

# FAMILY REUNION

2026

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# JASON ABRAMS + RYAN LEAK

Not all content builds trust equally

All content compounds the parasocial closeness effect

At a point you have to move from quantity to quality

## CONNECTION COMPOUNDS

Connection doesn't happen in one post. It compounds over time. Just like touch programs. Over time:

- Non-followers become viewers.
- Viewers become consistent watchers.
- Consistent watchers begin to feel connected.

TIME + EXPOSURE =  
PERCEIVED CONNECTION

Connections build relationships and relationships build business

# GISELLE UGARTE

THE ALGORITHM IS A  
REFLECTION OF WHAT YOU SEE -  
IT IS A MIRROR OF YOU.

Where are you avoiding  
the turbulence?

You can't treat social media as a box to check

You are who you are because of all the things you've been through

**H.U.M.A.N** The most important algorithm

Post for growth and contribution, not for like and follows

Social media is a vehicle,  
not a destination

## H.U.M.A.N

**HEARTBEATS** Who is on the other side → the human      Who are you talking to?

Clients, Referral partners, team members      Where do you want this focus this year?

Who is actually watching your content?

Confidence vs. Arrogance

Confidence = bigger than you      Arrogance = all about you

Whenever you get unsolicited advice on socials - think

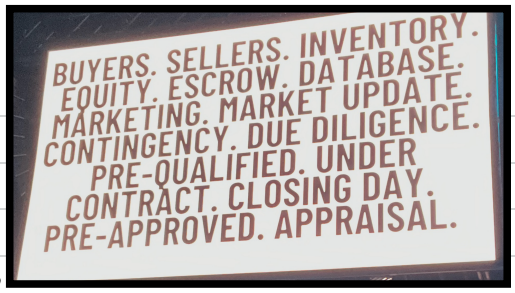
**RESPECTFULLY, YOU'RE NOT MY AUDIENCE.**

Name your you

Start naming the people you are talking to

You → make it about one and use the word you      Talk in first person

Are you making the conversation personal



## UNDERSTANDING

What does that mean...?

Educate people better than chat GPT

Am I speaking a language people understand

Could I post this same thing to someone else's page?

Who do I need to be? What is the energy I need to bring?

## MEANING

What does that mean... For you?

What does money mean for your client?

Can you help them solve their problem?

What energy do you need to bring?

What meaning are you attaching to how you show up?

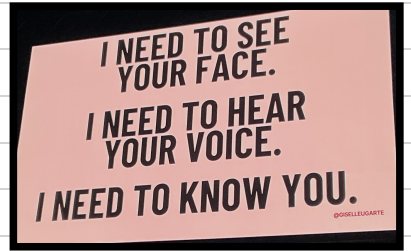
People would be so lucky to work with me

AI is going to replace  
you if you are using AI  
to replace you

## ANSWERS

People want to hear from you

Can I hear your voice in your captions?



## NOW

We don't wait. We start now.

Who do you need to be

# DONALD MILLER

## Storybrand Soundbites

I'm good at writing the 300 pages but not the sentence on the back to get them hooked

Story gets people to pay attention

Change the words you use to drive story

When you use the right words people pay attend to you

## Let's find your magic words

What are the words to use to make you top of mind

## Words not to use

Confused words don't work

Clarity wins - if your message can't be understood in one second, the cognitive load is too high

The lower the cognitive load the more people place orders

We choose the ones we understand the fastest

## Story brand Framework

Character is the hero

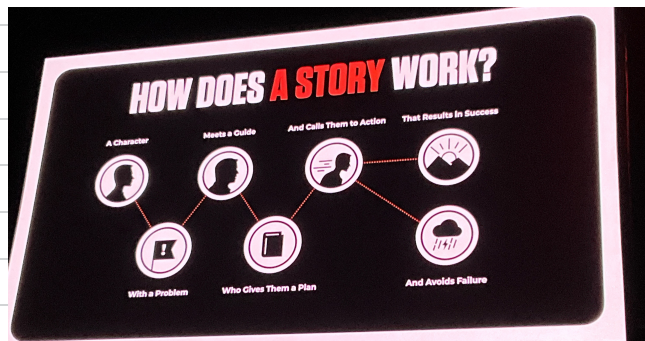
The hero has to want something very clear

Specific and know what it is → low cognitive load

When you are someone who solves a problem, you become way more important

Never make yourself the hero - you want to be the guide Guide with empathy

Make a plan → 3 steps



# GARY V

DO the f\*\*\*ing thing.

Live in the service of the calendar  
Align your actual goals with your actual actions

We have become remarkable at blaming everyone but ourself

Every minute  
complaining is a  
minute not  
producing  
content.

## SEVEN PLATFORMS

Insta, Facebook TikTok, YouTube, LinkedIn, Snapchat, Substack

were in "interest media"  
not social media

Algorithms show content based on interests, not followers

## AI IMPLICATION

Don't just promote listings. Be the PR agent or mayor of your town

## PERSONAL BRAND REALITY CHECK

AI is commoditizing knowledge  
Consumers can research everything themselves  
What wins now → reputation + visibility + trust

## METRICS THAT MATTER

Views over followers  
Shares are extremely valuable  
Relevance → consideration → purchase

## CONTENT TYPES THAT WORK

Interests outside real estate  
Education  
Local expertise  
Personality → optional but helps

# STEVEN WOMMACK

## Video editing

### PHONE SETTINGS

0.5 X wide angle

4K resolution 60 FPS

HDR Off

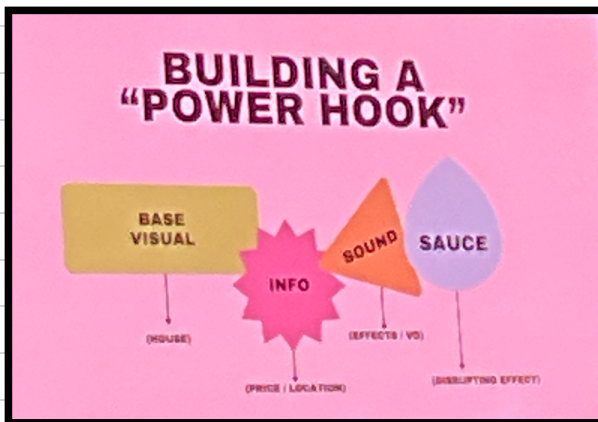
### APPS TO USE

Canva

CapCut

AI editing: Higgsfield

Nano Banana Pro



# CHELSEA PEITZ

## HOW DO YOU BUILD TRUST

The most successful personal brands understand showing up human first  
Make a stranger feel like they already know us

## BECOME A SUPERFAN

Make it a context machine, not a content machine  
Make people feel seen  
Who you talk to matters more than what you post  
Who you talk to is who you see

## PES CONTENT FRAMEWORK

Personal	Relatable and engagement
Expertise	Searchability, trust, shares
Sales	Social proof + credibility

## 3 P'S OF PERSONAL BRANDING

Every post should show: Person, Personality, Perspective  
Perspective = differentiation

## CONTENT SYSTEM (17X3 MATRIX)

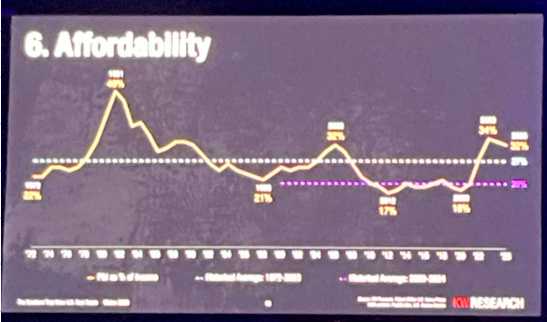
17 personal ideas, 17 expertise ideas, 17 sales ideas  
Then produce each idea in 3 formats

## COMMENTS ARE CONTENT

Comments turn into conversations

# VISION SPEECH

Affordability



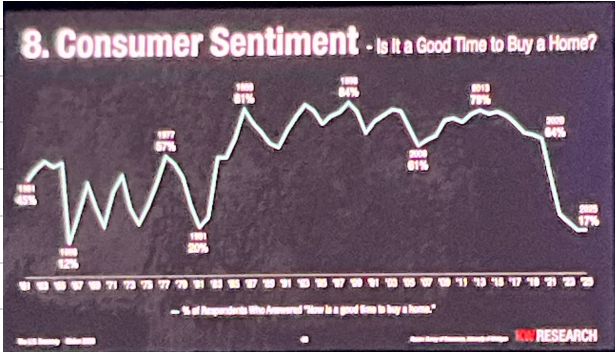
### 4. Wealth & Income - Age-30 Balance Sheet by Generation

Generation	Average Total Assets	Average Total Debt	Average Mortgage Debt	Average Net Worth	Median Net Worth
Baby Boomer	\$147,501	\$53,583	\$40,307	\$93,979	\$24,890
Gen X	\$214,743	\$100,394	\$74,708	\$114,349	\$31,472
Millennial	\$219,768	\$114,957	\$79,259	\$104,510	\$36,842

Most people are doing about the same

What people think is in a ten year lense.

When in doubt zoom out → perspective is everything



## ECONOMIC RISKS IN 2026

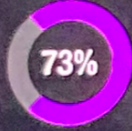
Chaos and volatility creates doubt

# 10. Generational Wealth Transfer

Cumulative U.S. Wealth

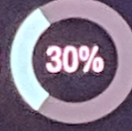


Boomers control 85 trillion in assets



73% of people over 55 say they want to give all or some of their estate to their children before they die.

On average they want to give away 30% while still alive



KW RESEARCH

KW RESEARCH

# HIGH PERFORMING TEAMS → ACCOUNTABILITY

David Zarghami, Jonathan Mills, Brian Cane, Angie Kuzma

## WHAT TOOLS ARE YOU USING FOR TRACKER

Make the leader board visual to the team

Trust through transparency

Stat tracker → Google sheet

Brian Cane: connect with for sheet

YOUR STANDARDS ARE THAT  
WHICH YOU TOLERATE

## MAXIMUM VALUE FOR CLIENTS AND HOW DO YOU MAKE SURE

Use of staff to automate calls and communication to make sure the experience is great

What's the result of a 5 star review → a referral

Unreasonable hospitality is the North Star.

Define a 5 stop experience and share it

YOUR TEAM MEETING  
IS YOUR CULTURE

## HIGHLY PRODUCTIVE TEAM MEETING

1 mission moments; 2. Core value; 3. 6 Personal perspective; 4. Numbers

Look at the MLS data: stats and data around actives pendra, price drops, expired

Start with a game, change the energy in the room

## CRM TO INSPECT WHAT YOU EXPECT

Empower the operations team to own the CRM

## AGENT ACCOUNTABILITY CONVERSATION

2 reasons they are no longer performing → something at home or you are no longer in alignment

Being connected matters

Just checking in to see how you're doing and if you need anything. CARE CALLS

## ENSURE FOLLOW UP

Use of smart lists with standards surrounding it

If a lead isn't contacted within standards its time to have a natural consequence

Assign a buyer agent to each listing

First dibs on open houses

Sign calls and internet engagement

You can create a culture by  
creating cultural moments

## CONTEST OR GAMIFIED SYSTEMS

Agent reward programs

Earn points based on activities → points earn educational opportunities

## SHARING GOALS WITH TEAM

Share with everyone with what the goals are so everyone knows

Go out and do hard things and show them it's okay to do hard things

# THE SYSTEMS AND VALUE PROP THAT ATTRACTS TOP TALENT TO YOUR TEAMS

Kelly, Anne Harris, Aaron Heard, Pete Ruiz, Aaron Heard

## AGENT JOINS THE TEAM → SYSTEMS TO SUPPORT THEM

Communication via slack

Brings on agents that do 10 units a year at a minimum

Nurture a symbiotic relationship

On boarding concierge to help new agents to complete the process

## CREATE CLARITY AROUND EXPECTATIONS

Run KPI's around where the agent wants to be

Career visioning process for everyone → have to go through the full process

Holding accountability by showing everyone their numbers to see them black + white

## MVVB: MISSION VISION VALUES BELIEF

You also need to know their purpose

Help people define their purpose

PEOPLE WANT TO LOOK  
GOOD AND BE RIGHT

## SYSTEMS ARE USING FOR GROWTH

Earn more, do less. The admin team take care of the rest

Agents; Do 3 things at a high level

Negotiate, set appointments, follow up with non converting appointments

Maps coaching: 2 average a month over a 3 month period team pays for half, 3 a month team covers it.

## STRUCTURE COACHING AND ACCOUNTABILITY

Tracking numbers and a culture of accountability

Retention by creating growth opportunities

Encourage the agents to teach and showcase → they'll learn from each other

## LEADING INDICATORS OF DISENGAGEMENT

Behaviors to look out for with not reporting and trying to hide

When there is a lack of value money is always the issue to the team members

Only align with highly motivated individuals

## STANDARDS

Remind them of their goals and hold them accountable to their goals

Hold up a mirror to their goals

Manage the CRM at a high level

The brand is the standard the standard is the brand

The admins control what goes out to the public

Standards without  
consequences are  
merely suggestions

## KEEP THE CULTURE UP

Culture and standards start from the interview

You have to hire to the standard

## ATTRACT TALENT

Indeed and linked in → spend money to find great talent

Relationship with TL to help attract talent

## CHANGES MADE TO TEAM

There are so many ways to build a team and you have to identify what that is

Allow an agent to get loud by providing tools

## KEEP THE TEAM STICKY - LOYALTY

Outreach random to team members

Develop emotional intelligence

Being present physically

Culture is number one      Systems are a close second

## BIGGEST MISTAKE

Too scared to lose a big producer when they aren't in standard

Not documenting processes

Not following the MREA for hiring

The idea of being a lead distributor instead of the rest of value

# JAY SHETTY

RESILIENCE → the skill that changes everything

Navigate with clarity not necessarily ease

We are all looking for more clarity

Story about the raft → Buddha

The tools, habits, mindset that got us here will not get us there

What do you have to let go because they have served you this far

The next part of the journey make take a different set of skills

## CONSCIOUS MINDSET

5 habits

**Thankfulness** Expressed, specific personalized

When you are having a thankful thought you cannot have a worry thought

Gratitude when expressed specific and personalized makes both feel

Action item: send 1 personal and 1 professional note of gratitude over the next days

**Insight**

Doesn't have to be a big thing. You just need to learn everyday

Find a way for your mind to grow everyday

**Mindfulness**

Set a meeting with yourself the beginning and end of your day

Morning → check in to say what is the one thing I need to do today to make it a success

2 types of days → effective+efficient

Effective = one big thing efficient = all the little things

Night → check in to say what did I do right

## Exercise

Move your body more

2 ways humans more → collaborative or competitive

If it isn't collaborative or competitive you will fail

## Sleep

7 to 9 hours a day

Human growth hormone: most active in the time leading up to midnight

## COACH MINDSET

Outgoing vs. Reserved

People focused vs. Task focused

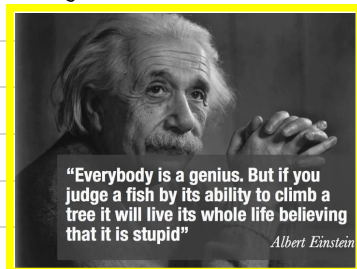
Every person you that is in on of these categories

Outgoing + task → talk specifics, goals and focused

Outgoing + people → inspirers, influencers and resonate with energy + excitement

Reserved + task → detailed, quality, precise. Ready aim and aim. Details!

Reserved + people → stable, supported, read between the lines. People to be happy want to know you care



You have to communicate with people in their language, not yours

## Resilience doesn't have to be stressful

I have the tools in my toolbox to go the distance

Look for the residence within yourself

You have the ability  
to be resilient.

Hospital cleaner study → most difficult job

Some identified as cleaners and some identified as people who are serving higher

Job crafting → it isn't what you do for work, its how you feel doing it

Look up and to recognize the impact of what you do  
Keep going even when it is tough

# BECOME THE MAYOR OF YOUR MARKET

Facilitator: Kyle Evans

Panelists: Leanne Allen, Sarriete Harel, Ed Huck, Brian Frere

My success in real estate is in direct proportion to the number of people that when they think about real estate they think about me

## MENTAL SHIFT TO MAKING A BUSINESS OUT OF IT

MREA: move from E to P

Learn how to be okay with being uncomfortable

You become the average of the 5 people you surround yourself with

Surround yourself with influential people      Deepen those relationships

You have to have knowledge and be aware      Set yourself as the professional

Database → spend time and money in it to be the go to

Ask for reviews and referrals

MEET PEOPLE WHERE THEY ARE

## YOU CAN'T BE EVERY EVERYWHERE → HOW DO YOU PICK

MREA: 80/20

Mayor of my sphere

Host events for your database

Gratitude + come from giving

Provide value

Population of people you are aligned with

Know, like, and trust you

Connect people from a place of value and be entrenched in the community

Idea: food event, taste of the town

Events based

People have to see your name

Pick things that your name is seen

Branding is key

## PRIMARY SOURCE OF CAPTURE

MREA: lead gen capture

Housewarming party → wine+ cheese or beer and brats

Networking with people and being around and talk to people

Be authentic with people

Talk to the people in your network and have more conversations

Anything works...just do it

Opt in to high level newsletter

Holiday give away with a form to fill out

Name, email, phone, address, "real estate"

## ACTIVE INSIDE COMMUNITY → BUSINESS TO BUSINESS OR COMMUNITY

Find an event to sponsor that gets you in front of the community

Listen and have more conversations - stop, listen, and act      Voice to voice

Figure out your niche and play into it

Giveaways → share info with other businesses

Vendor packet → partner with your renders to help bring you leads

Done is better than  
perfect every time

## COMMUNICATE YOUR MAJOR VALUE TO A SELLER

Your reputation matters to tell your buyer + seller

Relationships matter

Vendor relationships → white glove service      People will recognize you are the expert

Action item: redo our list so it is a buyer booklet

Monthly open houses give you insight on what the market wants

You are hearing what buyers actually want

Leverage is king

## LEVERAGE YOU ARE USING

Marketing director, VA

Treat your leverage as if they are family → treat them amazing and they'll stay

Let your leverage be autonomous

Always come from  
contribution

## ONE THING TO DO RIGHT NOW

Get visible

Housewarming party

Start with one small thing → little touches

Open houses