

# Frankie Turner Meeting Notes

Frankie is my Managing Broker at Coldwell Banker Denver West.

11/12/2026 Frankie Meeting Notes, Takeaways

1. I think that I impressed her, aww yeah! A big positive. I needed to win her support. Now I have to keep it. Keep rocking my biz planning, address as much of her advice as possible, continue to be forward-thinking.
  - 1.1 So far, everything is lining up for my complete and total success.
  - 1.2 Having my year plotted out in extreme detail (w/ SMART goals) will impress her, and more importantly, it will lead to success.
  - 1.3 Great meeting: F & I are similar. Big picture idea machines. Her as my MB is a gift for me to utilize.
2. important Incorporate SMART Goals in final plan. Research, nail SMART.
  - 2.1 SMART goals are a framework for setting clear, effective objectives that are Specific, Measurable, Achievable, Relevant, and Time-bound. This acronym provides a structure to ensure goals are concrete and actionable, rather than vague or aspirational, which increases the likelihood of success by providing a clear path and a way to track progress.
  - 2.2 <https://corporatefinanceinstitute.com/resources/management/smart-goal/#:~:text=A%20SMART%20goal%20is%20used%20to%20help,increase%20the%20chances%20of%20achieving%20your%20goal>.
  - 2.3 important Plot out all of my Prospecting, big plans for year, everything > break them down into small steps > put all small steps into calendar so they're easy to incorporate into my routine.
  - 2.4 Clients for Life. I expressed that I'm looking to utilize it more
3. MOMO - photo, portrait generation: check it out.
  - 3.1 Couldn't locate, but I did have my headshots created at BetterPic.io

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4. important New Profile Photo: Frankie believes that I can do it all in AI Complete
5. important Create AI videos for Open Houses and more.
  - 5.1 Gamma - AI video generation (I think - Frankie was touting it.)
  - 5.2 Fal.ai Videos, 3D Models, Photos. Looks very powerful. Downside: subscription fee. Research.
6. Francisco, GRA - He seems to have a pretty good method for creating and printing mailing labels. Invitations, Addresses.
7. The CB mgmt crew is all about AI generated videos. Incorporate to impress. Nail the profile photo first.
  - 7.1 Look into the best way to incorporate.
8. Frankie is a great asset to bounce ideas off.
  - 8.1 Her ideas, referencing my idea to host fun and different events.
    - 8.1.1 Hosting an event idea > Incorporating kids drawing, now parents its your turn. Competition, prize from GRA. Great ideas.
    - 8.1.2 Mobile Selfie Booth
9. important Get back on Social
  - 9.1 I may dislike FB and all that, but socials are very valuable > FB for old timers, TT for new timers. Frankie advice: bite the bullet, disregard my feelings about it in pursuit of professional success, create videos then push them out to the socials.
  - 9.2 Instagram & FB
    - 9.2.1 Older audiences.
    - 9.2.2 2 Photo posts a week.
  - 9.3 TikTok
    - 9.3.1 Younger audiences.
    - 9.3.2 3-5 shorts a week.
  - 9.4 YouTube
    - 9.4.1 Videos
    - 9.4.2 Long form videos, and short form videos.
  - 9.5 Substack
    - 9.5.1 Written word (publications) posts and notes.

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- 9.5.2 Market stats, original and authentic posts, buyer advice,
- 10. important Next Frankie Meeting: 3 weeks from today - December 3rd, 12pm, Put in calendar.
- 11. Design a LaDawn Style Success Board, bounce it off Frankie. Not super important, but I could come up with something unique.