**Agent Attraction Bootcamp Week 4 -- Art of the 3-Way Call**

**Blake Example Edification Script on the 3-Way Call:**

Jim it’s finally nice to meet with you face to face and I’m glad you have an opportunity to meet with Michelle Wilson… She’s a good friend of mine, A complete powerhouse that built one of the largest listing focused c21’s in the nation. She also adds a tremendous amount of value to our group which we will get into a little later….

And Michelle this is Jim Bob, he’s currently on his way of taking over the real estate world, wants to be more listing focused, and currently hangs his license with abc realty.

**Quick Resume/Bio**

Michelle’s Bio:

14 years building and running one of the largest Brokerages in the Pacific Northwest.

She built one of the largest Independents in the State of Washington, then Franchised that and built it into one of the largest Century 21’s in the Country.

Her background and niche is in operations, systems, leverage, VA’s, ISA’s and Lead Generation.

Coaches broker owners and teams all over the Country. Coaching teams and agents how to build a duplicatable and controllable business for themselves.

Her Brokerage for many of the years was one of the, if not the, the largest listing Brokerage in the State of Washington.

When Michelle researched this model, she dissolved her ownership, stepped out of her company, and came to eXp to build and partner with agents under this financial model.

With this platform, she built the same size company that took her 14 years to build, and matched her profitability, in her first 7 months.

Currently leads the largest eXp Network within the Northwest and growing.

**Cooley’s Bio:**

Started in the Mortgage industry in his teens. In his first year was the top salesperson in the company.

Transitioned into the real estate world. Ran a National Call Center of ISA's, coaching and training sales and lead generation to real estate agents.

Lead into becoming one of the top sales coaches for real estate agents across the Country. Worked alongside Michelle Wilson for years building one of the largest listing brokerages.

I always say ….. Cooley is the guy who makes you a lot of money. He is who you work with to massively increase your production and develop a listing business.

He runs a sales training first thing every morning with over 60+ agents live every day to help them generate and convert sellers into signed contracts.

The shift to this platform was an easy decision when he saw that he could help agents work on their future and their current production at the same time.