



## Tom Ferry coaching is available NOW for all CB Danforth Brokers!

- Every 1<sup>st</sup> and 3<sup>rd</sup> Wednesday of each month at 11am for 30 minutes on Zoom
- Meet Coach [Jeff Mays](#) (1 min)
- Onboarding [Tutorial](#) for the Tom Ferry Website

(Best to watch once you are signed up and can login to the website)

To Sign Up Email: [kwatmore@CBDanforth.com](mailto:kwatmore@CBDanforth.com)

### Why Tom Ferry Coaching?

- Their coaching members earn 10x the industry average
- You can gain access to proven systems for success – and stop reinventing the wheel
- Top agents systematize their lead gen so new leads and listings naturally come to them
- Consistent coaching sessions will keep you accountable and on track
- About Tom Ferry: <https://www.tomferry.com/about-us/>



“The resources of the Tom Ferry coaching program have been very instrumental to my business. Joining weekly webinars and listening to best practices from top agents across the country has helped me tremendously.”

Kimberly Morgan-Storey

2021 #1 Broker Burien office in Gross Sales & Closed Units

"Tom Ferry coaching has taken our business to the next level. With the help of my coach, we have put systems in place, made the right hires for our team, and he has brought an outside perspective to our business that is truly irreplaceable. The resources through the Tom Ferry network are incredible. Highly recommend!"

Christina Fitzer

Dwell Home Team  
Team CB Danforth Company Wide



2021 #1

# Exclusive Tom Ferry Web Platform

Get access to:

- ✓ Interactive Business Plan

Run your business like a true CEO starting with a comprehensive and custom business plan

- ✓ Activity Tracking w/MLS integration

Track & measure your activity and MLS activity (MLS integrates with our system)

- ✓ Video Role Plays - with scripts provided

Perfect your sales skills and conversion with Role play or watch pre-recorded role plays

- ✓ Referral Network

Create your unique profile and see within 50 miles of you - what referrals are available from other Tom Ferry Clients

- ✓ Resource Library

User friendly EXTENSIVE and ROBUST resource library (consistently being added to, so you remain current and relevant)

- ✓ Task Management

Manage your time and business better with Task management

- ✓ Reporting

Run reports on your activity to assist in reverse engineering your goals

# Explore the Resource Library (available on the Tom Ferry Illum website)

## EXECUTING YOUR BUSINESS PLAN WITH YVONNE ARNOLD

TF TomFerry.



### Executing Your Business Plan with Yvonne Arnold

Having a plan is one thing, executing it successfully is what's most important, though. Coach Yvonne Arnold will show you how to break down your plan into easy-to-implement tasks – and how to track and measure your efforts – to create ultimate success throughout 2022.

## MANAGEMENT MASTERY WEBINAR WITH JEFF MAYS

TF TomFerry.



### Management Mastery Webinar with Jeff Mays

This is an exclusive webinar for TEAM/MGMT coaching members who signed up during the Success Summit 2021. When it comes to the success of your sales team, how do you coach agents at different levels AND measure their performance? In this 60-minute webinar with Jeff



### Hiring an Assistant to Move Your Business Forward

Learn how to identify when it's the right time to hire an assistant for your growing real estate business. See why hiring an all-in-one assistant is an excellent strategy to increase your volume as you scale up your business.



### Your Ultimate Presentation Strategy

Take the next step towards mastering your Listing Presentation and Buyer Consultation and get ready to crush every appointment. You'll learn all the best strategies and scripts for talking to clients and discover how to avoid pitfalls along the way.