LEAD

Open House

- Directional boards up by 8AM (subject to local council)











The Buyer/Seller

- Help them buy
- Create targeted, high-intent lists using reports from Before You Buy
- Get an appraisal done

Community Connection

- Sporting club sponsorship
- Monthly community video Local business sponsorship

The Magic 40 Success Marking (Geo-farming)

- 10/10/20 (10 either side and 20 opposite)
- Just listed / Just sold
- OFI invite
- Auction invite

Cold Calls

- Just listed, just sold
- I have a buyer
- Anniversary calls
- We are doing appraisal in your street
- Use **My Prospector** in the Real Estate Gym
- Use **iD4me** to help you find anyone, anywhere - instantly!





- Afternoon time blocks
- Just listed, just sold
- "I have a buyer looking" • "We are asking residents why
- they love living here" (Survey)



Fanatical Phone

Prospecting System

My Prospector

Social Media Campaigns

- "How much is your house worth?"
- Lead magnet campaigns

Past Internet Enquiries

 Are you researching buying or selling?

Expired Listings

- Day 60 contact
- Help them buy
- Log in to realestategym.com.au for the Expired Listings Letters and SMS Campaign

Orphan Data

 Old data from a previous agent who is no longer at the agency

Direct Mail

- · Personally address letters
- Log in to **realestategym.com.au**
- for over 50 creative lead generating letters
- · Bingmail.com.au or Australia Post

Agent Referral Sites

- Get immediate access to ready-to-list sellers using Local Agent Finder
- Speed + consistent follow-up

Letter Box Drops

- Monthly core area saturation
- Consistency + frequency
- Use Neo: 'Marketing. Real Estate. Leaders.' for letter box drops that stand out!

Banner Advertisements on Portals

realestate.com.au

Local Agent Finder Property Management Landlord Prospecting

4

Oneo

realestate



Amplify Your Efforts with Outsourcing

- Use Australia's leading on-shore contact centre to compliment you: Meson Agency
- Cold appointment calls
- Warm nurture calls
- Get a Wingman: The fastest way to double your GCI - Your dedicated Remote Professional takes

REAL ESTATE GYM

TOM PANOS

Million Dollar

Agent Roadmap

care of all your admin so you can have more conversations.



WINGMAN



Meson Agency

NURTURE

Categorise

- 1. Hot (Selling 0-60 days)
- 2. Medium (Selling 60 days to 6 months)
- 3. Cold (Selling 6+ months) 4. Buyer/Selling (will list when buy)
 - **Reapit** Everything under one roof

1. Hot: High Tech + High Touch

- Entered each Monday into The Weekly Action Plan (see below)
- Call/SMS just listed / just sold
- Invite to relevant opens/auctions
- Call/SMS happy client reviews • Invite to watch online live successful auctions
- EDM
- NO COMMISSION BREATH
- HIGH FREQUENCY

2. Medium

- Same nurture plan as HOT except no weekly plan (chase list) MEDIUM FREQUENCY
- 3. Cold

- Same plan as MEDIUM
- Quarterly digital price update LOW FREQUENCY

4. The Buyer / Seller aka Hot Buyer

- Deliver a VIP buyer servicing experience Send links of relevant properties (yours + other agents)
- Entered each Monday into The Weekly Action Plan • HIGH FREQUENCY











LIST

Pre-Listing Stage

- Qualify if ISA (Immediate Seller Appointment) or PU (Price Update)
- · Send digital introduction

Price Update (PU)

- Comparable market analysis research
- Not a formal presentation
- Build a relationship at the appointment
- Commence NURTURE program • Pre-Listing Kit:
- Digital copy using **Reapit** - Physical copy using **Neo**

Immediate Seller Appointment (ISA)

- Due diligence on vendor personality using AI
- Gather vendor price thoughts Question-based, not statement-based
- Listing Agenda - Price, Method, Marketing, Fee Presentation, House maximisation, Why you, why your
- agency? Buyer match Win the listing by offering vendors more choice with **CampaignAgent's**

Pay Now or Pay Later options.

- Get maximum exposure using Premier & Audience Maximiser. realestate.com.au
- Log in to the Real Estate Gym to get the 15 Competitor Destroyer Questions

Post-Listing Presentation

- (If not signed) Use the Thank You, and Activation Checklist in the Real Estate Gym
- Set-to-Sell Meeting
 - What to expect, Low offer / negative feedback (do not shoot messenger), Other agents calling saying they have "buyers", 2-week, 4-week, 6-week plan



Launch Preparation

- Photography, Videography, Signage
- Copywriting advertisement
- Contracts Dott & Crossitt Pre-portal videos
- Pest & Building and Strata Reports, post OFI: Before You Buy



"Why didn't

you buy that



Dott & Crossit

Exclusive Preview · Get office agents to inspect

- Buyer match call text
- Invite neighbours
- Collect buyer feedback and opinions of value
- · Meet with the vendor with feedback and align price if appropriate

"Have you

gone to an

auction and

bid / made

offers yet?'



"If we found

you something

suitable, will

you be looking

to make an

offer?"

Buyer Qualification







CampaignAgent

Campaign° Agent

Pay Now, Pay Later Real Estate





- Set-up WhatsApp Group
- Weekly 15min meetings on Zoom (e.g. using Calendly)
- Weekly written reports using ChatGPT AI summary • Generate a minimum of 1 offer per week or opinion of value
- Understanding the 3 prices
- Hope to get, Expected, Buyer feedback Log in to Real Estate Gym for vendor servicing tools / letters

"What's the

best property

you've seen

so far?"

The Seller Servicing System

- ✓ Have you set up calendar vendor meetings?
- ✓ Are you generating a minimum of 4 offers per campaign? ✓ Does every listing get a set to sell meeting?
- ✓ What is your price alignment strategy?

✓ Are you using AI to create impactful vendor reports?

Login to the Real Estate Gym to learn how to Nurture Clients for Life

REAL ESTATE GYM MODELS

BELT **TURNOVER FOCUS** BLACK \$2,000,000+ Team Development RED \$1,000,000 \$750,000 BLUE Attract \$500,000 Warm Prospect GREEN \$300,000 YELLOW **Buyer Management** WHITE \$150,000 or less Cold Call







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Real Estate Black Belt