



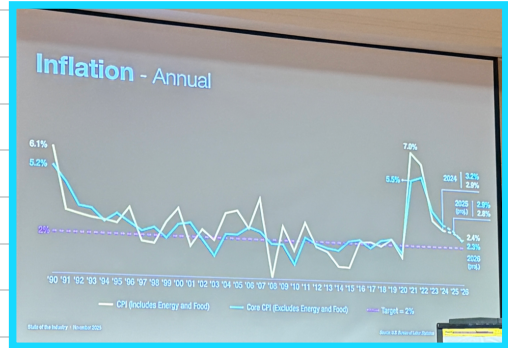
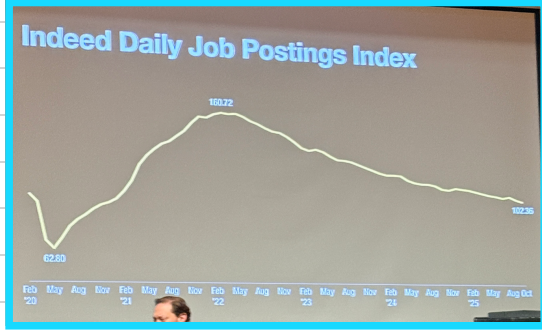
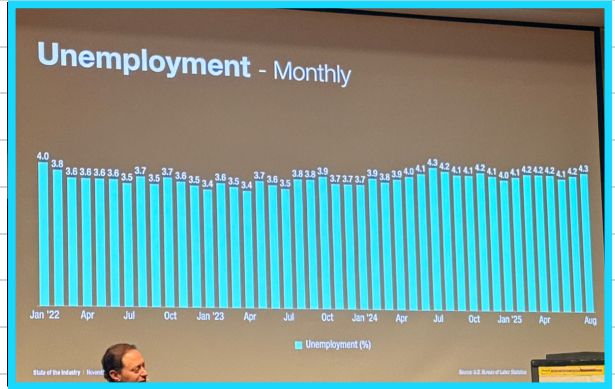
# CALL THE PLAY WIN THE DAY

JASON ABRAMS

# State of the Industry

Unemployment opens opportunity.

We are crossing job openings and unemployed people.

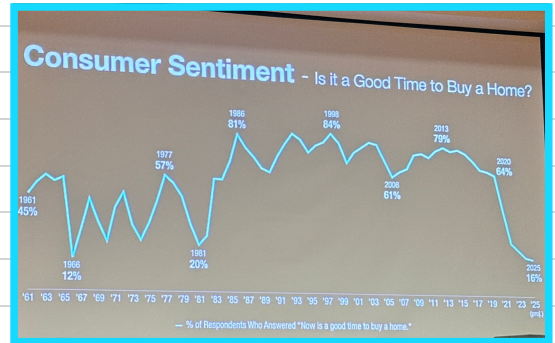


GDP - Annual: Currently 1.4

PRICES GO UP LIKE A ROCKET SHIP AND DOWN LIKE A FEATHER

Consumer sentiment - down to 53.6

Dipped in August of 2025 - trade wars flared up again.



## Concerned vs. Fear - Fear drives action

In the 80's consumer sentiment was at 20% and the mortgage rates were at 19% - we're now at 16% - what does that say?

## Do you know how many commission experiences are in your database?

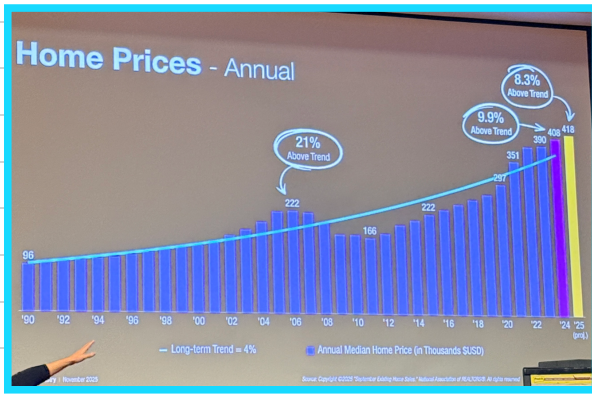
How many people are in your database?

Multiply it by 6%.

That's the total amount of commission experiences in your database

How do I wake up every day and get to do more of what I like?

YOU DON'T HAVE A LEAD GEN PROBLEM - SOMETIMES YOU JUST HAVE A CONVERSION PROBLEM.



You are a capitalist with a heart.

Being a real estate agent isn't who you are, it is how you make money. It is what you do with it that matters.

The four most dangerous words in the English language - It's Different This Time.

## Happiness: Different Phases of Happiness

Conditional happiness - I'll be happy WHEN It leads to very real happiness

Happy Disposition

In the end, I am happy with the life I live, which comes from clarity of purpose

## Top 3 ways the wealthy make their money

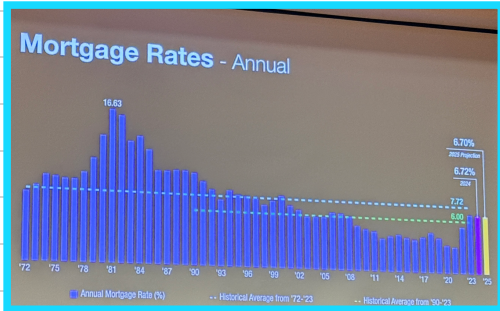
Inheritance

Own a business

Stocks and Real Estate

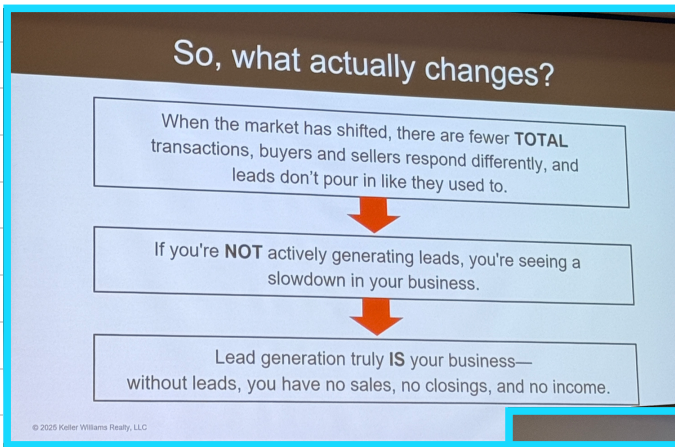
LEAD GENERATING IS  
PART OF YOUR WEALTH  
PLAN NOT YOUR JOB.

You use the language of sales to consult people to make decisions



\$741,000 - how many people would loan you that money for 6.4%

62% of all agents have not sold a home this year.



- 
- The 5 Truths about Shifts
1. Markets shift — this is a way of life.
  2. When markets shift up, both reactive and proactive lead generation techniques work. When markets shift down, only proactive works fast enough.
  3. Make no mistake, when the market shifts, new strategies are required.
  4. The issue is not so much the shift, but how long we're in it.
  5. In a downturn, it is "all hands on deck" time.
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# What play do you need to run?

1. Lower your expenses
2. Double your lead generation efforts.
3. Triple your focus on lead conversion to appointment
4. Increase your leverage.
5. Increase your training effort.
6. Increase your visibility to communication.

THIS WAS THE PLAY IN 2016 - IT'S THE SAME TODAY

## Lower your Expenses

3 highlighter colors

**Green:** You have to have them to run your business and your life

**Pink:** Nice to have but you don't need to have them (memberships, subscriptions)

**Yellow:** Cancel them now - you don't know what it is

## Double your Lead Generation Efforts

Anything you are doing now - do it twice as much.

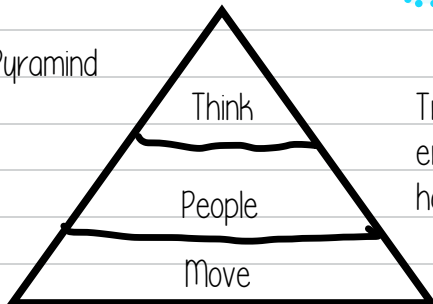
## Triple your focus on lead conversion to appointment

Conversion happens in person

AI cannot replace face to face

LIFE IS AN INSIDE JOB.

Life Form Pyramid



Trying to change your thoughts is a fools errand. You can think it but you don't always have to react.

# Increase your leverage

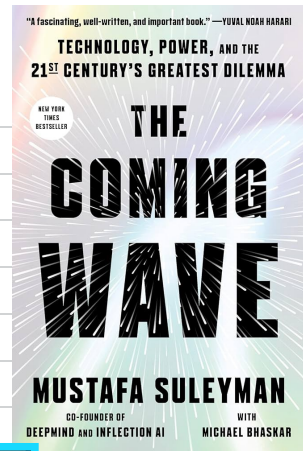
Think of leverage in two ways

1. Technology + (AI)
2. People

Two buckets of AI use






Generate leads

Get stuff done



### Pick Your LLM

Here's a quick rundown of the top-5 AI apps and their strengths:

-  **ChatGPT (Jack of All Trades)**  
Developed by OpenAI, this is the most used AI in the world. Think of it as your easy-to-work-with team member with few weaknesses. It's good at almost everything.
-  **Gemini (Integrated Researcher)**  
Has an advantage of being connected to the Google ecosystem and the Web. Gemini is a powerful research assistant that saves you time within the Google Workspace.
-  **Claude (Polished Writer & Nerdy Coder)**  
Excels with natural conversations and writing complex code. Think of Claude as your esteemed editor who can pull all-nighters writing lines of code for that app you've been dying to launch.
-  **Perplexity (Answer Engine)**  
Is less of a creative writer and more of a direct answer engine that cites its sources while saving you time surfing the wrong websites. Think of it as a meticulous fact-checker that excels at specific questions and answers.
-  **Grok (Edgy Brainstormer)**  
Designed to be more conversational, witty, and maybe even a bit controversial. Grok has many of the same features as ChatGPT with the added feature of real-time information from X.

AI Disclaimer: Any text or materials generated by artificial intelligence (AI) should be reviewed for accuracy and reliability as there may be errors, omissions, or inaccuracies. The use of generative AI is subject to limitations, including the availability and quality of the training data used to train the AI model used. Users should exercise caution and independently verify any information or output generated by the AI system utilized and should apply their own judgment and critical thinking when interpreting and utilizing the outputs of generative AI.

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Patterns - it is looking for patterns on what you are actually asking  
Answer optimization is serving up the patterns that AI is looking for  
Looks for patterns on how you reply to the answers it gave you

HERE IS HOW YOU SURFACE ON AI Known and Trusted

You run touch campaigns to stay known and trusted

The order you want to be known and trusted

Database, Geographic Farming, Search Engines (Google, YouTube), AI

# HOW TO MASTER AI

Name

Address

AI DOESN'T LIKE AN AILIAS

Phone Number

Action Item: Show me every place my name shows up on the internet that has to do with Real Estate

Action Item: The same business address has to show up everywhere

Action Item: You have to only have one phone number - put the same everywhere

Changes to the website - biography page

Eliminate all salacious claims - anything you can't back up with facts. Delete them or provide evidence. evidence is backed up with data - site the source and go to the source.

Testimonials = Data - does not give authority to past clients.

Show up in Google as Google Reviews - Google reviews give authority.

Do not want them to come in not all at once - come in steady over time

Want reviews to match words that consumers are looking for.

Number one word the consumer wants to see - COMFORTABLE

Comfortable and trust are made up of four things: authenticity, competency, transparency (around process - give the process a name, how long is it going to take, how much are they going to pay you to do it), dependability (promises kept and expectations met)

Copy and paste your testimonials under your bio - it is a trust signal that works

FAQ Page - 50 questions a buyer asks and 50 questions a seller asks

Use your YouTube to answer those questions in separate videos

# AI

Agent Intelligence

What are you going to do

Pricing

Book and attend photos

Listing Comments

Artificial Intelligence

What are you going to empower AI to do

Help pull data and information

Photo enhancements, virtual staging

First draft of listing comments

## AGENT + AI TO ACCOMPLISH YOUR GOALS

### TOUCH PLANS

## Lead Generation

Database has enough people in the database - strategy is to love on the database

Strategy number 2 - I don't have enough in my database so I need to grow it

TACTICS ARE THE WHAT. STRATEGIES ARE THE WHY.

Money you made in the last 12 Months

That money was derived from 4 things

1. People in your database
2. Amount of touches you made
3. The quality of the touches you made

4. Prospecting and marketing

### 4 RULES OF LEAD GENERATION

1. What do you want to be doing?
2. Commit to it on a regular basis
3. Invite others to do it with you
4. Make it easier for them if they are going to do it on their own.

You want to be needed and useful so that you are relevant

How do you become needed and useful.

Clients want specific types of data

1. Data - what is their house worth
2. they want to compare the inside of their house to the inside of that house
3. They want the value of their friends house

They want to know the look and value of celebrity houses

Clients want services

They want living in real estate to be made easier

1. Speed and reliability
2. Price

Projects - they want solutions for the big projects they want to do

1. Price
2. Speed and reliability

Community Lifestyle

1. Resturant information
2. Age specific activities

Action Item

Make a list of all the touches

Change out the crap ones for the ones that are needed and useful

## CLIENT EVENTS

I don't want to be there alone, so please join me.

## MICRO EVENTS

Breakfast: Current Client, Lunch: Past Client, Dinner: VIP/Connector

Backyard Barbecue, Dinner Party - 9 - 15 people are in attendance

Wreath making event

Board games at a bar

## LARGE EVENTS - THE GOLDEN TABLE

1. You need a greeter - they are in charge of making sure people smile as they are walking in, they thank them for coming on your behalf, point them to the golden table (where you are standing)
2. At the golden table - quickly move around the table to get to them, thank them for coming, retreat back around the table (all relationships should have boundaries) and hand them something that unlocks the rest of the event for them.
3. After you are done greeting people you have to go and enjoy the event - you aren't the server, you are enjoying it with them. You are part of the community - not the help.

## SOCIAL MEDIA

### SOCIAL MEDIA - RUN THIS PLAY

Everybody gets to pick the social media platform they want to use.

All social media platforms have 1. Interactions, 2. Comments, 3. Shares, 4. DMs, 5. Add friends/followers, 6. Post

6 days a week each person on the team has to do those 5 things

50 Interactions a Day - high five

20 Comments a Day - hand shake

10 Shares a Day - hug

20 DM's a Day

20 Friend Adds a Day

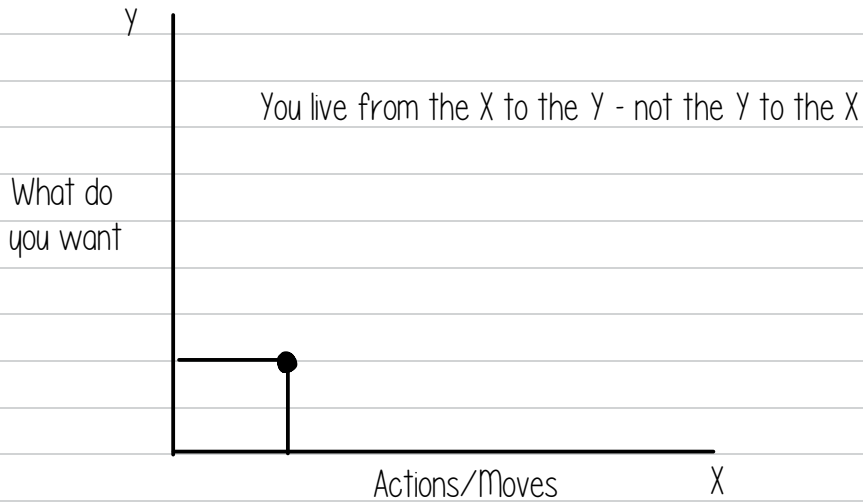
3 Posts a Week

### NEW CONSTRUCTION SOCIAL MEDIA PLAY

Call all the builders in the area and ask them all their incentives they are doing right now

Do a SM story and ask "are you interested in a brand new home with XXX - the incentives

Call to action - DM me for more information and then get them pre approved.



WHAT IS THE ONE ACTION I AM GOING TO PUT IN - HOW BADLY DO I WANT IT?