

LIMITED EDITION

ATTRACTION AGENT 2.0

IT'S NOT WHO YOU KNOW
IT'S WHO KNOWS YOU!

WITH TOM PANOS



NEWS AUSTRALIA
THE POWER OF PEOPLE

Are you the real estate agent you want to be?

Why do some real estate agents do really well, while others struggle? What is the secret that agents writing over \$750,000 in gross commission income know, that those earning less have not learned?

How is it that some agents have vendors knocking down their door to give them listings, while others have to fight hard to win the right to every sale?

If you look at the success of key agents and wonder how they do it, then this guide is for you.

I've interviewed hundreds of real estate agents over the past two years and I've noticed something. The good ones don't cold call.

That seems odd doesn't it? We've all been taught that cold calling is an essential in selling real estate.

But in my experience, those agents who write over \$750,000 in GCI each year use something much smarter. Their businesses do not follow the typical real estate model of shoe leather, cold calling and transactions. Instead, they use a secret that works much better.

It's called the Attraction Business Model.

The Attraction Business

When you are an Attraction Agent, vendors already know about you even if you have never met. When you are an Attraction Agent, vendors have already put you on their shopping list before they list their home. When you are an Attraction Agent, vendors have already decided they will get you in to present to them before you even know they are thinking of selling their home.

How do these agents do it?

They do it by making the shift from being an average Joe Transactional Agent to becoming a Marketing Expert – both for the properties they sell, and for themselves as a personal brand.

The key strategy behind their Attraction Business Model is the incredible ability of these agents to put forward the marketing proposition to a vendor.

These are the agents who clearly understand that the right marketing mix will drive significantly more buyers to a vendor's property

These are the agents who clearly understand that the right advertising and promotional mix shows the marketplace they operate in that they are world class at marketing the homes they sell.

These are the agents who use better copywriting, larger print advertisements and better placed online inventory. These are the agents who know the value of excellent photography

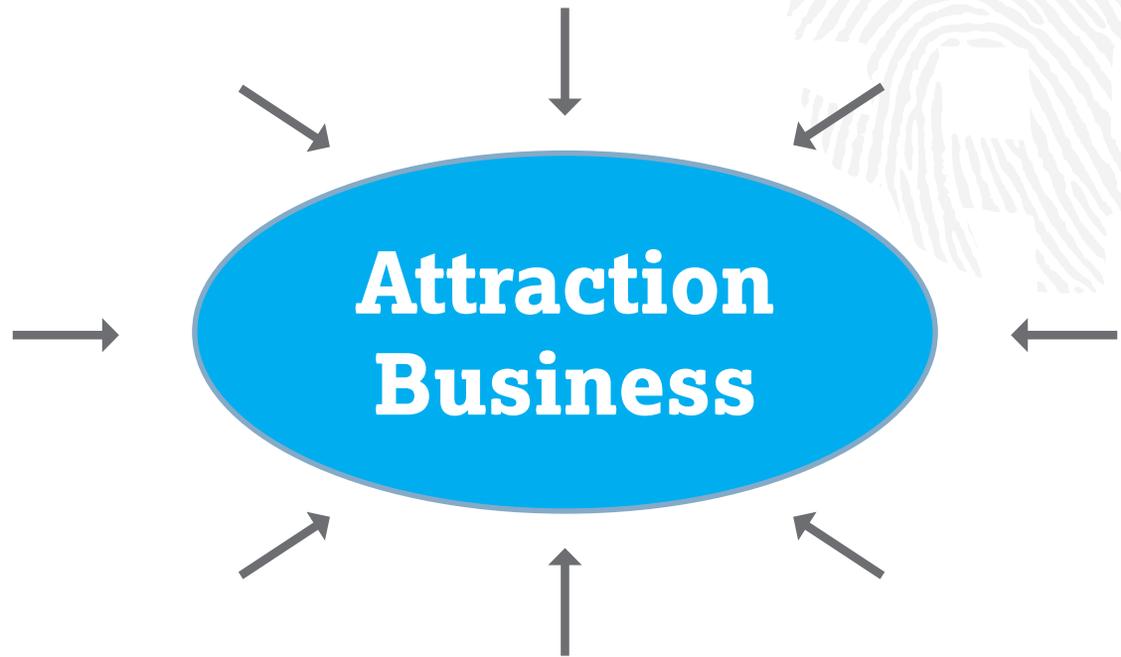
By understanding the power of a quality marketing mix, something strange then happens to these agents. They become an attraction business. This means they start attracting other vendors who want to be well marketed as well.

But that's not the best bit.

When vendors are attracted to you for your marketing, they've already made a few subconscious decisions. When vendors are attracted to you for your marketing, they are already open to the idea that "it's going to cost me more to go with this agent".

“ Hiring a cheap agent to sell a home is like hiring an overweight personal trainer to get fit”

And here's the clincher. They are not going to mind that it is going to cost them more. These are the vendors who have decided they do not want to give their biggest asset to the second best agent.



“Knocking on doors interrupting strangers who don’t want to speak to you is not the most effective thing an agent can do to get more listings”

Attraction agent business model

Stage	GCI	Focus
7 Figure Agent	1,000,000	Attraction + Leverage
Elite Brand Agent	750,000	Attraction
Brand Agent	500,000	Marketing
Superstar	350,000	Up skill
Advance	200,000	Fine Tune
Year 1	150,000	Learn
Beginner	120,000	Start



You are your brand. You'd better believe it!

One of the extremely powerful things Attraction Agents believe in that Transactional Agents usually do not, is the power of their brand.

Attraction Agents have a huge amount of belief in the power of their brand. Why wouldn't they? Every day they see the evidence of the power of their brand and the investment it returns to their business with repeat clients, high levels of trust, stress free selling and great prices achieved for vendors.

Transactional Agents however frequently make the mistake of thinking spending time, money and energy on brand is a waste. They too reap the return of this thinking with fewer sales, worrying about where the next listing will come from, and how they will find the time to chase it down.

Everything you do every day either builds or destroys your brand equity. Attraction Agents understand that they are the CEO of their own brand and invest in it.

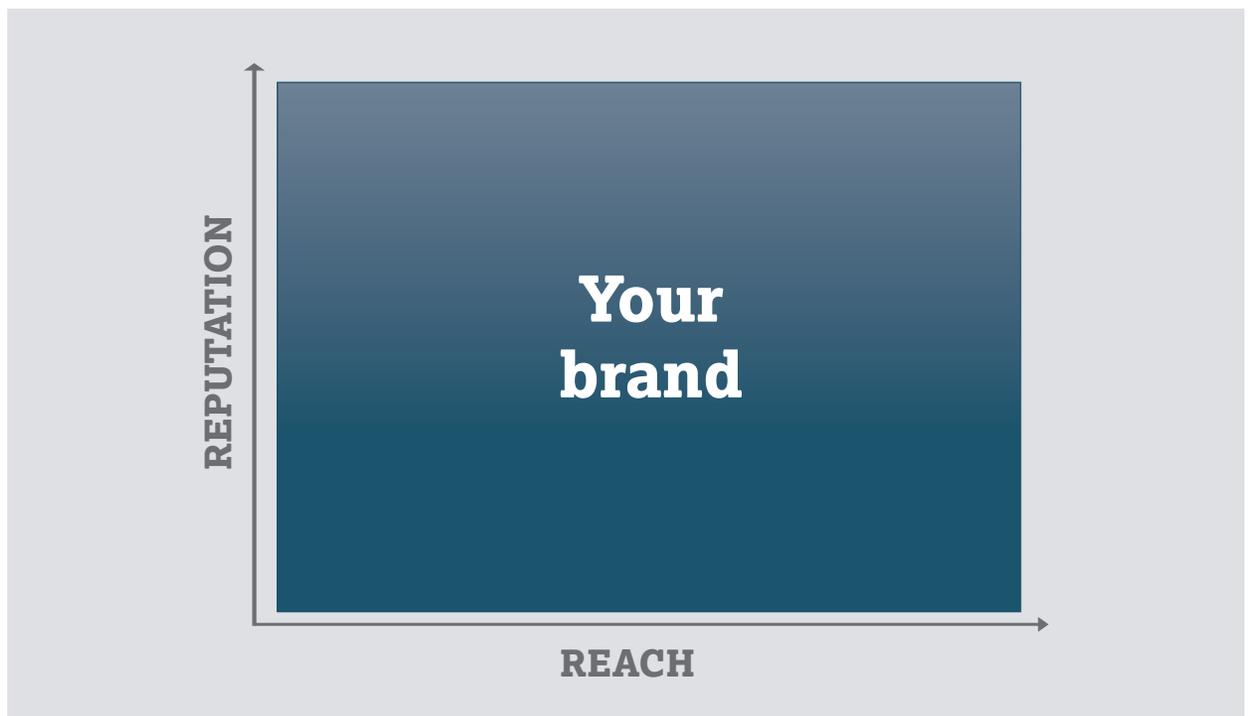
Your brand is what they are saying about you in the lounge rooms, cafes, schools and community events – even when you are not there!

Brand = Reputation + Reach

Being a great agent is an impeccable aim. Reputation is critical. In real estate TRUST is the commodity we sell. Lose a sale, lose a client, but never lose your reputation.

However, there are thousands of agents in Australia that have exceptional character that no one really knows about. Vendors don't know they can trust them because they just don't know anything about them. That is because they have no reach.

By having world class marketing skills, you accelerate your reach and your ability to become an Attraction Agent.



Your brand and trust

Word of mouth marketing is the most effective, cost efficient and profitable business you get. Like signboards, word of mouth works 24/7. The business generated from this source comes at a high trust level. And high trust means better fees and a business that is easier and less stressful to run.

When people trust you, you can make the occasional slip up and you will be forgiven. But when there is no trust in the relationship, people scrutinise everything you say.

Over the past two years, I have interviewed some of the strongest Attraction Agents around the country. Without fail, each of these agents has extremely high trust levels with their clients. And without fail, each of these agents has taken responsibility for managing and investing in their own personal brand.

Here are some winning ways to build trust in your brand.

When presenting your business:

- ▶ Make sure your “online” marketing and “offline” marketing are “in line” – a consistent standard of excellence should be demonstrated across your business and you need to understand in detail the power of each medium you recommend.
- ▶ Use quality photography that shows the homes you are selling and your own business in the best light.
- ▶ Use the best online inventory, e.g. PREMIERE or HIGHLIGHT on the best listing site www.realestate.com.au.
- ▶ Understand the power of larger print advertisements and dominate print in your area.
- ▶ Pay attention to the details – in the copywriting talking about your homes, in how those homes are presented, in how your business is presented.

When presenting yourself:

- ▶ Ensure your appearance, voice and behaviour signify professionalism, quality and trust;
- ▶ Make sure your car is spotless;
- ▶ Use hand-written thank you notes;
- ▶ Always be prepared.

3 key elements of attraction agent branding



Social media tips for the Attraction Agent

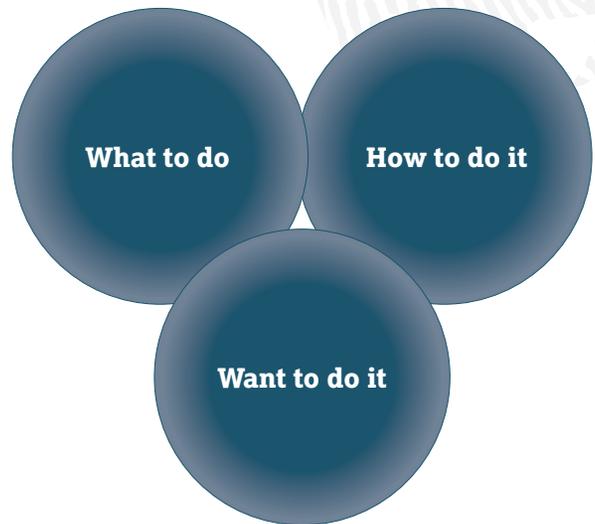
Social media is not a lead generator for real estate agents but rather a media that allows you to have an ongoing conversation with people who know you. Below are the best ideas and strategies to use this platform.

- ▶ **Be human and real.** Share messages as though you are having a cafe conversation. People can detect integrity and respond to it.
- ▶ Unless you're going to say **something useful** or **interesting** – don't bother saying it at all.
- ▶ **Your online profile is no longer private.** The last thing you want is for a vendor to find those unpleasant pictures of you from that wild party. Remove them – it's the safest thing.
- ▶ **Get real with your Facebook fanpage number.** It's not about the number of people that like your post – it's about the number of people talking about you.
- ▶ **Pay attention to the visuals.** The overall look and feel of the page needs to capture your brand equity.
- ▶ Social media management tools such as HootSuite can be an effective way to blast messages all at once to Facebook, Twitter, and LinkedIn.
- ▶ Finally, my advice is to outsource or have your PA manage your social media. You should be out doing the critical behaviours like having crucial conversations with vendors and meeting prospective sellers.

The shift from a transactional to an attraction agent

Moving from being a Transactional Agent to an Attraction Agent has three dimensions.

When I am coaching agents, this is the training model I use:

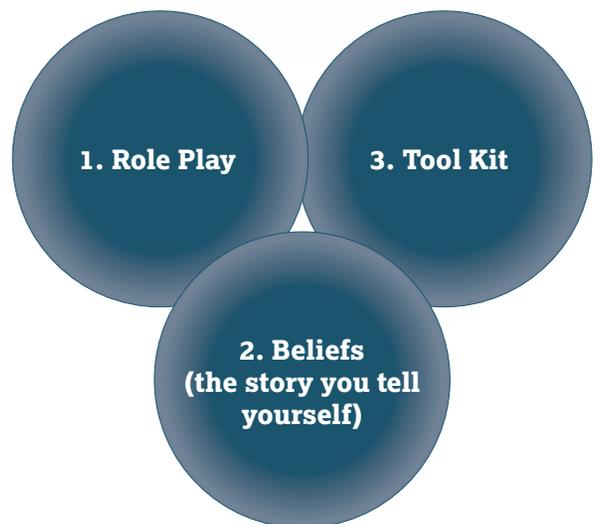


A great real estate coach can show an agent “what to do” and “how to do it” but cannot make them **“want to do it”**.

The blue print I use in coaching is:

And here are some additional tips:

1. Video feedback is the most effective way of coaching a role play;
2. Changing what you believe is critical. It is extremely hard to sell something you don't believe in;
3. Tool kits are the most powerful things in our business. Every problem or objection you will ever get has already been experienced by someone, so learn from their examples. You'll find lots in this guide.





The power of being prepared

A High Impact Marketing Mix – proven to work by the country’s best Attraction Agents - costs money. And it’s money that you need to ask the vendor for.

Transactional Agents hate doing this. They don’t want to ask a vendor any question that they feel the vendor won’t like. They just want to always be able to tell the vendor “yes” in the mistaken belief that it will keep a vendor happy. Transactional agents regularly fear that the conversation with a vendor will get out of control.

But Attraction Agents are cleverer.

Attraction Agents know the best way to keep a vendor happy is for a vendor to feel secure that the actions they are taking will ensure their home is sold for the best price possible. And Attraction Agents know that smart vendors can be made to understand that a quality marketing campaign is a good investment.

Attraction Agents know how to manage conversations with vendors. Attraction Agents have done their homework. Attraction Agents have tools and a script for every question and objection a vendor can have.

“ If a vendor controls the listing presentation, they will control the advertising and subsequently the marketing campaign - a recipe for failure!”

The hidden 10%

Attraction Agents understand one key thing that Transactional Agents have not grasped.

Attraction Agents know the role of a real estate agent is NOT to sell the property. It is to get the hidden 10% premium in the market place. They know their mission is not to get the first buyer for their vendor; it is to get the **best** buyer.

The Formula to get the best buyer is simple:

$$PP = HIA + HIN + BEC + BCB$$

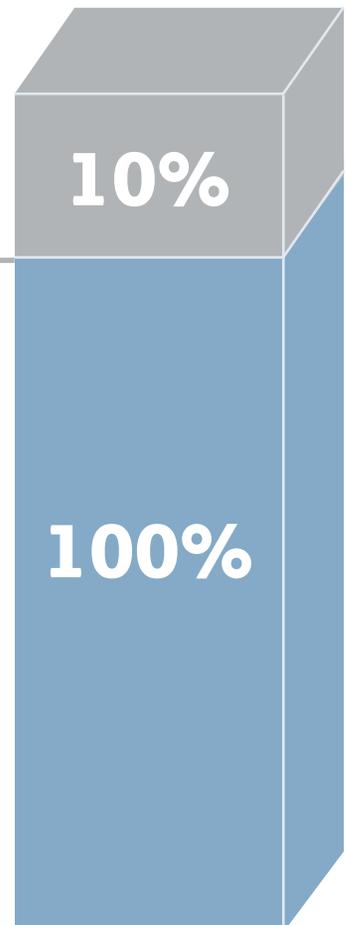
or

Premium Price

- = High Impact Advertising
- + High Impact Negotiation
- + Buyer Emotional Connection
- + Buyer Competition Bidders.

Hidden 10%

Attraction Agents are committed to helping their vendors understand this formula, to building trust and to take all the steps necessary to unlocking that value. They understand that when you are selling someone's most valuable asset, this is the greatest service they can do for a vendor.



Pre listing kit: The marketing enabler questionnaire

Without doubt, the Marketing Campaign Questionnaire remains an agent's greatest tool in their prelisting kit.

You should send it to potential vendors as part of your pre-listing kit prior to the listing presentation. The Marketing Campaign Questionnaire helps the vendor to understand what kind of marketing campaign is needed to meet their sale objectives.

It takes the vendor through different advertising options and helps the vendor to understand the difference between online and print advertising individually, and the power of combining them.

Marketing campaign preference	Online only campaign	Online and print campaign
Widest possible geographic reach of potential buyers	<input type="radio"/>	<input type="radio"/>
Priority is to be lowest cost	<input type="radio"/>	
Priority is to sell your property at the best price in the shortest possible time		<input type="radio"/>
Minimise any likely discount off the sale price		<input type="radio"/>
Attract active buyers	<input type="radio"/>	<input type="radio"/>
Best to attract passive buyers		<input type="radio"/>
High exposure print campaign in your local area		<input type="radio"/>
Best to increase perceived value of your property		<input type="radio"/>
Marketing campaign budget	Typically less than \$1,000	1% of property value
Please tick your preferred campaign		
Reasons for your choice		

The vendor ticks their performance and based on their choice, you have an opportunity to discuss the reasons for their decision.

High Impact Advertising includes online and print

Online

Online advertising is now a mandatory part of a campaign as industry estimates suggest nine out of ten buyers use the internet as part of their search.

Research also shows that 75%* of people never get past the first page of search results. Therefore your vendor needs to invest in the best online inventory to try to be positioned on the first page of search results. Online companies like realestate.com.au have products such as Premiere and Highlight listings to improve both the prominence of listings and to get them into the first pages of rankings.

Attraction Agents understand the power of this new online branding and embrace it. And if the homes you're selling are always at the back end of the search results, what is that saying about your personal and agency brand?

However, online alone will not ensure a high impact advertising campaign. As Frederick Marckini, CEO of US online marketing agency iProspect explains, that if you are not at the top of search results...

“ You have built a billboard in the woods. No one will find it!”

Print

Even with the best online inventory there is no guarantee of being seen by all potential buyers. If the property is not on the first page of search results you may miss out on seven out of ten potential buyers.

Also research shows that 69%** of buyers use a combination of print and online media to research properties.

Therefore combining online with print will deliver the most effective high impact advertising campaign for your vendor. Print advertising reaches potential buyers that online doesn't and is the way for a property to be seen in a busy online world.

Remember, for your vendor the family home is the last remaining tax haven in Australia. All the profits are tax free. They don't have many opportunities like this to increase their wealth. Why risk it by cutting corners?"

* Source: Marketshare Hitslink.com.au, October 10. ** News Limited Pulse Panel Survey – Real Estate, Jan 13.

Print differentiates the property and the agent

As discussed, print advertising reaches potential buyers that online doesn't and is the way for a property to be seen in a busy online world.

All over Australia, thousands of homes are sold every week by Attraction Agents who successfully incorporate print into their marketing mix and who use it to differentiate themselves.

In the new connection economy, it's true that a lot of traditional media has disappeared. Lineage classified advertising has been replaced by far more cost effective and efficient real estate websites. If you are actively in the market looking to buy, it's much easier to type in your search criteria and scroll through the listings that are a match to kick off your home hunt.

Australia's largest property research company, RP Data now analyses the effectiveness of the different advertising media in its Media Combination Research.

More than 503,000 property transactions across the country were followed over 12 months by RP Data*. The research looked at where properties were advertised, how long they appeared for, did the property sell, how long did it take to sell and what was the level of discounting?

The research statistically proved two things that Attraction Agents have anecdotally known for a long time

The research statistically proved that homes for sale that are advertised in BOTH print and online are:

1. More likely to be sold than those that use just one medium.
(In some areas it was as high as 34%*);
2. Spend less time on the market;
3. Discount their sale price less than homes that are advertised in just one medium.

The days on market, discount size and success rate varied market to market.

* Source: RP Data Media Maximiser 1 July 2011-30 June 2012



Fish where the fish are!

Attraction Agents understand how both online and print media works and the power of putting the two together.

Attraction Agents understand that the market is made up of three kinds of people:

1. Active buyers
2. People monitoring the market
3. Passive market watchers

Different media attract different kinds of buyers. Online is extremely effective at attracting Active Buyers who are looking to buy now and seriously hunting. Online is also a great way to capture a lot of monitors – those people who have started thinking about buying or selling and are starting to keep a more proactive eye on things.

But property search sites are not great at attracting incidental buyers – those people who see a home and fall in love with it. Until that day, they didn't even know they were looking. And this is where print is extremely powerful. By turning up in people's mail boxes every week and being a voice of the community, newspapers are read by Passive market watchers as well as Monitors and Active Buyers more often than online search alone.

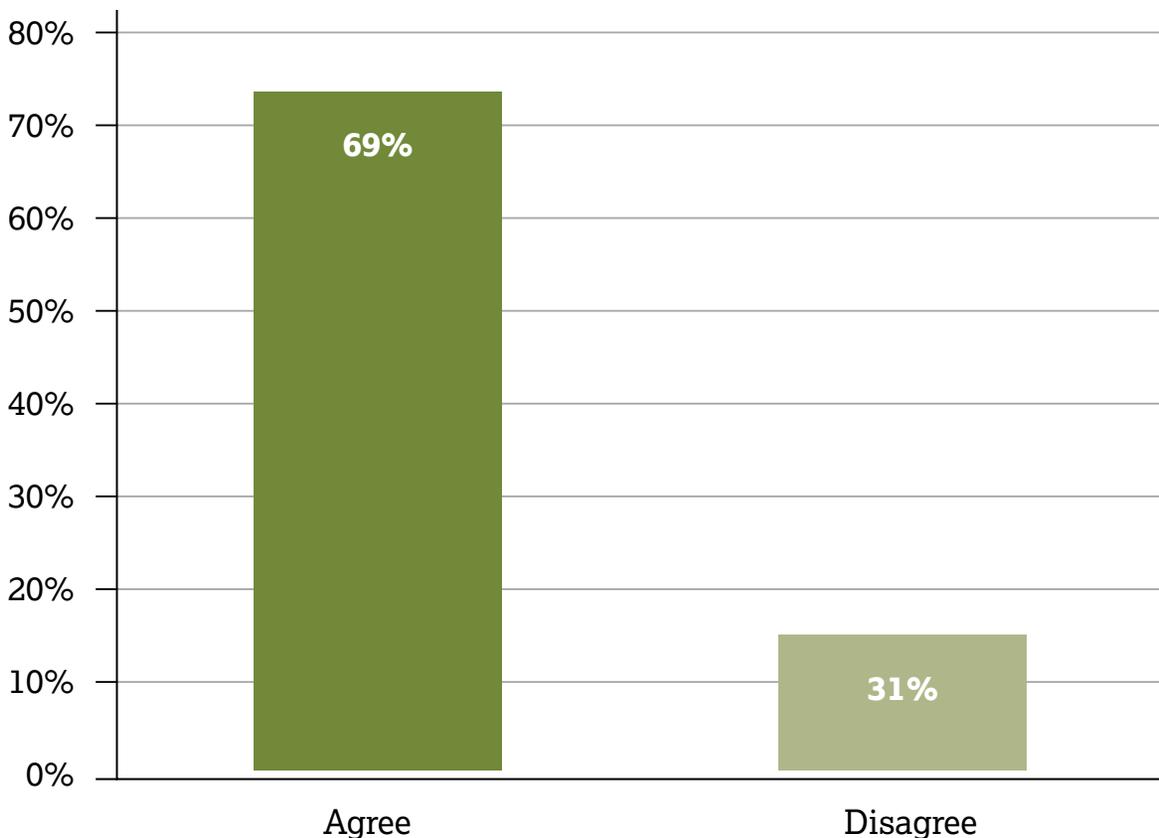
In January 2013, News Limited surveyed 1,994 readers, 265 of whom had bought a property in the past two years and 161 of whom had sold a property in the past two years. It showed:

- **81%** said that “even when not looking to buy a property, they like to look at the real estate section of the newspaper”;
- **79%** said that “the more serious I became about the purchase of a new property, the more sources of research I used”.
- **83%** said that “the property pages in the newspaper give me an idea of active real estate agents in my local area”.

Different media deliver different results. Without doubt, online is the most cost effective and efficient way of delivering enquiries. However the research now also shows that when you add print advertising to the mix, buyers see the need to act more quickly, and are often prepared to pay more. Enquiries can therefore hold different values, depending on which media generated the interest in the property.

Serious buyers use lots of different media when about to make a decision

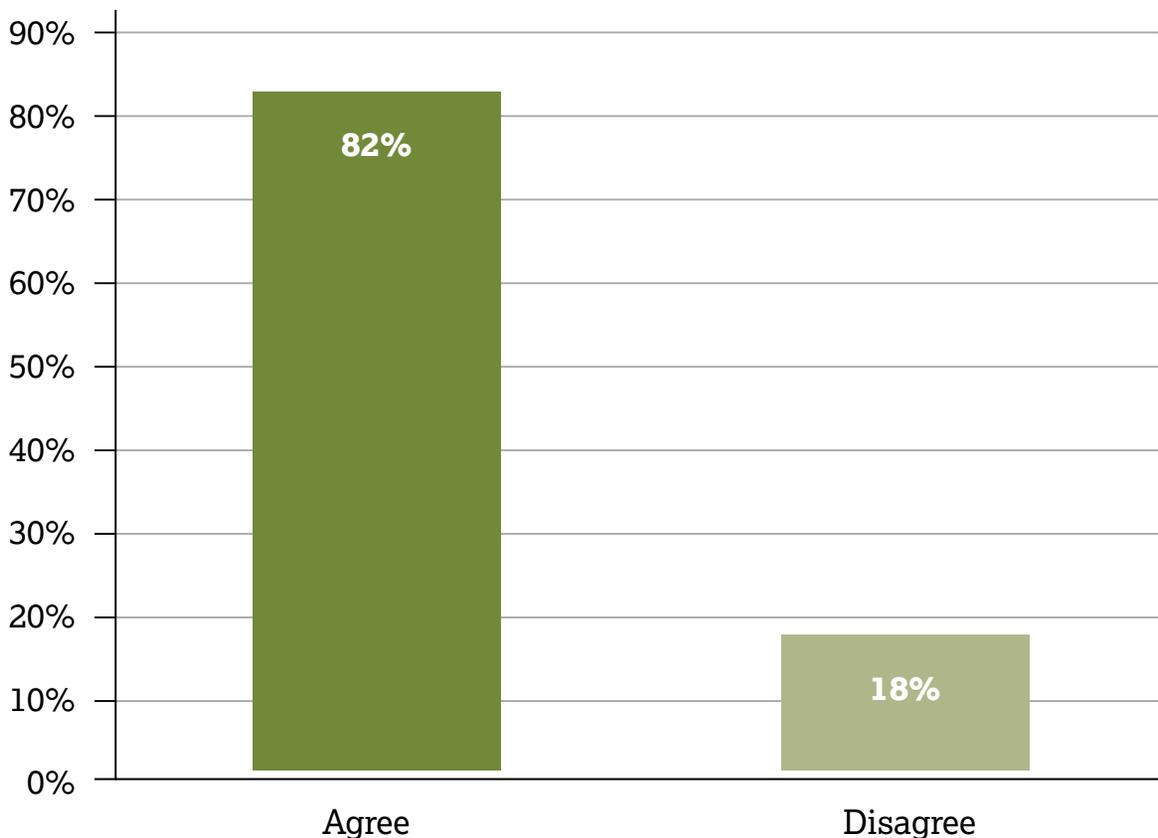
I use a combination of property websites and newspapers to find my property.



Source: News limited Pulse panel Survey - Real Estate, Jan 2013.

Vendors continue to use the newspaper as a guide on who to call out to a listing presentation

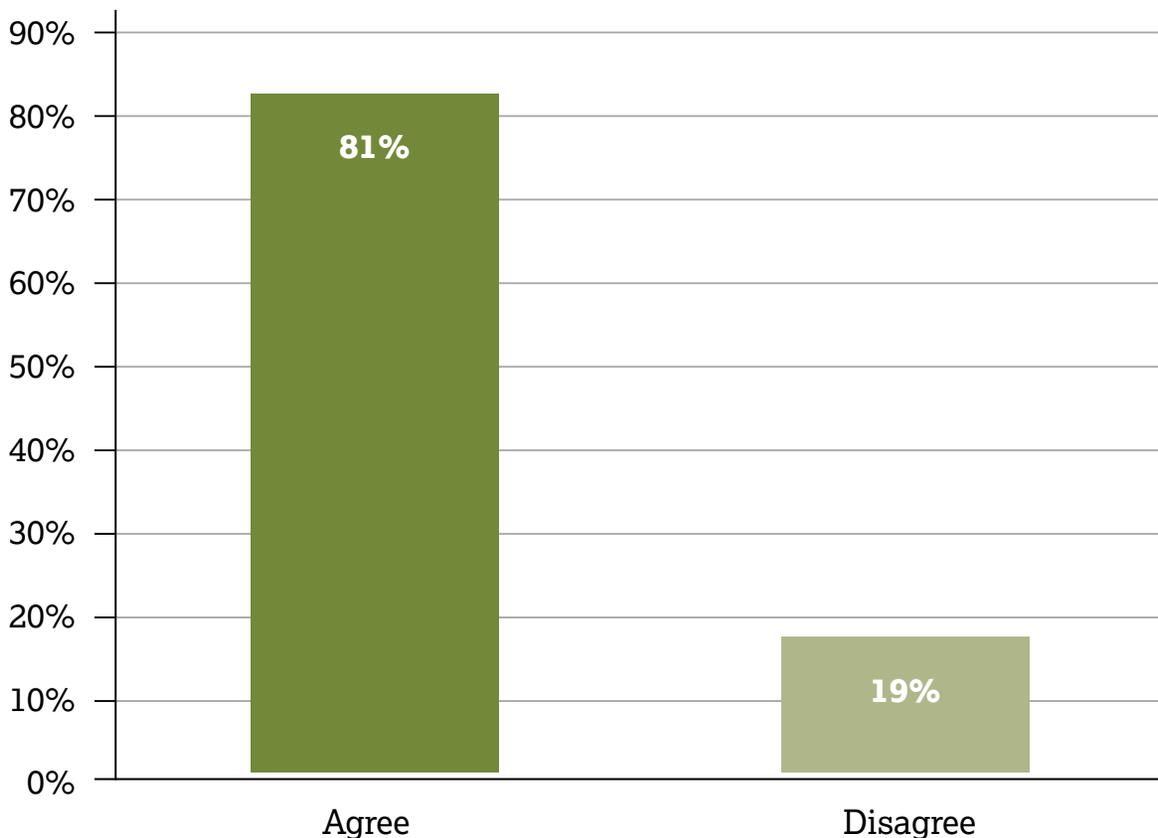
In 2013, Newspapers continue to give perspective vendors an idea of who is active in my local area.



Source: News limited Pulse panel Survey - Real Estate, Jan 2013.

Passive buyers and sellers still use the newspaper as a score card

Even when I am not looking to buy a property, I look at the real estate section of the newspaper.



Source: News limited Pulse panel Survey - Real Estate, Jan 2013.

Size matters!

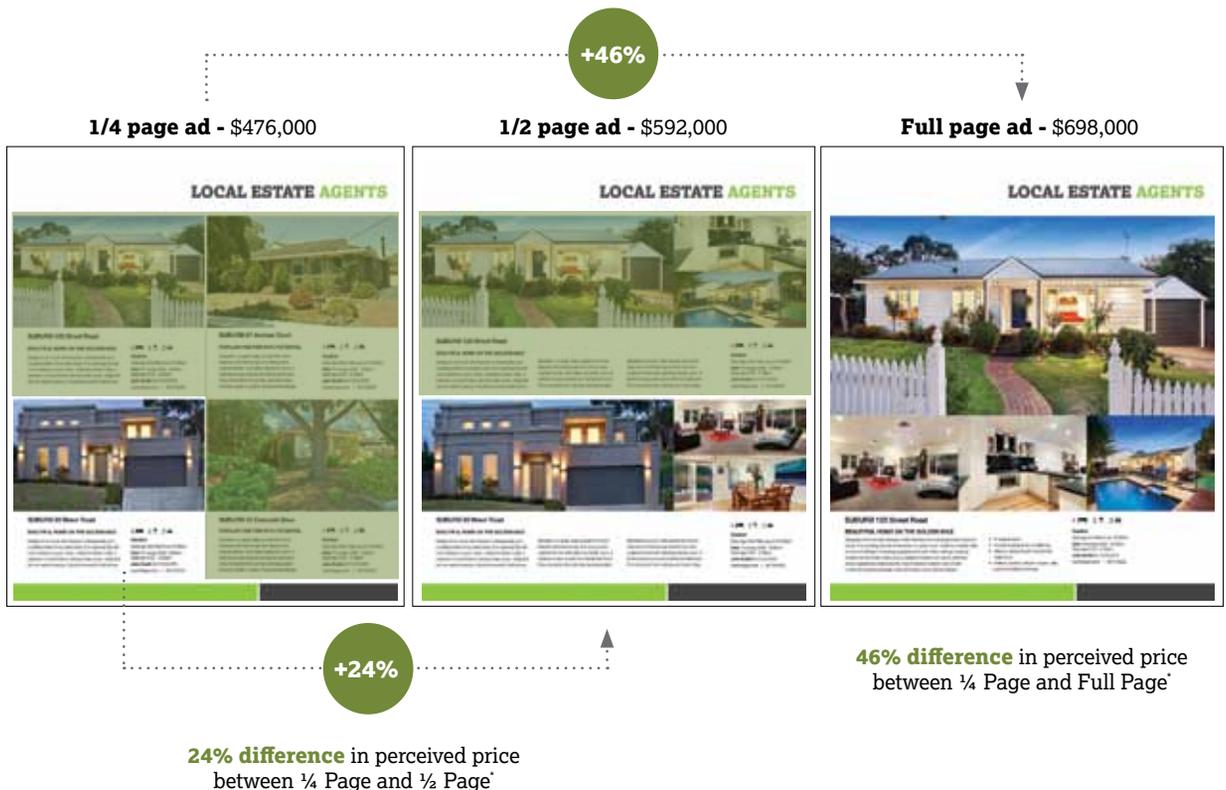
Print advertising is being repositioned in both price and product. We are seeing a shift to larger display advertising that is aspirational and attractive.

Why? Well research shows that bigger ads get better results for vendors. The bigger an advertisement, the more expensive a potential buyer is likely to think a home is worth.

The research showed that on average

- ▶ The perceived value of a half page advertisement was 24% more than a quarter page
- ▶ A full page advertisement has a perceived value increase of 46% compared to the same home advertised in a quarter page advertisement

Cheaper rates and packages, including the provision of credit facilities to vendors by newspaper companies are making it easier and more affordable than ever before to add print to the marketing mix for your vendor. Attraction Agents have always anecdotally known that these elements are key to unlocking that additional 10 per cent for vendors that we talked about earlier in this guide.



Source: Online survey of 196 Australian adults who report they have bought a property in Australia in the last three years (n=139) or are actively looking now (n=57). Survey conducted May 2010 with respondents recruited online and offline.



How to handle the most common advertising objections and power phrases

Dialogue and language agents use is one of the most vital of the critical behaviours.

Most importantly it is about:

1. **What you say;**
2. **When you say it;**
3. **How you say it.**

Some powerful phrases to use with vendors:

- ▶ “Investing in marketing your home is not a “cost” it is an “investment” in the profits.”
- ▶ “The family home is the last remaining tax haven in Australia. All the profits are tax free. You don’t have many opportunities like this to increase your wealth. Why risk it by cutting corners?”
- ▶ “Would you like a marketing plan to make you happy or a marketing plan to get you the best price?”
- ▶ “Your home is on the market in competition not in isolation. And in this market I want to make you shine. So the way I will make you shine is to have your home better priced, better presented and better marketed”
- ▶ “Taking out an advertising campaign is like taking out car insurance. What you’re insuring is that we don’t under sell the biggest asset that you own”
- ▶ “We refuse to mis-market and apologise later!”
- ▶ “The first 21 days are crucial. We will never get a second chance at a good first impression”
- ▶ “Online can get congested. ‘75%* don’t go past page 1 of search results.’ This means that nearly **75% of buyers may miss it**. So we have to ensure that we come up as high as possible in the internet search results as well as using offline media to guarantee we get noticed. Marketing is about getting noticed – sales is about closing the sale. We won’t be closing a sale if we don’t get noticed”
- ▶ “If we over market, all we do is spend a few dollars extra to be on the safe side. If we under market we could be under-selling your home by tens of thousands of tax free dollars.”

* Sourcing: Marketshare.Hitslink.com, October 2010.

Common objectives

Objection: Can we do it on the quiet for two weeks and see how we go?

Answer: We can, but I would not do it in the first two weeks. Are you looking for the first buyer or the best buyer? When we put a new listing on the market, it's like we are launching a new product and when a company launches a new product they do high level compressed marketing in the first weeks to make sure they get attention. You simply cannot sell a secret.

Objection: Can you just put it on the internet and use your database?

Answer: We can. But 69%* of people agree that they needed a combination of property websites and newspapers to find their property. Print generally gets less buyer enquiries than the internet. However print gets the passive, emotional and aspirational buyer while the internet gets the active, rational, logical buyer. To get a premium price, we need to attract both.

* News Limited Pulse Panel Survey - Real Estate, Jan 2013

Objection: The advertising campaign you're recommending is too expensive. I cannot afford it.

Answer: You cannot afford NOT to take it. One additional buyer could be worth an extra \$30,000. RP Data who are Australia's leading property data company believe you should be investing 1% of the sale price in marketing

**Visit and show your next vendor www.forwhatitsworth.com.au.
A video helping vendors want to invest in marketing.**

More toolkit examples

Social Proof: Showing evidence of past successful sales, marketing and the amount that was invested (approximately 1%).

Last 10 Sales. Recent Sales - Investment.

Address	Price	Marketing campaign
2 Sunnyvale Street, Blackhurst	870,000	\$8,700
93 Pointy Boulevard, Austin	653,000	\$6,730
17 Turner Road, Preston	420,000	\$4,000
43 Orange Road, Wannanup	1,105,000	\$11,500
11 Moon Street, Townsville	522,000	\$5,520
32 Bentley Circuit, Potts Point	985,000	\$9,850
88 Jamie Road, Eagle Vale	454,000	\$3,800
31 Benalla Crescent, Marayong	793,000	\$7,930
315 Wattle Street, Broadway	1,024,000	\$13,100
8 Oceans Parade, Brisbane	705,000	\$9,320

Showing a correlation between advertising + buyer + bidder

Bidders template - 27 Smith Street, Brisbane.

Bid	Name	Source
\$1,105,000	Kerry	Courier Mail
\$1,100,000	Sharon	REA
\$1,095,000	Kerry	Courier Mail
\$1,090,000	John	REA
\$1,080,000	Tracey	Database
\$1,070,000	Kerry	Courier Mail
\$1,050,000	Daniel	Database
\$1,000,000	Susan	Signboard
\$950,000	Kerry	Courier Mail
\$940,000	Steven	REA

Monthly accountability system

		Actual	Budget		Actual	Budget		Actual	Budget
January	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
February	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
March	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
April	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
May	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
June	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
July	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
August	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
September	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
October	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
November	Listing number			Office fee \$			Marketing \$		
		Actual	Budget		Actual	Budget		Actual	Budget
December	Listing number			Office fee \$			Marketing \$		



What gets measured - gets managed

In real estate, there are three key performance indicators to measure monthly against a target. Attraction agents understand this, measure and manage it vigilantly.

- ▶ Number of listings
- ▶ Gross commission
- ▶ Vendor paid marketing

Life by design

This is the 7 day Life by Design system that creates the ideal week.

It takes 1 hour to complete on a Sunday and creates a world class week by scheduling what is “important”

It includes a tick box area for eating well, exercising, having completed your to do list, as well as doing 10 daily prospecting calls

It keeps the focus on dollar productive activity.

“ Something unimportant done well does not make it important ”

30 Laws of the attraction agent

1. Do not copy your competitors.
 2. Be super focused on the customer experience, as every touch point of doing business with you is an opportunity to create a raving fan.
 3. If you're in business, you're in show business. Every minute your performance is being judged. Give a world class performance every day.
 4. To get stunning results, aim for micro improvements daily. In the end it's the small changes collectively that make a big difference.
 5. No matter what your position is everyone works in human resources and marketing.
 6. It can take you 20 years to build an incredible reputation and 20 seconds of stupidity to lose it. Don't think dumb, don't do dumb.
 7. Right this minute the client is watching you.
 8. Build brand equity. In yourself. Everything you do is either building or destroying your brand.
 9. Change the story you carry with you from self limiting to one that is positive and empowering.
 10. Use lists. Write things down. Check them off.
 11. The fastest way to double your income is to double your rate of learning. Listen to audio books or podcasts.
 12. Stay clear of talk back radio.
 13. Look after your staff and they will look after your customers.
 14. Risks are far less scary once you take them.
 15. Do not care too much about what other people think of you. Care far more of what you think of you.
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16. Do not work for work, work for a result.
17. Crucial conversations drive you forward. Avoiding these conversations holds you back.
18. Critical behaviours are highly average actions that give massive results. Think 80/20. That's right 20% of your activities will give you 80% of your results.
19. Be up by 5am.
20. Go to bed by 10pm. There is nothing useful you can do from 10pm to midnight apart from becoming world class at Facebook.
21. The people who gossip about others when they are not around are the people who will gossip about you when you're not around.
22. Do yoga. With better awareness, you'll make a better decision which will lead to better actions, which will lead to better results. It all starts with your thinking.
23. Learn 3 new things a day. That's a 1000 a year!
24. Don't tear people around you down. See the best in people and remind them.
25. Live every day as if it's your last. One day you will be right.
26. The biggest cause of procrastination is perfection. JDI = just do it.
27. Be who you want to be.
28. It's so easy to say nice things to people. Why not do it more often?
29. Have a clear 30 second elevator speech about what separates you from your competitors. Say it with passion!
30. Never forget you have complete control as to how you interpret a situation and what your response to that situation is.

Training is a waste of time!

In 23 years of real estate, I have come to the conclusion that training and ideas are EMPTY unless there is ACTION and COURAGE.

You see, agents are in love with the way they are doing what they are currently doing. It's comfortable. However to grow and to move forward, an agent must overcome the fear of feeling temporarily incompetent by trying the new, and look at real estate with fresh eyes

When I am training and coaching agents, it is this transition of new behaviour that I focus on. The important thing is to make it stick because human beings are great at starting things but not so good at completing things.

“ What got you here, won't get you there”

But if you are an agent who wishes your life and your business was different, stop thinking about it and wishing for it and start acting on it. You don't have to be perfect from day one. Take the first step and start practising – you will improve every day if you let yourself.

The three steps to becoming an Attraction Agent are:

1. Change your beliefs. Understand the power of World Class Marketing – both for the properties you sell, and your own personal brand;
2. Organise your life for success - have a tool kit that will help you master the skills you need to succeed and support you in your goals;
3. Trust yourself. Be courageous!

“ Who you are is not who you can be”

Testimonials

“Tom Panos is the ‘expert’ in real estate advertising and vendor paid marketing in Australia”

Angus Raine, CEO - Raine and Horne

“Tom Panos is the leading authority on vendor paid marketing in Australia. By implementing his simple and smart strategies, you’ll get more advertising dollars and better results.”

John McGrath, CEO - McGrath Estate Agents

“I accompanied a group of our people to attend Tom Panos’ marketing seminar in Perth in 2011 and found him not only to be an impressive speaker with amazing material based on “coal face” experience in real estate but his own story to be both inspirational and powerful.”

Geoff Baldwin, MD and Regional Owner - RE/MAX Western Australia

“Tom Panos is an authority of real estate marketing in Australia.”

Brian White, Chairman - Ray White

“Tom is an expert when it comes to advertising and marketing best practice in Australia. He has a deep understanding on the topic and real estate agents highly benefit by implementing his ideas. I always enjoy listening to his engaging style of presentation.”

Georg Chmiel, CEO - LJ Hooker

“Tom Panos is undoubtedly one of the country’s most progressive real estate thought leaders on what the best agents are doing to maintain their market dominance.”

Mike Green, Managing Director - Harcourts International

“Tom Panos is the clear authority on real estate marketing and branding in this country. His techniques work in growing vendor paid advertising instantly.”

Charles Tarbey, Chairman - Century 21

“Tom is an exceptional trainer with content that is relevant to every agent operating in the current market, with a focus on the best scripts and dialogue that will undoubtedly generate more listing opportunities.”

James Tostevin, Director - Marshall White

“I have seen Tom speak at least 10 times and every time he has inspired me to become better. His passion for life can be felt on every level. When he speaks it touches people’s hearts as he has the ability to move people. Tom Panos is a phenomenal and in my opinion one of the best speakers on the planet.”

Mat Steinwede, Principal - McGrath Estate Agents Central Coast

“Tom Panos interviews some of the best agents in Australia and as a result delivers relevant content that agents can implement to improve their profile and grow their business. Highly recommended.”

Adrian Bo, Partner - McGrath Estate Agents

“Tom interviews and studies the real estate industry leaders and as a result delivers some of the best training in the country.”

Paul Curtain, Director - Place Real Estate



Tom Panos is considered the leading expert on real estate training and marketing in Australia by the industry's leading agents.

He is the author of *'Power'* and *'Critical Behaviours of Seven Figure Agents'*

His blog and social media reach **over 16,000** real estate agents every week

Tom Panos is ranked as one of Australia's leading auctioneers

He is able to deliver content that is not only evidence based but also implementable and relevant in the real world and not just in the training room

Tom Panos is the General Manager Sales – Real Estate at News Australia and a weekly real estate commentator on Sky News Business.

