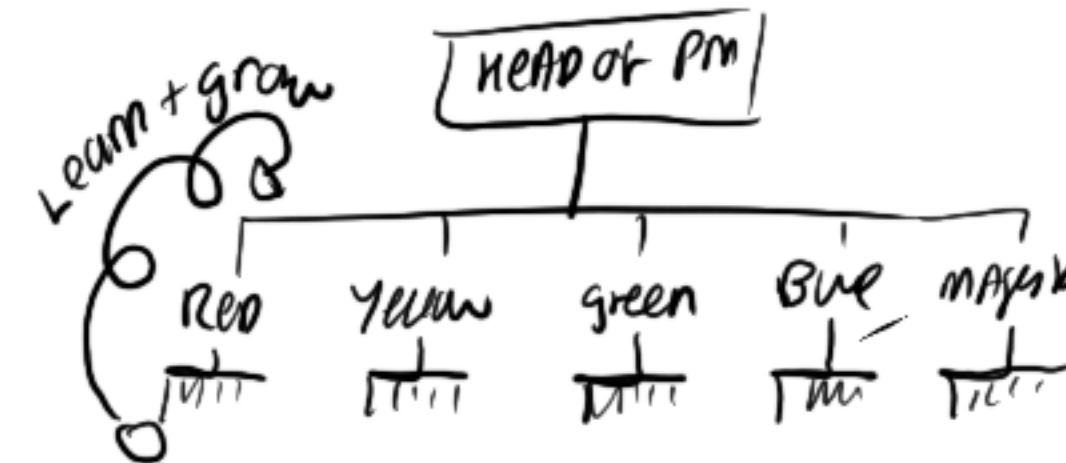
- o 2017 - 30
- o 2019 - 50

- High end boutique
- 3 different offices + cultures
- one office ≠ one solution



CULTURE ISSUE

elevate champions to lead



Retention referrals



relationship

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MEGAN TAYLOR

A LONGVIEW

PARTNER FOR GROWTH

Needs + LAMP

developers

financial

COMMISSION BASED ON INCOME

PLATINUM \$1250

RED \$0

True cost of LOSS

- lost due to team not cohesive
- lost clients
- lost network

no extra steps
no value

TURN AROUND
Recognition + reward

FIELD TEAM

- entry condition
- OF's
- Admin Team support

NPS

Recommend Longview
5 = under performing service

technology can't Replace US

KEEP IT HUMANA