

A field of black umbrellas with one yellow umbrella standing out. The umbrellas are arranged in a dense, repeating pattern, creating a strong sense of uniformity. The yellow umbrella is positioned in the lower right quadrant, providing a sharp contrast to the surrounding black umbrellas. The background is dark, making the umbrellas stand out prominently.

point of difference/ *verb*

distinct, strategic

1. a term used for an outcome of product/service differentiation
2. In business, differentiation is seen as an important strategic move for companies to make

Ray White.

CONGRATULATIONS.

- 16,500 registered agents in Queensland
- You are the clever ones

Ray White

BIT ABOUT ME.

- Finished school in 1998 – OP 16
- Parents pushed into an apprenticeship – became a sparkie
- Lead to my knowledge in construction, which I believe is an underrated skill
- At 17, purchased first home in Tarragindi
- After 5 years decided to sell and go overseas
- It was time to put the house on the market – bad real estate experience



Ray White.

2006.

- At 25 years old started with Haesley Cush at Ray White New Farm
- No debit credit available
- 9 months for first sale
- First deal fell over
- Juggling two credit cards
- Short term loan to cover credit cards
- Considered leaving industry 😞
- Moved home at 24
- Made \$17k in 2006



Haesley Cush - 2006



Matt Lancashire - 2006

Ray White.

I had
the
world on
my
shoulders.



Ray White.



THE BOOM!

2007...
WAS EVEN HARDER.

- Market was firing for established agents
- Stock was extremely tight
- How do you compete against an established agent?
- Had no structure – I was hunting and killing
- Made \$40k in 2007

Ray White.

HOW THE CHANGE BEGAN.



How low does your bank account have to be before you start doing the dollar productive activities?

Ray White



IN AUGUST 2008 – I DECIDED TO ‘GO PRO’

- I travelled interstate to learn from the best
- My findings indicated 3 common themes
 - ① Auction agents
 - ② Attraction agents
 - ③ Extremely hard working

Ray White.

A photograph of a modern, multi-story house at night. The house has a dark exterior with large glass windows and balconies. The interior lights are on, and the balconies are lit up. A swimming pool is visible in the foreground, surrounded by a white deck and a dark railing. There are some plants and a lawn in the foreground. The sky is dark blue.

The Property That
Changed My Career.
151 James Street, New Farm

BELIEF.

Ray White

REAL ESTATE IS NOT ROCKET SCIENCE

- I decided to simplify my business
- Here are my tips that changed my business

Ray White.

TIP 1

KNOW WHAT YOU WANT
& WHY YOU'RE HERE.
KNOW YOUR WHY.

Ray White.

TIP 2

HAVE B.H.A.G

(BIG HAIRY AUDACIOUS GOALS)

**What are your goals for
2015/2016 Financial Year?**

Ray White.

Personal

- 1.
- 2.
- 3.
- 4.
- 5.

2015

Work Related

- 1.
- 2.
- 3.
- 4.
- 5.

2016

Ray White.

TIP 3

BE A CAMELEON!

MARKETS CHANGE. ADAPT.
MAKE A PLAN & WORK THE PLAN. GET STRUCTURE.



Ray White.

TIP 4

REAL ESTATE IS A
NUMBERS GAME

HE WHO MAKES THE CALLS WINS.
REAL TIME: THIS IS WHAT I DO



Ray White.

Trade/Corporate Lines
 404 25 77 999
 Fax: 404 25 77 999



Wi-Fi calling
 125 111
 See over for other services

**MATT LANCASTER'S
 COMPANY NAME**



WEL PROPERTY GROUP PTY LTD
 75 CRAIG ST
 TONERITE QLD 4006

YOUR BILL

Account number
405 2959 007
 Bill Number
T 311

Total \$517.97
 We will debit your
 nominated account
 on 14 May '15

Account Activity

Previous balance	\$048.00	
We received	\$048.00	
Adjustments	\$0.00	
Refunds	\$0.00	
New charges	\$517.97	includes rounding of \$0.01
Total	\$517.97	

GST included in new charges

\$16.19

SEE PAGE 23 OF 155

No express payment is necessary



Total \$517.97
 We will debit your
 nominated account
 on 14 May '15

WEL PROPERTY GROUP PTY LTD
 75 CRAIG ST
 TONERITE QLD 4006

Account number
405 2959 007
 Bill Number
T 311

100 4 4052959007 311



Thank you for using our Direct Debit payment service.
 The amount due will be automatically debited from your
 nominated account on the date shown.



Account 405 2959 007

Month 25 Jun '15

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NUMBER OF CALLS

Mobile 0416 476480

Excl. GST Incl. GST

Call & Usage Charges

National Direct	to 24 Jun 1322 calls	0.00	0.0
Mobile Originated SMS	to 24 Jun 797 SMS	0.00	0.0
International Direct	to 24 Jun 6 calls	14.01	15.1
Calls made O/S (GST Free)	to 24 Jun 60 calls	0.00	0.0
Data Usage Overseas (GST Free)	to 24 Jun 80 calls	0.00	0.0
Calls made O/S -SMS (GST Free)	to 24 Jun 57 calls	0.00	0.0
Call Diversion charges	to 24 Jun 443 calls	0.00	0.0
Mobile Enhanced SMS	to 24 Jun 64 calls	0.00	0.0
Mobile WAP/Internet Sessions	to 24 Jun 237 sessions	0.00	0.0
International Bonus Allowance	25 May to 24 Jun	14.91 inc	16.1
Total call charges		\$ 0.00	\$ 0.0

Service charges

Apple iPhone 6 Plus 128GB	25 Jun to 24 Jul	102.00	111.1
Access to Use Mobile Overseas	25 Jun to 24 Jul	0.00	0.0
Zoro1 1st Pass 14days GSTFree	15 Jun to 15 Jun	70.00	75.0
Mobile Data Pack 1GB	25 Jun to 24 Jul	0.00	0.0
Business Fleet Connect \$140	25 Jun to 24 Jul	127.27	136.3
Handset Bonus	25 Jun to 24 Jul	39.00 inc	41.6
MessageBank Plus	25 Jun to 24 Jul	0.00	0.0
Total service charges		\$ 219.27	\$ 234.0
Total for 0416 476480		\$ 219.27	\$ 234.0

Itemised call details

National Direct

Seq	Date	Time	Origin	Number dialed	Rate	Min used	Sec
1	25 May	05:08am	BurwoodQ	+01463070289ACT		0:18	0:0
2	25 May	09:20am	BurwoodQ	+01463145399ACT		0:46	0:0
3	26 May	10:06am	Venty Qd	+01463094559ACT		0:09	0:0
4	26 May	10:43am	SpringH	5798598837		0:00	0:0
5	26 May	10:41am	BurwoodQ	3366215		0:40	0:0
6	26 May	10:43am	SpringH	3366215		0:04	0:0
7	25 May	11:12am	SpringH	33550015		0:06	0:0
8	25 May	11:13am	SpringH	34313316049ACT		0:04	0:0
9	25 May	11:14am	Kemp Pde	+01439970504		0:00	0:0
10	26 May	11:13am	BurwoodQ	373598001		0:04	0:0
11	26 May	11:25am	BurwoodQ	+0146776897088ACT		0:00	0:0
12	26 May	12:20pm	BurwoodQ	+01463943894		0:12	0:0
13	26 May	01:50pm	BurwoodQ	373598003		1:00	0:0
14	26 May	02:05pm	BurwoodQ	34313316049ACT		0:06	0:0
15	26 May	03:05pm	BurwoodQ	373598003		1:37	0:0
16	26 May	03:17pm	BurwoodQ	373598003		0:15	0:0

Ray White.



YOU NEED TO BE MAKING

50–80 CONNECTS A DAY.

2-3 HOURS IS ESSENTIAL

That's between 1200 – 2000 calls per month (six day working week)

“DON'T EVER FORGET THAT REAL ESTATE IS A PERCENTAGE BUSINESS. I DON'T CARE WHAT YOUR NATURAL ABILITIES ARE. THE PERSON THAT CONTACTS THE MOST PEOPLE THAT COULD SAY 'YES' WILL MAKE THE MOST MONEY.” - Tom Hopkins

Ray White.

A close-up photograph of a hand turning a silver dial. The dial has three visible settings: 'LOW', 'MEDIUM', and 'HIGH'. The dial is currently set to 'HIGH'. The dial is part of a larger device, possibly a machine, with a blue ring around the dial. The word 'LEADS' is written in white on a black circular area in the center of the dial. The background is dark and out of focus.

PROSPECT

Become a
Prospecting
Machine!

'If you list,
you last.'

Ray White.

Think about
tomorrow
today

Ray White.

DOOR KNOCK – JB STORY

Ray White.

TIP 5



New Farm - 11 Carlton Street

World Class Work/Life Living - Start Your Own Office

Discover the art of work/life living in this modern office building. The building is designed for those who want to work and live in the same place. The building is designed for those who want to work and live in the same place.

Ray White New Farm

Ray White.

TIP 6

LIST AUCTIONS & GET BIG ADS

OWN THE LOCAL PAPER
OWN THE INTERNET

Do World Class
Marketing Campaigns

Print Profile + Digital Profile
= Attraction Business

Ray White.

TIP 7

DON'T LET AN OPPORTUNITY PASS YOU BY.

"Dear Don,

I hope you don't mind me writing to you, however we have a number of mutual acquaintances who have informed me that you are looking to sell your landmark home and I feel this is an area where I can be of substantial value to you. Please forgive my intrusion should you not entertain selling, however, if in fact you would consider it, I would love the opportunity to meet with you in person and discuss in greater detail.

Firstly, I wanted to take advantage of this opportunity to introduce myself. I am the principal and owner of Ray White New Farm and am highly active in the high end market across Brisbane. As Ray White Queensland's number one agent, I have a thorough understanding of, and great passion for, architectural homes. So far this year I have sold close to \$80,000,000 worth of high end properties and my database of active purchasers in this market is unrivalled.

Don, I have often admired your home and I truly feel that it is an unparalleled statement home. Properties of this nature deserve agents who are going to be able to reach the markets that will allow it achieve its highest and true value. Creative and innovative marketing campaigns are something I have been a driver of for high end properties and as the Courier Mails top advertiser, I have direct relationships with the people needed to get you property the maximum exposure. Furthermore, Ray Whites Asia Desk will be central to ensuring we reach key Asian markets, and heightening your property exposure overseas.

I back myself 100 times over as the agent to get you the absolute maximum for your property and I feel that I have the runs on the board so to speak. I hope this email finds you well and I would love to sit down with you to discuss further if there was an opportunity.

Please feel free to call me anytime and I look forward to your response.

Kind regards,

Matt"

Ray White



33B HARBOUR ROAD, HAMILTON {BALAAM} CAMPAIGN

5 Week Campaign
3 DPS, 2 Full Pages
12,195 REA Hits
10 Open Homes
447 Groups
27 Private Viewings
6 Contracts Received

SOLD FOR \$11,800,000

Ray White

TIP 8


Do World Class Open Homes. Work Your OFI List.

There are ③ reasons why people come through your open homes.

- ① looking to buy
- ② looking to sell
- ③ looking for ideas

Future Sellers are interviewing.

Ray White.



SIMPLE
SIDE
TIP

60%
of all my
clients came
from my open
for inspections
at some
point.

Ray White.



TIP 9

FOLLOW UP IS ESSENTIAL

My OFI follow up plan:

Saturday OFI = Phone Call & Email

Monday = Call & Text

Tuesday = round 2 call

Wednesday = round 3 call

Tip: Most of your competition will wait until
Monday to follow up.

Get the buyers on Saturday while they are
hot! Don't leave until the job is done.

Ray White.


TIP 10

PROCESS YOUR STOCK.

**HAVE A 30 DAY
PROCESS PLAN.**

OFFERS. OFFERS. OFFERS..

Ray White.



LOW OFFERS
BLAME THE MARKET
NO OFFERS
BLAME THE AGENT.

Ray White.

TIP 11

SERVICE IS EVERYTHING.

YOU MUST SERVICE YOUR CLIENT
4 WEEKS = 25K

Speak to them twice a day, everyday.
Face to face meetings are crucial.

YOU MUST MEET YOUR CLIENT FACE TO FACE EVERY WEEK

When presenting an offer - if your within 300kms - **YOU MUST SEE THEM FACE TO FACE.** That means buyers & sellers

ONE FACE TO FACE MEETING IS WORTH 10 PHONE CALLS.

Ray White.



TIP 12

Stick Close To Past Clients
Make Them Family

Every past client, and I mean **EVERY** past client,
should be in your mobile phone.

Repeat Business Is Key!

Ray White.



TIP 13

KNOW YOUR
MARKET
INSIDE
& OUT.

EVERY SALE,
EVERY SELLER

Ray White.



Attraction Agent

Align your personal brand to
be the real estate go to person.

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An hourglass with yellow sand is centered in the background against a dark gradient. The top bulb is mostly empty, while the bottom bulb has a small amount of sand at the bottom.

TIP 14

Bring Intensity To The Game

BE URGENT!

Ray White.

A person is rappelling down a large, reddish-brown rock face. The person is wearing a white shirt and dark pants, and is holding onto a rope. The background is a clear sky.

TIP 15

When was
the last
time you
opened or
closed the
office?

**Out Work Your
Competition.**

**Work Harder Than
Everyone Else.**

**Do What Others
Aren't Willing To Do.**

Ray White.

This is what 2015 looks like
for ME...



Ray White.

TWO OFFICES – RAY WHITE NEW & RAY WHITE SPRING HILL



Ray White.



Ray White.

48 STAFF

Something I'm proud of is we have 17 agents and wrote 420M in sales in 2014/2015 financial year. This is an average of 21M per agent. Queensland's average is 6.5M per agent.





Still a Selling Principal
& Loving It.
I personally had my biggest year to date
– writing just under 2M in GCI

Ray White.

A man in a white dress shirt and dark tie is smiling and holding a baby. The baby is wearing a shark costume with a large, open mouth showing sharp teeth. The background is a white wall with a grid pattern and some handwritten notes.

I HAVE AN ATTRACTION BUSINESS

- Culture is King
- Results Matter
- Became a Father

Ray White.

KNOW YOUR WHY



Ray White.



Are YOU
doing everything
possible to get ahead?



Ray White.



A man in a dark suit, white shirt, and red tie stands with his arms outstretched, addressing a group of people. The background is a plain wall with vertical lines. The text is overlaid in large, bold, white capital letters.

**THE ONLY THING STANDING
BETWEEN YOU AND YOUR GOAL
IS THE BULLSHIT STORY YOU
KEEP TELLING YOURSELF AS TO
WHY YOU CAN'T ACHIEVE IT.**

Ray White.