



LESEGO TJATJI



My Journey in Real Estate

Lesego Tjatji

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When I first got into real estate...

- You need to get a lot of stock
- You need to price counsel clients
- You need to generate leads daily
- You need to market your business
- You need to follow up consistently
- You need to build your database consistently
- You need to send out communication consistently.
- You need to use social media to grow

So we did everything ...

Sold properties here and there...

We got so busy, yet felt so exhausted...

*Results did not reflect the
amount of effort we put in*

Are we in the right business???

Lesego Tjatji



- Mother of 3 beautiful Children
- BSc Computer Science , BCom Hons Informatics (UP)
- Worked 12 years in IT
- Left Cooperate to focus on my Entrepreneural Journey
- I then built a very successful Network Marketing Business.
- Top perfomer in SA and built the biggest team internationally
- Made sales of over R250 million
- Built a Property Portfolio
- 2021 the company started having problems
- Decided to start over in Real Estate in 2023



Nobody prepares you for...

- Rejection
- Deals falling through
- Where did you get my number?
- Stock not selling
- Ungrateful and rude clients
- Showing up with minimal results

1) Personal Development

You are what you feed your mind

*Success requires you to become
a different type of person*

Mindset, Books, Podcasts, Events etc

*The more i worked on myself,
the better the results I got*

*2) Increase Numbers on lead
generation*





**DO SO MUCH VOLUME
THAT IT WOULD BE
UNREASONABLE THAT
YOU'D BE UNSUCCESSFUL**

– ALEX HORMOZI

3) Track your numbers daily

*You cannot improve what you dont
measure*

What to track

- Leads generated per day
- How many calls or texts per day
- how many follow ups per day
- how much money spent on each marketing strategy
- Review weekly and Monthly
- Aim higher

4) Double Down on whats working

5) Social Media

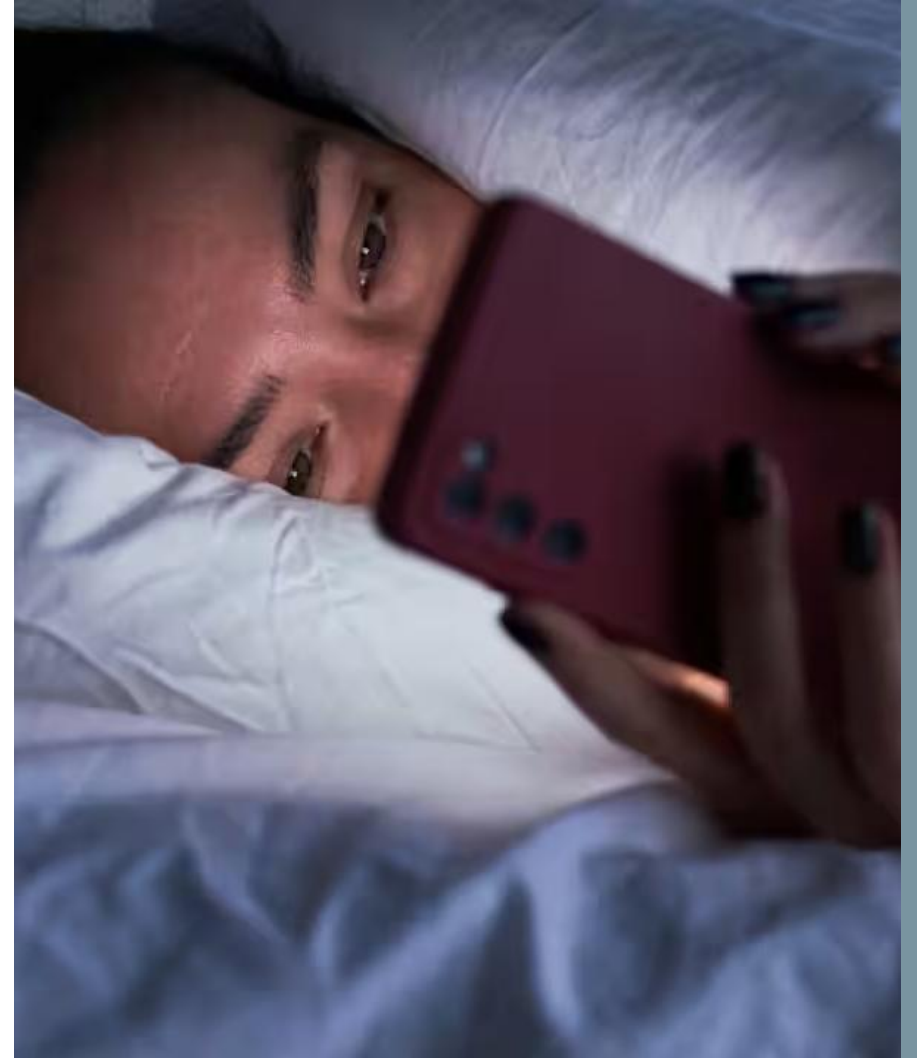
The Best Known Wins

Attention is the new currency

*Whats the first thing people do
when they wake up?*

Social Media

- Start with walkthrough videos
- use Capcut to add music and post daily
- Educational Content - Pain Points
- Videos market for you daily



Conclusion



"Stay hungry, stay foolish"

Steve Jobs





Thank you





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