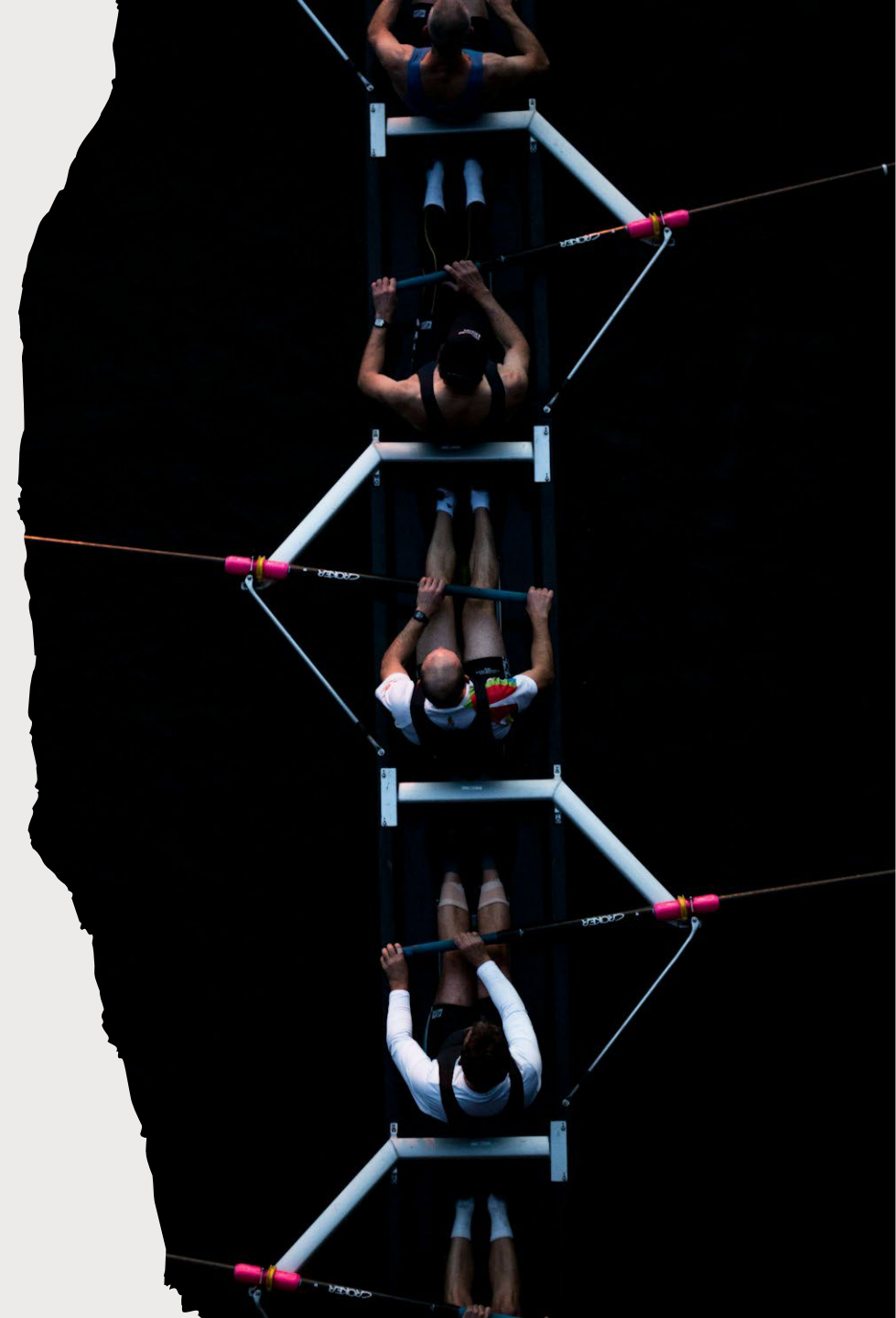


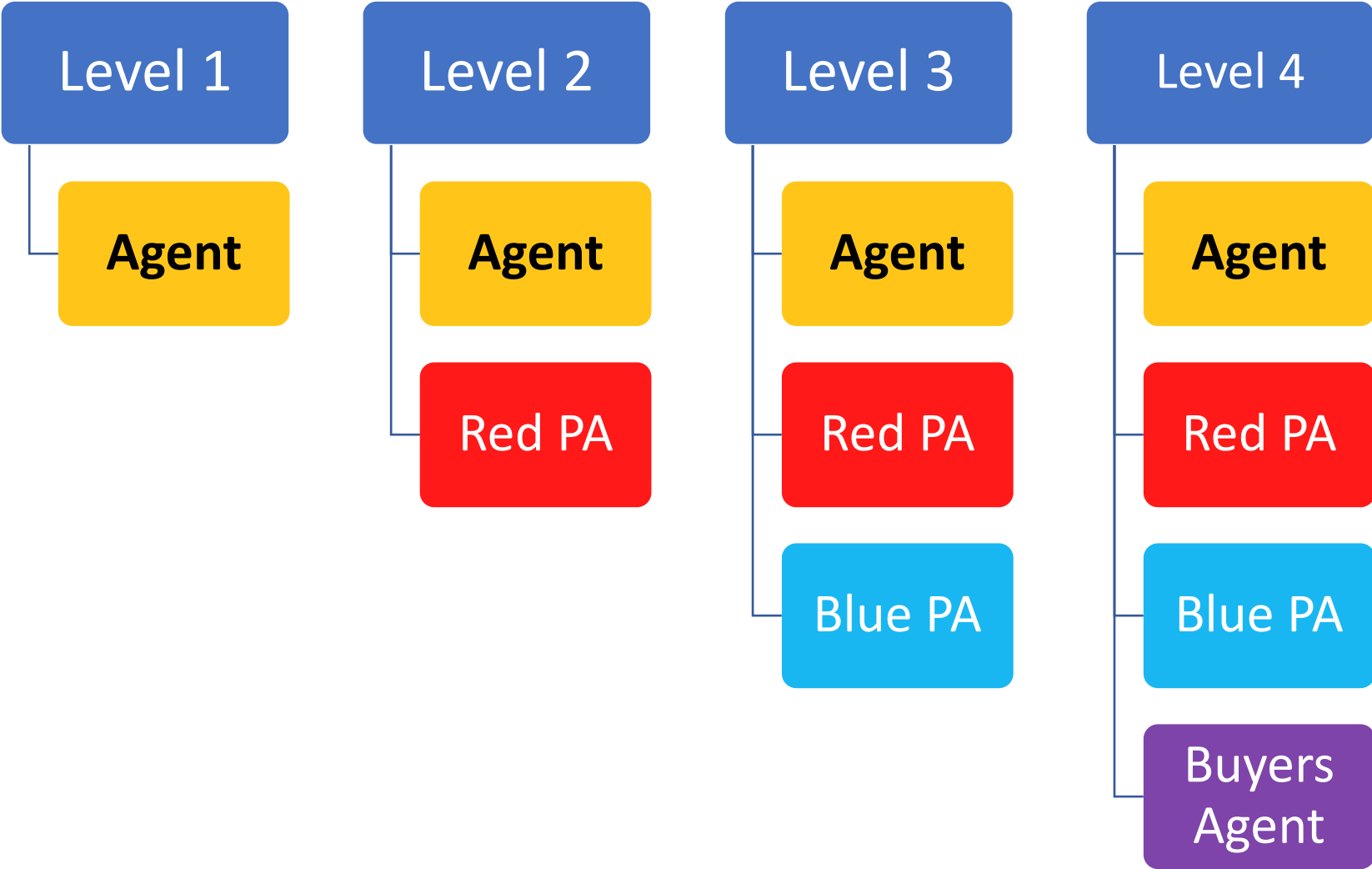
# Attraction Agent 5.0



# Real Estate Black Belt

BELT	TURNOVER	FOCUS
BLACK	\$2,000,000+	Team development
RED	\$1,000,000	Leverage
BLUE	\$750,000	Brand positioning
GREEN	\$500,000	Support
YELLOW	\$300,000	Chase
WHITE	\$150,000 or less	Learn

# EBU Structure



# ROLES OF YOUR EBU

<b>AGENT</b>	<b>RED</b> <b>(Mainly Admin) (You + 1) FT or PT</b>	<b>BLUE</b> <b>(Lead Gen/Buyers) (You + 2)</b>
MA/List	Maintain files	Prospecting
Manage pipeline	Coordinate Diaries	OFI Callbacks
Expectation meetings	Execute marketing plan	OFI's
Vendor Management & Meetings	Check & respond to agent emails	Buyer Appointments
Negotiation	Book SWATS	Attend SWAT
Sell	Execute exchange/settlement process	B&P Inspections
OFI's	Admin Duties	Attend Valuations
Buyer Management	Support Agent	Pre settlement
OFI Callbacks	Operations Management for team	Drop Pre-List kits
Networking	Cover holidays	Attend auctions
Prospecting	(\$45 - \$60K)	Manage exchange to settlement
Reserve meetings		Support Agent
Auctions		(\$60 - \$80K + incentives)
Team Management		
Business Planning		
Financial Planning		

# WIP MEETING AGENDA

DAILY

Yesterday Review?

Carry Forward?

Today's Appointments?

Prospecting calls

Buyer calls

KPI's/ Numbers

Exchanges/ Settlements

What Else?

ASAP

# WIP MEETING AGENDA

## WEEKLY

What new listings/ sales in our BDA?

Current Stock:

- Advertising/ Marketing activities
- Interest levels
- Offers
- Vendor expectations
- Price review
- Other

New Listings:

- Expectation meeting booked in?
- Advertising approved by vendor?
- OFI's scheduled?
- Pricing strategy is set?
- Contracts received?

What MA/Listing appointments upcoming?

What Prospecting?

- What type? What results?
- Numbers (how many prospecting calls? DL's etc.)
- Results from recent prospecting?

What team/agent marketing?

This week's auctions:

This week's settlements:

Team goals: Review + on or off track?

What's working well?

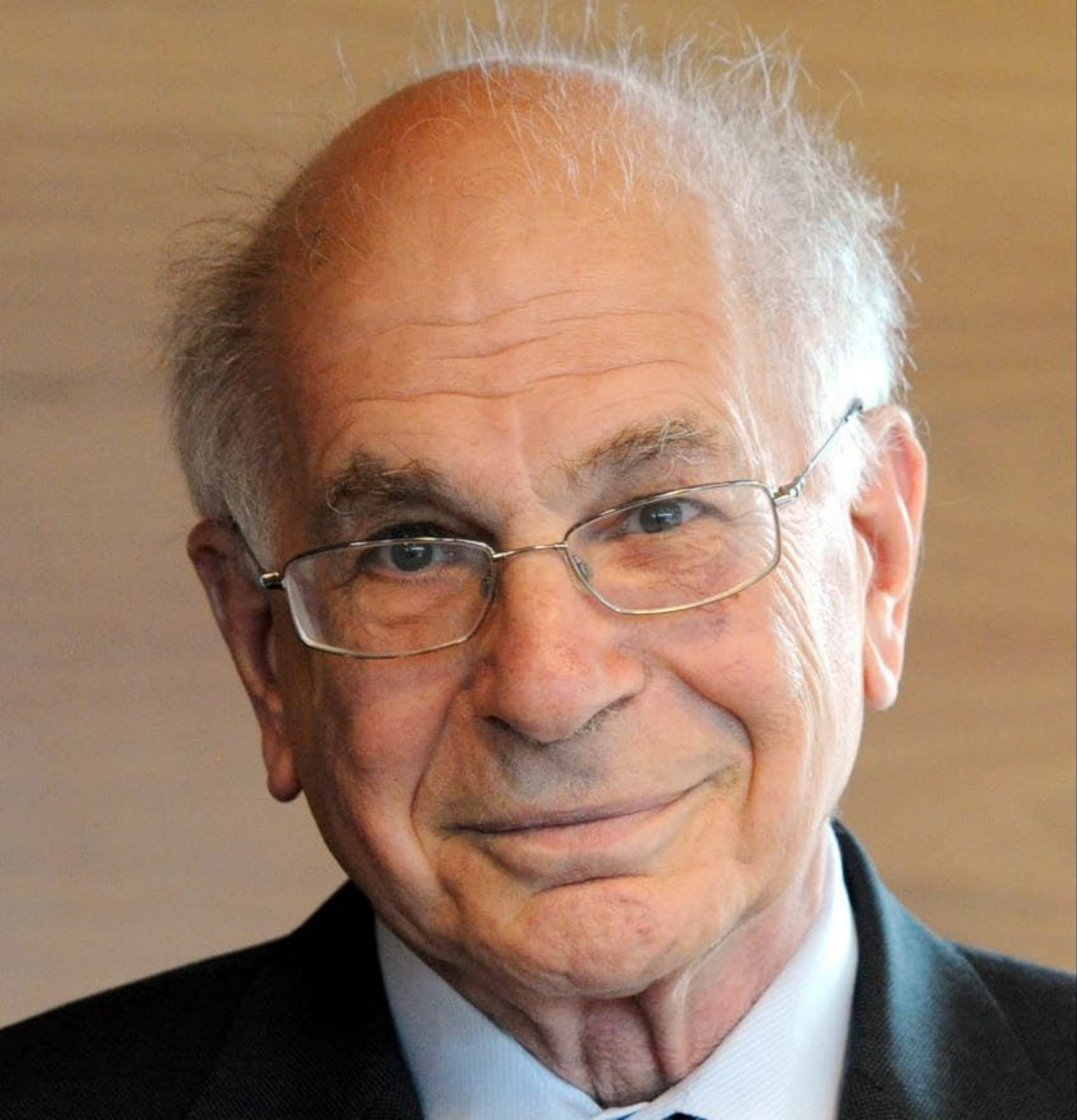
Ideas for improvement?











THINKING,  
FAST AND SLOW



DANIEL  
KAHNEMAN

*#1 Wall Street Journal Bestseller*

**DONALD MILLER**

*New York Times Bestselling Author*

# BUILDING A STORY BRAND



Clarify Your Message  
So Customers Will Listen

*Use the 7 Elements of Great Storytelling to Grow Your Business*



# Dear Neighbour Letter

---

Hi Neighbour,

I live at number 108 in our street, and I'd like to let you know that we'll be moving soon.

Our home has just sold for an amazing price, and I was blown away!

In case you're curious about how much your house could be worth, I highly recommend chatting to [\[insert name\]](#) from [\[insert real estate company\]](#)

I knew [\[insert name\]](#) would be professional, and I was amazed at [\[insert name\]](#)'s level of attention to detail, and how hard they worked to get us the price we wanted!

If you want any advice on anything property related, [\[insert name\]](#)'s number is 04 \_\_\_\_\_

I'm going to miss living in this great community and seeing you around.

All the best!

[\[insert vendor's name & signature\]](#)



# 3/5 Victoria Parade, Manly, NSW 2095

🏠 2 🛏 2 🚿 1 Apartment

\$3,420,000

Sold on 12 May 2023

 Property History



“What do you think  
of this price?”

Hi (name), I was thinking about you today, and I saw this home near yours. What do you think about this price? I have my own opinion.



# Name your price text/email

Hi <name>,

Could you finish this sentence for me?

“If I could sell my house for \_\_\_\_\_,  
I would list my home this March.”

I can't wait to hear your answer.

# I am Your Personal Coach 24/7

**REAL ESTATE GYM**  
TOM PANOS

## Exclusive offer!

- 58-page Business Plan & EBU Structure
- 29 Ways To Get Listings Now
- 19 of the Best Scripts & Dialogues
- 10 Top Templates for Marketing and Appraisals
- Plan to make 100 sales a year
- +600 Coaching & interviews
- **BONUS 90min REA webinar valued at \$2,579 – FREE!**
- **BONUS 14 courses valued at \$7,357 – FREE!**

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