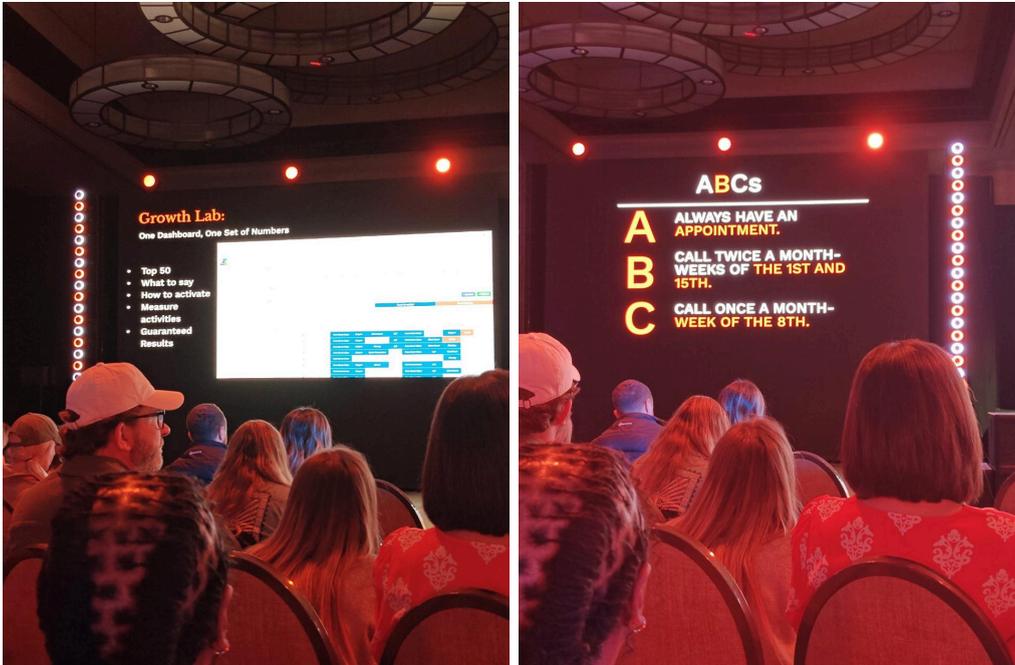


Verle Workman Dallas conference 2026-03-17 11:47:14



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Instructor: Verle Workman

Summary

This lecture series, delivered by March 17, 2026, provides a comprehensive framework for thriving in real estate amid market chaos by controlling attitude, activities, and systems; specializing and leveraging teams; and focusing on measurable, predictable actions. Core themes include preparing for surges in pent-up demand, defining success by life season, protecting family moments by eliminating false emergencies, shifting beliefs through new experiences, building scalable systems, and prioritizing listings to grow market share and profitability. The instructor emphasizes leverage (assistants, buyer's agents, admin), Growth Lab and Growth Lab Premium programs (BAM, SLAM, RAMP, Admin), and a primary performance metric: setting at least one listing appointment per week to create a path to a seven-figure, highly profitable business.

Key Knowledge Points

1. Navigating Market Chaos and Uncertainty

- Life events drive moves even in chaotic markets, creating pauses and pent-up demand that later releases. Readiness means knowing which system fails first if

business doubles or triples in 60 days and fixing it now.

- Control inputs and daily actions, not external chaos; what you focus on becomes your reality.

2. Focus Management and Media Consumption

- Negative media consumption degrades mood and productivity; choose inputs intentionally to preserve mental health and performance.

3. Moments That Matter: Family, Presence, and Boundaries

- There are no real emergencies in real estate; protect family time by eliminating manufactured crises and building systems that allow full presence at home.
- Maximize return on time when away from family, and use processes to prevent your work style from damaging close relationships.

4. Success and Failure Across Life Seasons

- Success changes with seasons (growth, raising kids, flexibility/retirement); failure is consistently not achieving goals. Define current-season success, often tied to net worth and freedom to work for love, not need.

5. Beliefs, Experiences, Actions, and Results

- Experiences shape beliefs, beliefs drive actions, actions create results. Create new experiences to break limiting beliefs (e.g., “open houses don’t work”).
- Case study: scaling hot tub sales from 10 to 70 by copying higher-performing systems (booth design, greeting, dialogue, objection handling) demonstrates that systems and belief expansion change outcomes.

6. Personal Performance, Health, and Focus Tools

- Adopt “power tools” that lower friction: brief consistent workouts, accessible home setups; “everything works, but nothing doesn’t.”
- The speaker’s health transformation (losing 110 pounds with Ozempic) improved focus and steadiness; attention must be directed deliberately to avoid anxiety and misalignment.

7. Predictability Through Measurement

- Greatness is predictable when you track the right activities. Measure in tight increments to reveal patterns; resistance to measurement sustains mediocrity.
- Use benchmarks to coach to gaps and focus effort where it matters.

8. Leverage and Team-Based Success

- Scale by embracing leverage: assistants, buyer's agents, and teams increase production, free time, and improve profitability. Leverage enhances presence across family, faith, friends, fun, fitness, food, and finances.
- Next Home invests in coaching/training to raise average agent production; Growth Lab serves as a leveraged engine behind agent success.

9. Growth Lab and Growth Lab Premium Programs

- Four core programs: Buyer Agent Mastery (BAM), Listing Agent Mastery (SLAM), Rising Agent Mastery (RAMP), and Admin training.
- SLAM content is sourced from high-performers (250+ listings/year); follow the common 85% framework and lightly customize.
- Workman AI within Growth Lab Premium provides "wisdom of the crowd" answers on listings, buyers, teams, and daily operations; use with time limits to avoid rabbit holes.

10. Focusing on the Right Metric: Listing Appointments

- Measure success by appointments set, especially listings. Target one listing appointment per week, celebrate only when the weekly goal is met, and accept failure as progress.
- Production math: ~30 listings/year and ~45 buy-side transactions from one weekly listing appointment; \$500,000–\$750,000 GCI without personally handling buyers, enabling a seven-figure business in two years when combined with leverage.

11. The Bass Fishing Analogy: Tools, Local Knowledge, and Coaching

- AI provides broad knowledge, but local coaching plus the right tools (e.g., Livescope, reaction baits) drives results. Avoid "shiny object" overwhelm by selecting exact tools that work and discarding the rest.

12. Avoiding Shiny Object Syndrome in Real Estate

- Stop buying leads/SEO when databases are underworked; avoid endless webinars, overbuilt CRMs, and vanity social media.
- Use the brand's existing tech stack effectively; set disciplined time limits with AI and social platforms.

13. Specialization and Excellence

- Specialists outperform generalists; choose a niche (e.g., listings, first-time buyers, luxury, investors) and train/coach for mastery. Repetition at volume elevates skill (pricing, staging, course-correcting).

14. Systems, AI, and Workflow Automation

- Anything done three times needs a system; systems reclaim time and enable joy. Delegate \$15–\$20/hour tasks to protect family time and focus on high-value activities.
- Growth Lab provides systemized tools and dashboards; AI-driven workflows streamline repetitive tasks.

15. My Perfect Week

- Plan non-negotiables first, then block prospecting, follow-up, buyer/seller work, and showings. Replace “pop tart” scheduling with controlled options to own your calendar and consistently hit prospecting blocks.

16. Daily Success Habits and Measurement

- Track dollar-productive activity with points; winning the day means appointments set. Benchmarks help diagnose gaps: high dials but low appointments (target list/message), appointments but no agreements (presentation), listings not selling (pricing/marketing).
- Growth Lab dashboard offers one source of truth and empirical benchmarks (e.g., points thresholds for appointments/closings), reinforcing that “greatness is predictable.”

17. Top Fifty Method

- Work intentionally with your top 50 relationships one hour per day to target 86 closings/year; even partial execution (43) materially improves production. Use the 86/50/1 resources and workflows.

18) ABCs of Lead Conversion and Sphere Follow-up

- Systematize follow-up: A (appointment set), B (twice weekly during weeks of the 1st and 15th), C (once weekly during week of the 8th), Sphere (week of the 22nd). Consistency every week drives pipeline health.

19. Serve, Don't Sell

- People resist being sold; show up with value-first service. Threat-based marketing and Shift modules help clients move forward during uncertainty and keep you top-of-mind for life events.

20. Accountability, Coaching, Profitability, and Financial Freedom

- Accountability is a choice; high performers have aligned coaches. Track profitability (net profit) as the ultimate metric—profit removes pressure from decisions. Define your financial freedom number (net worth target) to guide strategy and reduce stress.

Assignments

- Audit current systems for scalability; fix the first failure points to handle a demand surge.
- Define personal success for your current life season, including a net worth target enabling choice-based work.
- Set boundaries to eliminate false emergencies; implement communication protocols that protect family moments.
- Inventory limiting beliefs and run experiments to create new experiences that upgrade actions and results.
- Reverse-engineer high-performing competitor processes and implement them to improve conversion.
- Track daily activity in tight increments (e.g., 30 minutes) for at least 30 days; analyze patterns and refocus on what matters.
- Commit to one listing appointment per week; install a reward system contingent on hitting the goal and model outcomes (~30 listings, ~45 buy-sides, \$500k-\$750k GCI).
- Build a listings-focused system to generate 6-8 buyer leads per active listing per month; monitor conversion to achieve ~1.5 buy-side transactions per listing.
- Establish lead capacity thresholds and hiring triggers (e.g., add one buyer's agent for every 25 additional leads); develop compensation and collaboration plans.
- Enroll in Growth Lab Premium; complete SLAM, BAM, RAMP, and Admin training; follow the common 85% and lightly customize.
- Use Workman AI with strict time limits for targeted operational answers; avoid iterative rabbit holes.
- Construct your Perfect Week; block prospecting and follow-up; stop "pop tart" scheduling; own your calendar.
- Adopt Daily Success Habits and point tracking; coach to performance gaps revealed by metrics.
- Activate the Top Fifty and ABCs follow-up cadence; commit to one hour per day with your 50 and consistent weekly calls by lead category and sphere.
- Shift from selling to serving; deploy Threat/Shift modules to help clients move forward during uncertain times.
- Calculate and track monthly profitability; identify your financial freedom number and ensure decisions are made on merit, not pressure.
- Review and actively use the existing Next Home tech stack before buying new tools; stop chasing shiny objects and focus on controllables.

