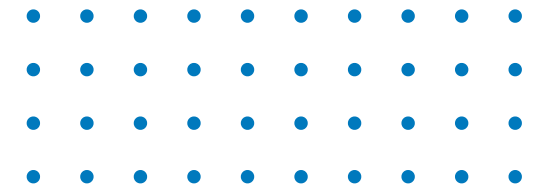


THREE MOVES TO BUILD SECOND HALF MOMENTUM

Jon Bye · July 7 · The CORE
Practical moves to create momentum in the second half of the year

Presented By:
Jon Bye

Date
7 July, 2026



WHY THIS MATTERS NOW

JON'S EXPERIENCE WITH THE CORE

Training enhances employee capabilities and contributes to greater efficiency and retention for businesses

Short Intro

Jon Bye brings real-world results and a track record of helping agents build momentum through The CORE coaching programs.

Why Second-Half Momentum Matters Right Now

The second half of the year is where deals close, relationships deepen, and pipelines are built for the year ahead.

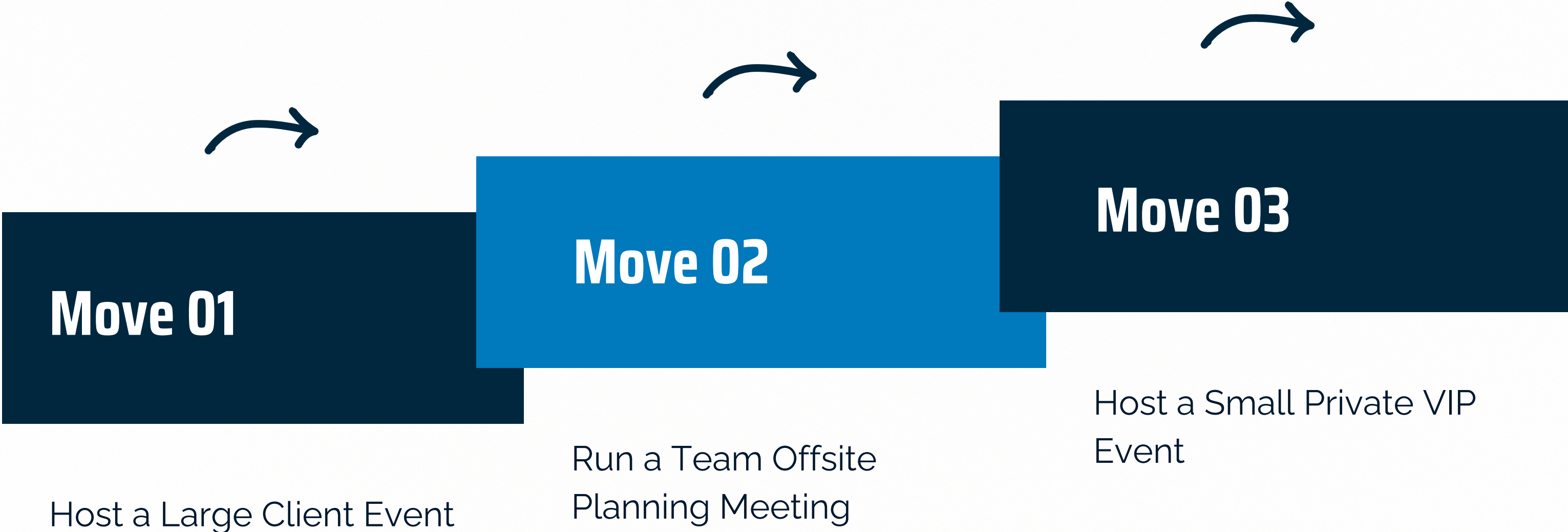
Current Numbers / Results

A few key numbers and results that qualify Jon's approach and demonstrate what's possible.

The Framing

Simple actions that create pipeline, focus, and relationships — without overcomplicating your business.

THE 3 MOVES

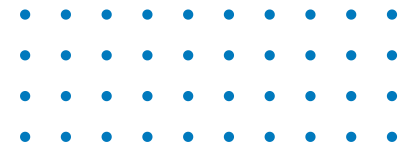




MOVE 1

HOST A LARGE CLIENT EVENT

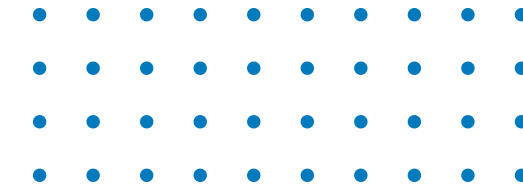




WHY HOST A LARGE CLIENT EVENT

- Re-engages your database
- Creates energy and visibility
- Gives you a reason to follow up
- Builds momentum in a short window





WHAT TO DO AT THE EVENT



Bring people together around a clear experience

Give attendees a reason to show up and something to remember.



Make it easy to attend

Remove friction — simple logistics, clear invite, low barrier to entry.



Focus on connection, not overcomplication

The goal is relationships, not a production. Keep it human.



Create moments worth remembering and sharing

Memorable experiences extend your reach long after the event ends.





WHAT TO DO AFTER

01 - Follow up quickly

Strike while the energy is high — reach out within 24–48 hours.

02 - Continue the conversation while interest is high

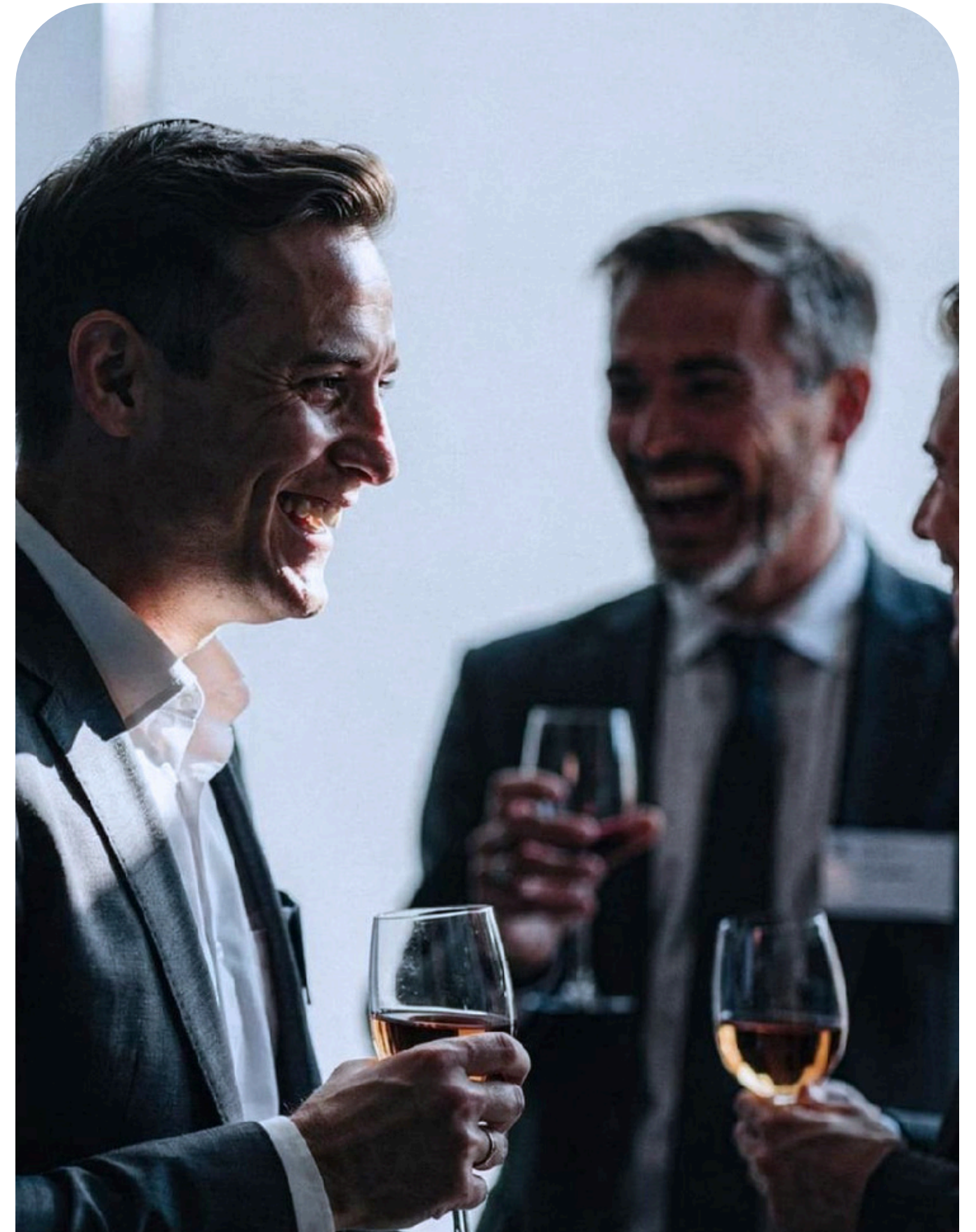
Don't let the momentum fade. Keep the dialogue going.

03 - Turn attendees into next conversations / opportunities

Every attendee is a potential next step — a referral, a listing, a connection.

04 - Turn attendees into next conversations / opportunities

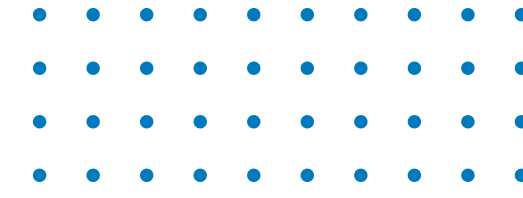
Every attendee is a potential next step — a referral, a listing, a connection.

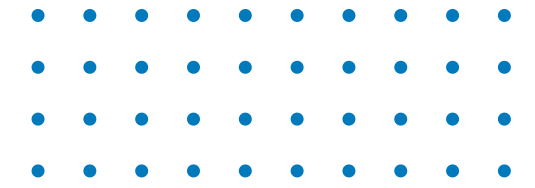




MOVE 2

TEAM OFFSITE PLANNING MEETING





WHEN TO DO IT

Midyear reset point

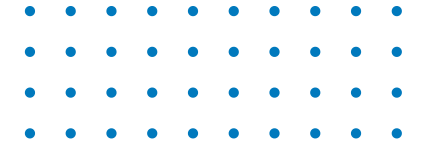
The halfway mark is the perfect moment to pause, reflect, and recalibrate.

Create space to step back and realign

Give your team the gift of clarity before the sprint begins.

Before the second-half push gets too busy

Do it now — before the calendar fills up and urgency takes over.



WHAT TO COVER

What's Working

Celebrate wins and identify what to double down on.

What's Not Working

Honest assessment of gaps, friction, and what to stop doing.

Priorities for the Second Half

Offering career growth opportunities encourages employees to stay long-term.

Roles, Ownership & Focus

Clarify who owns what so nothing falls through the cracks.

Key Goals & Execution Plan

Leave with a concrete plan, not just good intentions.



HOW TO IMPLEMENT AFTERWARD

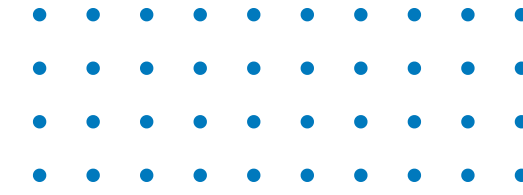
- 01** Turn ideas into clear actions
- 02** Assign ownership
- 03** Set timelines
- 04** Build accountability into follow-up

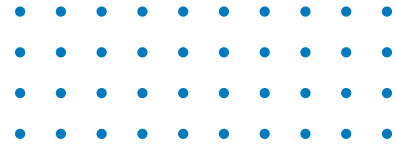




MOVE 3

SMALL PRIVATE VIP EVENT





WHY A SMALL PRIVATE VIP EVENT

Deepens relationships

Intimacy creates connection that large events simply can't replicate.

Creates trust faster

Small settings accelerate the relationship-building process.

Helps people become part of your world

Inviting someone into your space is a powerful act of inclusion.

Often more effective than broad outreach

Depth beats breadth when it comes to high-value relationships.





HOW TO EXECUTE IT



Keep it personal and intentional

Every detail should feel curated, not generic.



Preferably host at your house

Your home creates a level of warmth and trust no venue can match.



Make the atmosphere easy and welcoming

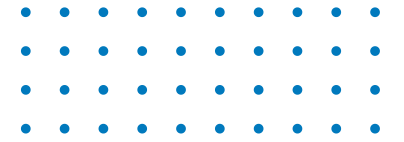
Guests should feel relaxed, not impressed. Comfort is the goal.



Invite the right mix of people

Thoughtful curation makes the room feel special for everyone in it.





WHAT TO DO AFTER

Follow up personally

A handwritten note or personal message goes a long way.

Keep the relationship warm

Don't let the connection cool — stay present and consistent.

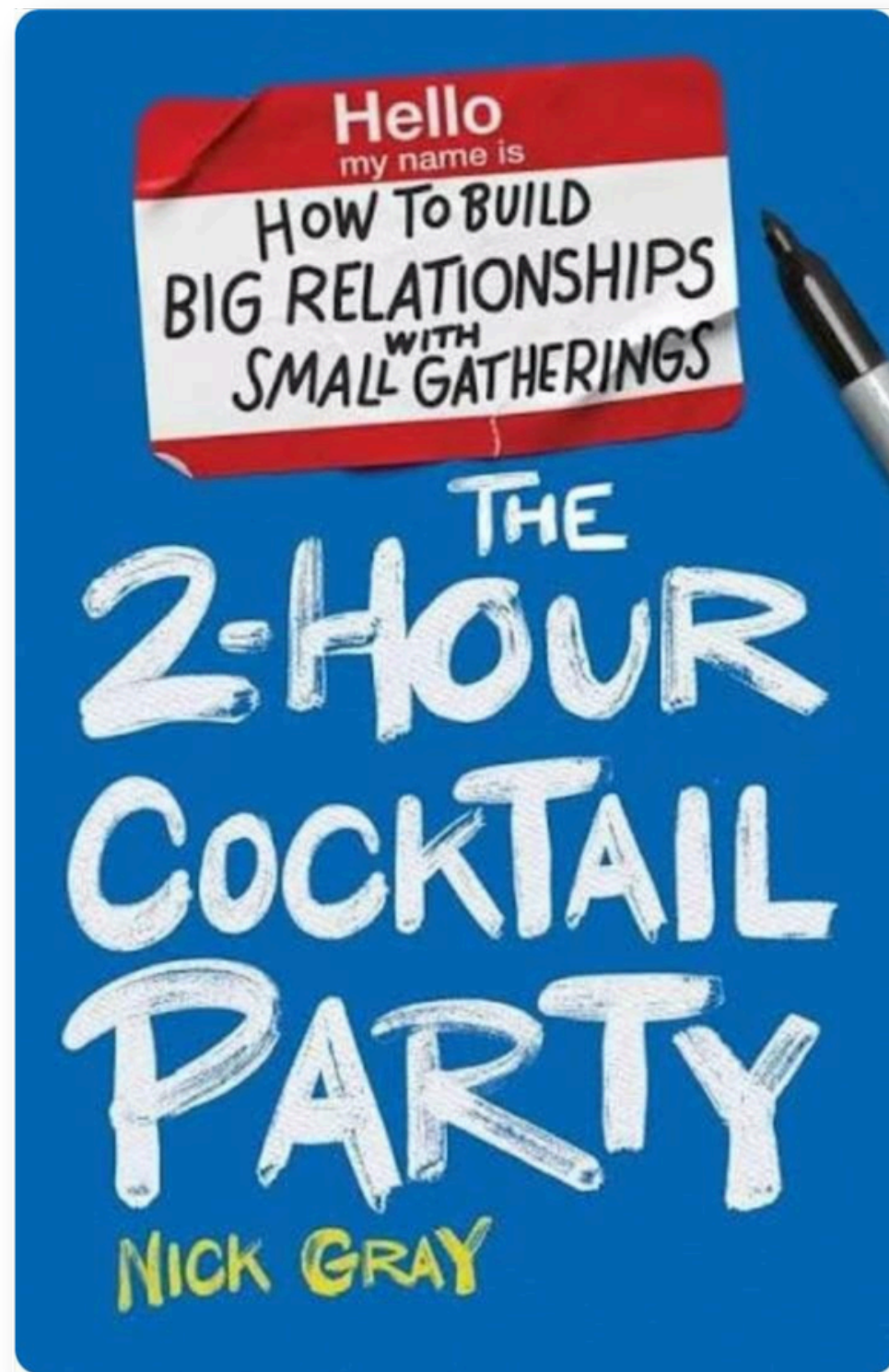
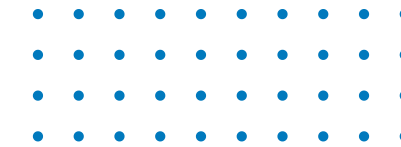
Use the event as a bridge to future connection

Reference the shared experience to open future conversations naturally.

Stay consistent, not overly formal

Keep it real. Authenticity sustains relationships over time.





RESOURCE FOR AGENTS NERVOUS ABOUT HOSTING

The Two Hour Cocktail Party — a practical, step-by-step resource for hosting people in your space with confidence.

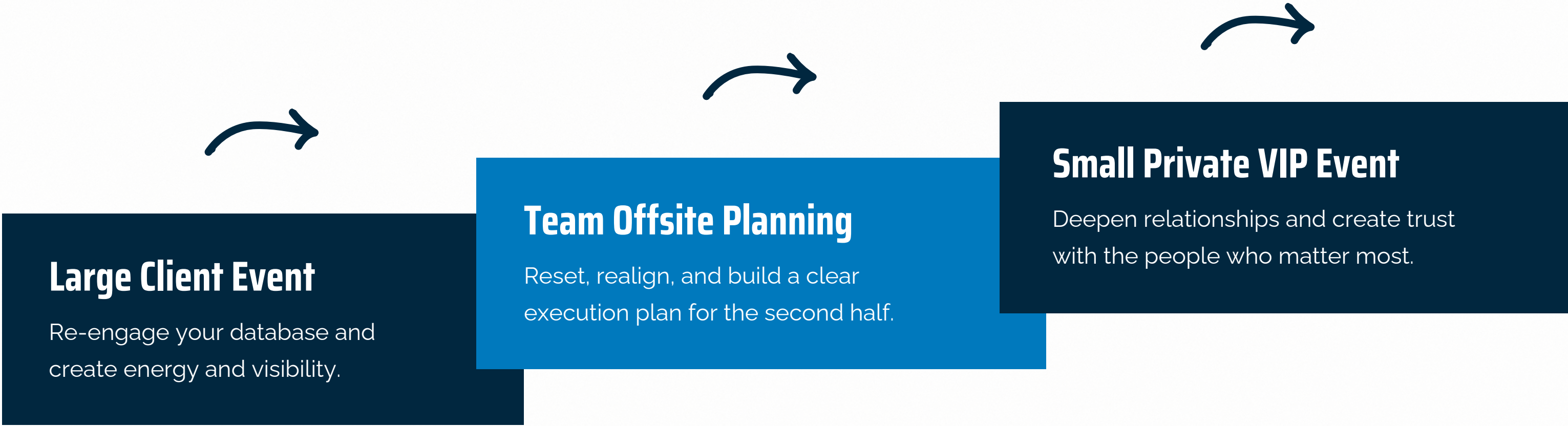
Not everyone feels natural hosting. This book is a practical guide that removes the guesswork and gives you a clear, repeatable framework for bringing people into your home — without the stress.

- Position it as a practical resource, not a performance
- Step-by-step help for hosting people in your space
- Designed to make hosting feel simple and achievable



RECAP

Three simple, practical moves to build second-half momentum:



These are simple, practical moves to build second-half momentum.

CTA / Next Step

Learn More About The Core

Discover how The CORE coaching programs can help you build momentum and grow your business.

Join the Locker Room

Get access to the community, resources, and conversations that drive real results.

Explore Coaching Programs

Find the right program to support your goals for the second half and beyond.





OPEN Q&A

Open Q&A for ~5 minutes — drop your questions in the chat or unmute to ask live.