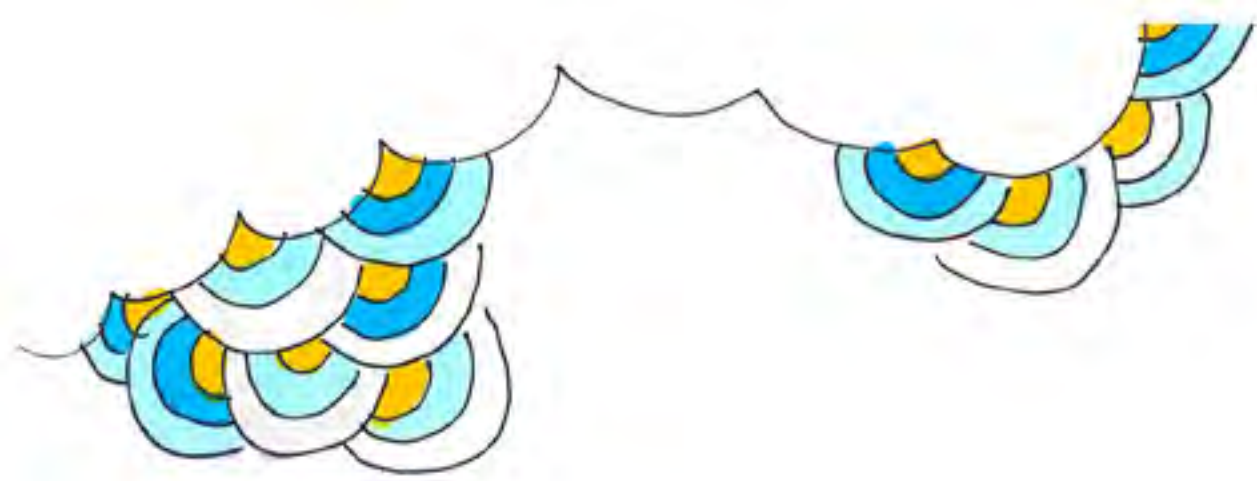




rexlabs.

rexlabs.io | spoke | rex | siteloft





contents

KEYNOTE SPEAKERS

01 Ryan Holiday
part 1

02 Josh Phegan

03 John McGrath

04 Guy Winch
part 1

05 Jodie Fox

06 Jacqui Cooper

07 Gary Vee

08 Guy Winch
part 2

09 Anthia Koulouros

10 Ryan Holiday
part 2

11 Elle Macpherson

SALES SPEAKERS

01 Matthew Pillios

02 Angelo Nickolas

03 Simon Caulfield

04 Kate Smith

05 Andrew Lutze

06 Tanja Neven-Jones

07 Josh Tesolin

08 Stefon Bertram

09 Alex Jordan

10 Lisa Nobak

11 Cathy Baker





KEYNOTE SPEAKERS

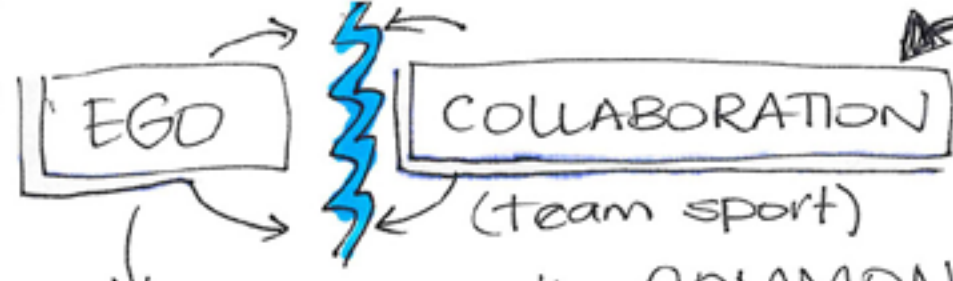


keynote!



Great people are humble
happiness under the radar

put yourself up for review



how

- Respond to
- data
 - information
 - obligations

you your business your community

Reject



freedom
humility

THE DISEASE OF ME

EGO makes us COMPLACENT

beware the underdog

over confident champion

what matters is what we can do right now

how we respond is relation to our attitude

EGO sucks us down like the laws of gravity

EGO IS THE ENEMY

RYAN HOLIDAY

Success
don't have to work as hard

stop listening for advice

EGO makes us OVER-REACH

How the mighty fall
J. Collins

tuning out

ego only makes things worse

It's impossible to learn that which you already know

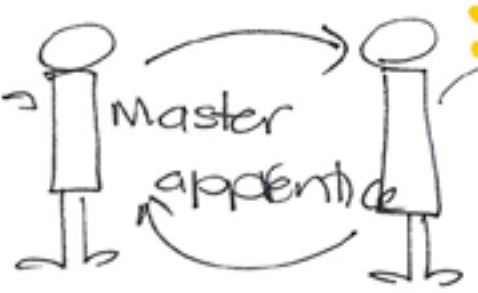
Beware of your own ignorance

Even the great musicians keep learning + practicing

Success is about the value-creation you bring

empathy

EGO IS NOT CONFIDENCE



IMPOSTER?? syndrome

no-one is thinking about you

2 EARS 1 MOUTH!

YOU SERVICE

: calm : state of fullness :

servant leaders

DAVID AWARE OF HIS ASSETS

GOLIATH

humility kills pride

READ THIS



know your strengths and weaknesses



VISION
SERVICE
HUNGER
HUMILITY

strategy - measure - ADJUST

WOULD YOU LIKE
FRIES
WITH THAT

digital
drive thru
delivery

- ✓ STRATEGY
- ✓ MEASURE
- ✓ ADJUST

rexlabs
FIELD
NOTES

BE
INTERESTED

TOM PETERS

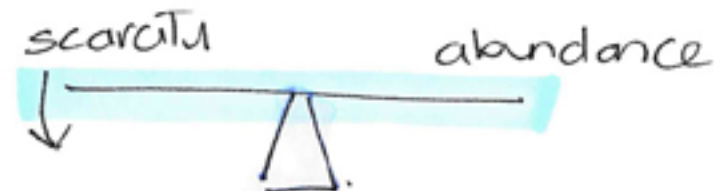
there will
be no
NEW NORMAL

have you bought
locally before

YOU MUST
CARE

NO ONE CAN
PREDICT
WHICH IDEAS
WILL WORK

what are your
plans with
existing



how to
have your
CAKE
and eat it too!

JOSH PHEGAN

digital
strategy

buyer
alert

measure

subscribed
freq. clicks
intent
new requirements

adjust

who?
when?

past
clicks

annual
checkup

Jul 05

LANDLORDS

equity check

Drama
Driven

Future
Focussed

I AM IN
CONTROL

what are your
INTERNAL
BARRIERS

If you
play stupid
games you
win stupid prizes!

LONG TERM GAMES
with LONG TERM
PEOPLE

It's WHO
Not HOW

rex | spoke | site of

TEN TIMES FASTER
300 TIMES

New pressure on fees
lots of agents
REALTORS

Peak

7-8 years

managing
expectations

NATIONAL PROPERTY
CLOCK

DECLINING

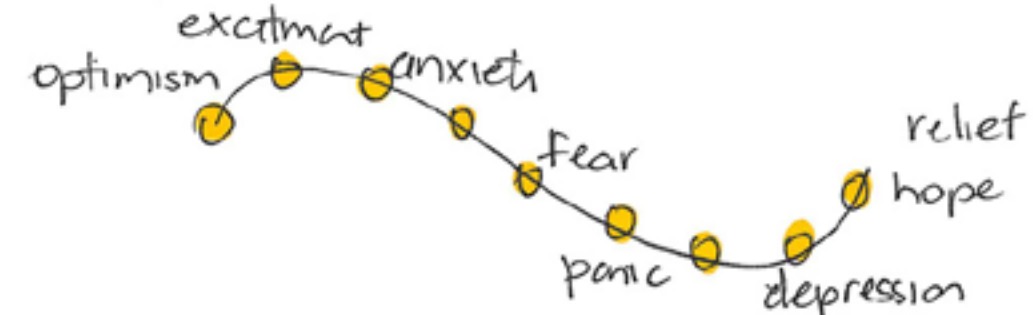
7-8 months

private buyer apartments
lots of listing
reduce D.O.M

BOTTOM

RISE

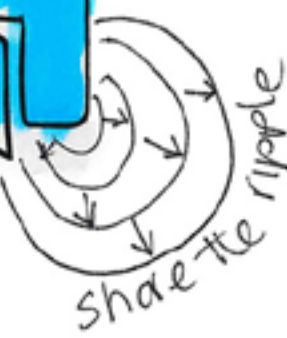
positive media
sentiment
strong of



AREC'21

What's your **ideal** week

M	T	W	Th	F	S	S



GRAVITAS

say what you feel - no matter the outcome

rexlabs
FIELD NOTES

you make your **RULE BOOK.**

WHO you are
WHAT what you do

STOICISM

EVERYONE CAN
1X → 2X → 10X

YOU JUST NEED
TO BE A BETTER
VERSION YOU.

inertia
momentum
tipping point

team work

we now **LIVE**

in a brand new world.

benchmark perfection FERRARI.

Everyone has greatness inside the slab of marble (Michelangelo)

- ✓ GREAT
- ✓ CHANGE
- ✓ KNOW YOURSELF

VISION

VOTE FOR

ALEXANDRIA
OCASIO
CORTEX
democrat
✓ dream
✓ vision
✓ make a difference



TELL
THE TRUTH

KNOW HOW TO
HAVE THE RIGHT
CONVERSATION

- 1 MORE HUMAN
- 2 RADICAL INTEGRITY
- 3 MAKE IT EASY
- 4 LOVE LOCAL
- 5 MOBILE TECH.
- 6 DATA
- 7 GLOBAL VILLAGE
- 8 ETHICAL BRANDS

DO IT YOUR WAY!!
you can throw free throws under arm



the Blair Witch Project
\$25K → \$248M

believed they could do it

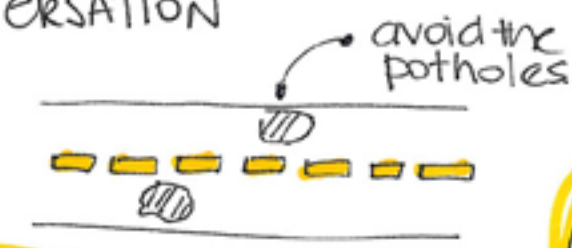


WHY

YOUR BURNING PLATFORM

What got you here
Want get you there

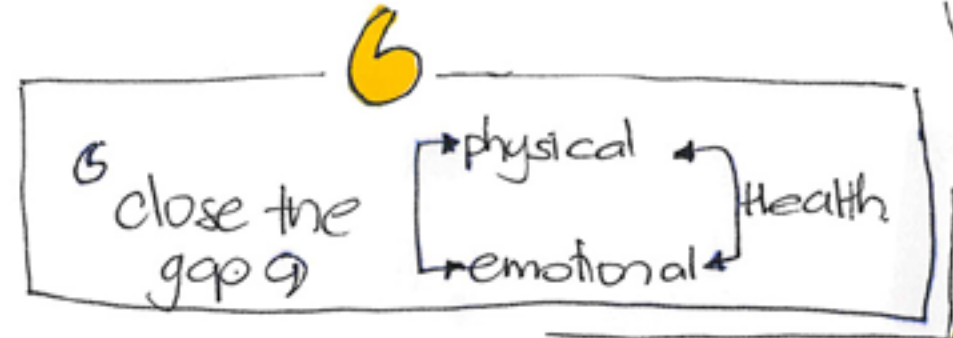
new skills
new decisions



LESS
BUT
BETTER
Dieter Rams

SIMPLE

rex | spoke | siteoft



fail

self fulfilling cycle
6 I cant do this g

relationships connected glue

- ✓ demoralised
- ✓ want to give up

hello goodbye

- acknowledge
- physical contact
- ask questions



TREATMENT

- sense of control (lessons learned) without being too self critical

FIND THE BLIND SPOTS.

build rapport
→ show real interest & be open & authentic.
reflect back
improve this way

0. --- feel upset ---

GIVE YOURSELF TIME TO FEEL UPSET.
time allotted

WHAT I'LL DO NEXT
✓ plan to reflect & change
What can I do better

bounce back
BETTER

What would you say to **friend** in this situation.
✓ heart felt
✓ compassion

not what an **enemy** would say

multiple identities → Professional I.d. What is your job in this situation
SERVE THEM
rex | spoke | site1oft
you'll serve yourself at the same time

Write 1 paragraph what you bring to the table

- qualities that matter that you know you have

self Affirmations ≠ positive ones dont work



2 guilt impairs concentration

address the guilt & you find it disappears

3 emotional heart break

IQ ↓ 10 points

psychological injuries

study

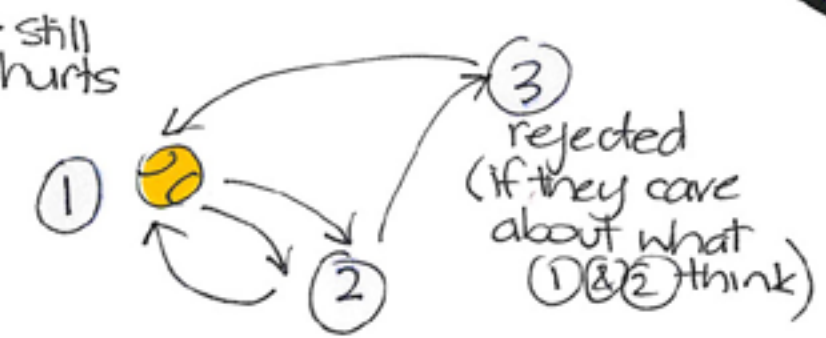
"

Real Estate

- ✓ motivated to succeed
- ✓ invested emotionally
- ✓ open for hurt

rejection

hardwired = pain



its just business

still hurts

early warning
KICKED OUT OF THE

tribe

change + live
↓
dont change + die

6 why it hurts g

↓ mood
↓ self esteem
emotional immune system



See the START

REBOOT

DONT LET EXPERTISE GET IN THE WAY OF A GOOD IDEA

Adrenaline FUELED on a good day

STAY CONSISTENT

THE GRIND on bad days

→ try the juicy new ideas

a touch of naivety & a pinch of arrogance

that just might work.

you've made all the RIGHT MISTAKES

crazy determination

DARE GREATLY

Theodore Roosevelt

- shoes of prey
- ✓ shipping to 100 countries
- ✓ built a factory
- ✓ 11 days to deliver
- ✓ 5 million pairs+

I LIKE THIS Idea

SOUNDS LIKE FUN

RESEARCH

FIND THE NEXT STEP

- ✓ GUTSY
- ✗ GLAMOUR
- ✗ GLORY

CONSISTENCY

FOCUSSED

ACQUISITION & RETENTION

Reply ← Accurate Quick



lifestage

Segment Relevant & Timeline



DONT LIE TO YOURSELF

keep yourself accountable for the things that need to happen

PUTTING YOURSELF INTO YOUR CUSTOMERS SHOES

JODIE FOX

WHAT IF ...

bad career choice
lose all my money
we fail

not Predictable

not logical

- ✓ respect
- ✓ values
- ✓ communicate

well immediately

retail venture

insight "I want to see what the shoes look like"

VS Focus (Nordstrom)

Full experience. "finalist" best store design & winner

Credibility

the TEST Wasnt working We need to CLOSE

Win

learn

beware BURNOUT

nutrition

sleep ZZZZZ

exercise

communicate

REST ETHIC

BUILDING A CULTURE OF PERFORMANCE
→ team needs all the players to great



VISUALISE IT
ACHIEVE IT

I believed
in
me!

crazy is just
another word
for commitment



6 weeks + 6 weeks
in a chair
reconfirm the belief
in yourself

the COOPER
triplets.

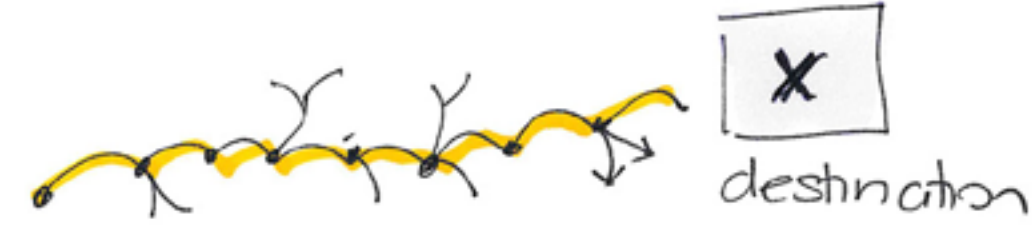


- 26 yrs
- world cham
- record 200pts
- triple/triple

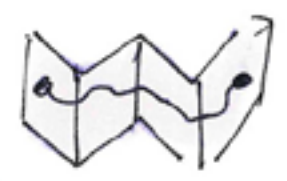
- ✓ competitive
- ✓ crazy
- ✓ acrobatic

If your kid is
on the roof of
the car....
they've been there
TOO LONG

What a
Story...



ROAD MAP



don't
get
LOST!!

to feedback
to setback
to self belief

Read them
10 x a day

keep checking
everyday you
are going in
the right
direction.

gymnastics x trampolining x bed jumping

4 yrs

Jenny

make
friends with
kids with tramps

Closure

BELIEVE

Commitment + dedication →

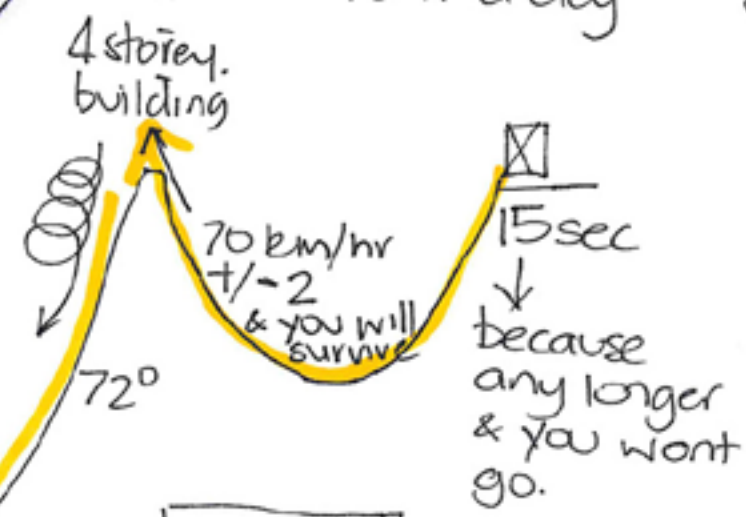
YOU HAVE TO
LOVE ALL OF IT

the good

I ♥ it
00000

dedication
pain
separation
resilience

and the bad



25
come
backs

Injury is
a reality

WHY

KEEP IT SIMPLE

DON'T
THINK ABOUT
THE
OUTCOME

THINK ABOUT
THE
PROCESS

- takeoff
- skill
- landing



biggest barrier holding you back → OTHER PEOPLE'S JUDGEMENT

CONTENT ONLY COUNTS WHEN ITS BEEN PUBLISHED

Managing reluctance to prospect



beat the bogeyman
 result not attached to self-esteem
 the "ASK" is oxygen in this business

Real Estate is a LISTENING GAME

held back by FEAR
 rejection
 failure
 the less you care the more likely you are to win.

negotiate from a place of truth

fear of failure
 practice/get comfortable with it

rejection

ENERGY & PACE

When business is your hobby/passion

LOVE YOURSELF

DONT

JUDGE YOURSELF

GARY VEE
 CEO: BETA.X

1200 person agency
 media production content

Gary Vee
 Friends (NFTs)

Best Sales People

✓ EMOTIONAL INTELLIGENCE

Feel what the other person wants

Genuinely believe in what you are selling

PRACTICED LISTENING!

KNOW ALL ABOUT YOUR COMPETITION

take the bullets out of the gun

Make a bigger commitment to asking questions

NEGOTIATION

Be willing to walk away

don't walk away when you don't mean it

leave something on the table

Make the relationship matter

luck

what you do with it

rex | spoke | steloft



twins: emotional health : psychological health

don't be afraid of rejection | Why should I

rexlabs
FIELD NOTES

the door in your head doesn't close

your mind needs
ADULT SUPERVISION

1. PEOPLE AROUND YOU CARE LESS.

Retreat

Loneliness ↑

DON'T REACH OUT

2 PERCEPTION DISTORTIONS

2. RAW & RESENTFUL

tone ↓

use EMOTIS.



SAFE & IMPORTANT
EMOTIONALLY CONNECTED?

PHYSICAL
MANIFESTATION
↓
IMMUNITY

LONELINESS

EMOTIONAL
FIRST AID #2

GUY WINCH

HEALTH WARNING

15 CIGARETTES A DAY = CHRONIC LONELINESS

18-34 YR OLDS + SOLO WORK + ACCOUNTABILITY

inc Married

connect less

transactional
conversations

CONNECT

TALK

- ✓ sharing the deep stuff
- ✓ meaningful things

take the
emotional
risk

rex | spoke | steloft

disengage
the
AUTOPILOT
and be
MINDFUL

STRESS SYMPTOMS
come before/after
work...

- ✓ Obsessional
- ✓ rumination

unproductive
replaying same
negative thoughts
over/over.

I have
so much
work...

thinking it
isn't useful

Visceral &
heavy...

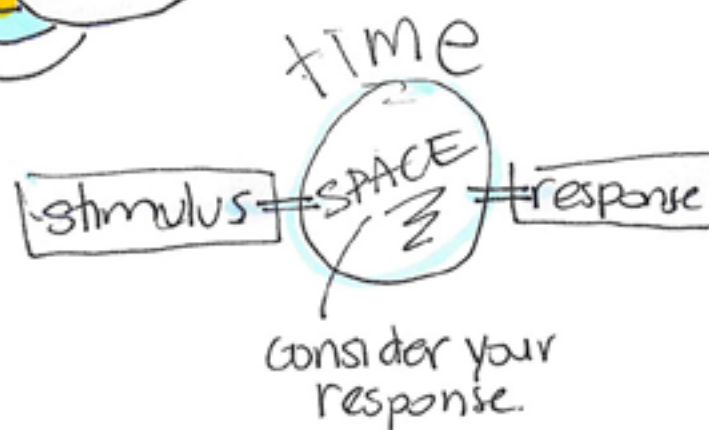
+ remedy

1. Get clear guardrails.
→ when you are done for the day
2. transition between work & home RITUALS.
3. pose the thought as a problem

**STRESS
BURNOUT**

- bad sleep
 - poor moods
 - bad food choices
 - irritable
- ↓ ↓ ↓
ruminate
↓
flooding system with stress

EMOTIONAL EXPERIENCE
CAN BE REACTIVATED
PHYSICAL ONES CAN'T BE ...



GET

Resourced & Resourceful

build up your bank account

1. presence
pause... slow
listen in... feel
space... response
focus... deep

2. rhythm
turn up... ritual
day... night
sleep... rest
movement

REGULATED

4. GUT digestion...
... absorption
... elimination
... microbiome
... mood + mind

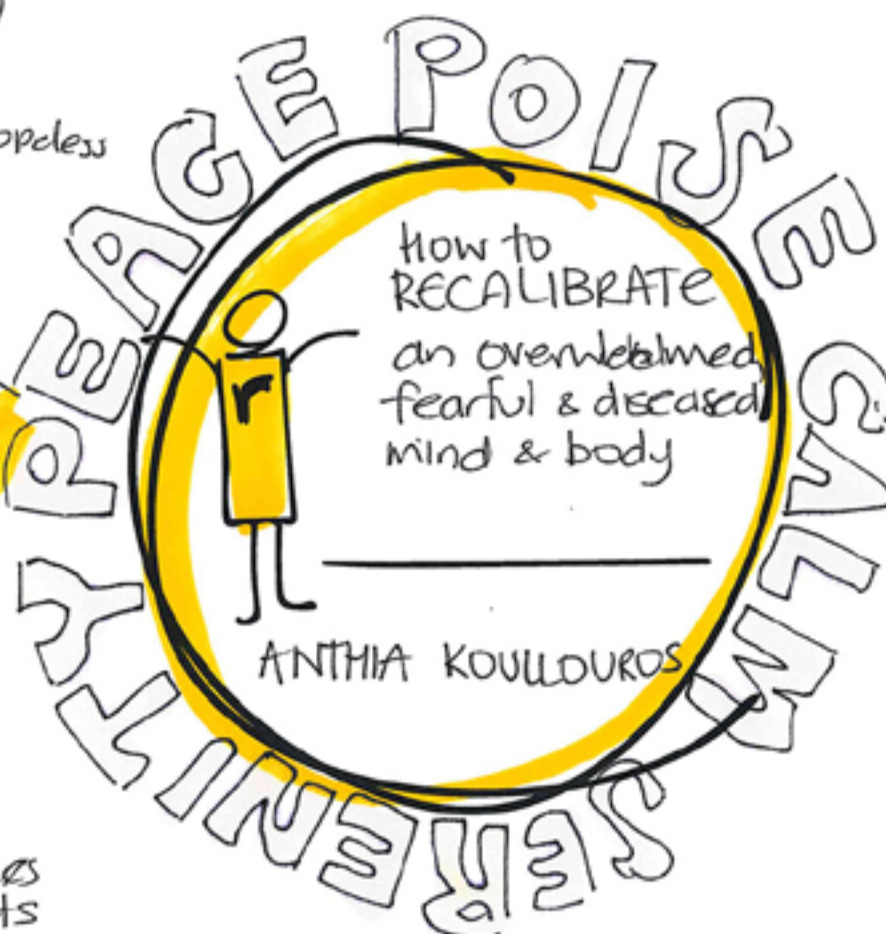
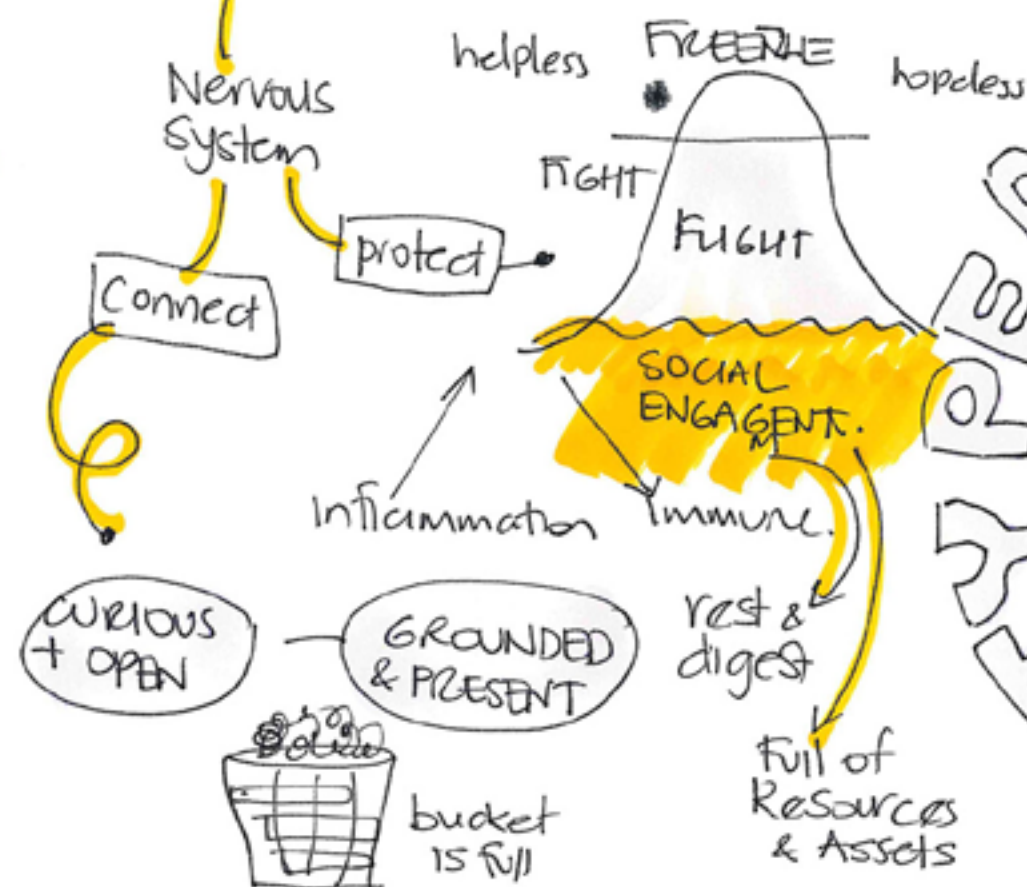
5. NATURE symbiotic breathing
EVERY DAY
sharpen your senses

3. WHOLE FOOD
organic
master the basics
GREEN ZONE

6. NATURAL
reduce your toxic chemical load
use ↓ breath

7. the hard stuff
✓ prepare
✓ purpose

STRESS · DEPRESSION · ANXIETY



GOAL IS

FLEXIBLY
TRANSITION
BETWEEN
STATES

FLOW

✓ intentional
✓ consistent
✓ curious

always coming back to the green zone

the person in the room who is most RELAXED → has the most POWER



I'd RATHER
ooooo



2 the discipline of ACTION

perceptions matter but more important is what we DO - calls marketing research door knocks

do the (hard) WORK

no silver bullet just hard work
your problem your work in trial & error

Life happens... we control how we
RESPOND

LEAVE IT ALL ON THE FLOOR
TOMORROW IS A BONUS

Everything that happens
unintended opportunity
do something good | excellence

does my reaction (xxxxx'n)
does it help me move forward

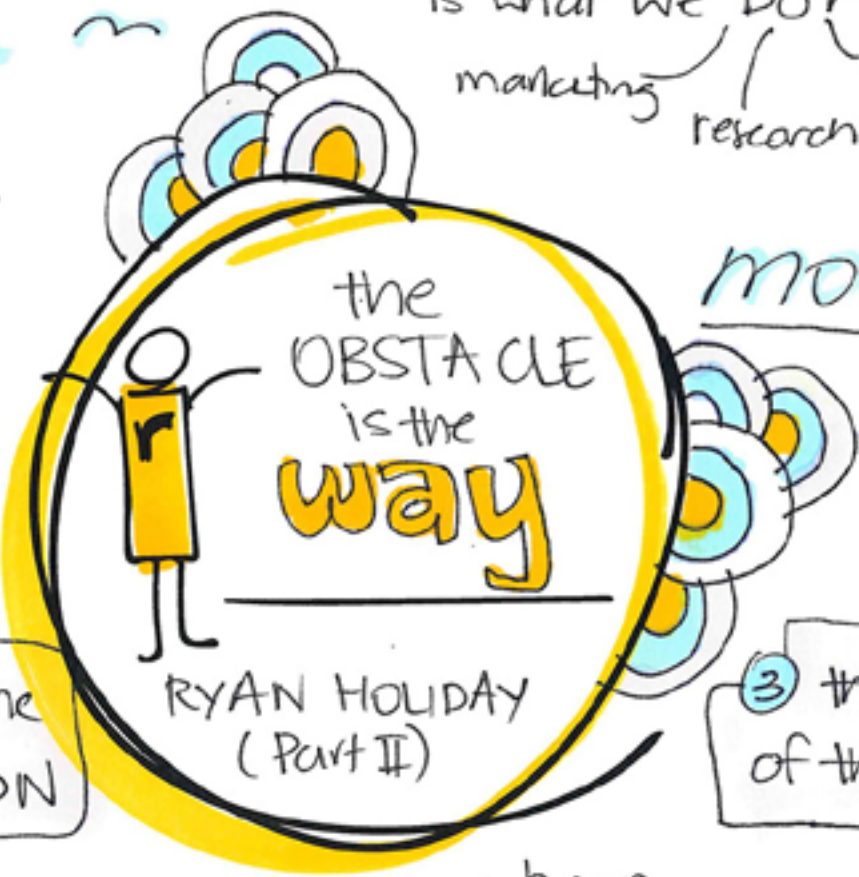
3 disciplines of stoicism
1 the discipline of PERCEPTION

Events are objective (they just are) add then we label/opinion

POISE AND CALM

control our impressions looking for opportunities

what could go **wrong**
prepare for all outcomes



momentum

start small
unselfish actions are the ones that matter
put the people first -> trust how they feel

3 the discipline of the WILL

keep going
1 step at a time (FATE TESTING US.)
Roll of shit on it

KBO
Keep BUGGERING ON

decide what you will learn from a situation

LEARN

what do you how did it make you -> better stronger



know at this moment,
rex | spoke | steloft

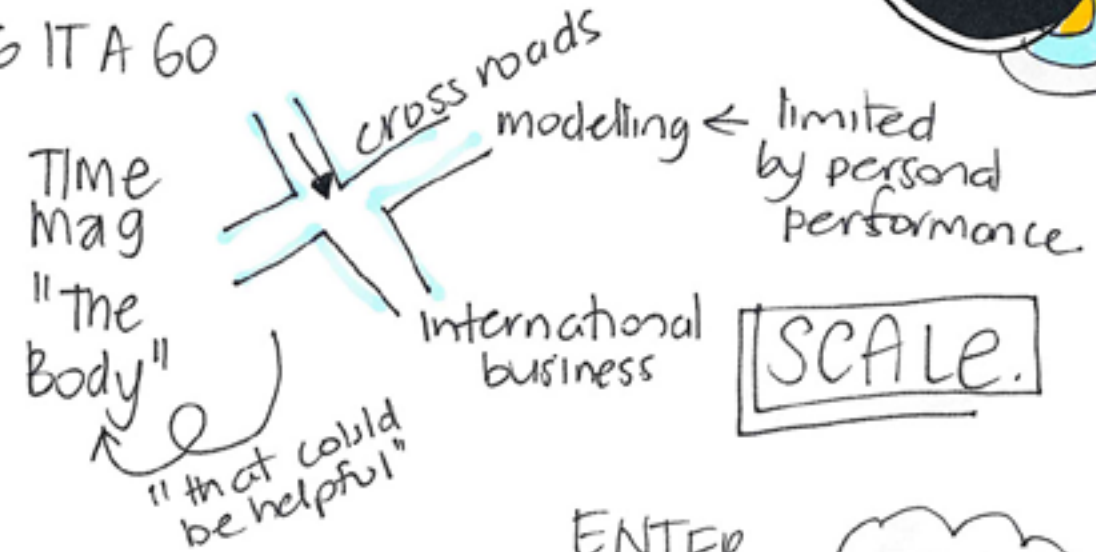


LISTEN TO
MY INNER
SELF

say yes
to
GIVING IT A GO

YOUNG
ELLE
→ I want
to study
law
→ modelling
pays the
bill

YOU KNOW
YOU KNOW!



SCALE.



John
Newcombe
licensed
brand
tennis
clothes

Greg
Norman
Golf
clothes

ENTER
BENDON.
25 yr
licence
paid on
performance
of the brand

SLOW
DOWN

FIND/RE FORM
YOUR VISION
and PURPOSE

making and taking
time

Grounded
Routine

if you want to make
it look effortless
PUT IN THE WORK



you get
what you
give

don't lose what
you have learnt
from this
(pandemic)

BIGGEST
OBSTACLE
FINDING
VALUING
STILLNESS

X the more I do
the more valuable
I am!

SLOW
DOWN
to
SPEED
UP.

OPEN MIND
OPEN HEART
OBSERVANT
Inspired by
MY MUM
MY DAD
entrepreneur
MY STEP-DAD
discipline +
repetition +
persistence

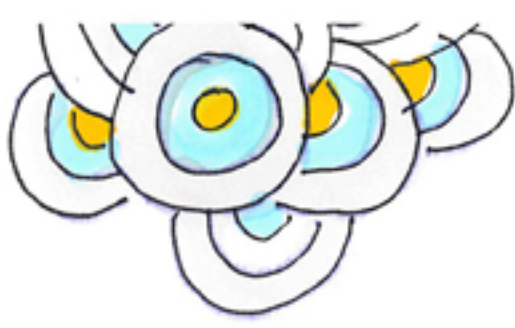
hero
at home

50

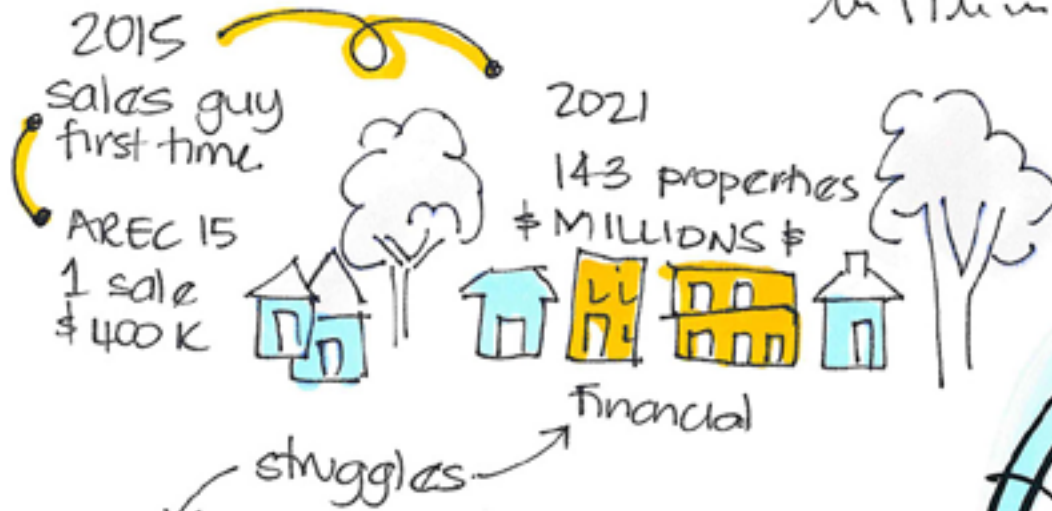
Welleco.com.au.
Vision → Decisions
Valves rex | spoke | steloft
vitality
energy
joyful
upbeat
confident
wellness
discovery



SALES SPEAKERS



(Sales Stream
1)



MIRROR GREAT AGENTS

CONNECT
WITH THE BEST

SELF INVEST

Industry Leaders

coaches

connectivity

social media

the grind is real

HAPPY HOME



ENERGY

FOUNDATIONS FOR SUCCESS

M-T 4hrs
F 6hrs
Sat 6hrs
Sun Rest

REPITION + CONSISTENCY

THE MIND

Authenticity
Empathy
Gratitude
Self Belief

HABITS FOR SUCCESS

Real Estate Fit.

Physical Health

Discipline
Mindset

Stamina | Energy

seasons
Feb June
Avg Xmas

Connect with the real world

Love Me
Love You

Be memorable

BLOCK OUT THE NOISE

CONNECT WITH PEOPLE

Networking
Frequency builds trust
(Dads Footy)

SALESMANSHIP

- ✓ have passion when pitching
- ✓ always have empathy
- ✓ be authentic (sensitive)
↳ in the lounge ↳ in OFI.
- ✓ bring visualisation

BE THE BEST VERSION OF YOUR SELF

SUPPORT CREW



Sales Stream
2

Angelo - TOP 3 ahead agents

Lists 200. Sells 200.

Tom Panos

→ ASK THE QUESTION
→ THEN LISTEN!!

1. Shift your thinking
• was here
x clarity x focus
x direction

Person I wanted to become

total self responsibility
(accountable metrics/KPI)

no end game

5 yr
EVEREST MISSION
(document)

review & refresh
the goals

weekly - monthly
7th 14th 21st 28th

focus on daily improvements (1%↑)
→ with business humility

30-40 connects
3-5 face to face

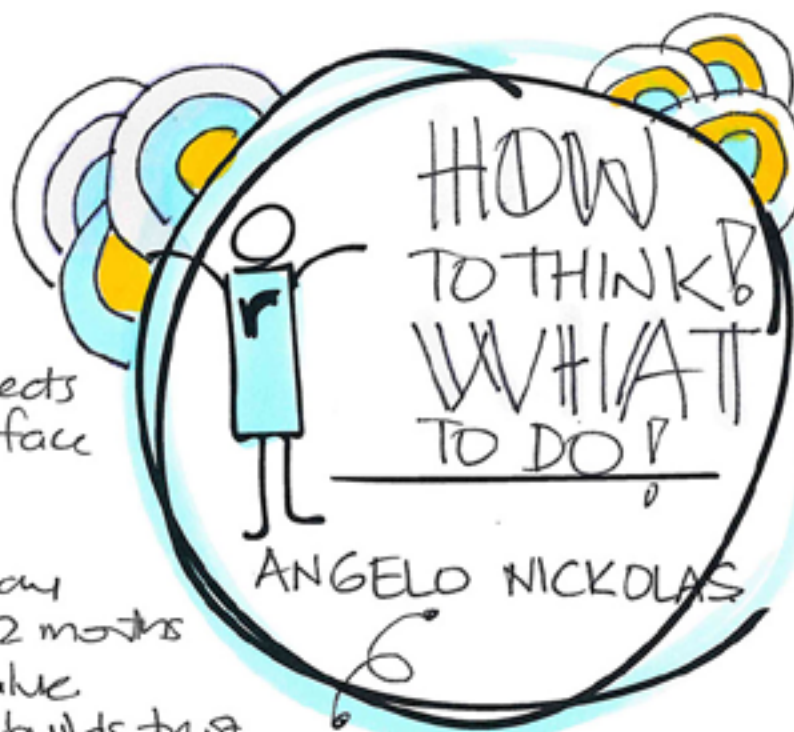
speaking today
for sale in 12 months
→ adding value
→ frequency builds trust

Standard

World class behaviours
doing what's right... not what's easy

→ people fail to achieve mastery
→ talented (✓)
→ disciplined (x)

2 Day to Day tactics

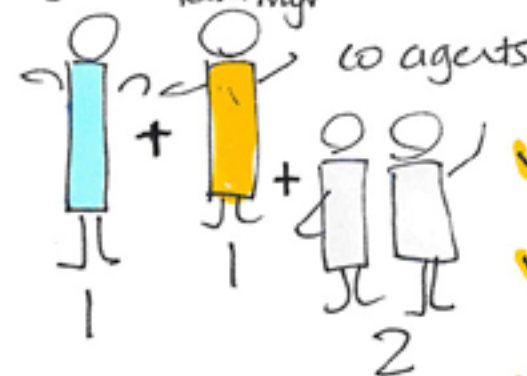


0183 sales
0 Ave com \$10k
0 3 staff

GOALS

DAY
AM prospect
PM
Week

3 Agent growth Formula



MULTIPLIER EFFECT

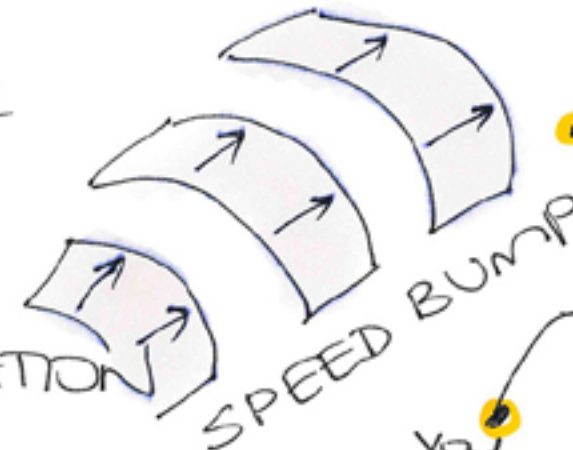
SNOWBALL EFFECT

MENTORED to MENTOR

give back

help others grow

time & knowledge



Make changes before it's too late

learn to stay no!

change your limiting beliefs

you can find ways to make the changes

✓ PROTECT your TIME

IMPLEMENTATION IS THE KEY

✓ Standards
✓ Rituals

IMPLEMENT TO WIN

work ON your business plan, implement, track



Sales Stream

3

IT ALL STARTED WITH A DREAM

rexlabs
FIELD NOTES

Smartest person in the room?

the one who asks the most QUESTIONS

Be the SOLUTION

Capacity to cause change produce effects or potentially influence others

don't play the COMPARISON game

turn frustration into effort

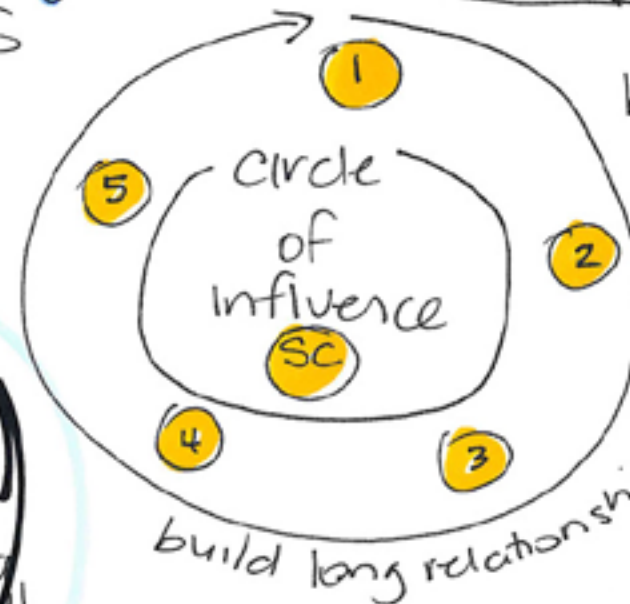


Airplane takes off into the wind.

Leave each client, colleague or person in a better place than when you met them

Remain Authentic

don't be a copy



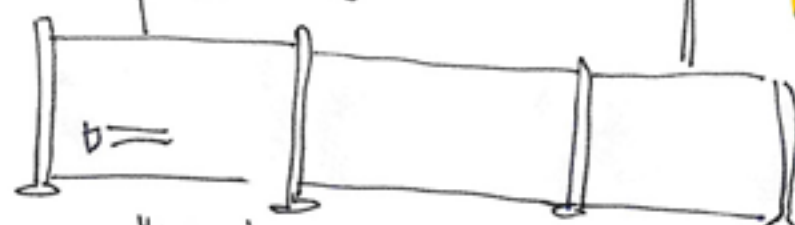
have 5 people to be your guide → conscience → accountability partner

Precision & Accuracy

real estate is a game of millimetres
precision is not able luck... it's about hard work & practice

loud & proud.

mining for gold

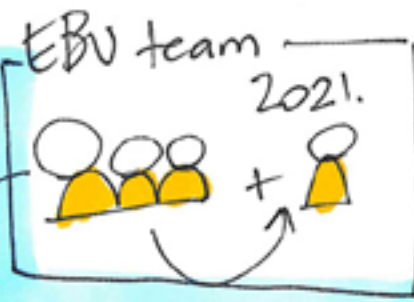


run a marketing focussed business

don't forget PRINT



Sales Stream
4



[Harcourt: SMITH]
[Western ADELAIDE]

220 listings (5 years)
190 sales
\$700 K average price
DOM 28
60% auction stock
GCI \$2 million 2021

basketball v real estate

you control
your destiny

15 yrs - A.I.S. scholarship
Full time: live in
under 21 team
cut 16/17 through injury.
NO PLAN B → real estate admin

DONT LET ANYONE
TAKE YOUR DREAMS

→ ACCOUNTABLE
&
PERSISTANCE

discipline of
SPORT

role of
a COACH

#1 build
familiarity

add value
MEET
#2 appointment

#3 understand
their data

rex | spoke | siteloft

maintaining
energy

6-12 months
reset/recharge
meals delivered

200 sales/year

From
BASKETBALL

to
REALESTATE

KATE SMITH.

? are you just
interested in this...
or do you really
want to buy it

know what you
want from this industry

tasks
@day @week @month

rituals

exercise
cold shower
in office 7-30

Vendor update by 9:00
Pod meeting
10-15mins

never give your
Vendor a reason
to wonder what
is going on

build trust
& rapport



Sales Stream
5

6 turn down the NOISE 9

simple STRUCTURES



do APPRAISALS here
BOTH DECISION MAKERS



In balance

work — family — social.

year in year out

Chaos

WILL FOLLOW YOU

this a natural extent

structure

discipline

19 yrs
2002 - cadet • putting up signboards
• trips to lawyers
• 6 days a week
property manager
sales agent at 23

need an associate

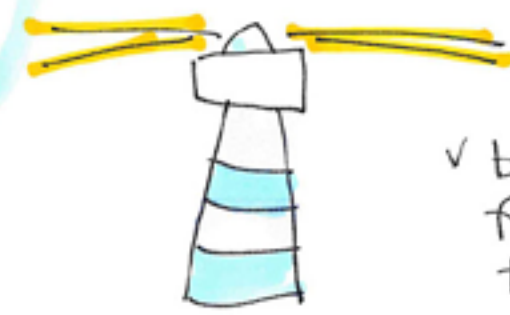
EBU - buyer specialist
6 people - marketing

20% better every year

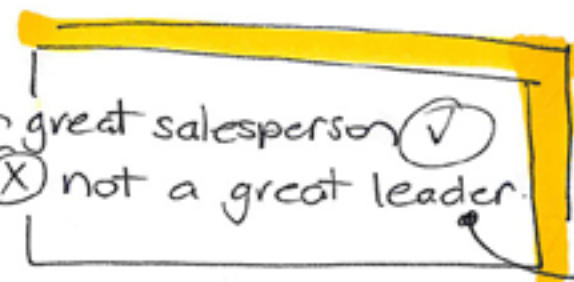


Leant & Implemented.

- ✓ no adhoc
- ✓ time blocking 45min
- ✓ skills first, dialogue 2nd
- ✓ master your listing presentation
- ✓ tenacity & hunger
 - v. older higher profile agents
 - ✓ super energetic
 - ✓ knew all the industry details
- ✓ practiced dialogues
 - ✓ role play not role serious
- ✓ HAVE A BEACON → Marshall White



✓ be productive right from the start of the day



better leader
systems & process
better sales person

sell YOU THE AGENT
COMPANY BRAND

- ✓ plan
- ✓ mindset
- ✓ 1 extra off-market each month
- ✓ tiered fee structure
- ✓ team structure/role purpose
- ✓ inc. ave sale price

rex | spoke | siteloft



Sales Stream

6

Just be a BLOODY GOOD human

BIG BEAR

BABY BEAR

Lacked training
✓ mentorship
✓ 12 listings 0 sales
i SACKED

new office: new opportunity
LIFE COULDN'T BE BETTER
10 years later
- overleveraged rent rolls
- unemployed & broke
- business fails. → alcohol
→ DUI

team split

- ✓ BUYER WORK
- ✓ PROSPECTING
- ✓ MARKETING
- ✓ ADMIN

So I CARED
✓ LIST
✓ NEGOTIATE
✓ SELL

Moved to OBnew 2014

LIFE IS GOOD AGAIN

12 month
6 touch points a year

consistent relevant information

anniversary call
SHOWBAG not email
Follow-up call

Build database AGAIN.
✓ past buyers
✓ past vendors
✓ past appraisals
✓ landlords

the extra mile has a lot less traffic on it

I didn't want my past to be BIGGER than my FUTURE

how to have a future bigger than your PAST

TANJA NEVEN-JONES
OBnew Real Estate

I NEEDED

- ✓ local
- ✓ familiar faces
- ✓ walk-able
- ✓ agents better than me
- ✓ modern & moving with the times
- ✓ boutique
- ✓ flexible
- ✓ culture
- ✓ someone who would listen to me

all about the customer
OBnew

rexlabs
FIELD NOTES



GRIT

work hard... resilience

(E) MARKET SHARE Quakers Hill 0 → 30%
Stanhope Gardens 0 → 16%

(D) LEVERAGE



(C) REVIEWS

Rate My Agent
✓ here is what people say
★★★★★
✓ social proof
✓ evidence



(F) \$1 MILLION SPEAK AREC BE FIERCE

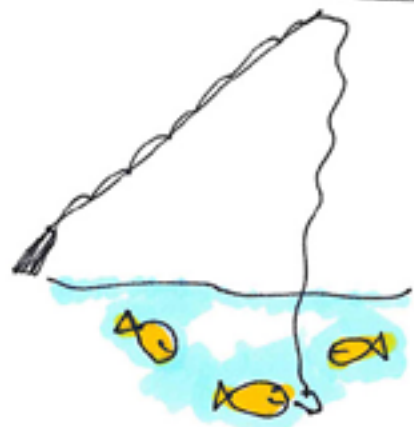
ACCOUNTABILITY PARTNER
STAY REAL

2021 (26)
owner & principle of R.W. Quakers Hill

Real Estate is about SACRIFICE

- 2014
- × reviews
 - × listings
 - × sales
 - × beard
 - ✓ nothing to lose

(A) PROSPECTING



- ✓ Live weekly wrap up video episodes / consistency
- ✓ WITHDRAWN LISTINGS (OABs ... 45 days)
- ✓ JL/JS door knocking 3/3/6
- ✓ Letterbox - 5000 listed - 5000 sold goal 1 million/year
- ✓ BUS. Ads
- ✓ Sports sponsorship
- ✓ F.B. boosting

(B) LISTING & CLOSE

Leads → SMS SYSTEM
All just text messages

so you've definitely decided to sell?

- team roles
- contract
- method
 - private auction
 - off market
- plan A
- plan B on market
- plan C is change it up
- stats & evidence
- close

Are you happy for me to be your agent
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Sales
STREAM

8

have an
ABUNDANCE
mentality.
not a
Scarcity
mentality

Interested Committed

you can crack
a market in
90
d.a.y.s.

in real estate
the only thing that
matters is the last 90 days

be prepared

FIND THE
INFORMATION



EMOTIONAL
CONNECTION

BECOME AN EXPERT
(I.P.)

(1 specialise in...)
a price range

PASS THE BALL

Success

- 1 No sense of ent
- 2 Dont get attended by Feedback
- 3 Mastery in the focus not \$
- 4 Have a coach.
- 5 Get - it - done



STOP WORKING
FOR FREE !!

x ethics
x ego

Its in conceivable
any one has more
\$\$ buyers....

.... try 1 week
offmarket

show the
stuff.

CASE
STUDIES

Chaos
Professional.
team

know your
true north

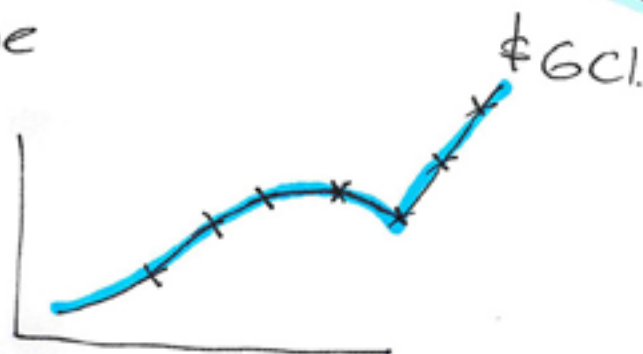
UPGRADE YOUR
ENGINE

2 X SKILLS
4 X RESULTS
10 X LIFE

hire on
WILL
train the
SKILL

the first 90
days is key

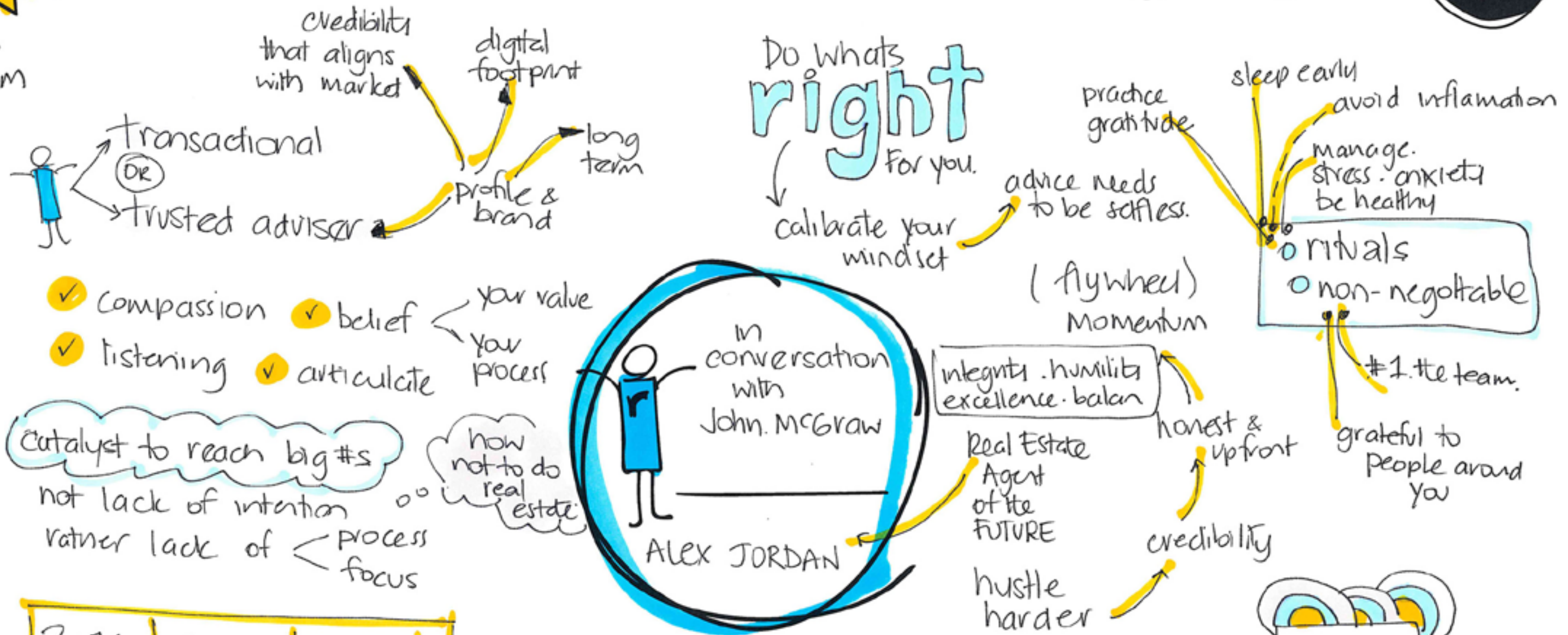
FINDING
SPARRING
PARTNER
in your own
division



YOU CAN
\$200k → \$1M

nobody benefits
from you
being small

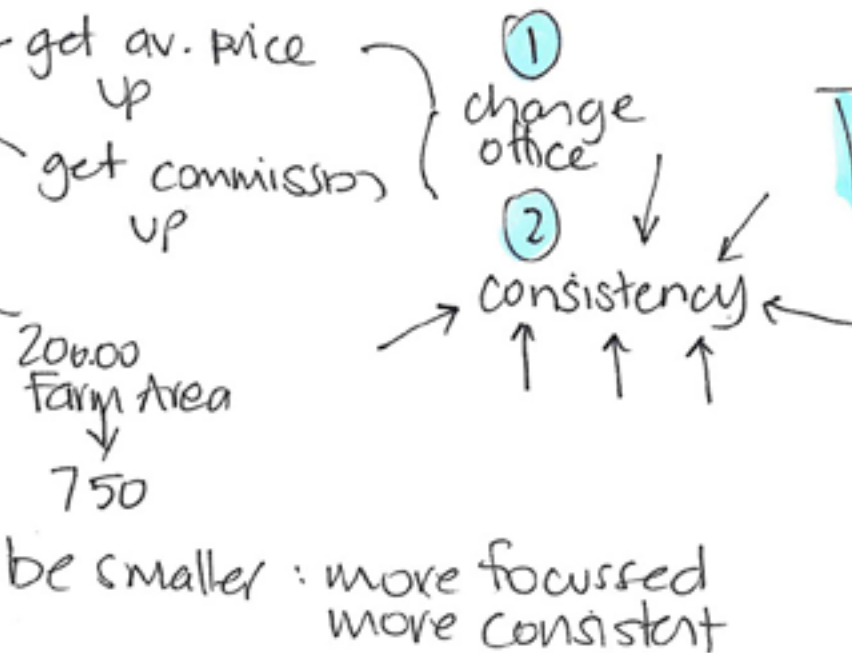
SALES
STREAM
9



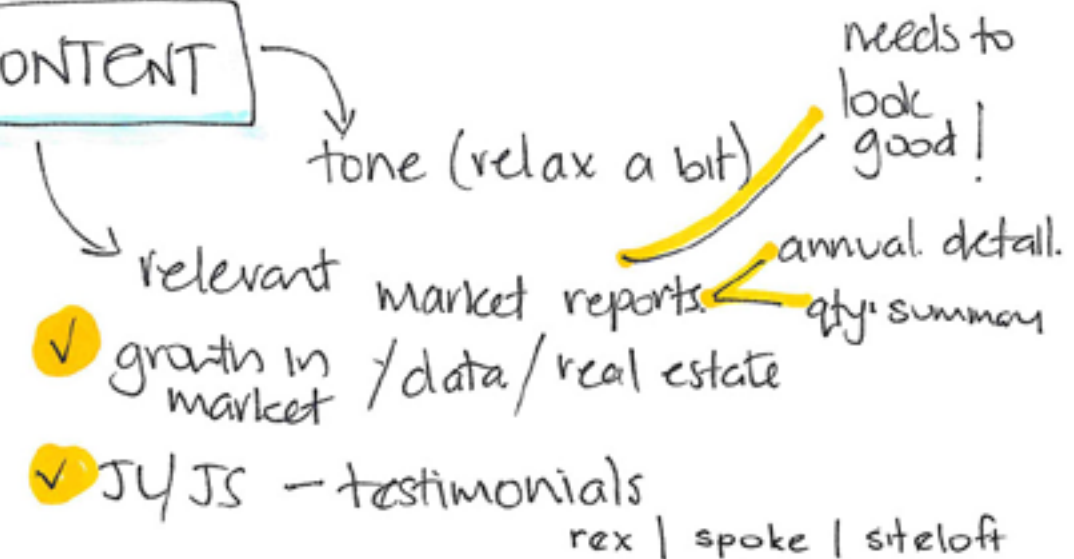
2011 ↓ Market ↓ Health ↓

best gifts badly wrapped
SHIFT in THINKING

What does the audience want



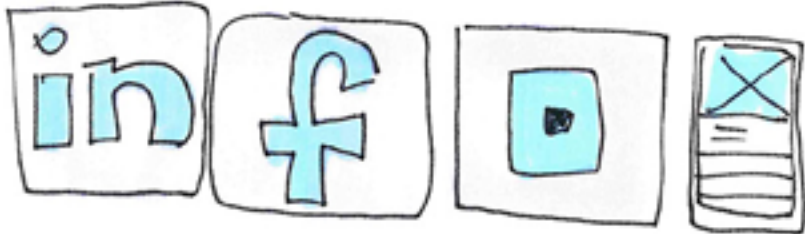
CONTENT





SALES
STREAM

10



It all started with

1 organic
Video
post  → sold
in 1
week

OFF MARKET
\$0 VPA NO ADS
ON MARKET
\$XXX Portals
Social media

278 Sales.
184 sold directly
by social media

95%
appraisals
generated

- pre market
- 1 → teaser text
 - 2 → raw video 30-60s
 - 3 → 4 professional photo
 - 4 → pre market signboard

5 → don't give everything away - less is more

PLAN A

→ Zero \$
→ organic
→ video

PLAN B.

→ paid portals
→
→

!!!
3-5hrs
a day

start
with
15min



5 — script

3 secs.

tell them
something
they want
sell

give a reason
to follow

It's not on the
portals... so
message me.

have the
courage
to

STAND OUT

LOOK
AT ME!

don't worry
about being
judged

5 tools
to sell
on social
media

day in
day out

- 1 Forget about
the followers
(200 of the right
type)
- 2 Give them a reason
to follow (FOMO)
- 3 Raw authenticity is key.
(be yourself)
- 4 **CONSISTENCY**
- 5 BOOST ✓ ITS CHEAP
5km radius
rex | spoke | steloft

rexlabs
**FIELD
NOTES**

AREC'21

SALES
STREAM
17

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**FIELD
NOTES**

VISION
PLAN &
STRUCTURE
IMPLEMENT IT

CONNECTED

COMMUNITY

Tailored + personal
PROVIDE
VALUE.

know what matters
to them.

Street
Social
Page.

Street party

give back

prospecting one street
EVERY DAY.

CHANGE THE WAY
YOU DO BUSINESS

What are
you known
for?
Be Involved!!

Real
Estate
Office

Community
Care
Centre

bringing people together

CREATE A TEAM
THAT SUPPORTS

no one person
can do it all

seller needs
buyer concierge
(moving pack)
know care
celebrate!!!

farewell party
LIFESTYLE PLAN

how to add value
across the journey

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1500 homes

80% business
is referral

2952 lifetime
clients

style the stage
EVERY 1% of EXTRA EFFORT

houses

home

Maya Angelou

buying a dream not
bricks & mortar

people matter relationships

brutal pursuit of excellence
Ordinary

from MICHELE Kitchen.

Extraordinary

Living the dream

losing the dream

AREC 2009

- ✓ dream big
- ✓ care for clients
- ✓ coaches
- ✓ inspiration

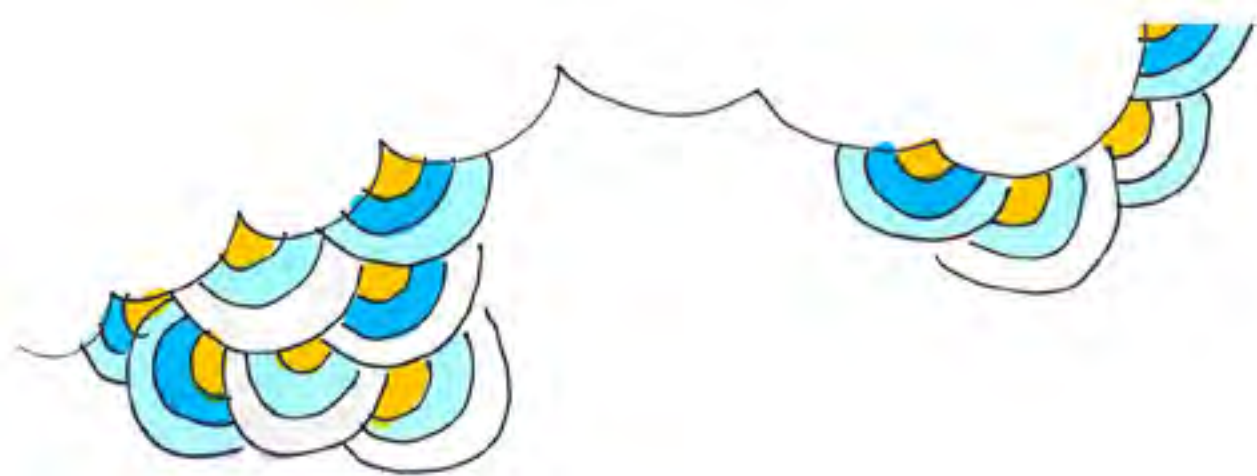
10 year plan



TEXT FOR PLANTDOLLS → 0488 883 840 → LOVE

birthday
christmas
gratitude party
annual eval
4 touchpoints a year

rexlabs.



rexlabs.

rexlabs.io | spoke | rex | siteloft

