



# AGENT SPOTLIGHT

## MEET CHERYL O'RIELLY...

Suwanee, GA

Since becoming an agent at Your Home Sold Guaranteed Realty **9 months ago**, Cheryl has a **GCI of \$223,000**



Cheryl has had a lifelong passion for real estate, earning her license 14 years ago. However, it wasn't until recently that she actively pursued a career as an agent. With a degree in Art and a minor in Marketing from San Diego State University, Cheryl's background is diverse. She previously owned her own business, Core One Design, and spent years in the graphic design and marketing industry, including running a magazine in California. Cheryl became involved with YHSGR working as the Chief Marketing Officer, focusing on recruiting agents until the end of 2023.

### Transitioning into Real Estate

Although you might think Cheryl's 9-month success as a real estate agent might be attributed to her six years at YHSGR, she clarifies, "I did not train the agents or coach them on the system. Just like any agent joining YHSGR, I had to dive into the YHSGR University and webinars and train, train, train!!"

Yet she does say that, one of her key advantages was starting without any preconceived notions from working with other brokerages. This allowed her to fully embrace Your Home Sold Guaranteed Realty and the Quantum Leap System!! She advises new agents to forget all that you learned from the brokerage you came from, it's a paradigm shift!!! – She also says to focus on a few key elements of the Quantum Leap System to ensure success and then continue to add more as you follow the 12-month check list.

### Overcoming Challenges

Cheryl acknowledges that the system can feel overwhelming at first, but as TW says, "Better to be overwhelmed than underwhelmed!" Cheryl has only implemented just a few aspects of the system, yet she's already experiencing great success in her first year. She's excited to continue learning and implementing more of the system's strategies. Her message to others is clear: "You can do this!"

### The O'Reilly Home Team

She's also thrilled to have her husband, Patrick, join her in real estate. Together, they make a phenomenal team. "I love having my husband on this journey in real estate," Cheryl says. "We're helping more people buy and sell the awesome place they call home!"

### Their Mission

Cheryl and Patrick are on a mission to raise \$25,000 for Children's Healthcare of Atlanta.

**Keep up the AMAZING work you do Cheryl!!!**

### Overview

#### CHERYL'S ADVICE FOR NEW AGENTS:

1. Master the Universal Call Back Script: Ensure consistent communication with clients by mastering this essential script.
2. Understand the Unique Selling Proposition (USP): "Your Home Sold Guaranteed, or We'll Buy It." Once you grasp how it works, it's not scary—it's empowering.
3. Implement the Referral Marketing System: This will keep your name top of mind for clients, leading to valuable referrals.
4. Utilize the Agent Score Card: Keep these tools in your office as a constant reminder of your goals.
5. Leverage the VIP Buyer/VIP Seller Agreements: Use these agreements 😊 Demonstrate your value through these agreements—effective communication is key.
6. Follow the 12-Month Checklist: Keep this printed and visible on your desk to stay on track.