

# THRIVE IN 2025

## AGENT ATTRACTION:

### OPEN HOUSES:

- SHOWING HOSTING OPEN HOUSES AS AN OPPORTUNITY
- BROKERS OPENS AT THE HOME (MAKE IT AN EVENT)
- HEADSHOTS AT THE HOME FOR THE BROKER OPEN
- GO TO OTHER COMPANY OPEN HOUSES
- SOCIAL MEDIA EVENT: BOOST/PROMOTE WITH CONTENT
- TRACK THE TRAFFIC
- MARKETING AROUND THE OPEN HOUSES
  - REVERSE PROSPECTING
  - EXTRACT THE AGENT DATA (CLIENTS LOOKING)
  - BEING PROACTIVE
  - PLUG-IN (INSTANT DATA SCRAPER) LINKS WITH MLS

### EXPANSION/ADDITION TO THE TEAMS:

- ONBOARDING TO EXP:
  -
- ONBOARDING TO MY COMPANY:
  - TIME TO ONBOARD
  - CREATE THE MACHINE
  - CERTIFICATION
  - BOOTCAMP
  - TIERED RECRUITMENT: NG. PARTNER. AFFILIATE
  - <https://kerishull.com/recruiting>
  - NO ONE LIKES STEVEN
  - PARTNER:
    - KSTEAM: ACCOUNTABILITY & ISA FOLLOW-UP, COME LIST ME
    - KSTEAM PARTNERS: (NO ISA BOOKED APPTS)
    - LEGACY TEAM: 25% OF COMMISSION (SOI- NO LEADS) - NO TECH NOR CRM FOR THEM (SEAT COST)
  - OPEN CONVERSATION AT END OF ONBOARDING
    - WEEK 3: HOT SAUCE, MILD SAUCE, NO SAUCE
    -
  - ACADEMY: TELL THEM WHAT TO DO - TO ENGAGE AND BE SUCCESSFUL
    - MODEL:
    - KSTEAM
  - 
  - AUTOMATE THE KEY ITEMS (REMOVE IT FROM THE STAFF)
    - AUTO EMAILS
    - AUTO INVITES
    - TL RECORDS THE VIDEOS
    - MILESTONES

- BROKER OPEN: RECRUITING TOOL
  - LUXURY HOME
  - EXPLORE OUR BROKERAGE AND THE HOME

**LISTINGS PROTOCOL:**

- WEDNESDAY LIST
- THURSDAY - SUNDAY
- REVIEW ON SUNDAY
- COUNTER & HIGHEST BEST ON MONDAY
- TUESDAY/WEDNESDAY DOOR KNOCK. CIRCLE PROSPECT
- THURSDAY (BLOCK OUT TILL THE OPEN HOUSE)
  - NO SHOWINGS TILL THE COMPANY OH'
- SHOWINGS START SATURDAY FOR THE AGENTS

**RECRUITING TACTICS/TOOLS:**

- TIERED RECRUITING PLATFORM: COMPANY (YOU INC), PARTNER, AFFILIATE, GENERAL BROKERAGE
- SHADOW (MEETING/AGENT/ETC)
- SELF SELECT OUT, STAY WITHIN YOUR ORG & OPPORTUNITY
- WHERE DO YOU FIND THEM?
  - MOSELEY (NEW AGENTS)
  - BROKER RECERTIFICATIONS
  - SALES INDUSTRIES
  - CUSTOMER SERVICE
  - INDEED
  - LINKEDIN (OUTREACH)
  - PSI LIST: BUY IT FROM PSI DIRECT
  - SOCIAL MEDIA
  - INVESTMENT FLIPPING HOMES (SYSTEM IN OTHER REGIONS FOR EXPANSION)
  - 1 YEAR OLD
  - LIST FROM MLS: SALES VOLUME NUMBER OF TRANSACTIONS
    - BROKERAGE RECRUITMENT:
      - 3M - 5M - TEAM RECRUITMENT
      - FIND THE NEED. HAVE THE SOLUTION
- SUCCESS STORIES/TESTIMONIALS FROM AGENTS WITHIN YOUR COMPANY
  - 3 DIFFERENT AGENTS YOU WANT TO ATTRACT (COMING BACK TO THE WORK FORCE, ETC)
- FIRST 90 DAYS
- ONE YEAR & LOOKING
- CHANGE THAT HAPPENS AT THE BROKERAGE
  - NEW BROKER (AFFINITY BUSINESS)

- TRAINING
- BROKER DOESN'T SHOW UP
- LEAD AGENT NOT TO BE FOUND
- ANOTHER STATE - SEARCH THE BROKER - EXP WORLD
  - KNOW THE NAMES- CONTACT POINTS- WHO IS ON DUTY
  - REMOVE THE FEAR - THE GAP
  -

#### **SPLIT MODEL & RETENTION:**

- SPLITS ARE THE SPLITS
- FIND AN ELEVATION STRATEGY
- ALIGNMENT WITH YOUR VALUES/GROWTH & STRATEGY
- RE-EVALUATE YOUR OWN SPLIT & VALUE YOU PRESENT
- GRANDFATHERED IN AGENTS (TO KEEP THEM)
- KNOW YOUR % OF PROFIT
- KNOW HOW MUCH EVERY DEAL COSTS YOU (# OF UNITS, COSTS TO RUN OPERATION)

#### **PARTNER AGENT MODEL:**

- SALARY AGENT: 45K BASE AND 5% KICK
- KEEPS COST OF SALE LOW
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#### **LEAD GENERATION:**

- SYNDICATION TIMES FOR THE MLS
  - ZILLOW: 3 HOURS
  - HOMES.COM: SLOW
  - REALTOR.COM: SLOW

#### **OPEN HOUSE FUNDAMENTALS:**

- EVERY DAY: RACE TO 100
- WALK & TALK WITH POTENTIAL CLIENT:
  - WHAT ARE YOU LOOKING FOR?
  - LIST OF ALL ACTIVE HOMES
  - SET THE APPT THAT DAY
- DOOR KNOCK/LISTING NIGHT/PUBLIC OPEN
- PUT IT IN THE PUBLIC COMMENTS FOR OPEN HOUSES DON'T LET IDX DO THE ANNOUNCEMENT FOR THE OH
- WHEN TO DO THEM?
  - DURING DAY

- 4-6 PM
- TUES-THURS (HINSDALE AGENT)
- WHEN DO YOU LIST?
- MOTIVATED PEOPLE WILL GO DURING THE WEEK
- DARKER EARLIER IN THE WINTER
- FARMING WITH OPEN HOUSES
- QR CODE VS
- YLOPO - REGISTRATIONS
  - CONVERT IN FIRST 3 DAYS
  - GOES TO ISA IF NOT FOLLOWED UP
  - ISA FEE IF THEY CAN'T BOOK IT
- OPEN HOUSE FOLLOW UP:
  - ISA FOLLOW UP
  - SHOOT A VIDEO (TOP 3 CONNECTION POINTS)
  - GOOD/BAD VIDEO OF THE HOME
  - REFERENCE BY NAME
  - 3 THINGS I LOVE ABOUT...
  - MARKET STAT VIDEO WHILE IN HOME
  - QR CODE FOR OPEN HOUSE:
    - YLOPO - PRINT/SCAN THEN TO FOLLOW UP BOSS
    - PEN/PAPER
    - IPAD/PHONE

\* NO SUBMISSIONS?

\* PHONE NOTIFICATION - FOLLOW UP BOSS

PAPER REGISTRATION:

QUICK TOUR AT OPEN HOUSE:

<https://www.nellisgroup.com/Rainwater-open-house>

ALWAYS GIVE THE NEXT STEP:

- WOULD YOU LIKE...

<https://www.atproperties.com/site/BryanBombaGroup>

- TREAT IT LIKE NEW HOMES
  - PACE & MIRROR THE CLIENT
  - "TAKE A LOOK AROUND AND I'LL BE UP IN A MINUTE TO ANSWER ANY ADDITIONAL QUESTIONS"
  - TIMING & MOTIVATION

**ODOR:**

- FEEDBACK FROM SHOWINGS
- 3RD PARTY REFERENCE
- IDENTIFY THE BUYER HORIBILIZATION
- OZONE MACHINE

\* VALUE ADD AT OPEN HOUSES:

\*

- AI OPTION:
  - FIRST TIME BUYER
  - MOVE UP: ABSORPTION RATE, INTEREST RATES
  - MOVE DOWN
  - TOP QUESTIONS FOR EACH AVATAR/CLIENT
  - RIGHT QUESTIONS TO ASK
- SENIOR LIVING COMMUNITIES
  - CONTENT
  - REVIEW
- FAILURE RATE:
  - REASONS A HOME DOESN'T SELL

WHAT'S WORKING: (2024)

- CALLING EXPIREDS: DAY THEY EXPIRE/NEXT DAY
  - SYSTEM USED: VULCAN 7
  - 7:45 AM - CALLING IN AND CALLING EXP (8-11)
  - FOLDER 1, FOLDER 2, ETC (7 DAYS IN A ROW)
  - LOTTERY TICKET CALLING
  - CALLS TO APPTS: 15 DIALS - 1 CONVERSATION
  - DIALS, CONVERSATIONS, APPTS, CONVERSION
- CIRCLE PROSPECTING:
  - NEW LISTING (JUST LISTED) - ANY BROKERAGE - ANY LISTING
  - 100 CALLS TO A CONVERTED CLIENT
  - TALKING TO PEOPLE EVERYDAY
  - NEW EXP,
  - UNDER CONTRACT
  - SOLD
  - BUYER IN WAITING

COMMUNITY GROUPS:

- MAKE IT A SYSTEM
- SOCCER GROUP
- FLAG FOOTBALL (SPORTS RELATED)
- MEETING EVERY WEEK

- HOST THE MEETING IN THE OFFICE

**OPEN HOUSES:**

- LET IT GO LATE (FIND THE CLIENTS)
- RECOMMENDATIONS FROM PEOPLE
- COME EARLY, STAY LATE

**REFERRAL PROGRAM:**

- ZILLOW FLEX

**SPHERE:**

- VIRTUAL EVENT FOR REVIEWS (GIVEAWAY)
- POST CARDS

**REFERRAL PROGRAM:**

- REDFIN (PRO AGENT)
- 10 CLOSED
- % - 33% - 35% - 40% (900K UP) (WITHIN 2 YEARS)

**FIRST DAY OF FALL:**

- STARBUCKS - SEND OUT TO ALL PAST CLIENTS
- PORTERHOUSE - TEXT EVERYONE - SENDS IT OUT
- DIGITAL GIFT CARD IN STARBUCKS
- LOAD IT FOR 2 DAYS
- \$150 (MOST)
- BEN & JERRY'S - FIRST DAY OF SUMMER
- PUMPKIN SPICE LATTE
- VALENTINES DAY

**MESSAGE ON ME:**

- FILL OUT FORM
- PAY FOR IT

**BE A RESOURCE TO CLIENTS & AGENTS:**

- SPHERE OF VENDORS/CONTRACTORS
- EVERY CONVO
- RENTALS - CONVERTING THEM (LONG GAME)

**SOI:**

- KEEPING IN CONTACT
- BASEBALL EVENT- FREDNATS: \$1,200 (60 PEOPLE)
- DINNER OUT WITH CLIENTS
- POST CARD MAILINGS EVERY MO

- WHO DO YOU KNOW CONVO?
- RENTERS TO BUYERS

#### SOCIAL MEDIA:

- FACEBOOK:
  - MARKETING VIDEOS
  - PHOTOGRAPHY
  - VIDEO
  - [WWW.FB.COM/CHRISTYLIVINGSTONSCHEIDER](http://WWW.FB.COM/CHRISTYLIVINGSTONSCHEIDER)
  - 
  - MODEL A CAR
  - AIRPLANE/BOAT/HORSE
  - TRANSPORTATION

#### OPEN HOUSES:

- 40% OF OUR BUSINESS
- BE CONSISTENT
- LETTING PEOPLE KNOW WHAT WE ARE DOING
- SHOWING PROPERTIES/WRITING OFFERS
- STORIES FOR REAL ESTATE ACTION (24 HOURS)
- FEED FOR PERSONALITY/FAMILY (FOREVER)
- PERCEPTION IS REALITY

#### TOMA:

- [WWW.NELLISGROUP.COM/CARDS](http://WWW.NELLISGROUP.COM/CARDS)
- MAILBOX SMILES

#### EVENTS:

- SPHERE: 12/7 - CLIENT ONLY - KW OFFICE
  - CALL DB TO INVITE
  - THANK YOU FOR PAST CLIENTS
  - ONLY PAST CLIENTS
- ABC CLIENT PARTY
- CAP EVENT: AT MY HOUSE - BAR & FOOD & MUSIC
- MEMORIAL DAY COOKOUT AT HOME
- NEIGHBORHOOD: AFTER TAX TIME (BOOMERS) - SHRED & DUMP EVENT AFTER TAX TIME. PARTNER WITH SOMEONE: PATRIOT SHRED (TITLE CO HELPS)
- RECIPROCITY
- "YOUR NEIGHBOR AT"
- END OF SUMMER - TACO TRUCK EVENT
- COLD CALL TO EVENT:
- FREQUENCY: QUARTERLY

#### YOUTUBE:

- LEVI COACHING FOR GETTING ONLINE AND IN VIDEO

#### DOOR KNOCKING DEL RAY:

- FIND MY FUTURE HOUSE

#### TOP 50/TOP 25:

- INFLUENCERS/CLIENTS
- TICKETS AT THE LITTLE THEATRE OF ALEXANDRIA - APPS AFTER
- <https://thelittletheatre.com/>

#### DATABASE & SPHERE:

- CRM: FUB, SIERRA, BOOMTOWN, CINC, LOFTY
- SIERRA: PPC, TEXT, DIALERS: \$399/MO - PER SEAT: USER COUNT (1-10)

#### SPHERE:

- **LETTER OF THE HEART:** SHARE PAIN/STRUGGLE OR VULNERABILITY YOU ARE EXPERIENCING IN LIFE TO YOUR DATABASE
  - PEOPLE WILL PUSH YOU UP IF THEY CAN RELATE TO A STRUGGLE
  - THEY BECOME VESTED IN YOUR SUCCESS
  - SOCIAL MEDIA CAN WORK AGAINST YOU
  - SAMPLE - DECISION TO MOVE (XYZ RECRUITING OUR TEAM) - STARTING AGAIN- LESSONS LEARNED
  - HEALTH/VULNERABILITY
  - END IT WITH: BE A RESOURCE TO YOU AND YOUR FRIENDS, FAMILY, ETC.
  - LIFE, THOUGHTS
  - PICTURE OF THE FAMILY- MAKE IT PERSONAL (KERI HAS SAMPLE)
- **SOCIAL MEDIA:**
  - SON BROKE LEG (SENT OVER ACTIVITIES TO THE FAMILY)
  - WRAPPED MINI RANGE ROVERS FOR KIDS (EVERYWHERE IN THE COMMUNITY)
  - CLIENTS - HOW TO CHOOSE YOUR TOP PEOPLE
  - KIDS - AT THE AGE FOR THE RIGHT GIFT
  - TOP 50 -
  - TOP 100 -
  - VIP LIST
  - AMBASSADOR PROGRAM:
    - REFERRING AGENTS FROM AGENT SPHERE
    - YOGA INSTRUCTOR
    - BARTENDER
    - SERVICE INDUSTRIES - HELP THEM GET LICENSED
    - RECRUITING AGENTS TO REFER



- BUILDING MORE RAVING FANS:
  - BIGGEST REFERRAL RESOURCE: (BY PROFESSION):
    - HAIR STYLIST
    - MILITARY -
    - STATE DEPARTMENT
    - DOCTORS
    - ATTORNEY
    - BLUE COLLAR (TRADES)
    - RETIRED (BANK)
    - BARBER
    - CHURCH (PASTORS)
    - PRIVATE SCHOOL
    - NEW HOME SALES REP
    -

- STARBUCKS GIFT CARD:



- ALWAYS HAVE A REASON TO CALL
- ANNUAL EVENTS - INVITE THEM TO IT
- 9 TOUCH PROGRAM FOR INVITING:

**THE NELLIS GROUP  
9 TOUCH PROGRAM**

TOUCH	ACTION ITEM
1 →	DIRECT MAIL
2 →	DIRECT EMAIL
3 →	FACEBOOK POST
4 →	PERSONAL PHONE CALL
5 →	VIDEO EMAIL
6 →	TEXT
7 →	EVENT
8 →	EMAIL EVENT
9 →	THANK YOU PHONE CALL

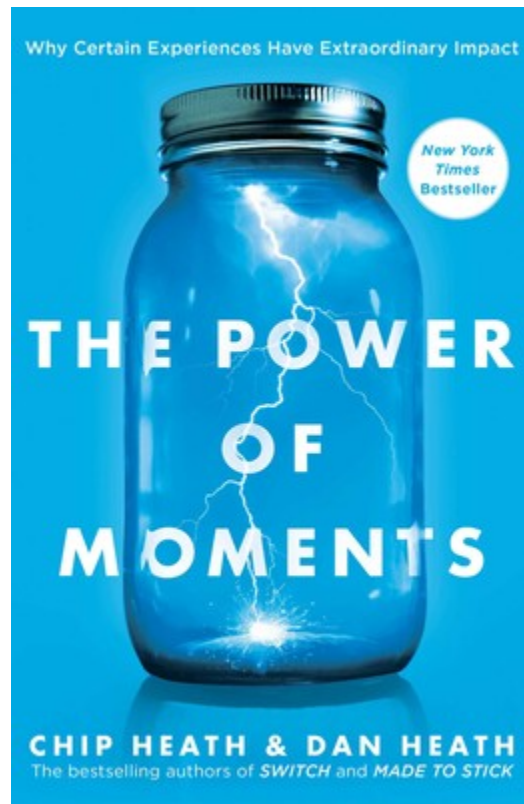
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- EVENT:
  - PHOTO OP OPTION
- SANTA EVENT:
  - SEND THE PHOTOS OUT (DIGITAL)
- PORCHTRAIT:
- FAMILY PHOTOS AT THE HOME (YOUR OWN STOCK PHOTOGRAPHY AND VIDEO)
- AT THE EVENT: PHOTOGRAPHER & SEQUENCE
- SOCCER CLUB: SPONSOR IT (VA & MD)
- CALENDARIZE YOUR YEAR:
  - WHEN DO YOU DO IT?
  - HOW MANY EVENTS?
    - WORKSHOPS: ESTATE/PROBATE
    - SOI: 2 TIMES
    - 3 TIMES IN COMMUNITY
    - 7-10 PER YEAR
    - MASS EVENT VS MICRO EVENT
    - GENERATIONAL EVENTS

- EASTER EGG EVENT

- HOW MUCH TO SPEND?
- WHICH SEASON?
- TOUCH PLAN & WHEN

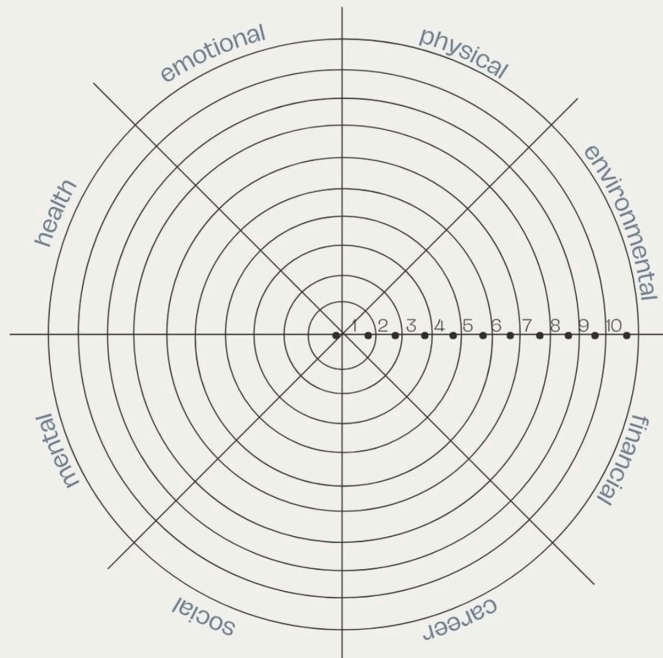
- WORKSHOPS/SEMINARS
- WINE, WOMEN & WEALTH
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- BOOK: UNREASONABLE HOSPITALITY
- THE WHEEL OF LIFE:

## Wheel of Life Balance

The Well-being Wheel helps you better understand what you can do to make your life more balanced. By considering the following 8 categories and rating them on a scale of 1-10, you can assess how to improve your overall well-being.



Date:

### BUSINESS AUTOPSY:

- KERI WILL DO ONE WITH YOU
- GO THROUGH IT ALL AND TIE THE LOOPS TOGETHER

### TAKEAWAYS: ONE IDEA:

- CALL SOI - CREATE THE TOP 100
- RETHINK TEAM STRUCTURE
- SOI: CRM WHICH ONE SHOULD I USE TO IMPLEMENT IT ALL
- FREE GIFT: FUB GUIDE FROM KERI
- MOVE UP/MOVE DOWN WITH THE CRM
- "MONEY TAGS"
- 6 STEPS FOR ONBOARDING
- FOLLOWING THROUGH ON A QUARTERLY EVENT - 4 EVENTS

- THE GIFT CARD AS AN EXTRA TOUCH
- COMPLETE THE SPHERE MAP EXERCISE
- AMBASSADOR PROGRAM (REFERRAL AGENTS)
- VENDOR IMPACT SHEET (LAW OF RECIPROCITY)
- NETWORK WITH TOP TEAMS - GROW AND SHIFT AND CHANGE - FIND THE SOLUTIONS
- SOI FOCUS
- CREATE ANOTHER TEAM FOR EXP RECRUITING (LEGACY VERSION)
- REALLY NEED TO HIRE ADMIN HELP
- ROCKET FUEL BOOK: GET YOURSELF AN INTEGRATOR
- VA COMPANY: DIRECT MAIL (COMMUNITY TAKEOVER)
  - DIRECT COMMUNICATION AND DATA SEGMENTATION
  - SPECIFIC TO THE AVATAR
  - TESTING IN MULTIPLE LOCATIONS
  - ONE ADMIN TO RUN IT ALL FOR YOU (REMOTE)
  - REPORTING DONE WITH VA
  
- ENROLL THE AGENTS TO HELP WITH THE LOCAL
- RENTAL DATA SEGMENTATION WITH TENANTS
- LEASE IS ALMOST UP AROUND YOUR HOME (VIDEO AND SEND IT TO THE CLIENT)
- EVENTS - FUN AND I COULD DO IT. I HAVE A WEDDING VENUE JUST OPENED. SPOTSYLVANIA COUNTY VENUE
- ONBOARDING THEM - YOU ARE ONBOARDING THE FAMILY - FOLLOW THE PROCESS.
- HAVE OTHER AVENUES TO RECRUIT (TO THE BROKERAGE IF NOT YOUR COMPANY) EXP & TIERS
- AGENT ATTRACTION: AGENT TESTIMONIALS (3 PLUS OPTIONS)
- FOLLOW THE 9 STEP FORMULA
- TESTING THE EVENT (CALENDAR AHEAD OF TIME TO REVIEW IT)
- TESTING THE MAILER (CALENDAR AHEAD OF TIME TO REVIEW IT)
- THANK YOU FOR THE DAY AND INFORMATION SHARED
- MINDSET SHIFT
- WHAT IF? LAW OF ATTRACTION/THE RIGHT FREQUENCY
- HOUR OF POWER: ME, NICOLE & STAFF
- STAY IN YOUR CORE COMPETENCY
- AMBASSADOR PROGRAM
- INCOME PROJECTION
- CLIENT FACING FOCUS PROJECTS (STAY AT HOME MOMS LOOKING FOR WAYS TO MAKE MONEY) - ROLL IT OUT AS A PROGRAM

**ACTION ITEMS:**

- 3 BEFORE 2025

READ THE BOOK: "WORTHY"

- RANK YOUR VALUES & HOW YOU FEEL
- CONTRIBUTION
- CHARITABLE CONTRIBUTION

PATH TO CONTRIBUTION

- HOW WILL YOU CONTRIBUTE THIS YEAR?
- WHAT WILL BE YOUR PATH?

CONTRIBUTION AS A TEAM:

MISSION WORK/BUILD HOUSES INSTEAD OF THE BEACH

- DO A MISSION TRIP INSTEAD OF A PARTY TRIP
- TEENAGERS WERE COMING ON THE TRIP

CHEF TO THE HOUSE INSTEAD OF A RESTAURANT FOR A GIVEAWAY

INSTEAD OF A HOLIDAY PARTY:

- HOLIDAY LUNCHEON - EVERYONE COMES WITH A SERVICE OPPORTUNITY