

Mega Camp

2025

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Day one

August 12, 2025

Gary Keller, Jason Abrams, Jay Papasan, Ruben Gonzalez

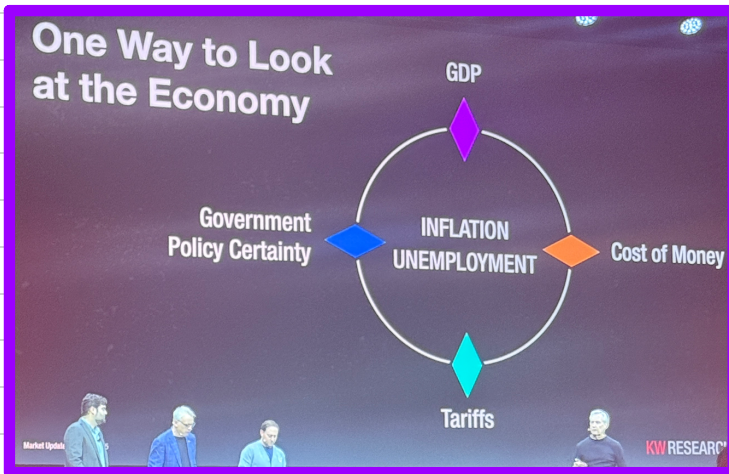
WHEN YOU FALL... GET UP AND RUN.
WHEN YOU STUMBLE... GATHER YOURSELF AND RUN.
WHEN YOU ARE DOWN... LOOK UP AND RUN.
WHEN YOU ARE SCARED... FIND YOUR WAY AND RUN.
WHEN YOU ARE HAPPY... EMBRACE YOUR JOY AND RUN.

IN A SHIFT, RUN HARDER

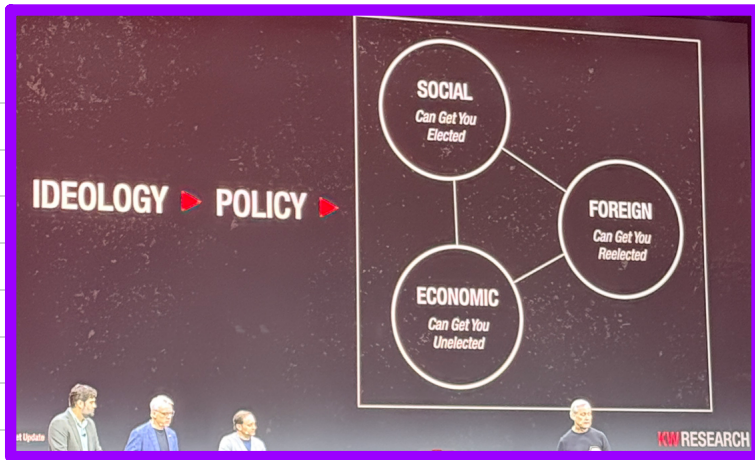
THE UNITED STATES IS
NOT IN A RECESSION,
BUT REAL ESTATE IS

GET REAL, GET RIGHT Mindset and Action

MARKET UPDATE



Massive uncertainty
around government policy;
investors hold on to their
money



SOCIAL → ELECTED
 FOREIGN → REELECTED
 ECONOMIC → UNELECTED

The current administration, concerned with economic

GDP Not where we want to be

UNEMPLOYMENT Feds don't want to see a trend upward for unemployment

INFLATION Do we fix jobs or do we fix inflation? That's the question of the Fed.

REAL ESTATE UPDATE

Estimating 4.2 million annual home sales. That is plenty of business for those who do the work
 At some point the **explosion** has to happen.

THERE ARE EMPIRES BEING BUILT RIGHT NOW OFF THE BACKS OF PEOPLE WHO ARE NOT GET WILLING OUT OF BED TO AND DO THE WORK.

IT'S ALWAYS THE RIGHT TIME TO BUY THE RIGHT PIECE OF REAL ESTATE.

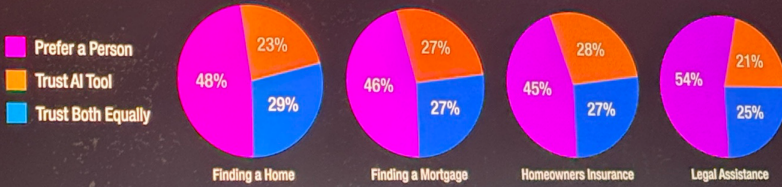
Inventory drives pricing Sellers don't love it → buyers do

Mortgage rates driven by the bond market

We are playing with the second most unaffordable housing market

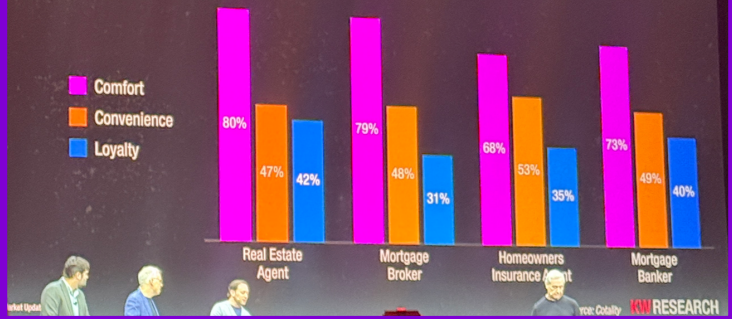
The positive side is in the volume not the units

What Buyers Say They Would Prefer in the Homebuying Process

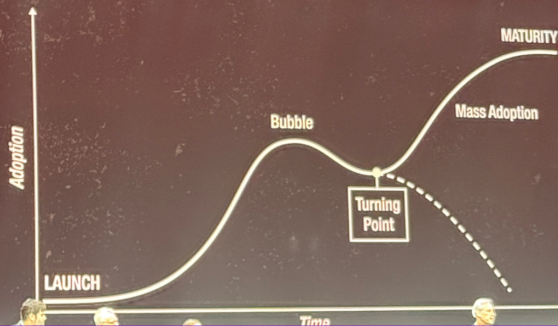


MAKING BUYERS AND SELLERS FEEL COMFORTABLY WORKING WITH YOU IS THE MOST IMPORTANT THING

What's Important to Buyers When Working With Professionals



The Story of Adoption



AI adoption: investors are betting on which ones are winners and losers

8 LESSONS HE LEARNED

You can become the worlds leading expert at something

If you're going to be the words leading expert and something off the run

It's all about people

Supply and demand is everything

Backwards investing: know what you want to do, research, then invest

Understand Compounding: the 8th wonder of the world

Concentric circles: do what you do and do it well

Surround yourself with smart people and grow together You can't do it alone- not scalable

WHEN THE PENDULUM SWINGS IT ALWAYS
SWINGS BACK - HANG IN THERE

Why AI

AI MATTERS TO US ALL, BECAUSE IT...

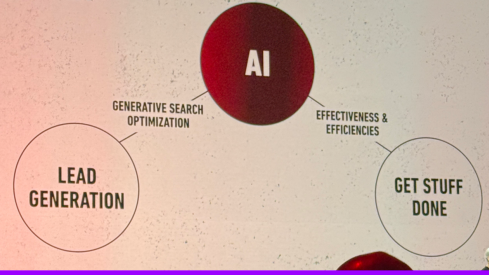
COMPLETELY

Transforms how we live, work, and solve problems by enhancing efficiencies, effectiveness, and creativity.

PLUS

It is rewriting the playbook on how we will all access information across all aspects of society, both personally and professionally.

WHY AI?



AI will fall into 2 buckets: lead generation or getting things done

Marcus Sheridan

How do you get recommended by AI

TOUGH TIMES CREATE TOUGH PEOPLE

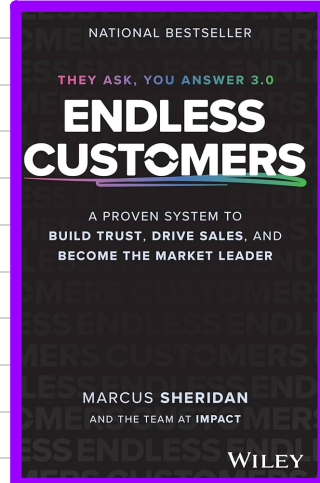
We don't want a bunch of blue links, we want answers to our questions

If AI isn't recommending you your brand and business will be in trouble

People will work with you because they trust you.

AI also has to trust you

YOUR GOAL: TO BECOME THE MOST KNOWN AND TRUSTED BRAND IN YOUR MARKET



TRUST SIGNALS

Top Trust Signals That Matter (For AI & Human Recommendations)

<ol style="list-style-type: none"> 1. Verified NAP Consistency 2. Website Security (HTTPS) 3. On-Page Pricing/Fee Transparency 4. Public Review Score & Volume 5. On-Page Content Richness 6. Accuracy of Claims 7. Advanced Schema Deployment 8. Answer-Focused Semantic Structure 9. Presence of Author/Team Pages 10. Educational Content Hub 	<ol style="list-style-type: none"> 11. Case Study & Testimonial Presence 12. Content Surface Area 13. Content Freshness 14. Google Page 1 15. Brand Values 16. On-Page Contact & 'About' Depth 17. On-Page Policy & Ethics Transparency 18. Industry Awards & Recognition 19. Authoritative Outbound Citations
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THE 4 PILLARS OF A KNOWN + TRUSTED BRAND

If you want to become the most known and trusted voice in your market:

1. You must be willing to **say** what others aren't willing to say.
2. You must be willing to **show** what others aren't willing to show.
3. You must be willing to **sell** in ways others aren't willing to sell.
4. You must be **more human** than others are willing to be.

ARE YOU WILLING TO
BREAK THE
UNWRITTEN RULES OF
YOUR INDUSTRY

SAY THE THINGS PEOPLE AREN'T
WILLING TO SAY.

These are the 5 things people want information on

Learn to own the conversation

The Big Five:

The subjects that move every buying decision, in every industry.

1. **Cost**
2. **Problems (Fears)**
3. **Vs/Comparisons**
4. **Reviews**
5. **Best**

EC ENDLESS CUSTOMERS

Buyers aren't dumb - they

CONTENT TO BE MAKING TO DRIVE AI

Problems, Objections & Fears

1. The 7 Biggest Mistakes Nashville Home Buyers Make (and How to Avoid Them)
2. Is Nashville in a Housing Bubble? What Experts Say
3. Why Your Nashville Home Isn't Selling (and How to Fix It)
4. The Risks of Buying a Home in Nashville's Flood Zones
5. How to Avoid Overpaying in Nashville's Competitive Housing Market
6. The Truth About Nashville's "Hot" Neighborhoods (Before You Buy)
7. Home Inspection Nightmares in Nashville: Real Stories and How to Prevent Them
8. Is It Safe to Buy a Fixer-Upper in Nashville Right Now?
9. Why Some Nashville Condos Have Trouble Getting Financing
10. How Rising Interest Rates Are Impacting Nashville Buyers

ARE YOU OWNING EVERY CONVERSATION?

Cost & Pricing

1. How Much Does It Really Cost to Buy a Home in Nashville in 2025?
2. The Hidden Costs of Living in Nashville No One Tells You About
3. Nashville Property Taxes Explained: What Homeowners Pay in Each Neighborhood
4. Is It Cheaper to Rent or Buy in Nashville Right Now?
5. Closing Costs for Nashville Home Buyers: Full Breakdown
6. How Much Do You Need to Earn to Afford a Home in Nashville?
7. HOA Fees in Nashville Communities: What's Normal in 2025?
8. The True Cost of Renovating a Nashville Historic Home
9. Nashville New Construction Homes: Are They Worth the Premium Price?
10. What \$500K Buys You in Different Nashville Neighborhoods

Comparisons (vs.)

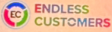
1. East Nashville vs. West Nashville: Which Fits Your Lifestyle?
2. New Construction vs. Historic Homes in Nashville: Pros & Cons
3. Buying in Franklin vs. Nashville: Where's the Better Value?
4. Nashville Suburbs Compared: Brentwood, Hendersonville, and Murfreesboro
5. Condos vs. Townhomes in Nashville: Which Is Right for You?
6. Living Downtown vs. Midtown Nashville: What's the Difference?
7. Nashville vs. Austin: Which City Is Better for First-Time Buyers?
8. Renting in Germantown vs. The Gulch: Cost and Lifestyle Comparison
9. Building vs. Buying in Nashville: Which Makes More Sense in 2025?
10. East Nashville Bungalows vs. West End Luxury Homes: A Buyer's Guide

Best, Most, Top, etc.

1. The 10 Best Places to Live in Nashville in 2025
2. Nashville's Best Neighborhoods for First-Time Buyers
3. The Best Time of Year to Sell Your Nashville Home
4. Nashville's Best Kept Secret Neighborhoods
5. The 7 Best Parks and Outdoor Spaces in Nashville
6. Nashville's Best Luxury Home Communities
7. The Best Places to Invest in Nashville Real Estate This Year
8. The 5 Best Coffee Shops in Nashville's Hottest Neighborhoods
9. Best Nashville Neighborhoods for Young Professionals
10. Nashville's Best Suburbs for Families and Schools

Show What Others Won't Show...

- "Reasons Not to Buy This House" — point out defects, layout issues, street noise, weird easements.
- "Inspection Red Flags Tour" — bring an inspector, film top 10 risks in an average home.
- "Appraisal Miss: How We Fought It (Step-by-Step)" — comps packet, timeline, what swayed the underwriter.
- "New Construction Gotchas" — design center upsells, builder warranty fine print, punch-list reality.
- "FSBO vs. Listing with Me: A Real Case Study" — time to close, net dollars, stress, risks.
- "Staging ROI: Before/After and the Math" — days on market and price delta with receipts.
- "DIY Photos vs. Pro Photos: Show the Click-Through & Offers Gap" — your analytics.
- "Cash Offer vs. Finance: Timeline, Headaches, and Surprises" — real timeline side-by-side.
- "A Listing From Zero: 30-Day Timeline" — day-by-day vlog from paperwork to close.
- "Negotiation Debrief (Anonymized)" — how the counteroffer evolved and why you advised what you did.
- "Why We Turned Down This Listing" — pricing misalignment, condition, timing; how saying no protects clients.



THE TIME IS COMING WHEN YOUR YOU TUBE IS MORE IMPORTANT THAN YOUR WEBSITE

It's your job to make the client feel informed comfortable and ready

SELF-SERVICE BUYER WANTS

- Self Assessment
- Self-selection
- Self-configurator
- Self-pricing
- Self-scheduling

BE MORE HUMAN

Send personal video to make deep human connections

Influencer vs. key person influence

BE THE KEY OF INFLUENCE

BE THE DISRUPTOR

KW + GOOGLE: your edge in real estate

Amelia Aryafar

AI won't replace real estate agents, but real estate agents who life AI may replace those who don't.

KEY TRENDS

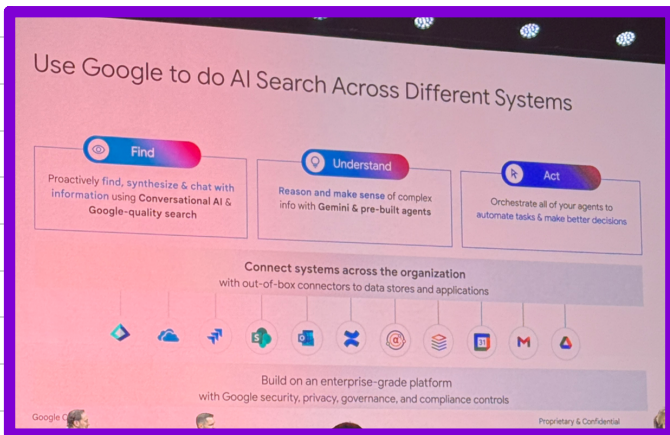
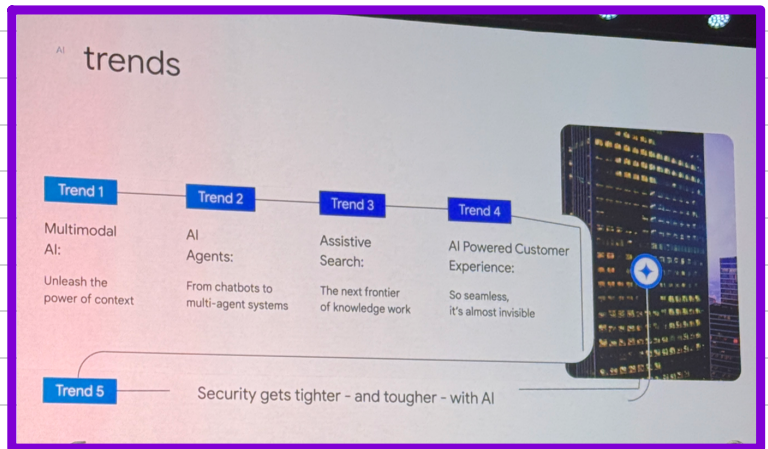
Multimodality and thinking models

Interact with images, video, and audio in addition to text

Agentic workflows

Reasoning planning, and memory with autonomy to make decisions and adapt

Lead generation



5 WAYS TO POLISH UP ON YOUR AI SKILLS TODAY

Master your digital identity

Use the Q+A feature proactively

Become the voice of the community

Leverage reviews as proof

US real estate agent schema

5 Ways to Polish up on Your AI Skills Today

- Master Your Digital Identity:**
Your name, number, and brokerage must be identical across Google My Business, Listing aggregators, and social media. Consistency is a major trust signal for AI.
- Use the Q&A Feature Proactively:**
Don't wait for people to ask questions. Create content (blogs, videos, social posts) that directly answers questions like "What's the process for a first-time homebuyer?" Gemini looks for direct, helpful answers.
- Become the Voice of the Community:**
Showcase your local expertise. Post about local events, market changes, and neighborhood spotlights. Prove you're the human expert on the ground.
- Leverage Reviews as Proof:**
Actively solicit and feature detailed reviews. The content inside the reviews helps AI understand your strengths.
- Use RealEstateAgent Schema:**
Schema markup is a code vocabulary you add to your website's backend to tell search engines (and thus AI) exactly what your content is about

Privileged + Co

AI Panel

Grant Rothberg, Lauren Lucas, Eric Forney, Marcus Sheridan

Ask: how can you help me.

Use AI to help with role play

AI for lead generation

Analyze your current messaging to target the buyers and sellers you are looking for

Upload links to your socials and websites and ask them to analyze your messaging

In order to give me the best answer, what information do you need for me to give you?

Think about it again and give me a better answer

Be honest, give me professional advice, be real with me

Give it to me in the voice of _____

AI to deploy auto chats in DM's

Quality of your relationships based on the quality of communication

You have to see it as it's not there YET

SET THE CONDITIONS TO
HAVE THE AI ASSIST YOU

YOU CANNOT FIT THE FUTURE IN THE
CONTAINERS OF THE PAST

EVERYTHING NEW STARTS SPECIAL AND THEN BECOMES COMMON.

You cannot ultimately win with AI, you can only keep pace.
The best way to get more leads, get your clients to talk about you
Word of mouth from your clients is more important than ever.
Competency doesn't create client conversations.

1,300% more 5 star restaurant reviews
mention people more than they mention food

When everybody is zigging with automation, you need to zag by also **Keeping it Real.**

3 WAYS TO KEEP IT REAL

Be more personal

Take the time to make a personal touch

Be more patient

Sometimes being slower is better than being fast

Take the time to create another point of personal connections

Can we just chat together for awhile?

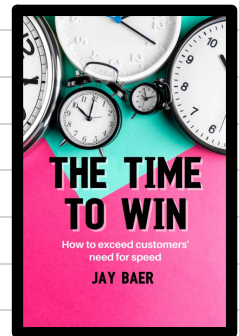
How can you be more patient?

Perceptive

Perception requires empathy.

Perception = keeping your eyes and ears open

How can you be more perceptive?



IN A WORLD OF ROBOTS
JUST BE THE BEST PERSON.

EXPENSES

Brandon Green

Profit margins for teams currently - 20% -25%

EXPENSE BEST PRACTICE

Know your numbers

It's a business- not your personal slush fund

Like you, your budget needs boundaries. Start with 40% profit

Operate like a pro, not a personality

Scaling a broken financial model just breaks you faster

WHAT DOES IT MEAN?

THREE BIG TAKEAWAYS

1. Despite the challenging market, our data shows that agents' businesses are still up.
2. Mega Agents are slowly beginning to rightsize compensation.
3. A big increase in net profit for top agents means many important decisions and changes have been made over the past twelve months.

EXPENSE BEST PRACTICE #2

IT'S A BUSINESS. NOT YOUR PERSONAL SLUSH FUND.

1. Take personal expenses out of the business (sorry/not sorry).
2. Don't let the pursuit of a tax deduction completely distort your business.
3. Maybe your business is in good shape, but your personal finances need attention, distorting the picture.

EXPENSE BEST PRACTICE #4

OPERATE LIKE A PRO, NOT A PERSONALITY.

1. Meal and travel expenses are by and large out of control.
2. Yes, it's fun to go visit your friends, but a lot of trips really add up.
3. If this is more than 2% of revenue, you may have a problem.

DO MORE WITH LESS: Leverage

Jen Davis, Josh Dukes, Erin Jones, Chasity Rosales

Conversations are key for clarity

What are the activities we need to do

I am going to ask you to do hard things.

I am going to ask you to say yes when you want to say no

THE GAP IS THE
VULNERABILITY IN
THE TEAM

SIMPLIFY WHAT THE TEAM NEEDS TO DO. DON'T OVER COMPLICATE IT.

Get comfortable with the "unsexy" - follow the models and systems

People who are Hungry, Humble, Honest

Recruiting Talent

Will they show up

GPS: business plan

Hold people accountable

Accountability is love and profit

YOU CANNOT BE A
SILENT LEADER.

YOU HAVE TO LEARN TO LEAD: LEADERSHIP IS KEY

Find the Motivated : Prospecting

Rene Solora, Stephen Acree, Gavin Brenkus

CULTURE AROUND PROSPECTING

Create a culture around lead generation

CALL NON OCCUPIED OWNERS

Investors Multiple pieces of business

Multiple touches → multiple calls

ISA MACHINE

Schedule the day

Create a buyer needs list → add value for buyers

Make things simpler that anyone can do it.

Day one: do they know how to use the physical system when someone says yes

ISA'S MAIN ROLE IS TO NURTURE A LEAD UNTIL IT IS READY.

Find the Motivated : Farming

Dilara Wentz, Michael Herr, Ryan Jabbour, Sandra Rathe

NEWSLETTERS

Turnover rate 5%

Make the newsletter about us and the client → build confidence in us

Add specific calls to action

You have to earn the right to be a farmer

SCALE THE FARMING

Seen

Communication

What are you telling people

What problems are they going to face

What is the value of their neighborhood

Add to the database

5 contacts a day

Leave a lasting impression

Education

BE THE BEST MARKETER

Go small to go big → be intentional

Door knock to invite to community events

INTENTIONAL

Post cards on a consistent cadence

Scale with partners

Catch people in your web

Internet Lead Conversion

August 13, 2025

Brandon Napolitano, Tom Nickley

Get the appointment in the first call

"I saw you clicked on 123 main street - when do you want to go see it?"

You have to be able to walk into a room and talk to anyone.

**H'S NOT AN ONLINE LEAD- IT'S A FUTURE PAST
CLIENT**

**THEY ARE NOT LEADS -
THEY ARE PEOPLE**

Conversation practice and role play

Appointment

Location

Motivation

SELLER STAGING

Carla Clark, Pete Ruiz, Heather Caine

Staging and design = more value

Listings are your resume of the future attractions of listings

You have to sell a home twice - once online and once in person

Menu of Services

Helps you meet the needs of the people you work with

Branding and marketing

Canva



Data visualization with Flourish within Canva.

Buyer consultations

Kari Wyrnsch

ENGAGE WITH BUYERS

You have to ask more questions to remove the reluctance

I AM GONG TO ASK YOU 100 QUESTIONS SO I SHOW YOU 4 HOUSES INSTEAD OF SHOWING 100 HOUSES BECAUSE I ASKED 4 QUESTIONS.

Set expectations in the buyer strategy session.

You have to build systems around your standards.

You have to keep people excited about the property they are in.

SET THE EXPECTATIONS ALONG THE ENTIRE PROCESS.

Ancillaries

Carie Hotz, Gaurav Gambhir, Maggie Eterno

Find partners who know more than you do.

It's all about systems, process, and tools.

Create a consolidated experience so the consumer stays with you.

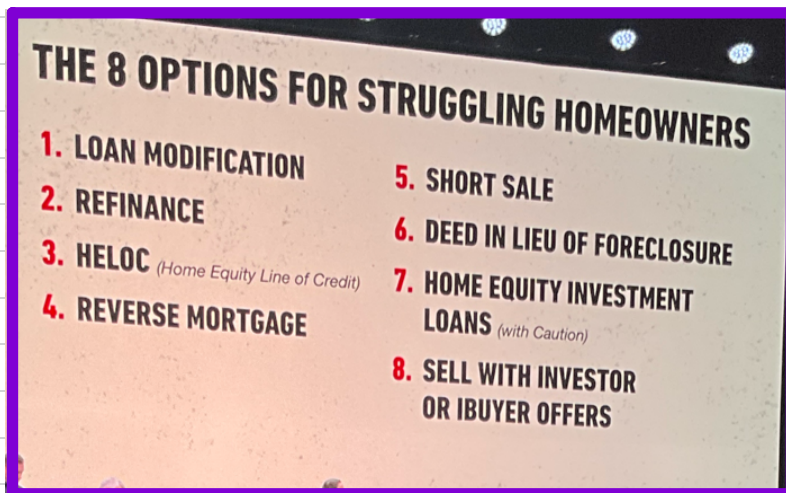
Investments

Rene Loggia Acho, Greg Tran, Hudson Santana

Don't go outside of a box you don't know and get and stay educated.

KNOWLEDGE IS YOUR SUPERPOWER.

Changing Markets



MOFIRS

Tim Heyl, Jose Medina, Christie Cannon

MOFIRS are all about fixing a problem for people

You have to have a focused, clear message

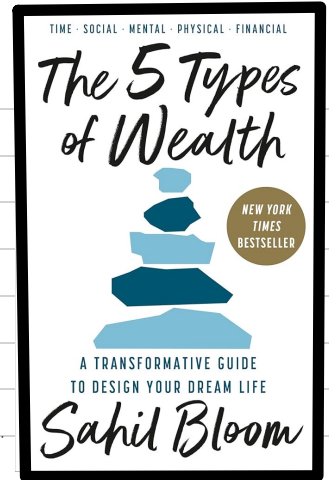
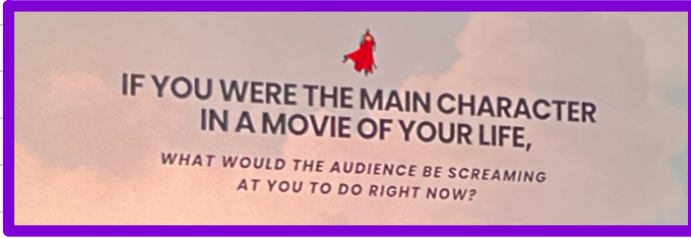
LOOK FOR OPTIONS THAT ARE OUT THERE
(LENDING) AND MARKET IT.

BULLETPROOFING THE TRANSACTION

Bobbi Houston, Rai Stalnaker

Have bulletproof relationships to bulletproof the transaction

Sahil BLOOM



What is the thing so blindingly obvious that others see and you don't.
Take one tiny action.

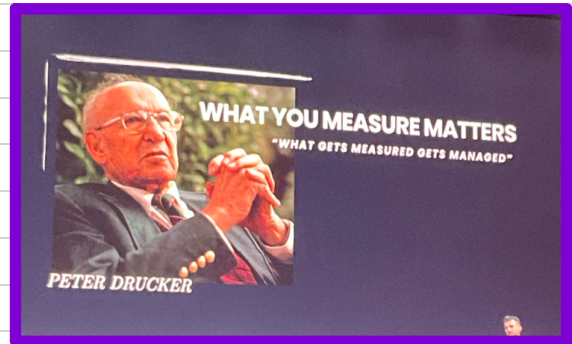
THE BROKEN SCOREBOARD

We build up these moments to ourselves waiting for the feel good when you "arrive"

YOU ARE IN MUCH MORE CONTROL OF YOUR TIME THAN YOU THINK.

If the default scoreboard is broken it's:

Time
people
purpose
Health



YOU DON'T HAVE TO SWING AT EVERY PITCH- YOU JUST WAIT FOR A JUICY ONE

Time wealth

You are a time billionaire

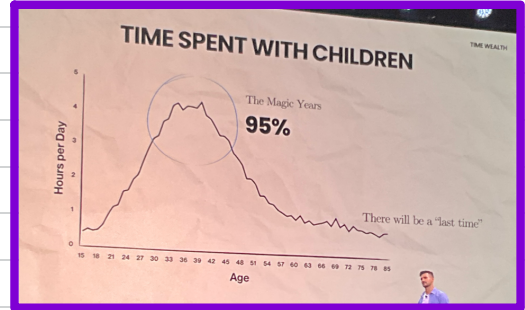
Chronos: typical chronological time

Kairos: specific moments have different meaning

Think about what you actually want and include those around you

There will be a last time and you don't know when that actually is

LATER IS JUST ANOTHER WORD FOR NEVER.

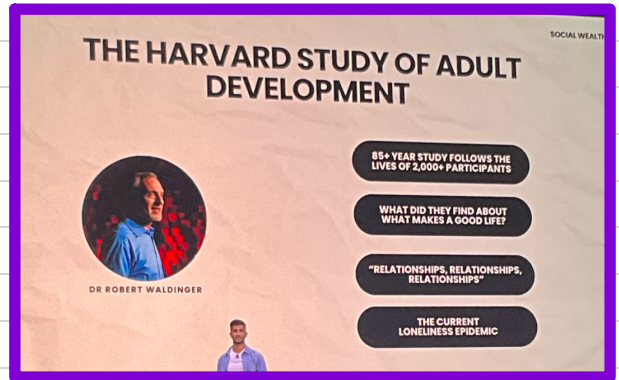


It doesn't have to be optimal to be beneficial.

Social wealth

What makes us human?

RELATIONSHIPS ARE THE SINGLE GREATEST INVESTMENT YOU CAN MAKE.



Mental wealth

YOUR HERO'S JOURNEY

Purpose

Growth

Space

Step to the path that is yours.

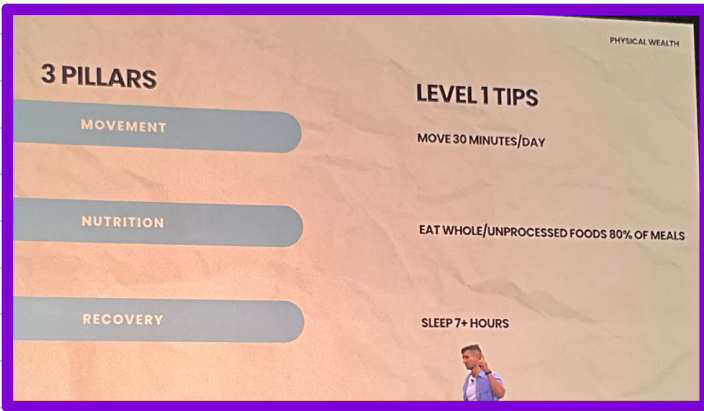
WHEN EVERYTHING IS URGENT - NOTHING IS URGENT

Tiny pockets of micro space built into your days.

Physical wealth

Are you going to be dancing at your 80th birthday?

Treat your body like a house → you're going to have to live in it for the next 70 years



Financial wealth

WHAT IS YOUR DEFINITION OF ENOUGH

Your enough life needs to be a clear visual, not a number

Do you have a clear picture?

What is the money actually for in your life?

Sometimes the things we pray for are the things we complain about → why?